



**HOW TO RAPIDLY GROW
MARKET SHARE:
OBSERVE THE 2020 OMNISHOPPER.**

How to rapidly grow market share: Observe the 2020 omnishopper.

You've got an opportunity.

73% of consumers now shop on apps **and** in-store: together.¹

That's great. But, if you're mainly focusing on a channel strategy that is:

- In-store, but not digital: the competition will win.
- Digital, but not in-store: the competition will win.

The only way to beat your competition is by seeing the two channels as one. Here's what we've seen lately: more than 2,000 Walmart shoppers leaving the store. And, 8,000 leaving Walmart.com. This level of integration between eCommerce and storefront is the new normal.

Omnishopping is here to stay, and if your competition hasn't fully realized this yet—they will, soon enough. Stay a step ahead of them. It's time to adapt and dominate your market.

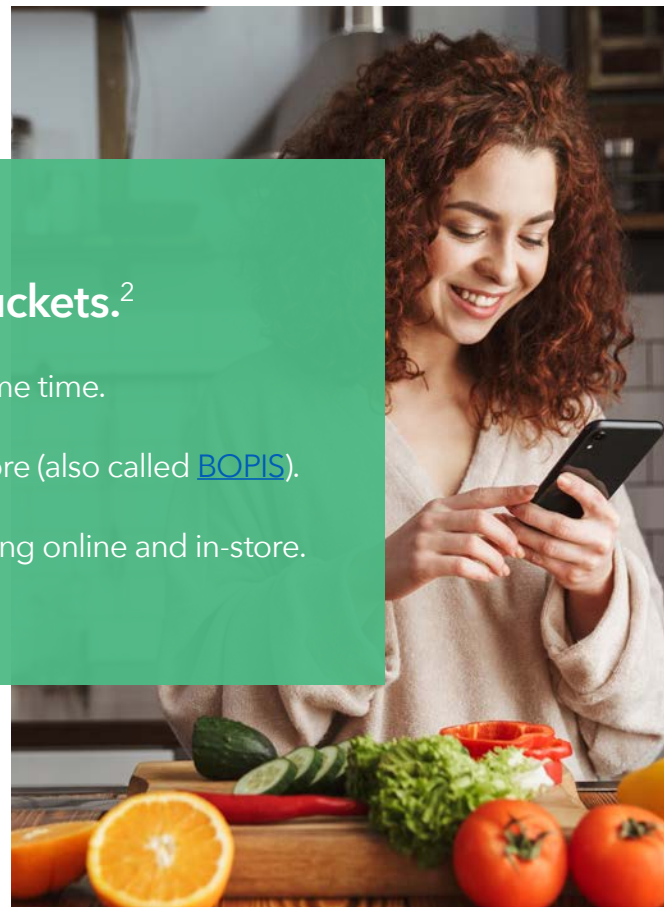
So, who are these omnishoppers?


Omnishoppers can be categorized into 3 buckets.²

1. **The full omnishopper** - Shops in-store and online at the same time.
2. **The hybrid omnishopper** - Shops online and picks up in-store (also called [BOPIS](#)).
3. **The alternating omnishopper** - Alternates between shopping online and in-store.

These buyers are all different from standard brick & mortar shoppers and they represent a massive shift in the market.

So, let's discuss exactly what this new opportunity is.





Ways to profit from the omnishopper explosion.

When you launch the right omnishopper strategy, you'll win in these ways.

Reach previously unreachable customers.

Shoppers aren't coming into your stores like they used to (*or the stores that sell your products*).

Which means, your digital storefront has to do more work. And, we're not just talking about having a website, an app, or an online social presence to back up your retail channel.

We're talking about an immersive digital strategy.

One that, not only drives business on its own—but actually furthers customer experience; seamlessly integrating into your retail efforts.³

Are your digital storefronts working as hard as they should be? Or, are they just kind of... there.

If your goal is: get more customers—here's how you do it:

- Show up in the app store.
- Be there when they're searching online.
- Harness attention effectively once your lands.
- And, provide an exceptional experience online and in apps.

