

Chapter 1 : The Global Shopper | IMM International

I'm an Oreo loving writer with a passion for international online shopping. As the author of The Global Shopper book series I've spent over a decade researching and reviewing literally hundreds of online stores - the good, the bad, and the really ugly.

But as insights-based research shows surprising commonalities around the globe and as the world continues to shrink thanks to the Internet and countless technological advances, both manufacturers and retailers are keeping their eyes on the global prize. Jonathan Dodd, chief strategy officer at Geometry Global, agrees, but with some caution. Realizing that shoppers around the world behave in similar ways within categories or channels offers benefits with global development not only related to cost efficiency, but also encompassing capabilities, resource optimization and a better connection with shoppers. We typically do this in the context of penetrating an occasion to exploit a global category growth opportunity. Driving consistency across the globe builds the equity of the brand. If shopper marketing is about understanding who your shoppers are, what their behaviors and motivations are, and using that understanding to better meet their needs so you drive more conversion for your own brands, those general principles apply whatever the market scenario. There are common principles, but the nature of the landscape and therefore the nature of the execution can vary quite significantly across the world. Whether through global retailers or larger-scale global companies, we have the opportunity to bring the best experiences from around the world to consumers everywhere. While global shopper marketing starts at the center from the global strategy, some of it also bubbles up from very successful local ideas and executions that we find can have global relevance, which allows us more breadth in creativity in how we connect with our consumers. As a brand you want to create consistency across the world wherever, whenever the brand connects with the consumer. E-commerce and digital shopper marketing bring our brands all over the world, so we have to create that consistent look and feel and stay true to the visual brand identity. Being able to develop and execute campaigns on a global level creates synergies and substantial cost savings. Retailers also like to see best practice ideas travel. Companies are finding new ways to gather shopper insights, both in terms of research methodology leveraging mobile versus traditional focus groups and uncovering insights and behaviors that are common to most people regardless of culture and location. The best marketers create shopper marketing campaigns that are rooted in a broad human insight but still expertly tailored to be successful in local markets. In reality, shoppers living in the same city can behave in different ways since you have people with distinct levels of education, income and culture. By finding similar behaviors and challenges, we can create a common strategy. There are more similarities than differences. If we think and strategize at that higher level, we can come up with bigger ideas that are more meaningful, emotional and relevant and that can be executed in the most locally relevant way. Can companies use learnings from one part of the world and apply them elsewhere? The campaign starts with the insight of people wanting to share things with their friends and family. This insight is relevant to people all across the globe. What that looks like in Russia is very different than in Singapore. Great global shopper marketing is when your campaign is rooted in a broad human insight but still expertly tailored to local markets. They allow us to leverage big brand properties at scale, such as our upcoming Heineken Bond. We partner with global retailers and make them part of global efforts to collaboratively drive sales for the brand and growth for the category. There are commonalities and learnings you can get from different channels that are transferrable, and developing programs that are multi-market depends on the structure of the retailer or customer. Not everyone has a global structure because they recognize that at the end of the day you have to win locally. Most retailers are willing to collaborate. Execution and compliance remains an issue in most of our markets, however. These best practices are being shared with other markets across the globe because it drives thought leadership with retailers, helps build the relationships and drives category growth. We generally collaborate with global retailers earlier in the process. Other times we have challenges because those large retailers also have a lot of rules for execution. Collaboration means different things depending on market development. Conversations around data, shopper profile by customer or store and category growth are business as usual in the U. Our involvement is very high

around the world. We recognize in some markets it may not be as developed, but you can see the writing on the wall. We have to bear in mind that consumers use mobile phones everywhere around the world. In some way, shape or form, e-commerce is growing around the world in all sorts of market types.

Chapter 2 : Global Shopper Marketing Trends | Shopper Marketing

The Global Shopper. likes. I'm Nicole, a self described cyber shopping ninja. I write about the world's best webstores and help e-tailers create.

Some retailers hire companies to evaluate the quality of service in their stores; they often use mystery shoppers to get the information. They instruct a mystery shopper to make a particular purchase in a store or restaurant, and then report on the experience. Typically, the shopper is reimbursed and can keep the product or service. Sometimes the shopper receives a small payment, as well. Many professionals in the field consider mystery shopping a part-time activity, at best. And, they add, opportunities generally are posted online by marketing research or merchandising companies. The certification offered is almost always worthless. A list of companies that hire mystery shoppers is available for free, and legitimate mystery shopper jobs are listed on the internet for free. If you try to get a refund from the promoters, you will be out of luck. The shopper receives a check with instructions to deposit it in a personal bank account, withdraw the amount in cash, and wire it to a third party. The check is a fake. By law, banks must make the funds from deposited checks available within days, but uncovering a fake check can take weeks. It may seem that the check has cleared and that the money has posted to the account, but when the check turns out to be a fake, the person who deposited the check and wired the money will be responsible for paying back the bank. Check libraries, bookstores, or online sites for tips on how to find legitimate companies hiring mystery shoppers, as well as how to do the job effectively. Search the internet for reviews and comments about mystery shopping companies that are accepting applications online. Shills may be paid to post positive reviews. Never wire money as part of a mystery shopping assignment. Charge a fee for access to mystery shopping opportunities. Sell directories of companies that hire mystery shoppers. Ask you to deposit a check and wire some or all of the money to someone.

Chapter 3 : The Global Auto Shopper Study: KSA, Kuwait and UAE car shopping habits revealed

This airport has long since established its image around shopping, luxury shopping in particular. In these boutiques, the "PrivÃ©" collection, the most exclusive Giorgio Armani perfume line, achieved record sales with, on average, nearly 30 perfumes sold each day (at an average price of â,-).

The Global Auto Shopper Study: KSA, Kuwait and UAE car shopping habits revealed January To uncover current habits around new automobile purchases, the ninth annual Global Auto Shopper Study is an analysis of new car buyers who use the internet. Among these are Saudi Arabia, Kuwait and the UAE, where a significant proportion of new car buyers commence the path to purchase online. When they do walk into the dealership, the modern auto shopper is armed with a staggering array of information. Purchase paths vary in length and process, but typically the journey begins online, with search and online video key influencers across phases. This opens up a relatively short window for brands to be seen. Buyers do their homework and watch very specific video content to explore their future vehicle. Videos about automotive features or technology, consumer reviews, car walkarounds and safety tests are amongst the main content watched by those in research mode. And buyers value YouTube in the decision making process: In fact, video enables buyers to discover new brands or nameplates: Video platforms are seen as a decision making tool. From digital to the dealership The most common shopping model of today still has consumers doing a lot of their research in an online environment, only to then step into a bricks and mortar retail location to seal the deal. Many buyers find their dealers using online sources. However, very few of either group felt completely decided about which make or model to choose when they started their research. Many consumers do have clear concerns about buying a car online though, such as the lack of physical product experience, personal advice or a test drive. Brands that develop clever services to help buyers to overcome these concerns by leveraging digital technology to connect offline experience and online service may well put themselves in a position of advantage. A to do list How can automotive businesses act on this new intelligence to sell more cars and build better brands in the region? Here are four key actions to include in a smarter strategy for the coming year. Step in to fill the void. Everywhere the consumer looks for information is an opportunity to engage them. Work with your SEM experts to capture that demand at every step of the funnel to convert it into concrete customer engagement. The smartphone is the anchor to micro moments, so invest accordingly in the mobile opportunity. Ensure you have the right mobile assets, manage your mobile bids accordingly and promote video as the most immersive mobile format. Build search programs and deliver video content to respond to customer needs at all phases and moments. Every brand interaction leaves an impression. Invest in the experiences that set your brand apart.

Chapter 4 : THE GLOBAL SHOPPER 2 BEST ONLINE SHOPPING GUIDE | eBay

Global Shopper, Miami, Florida. 50 likes. We believe that shopping is huge part of a great vacation, and that at Global Shopper, we love connecting.

Chapter 5 : Global online shopper | Worldpay

Tutorial on Aramex Global Shopper Here's a video tutorial showing just how easy it is to shop the world with Aramex G.

Chapter 6 : Mystery Shopper Scams | Consumer Information

The Republic of Korea was the only Asian economy in the global Top The number of global online shoppers will grow 50% from to , from billion to billion, the report says.

Chapter 7 : ÆŽAramex Global Shopper on the App Store

DOWNLOAD PDF THE GLOBAL SHOPPER

The global shopper has no borders, and makes purchases in all corners of the world. Travelers from China spend more on beauty products than those from any other country worldwide.

Chapter 8 : Global Holiday Gift Shopper Report | Rakuten Marketing

The definition of "shopper marketing" itself remains inconsistent throughout the industry, and adding the word "global" before it further muddies the waters.

Chapter 9 : € Global online shopping: device conversion rate | Statistic

End Chat. Close. First Name Last Name Email Start Chat.