That's how you reach omnichannel shoppers and branch out from traditional brick & mortar.



Increase word of mouth.

What happens when consumers see you online and in-store, every day?

That's simple. They're getting a much broader brand exposure than they ever could have just relying on your in-store presence alone. Now, they're:

- 1. Thinking of you.**
- 2. Remembering you.**
- 3. And, talking about you.**

Every day.

After all, according to Philip Kotler—consultant to IBM, GE, AT&T and others—"the best advertising is done by satisfied customers."

He's right.

That's because a satisfied customer is the best billboard you can buy. They offer free and trusted advertising for your brand. So, if you're looking for the best way to improve your word of mouth, a successful omnishopper experience is a great way to get there.

How Starbucks captures omnishopper market share.

Starbucks has over 28,000 retail locations...

In many cities, it's hard to go far without seeing a Starbucks. Ironically, that flood of foot traffic actually created their problem. Why? Research showed that Starbucks customers:

- Had a negative customer experience.
- Faced too long lines and crowded spaces.
- Didn't buy as much and shared negative feedback.

After researching, and launching the right omnishopper strategy, they fixed it. Starbucks created an app feature. You can now order drinks from your phone and pick it up in the nearest store. That shrunk lines, fixed the customer experience issue, and boosted sales—in one fell swoop.³

So, how do you dominate the omnichannel like Starbucks, and maximize market share?





Find growth opps with omnishopper insights.

It all starts with insights...getting accurate data from omnichannel research.

If you want to *really understand* how to maximize your omnishopper sales strategy, then you'll have to ask consumers as they shop various channels.



MFour's brick & mortar panel.

Here are 5 ways to use our Brick & Mortar panel:

- In-store intercepts: Survey shoppers in real time.
- After-visit intercepts: Hear their experiences, after they leave.
- Talk to non-buyers: Listen to why they didn't buy; use it to boost sales.
- Study competitors: Find out why certain shoppers chose a competitor's brand.
- OOH ad intercepts: Evaluate the impact of your outdoor advertising.



Get 50% in 24 hours.

See exactly who visited any specific locations, then survey to hear their thoughts.

You get a response rate of 50% in 24 hours at 12.5 million U.S. Brick & Mortar locations. All of the data on their actions is GeoValidated® and all surveys are taken at the Point-of-Emotion®.

MFour's app & web panel.

Or, send a survey to our App & Web panel for:

- Product findability.
- App/website satisfaction.
- Selection criteria and journey.
- User interface and experience feedback.
- Changes in usage behaviors, patterns and frequency.

This is your chance to reach consumers directly while a digital experience is still fresh on their mind. Take a look at what your target audience is doing on apps, and online, right now.

MFour's overlapping omnishopper data.

No matter how you do it, you'll get a great ROI with omnichannel research. Because overlapping digital and physical insights is insanely valuable.

For example:

#1 Let's say Sara enters/exits your store, you can ask...

- Does she have our app?
- Did she open it before going in there?
- Has she been on our website?
- Is she using our app while she shops? Why?
- What is she looking for?

#2 Or, when Dave passes your billboard, you can find out...

- Did he visit our site/app afterwards? Why?
- Did he then go to a relevant store?

The options are limitless. Seeing data—and decisions—in one platform is powerful. You can do so much more when you know what they did, and **why** they did it.





Start your omnishopper research today.

Our market research team is here to brainstorm with you.

If you're facing a challenge, chances are, we've seen it before—and our qualified team can help. Get answers to the questions you have, no matter how hard they may seem.

We've worked with the largest brand-name companies and biggest market research organizations in the world. We're in your court and we have your back. Let's talk.

START A NEW MARKET RESEARCH PROJECT

Email us: solutions@mfour.com

Call us: **714.754.1234**

Visit mfour.com for more information.

References:

1. <https://get.mfour.com/quarantine-insights/>
2. https://www.researchgate.net/publication/267269007_Exploring_the_Omnichannel_Shopper_Behaviour
3. <https://squareup.com/guides/guide-to-omnichannel-retail>