

Winning omnichannel

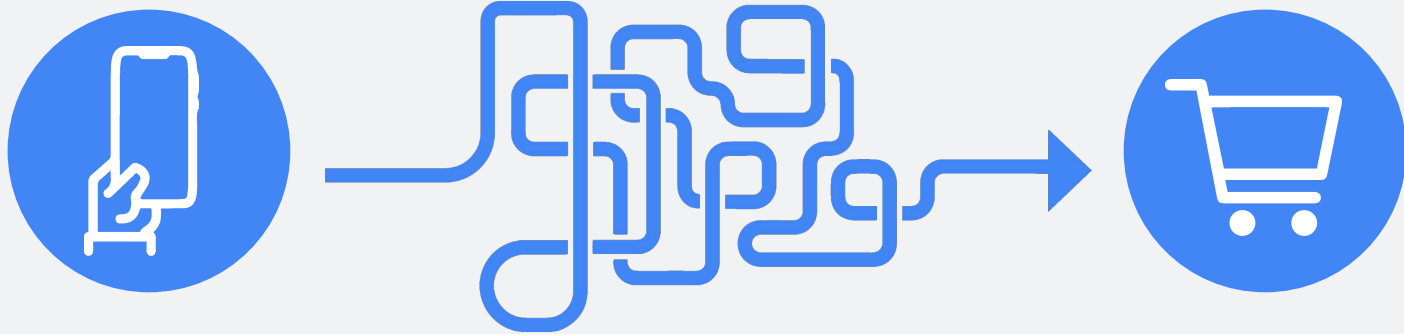
with Gamma

Camilla Borgmo
Industry Manager
21st of March 2024

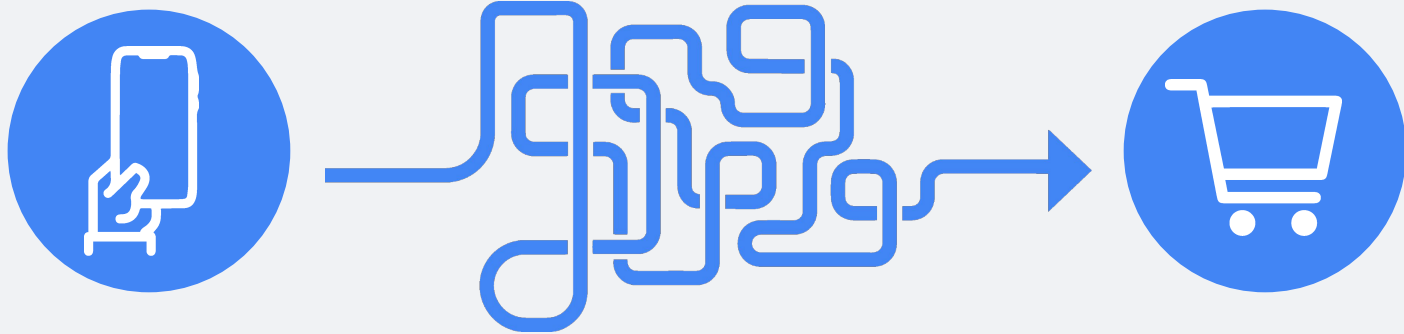




How many **sources** did you use before your last purchase?



Customer journeys are moving targets

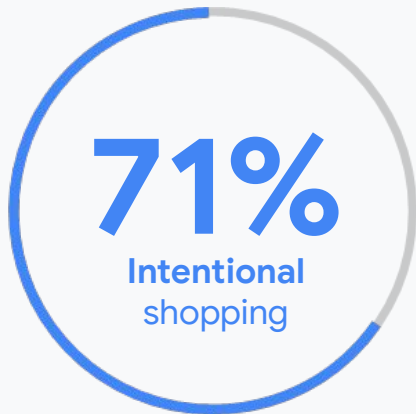


#1

Omnichannel is the
(not so new) norm

How is the shopping landscape **evolving**?

Spontaneous purchases



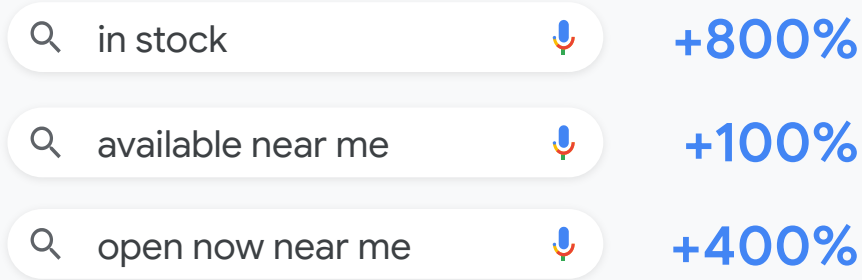
Choosing *one* channel



Loyal to brands



Consumers turn to Google for an improved local experience



Torx schroevendraaier Gamma Willem de Zwijgerlaan

Shopping Images Videos News Books Finance

About 1.870 results (0,32 seconds)

Results for 1082 MG Amsterdam · Choose area

Tip: Limit this search to English language results. Learn more about filtering by language

Sponsored

Products Comparison Sites

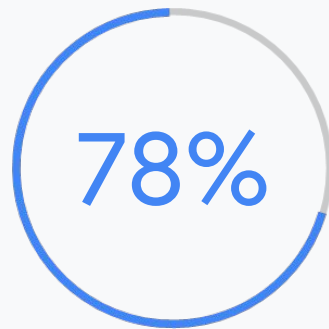
<p>In store</p> <p>Dresco torxsleutelse... €4.99 Gamma.nl</p> <p>By Producth...</p>	<p>Pick up today</p> <p>GAMMA schroevendr... €6.79 Gamma.nl</p> <p>By Producth...</p>	<p>Pick up today</p> <p>Handson Set precisie... €7.99 Gamma.nl ★★★★★ (14)</p> <p>By Producth...</p>	<p>Torx 20 Bit</p> <p>€1.99 Butser +€3.95 ship...</p> <p>By Google</p>	<p>JOREST Fijnmechani... €7.85 Amazon.nl +€2.99 ship...</p> <p>By Google</p>	<p>RS Bit €6. RS +€</p> <p>By</p>
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Omnichannel is now
part of our

Shopping Routine



Of shoppers make
purchases on their
phones while in store



Of shoppers used a
retailer's app while
shopping in-store

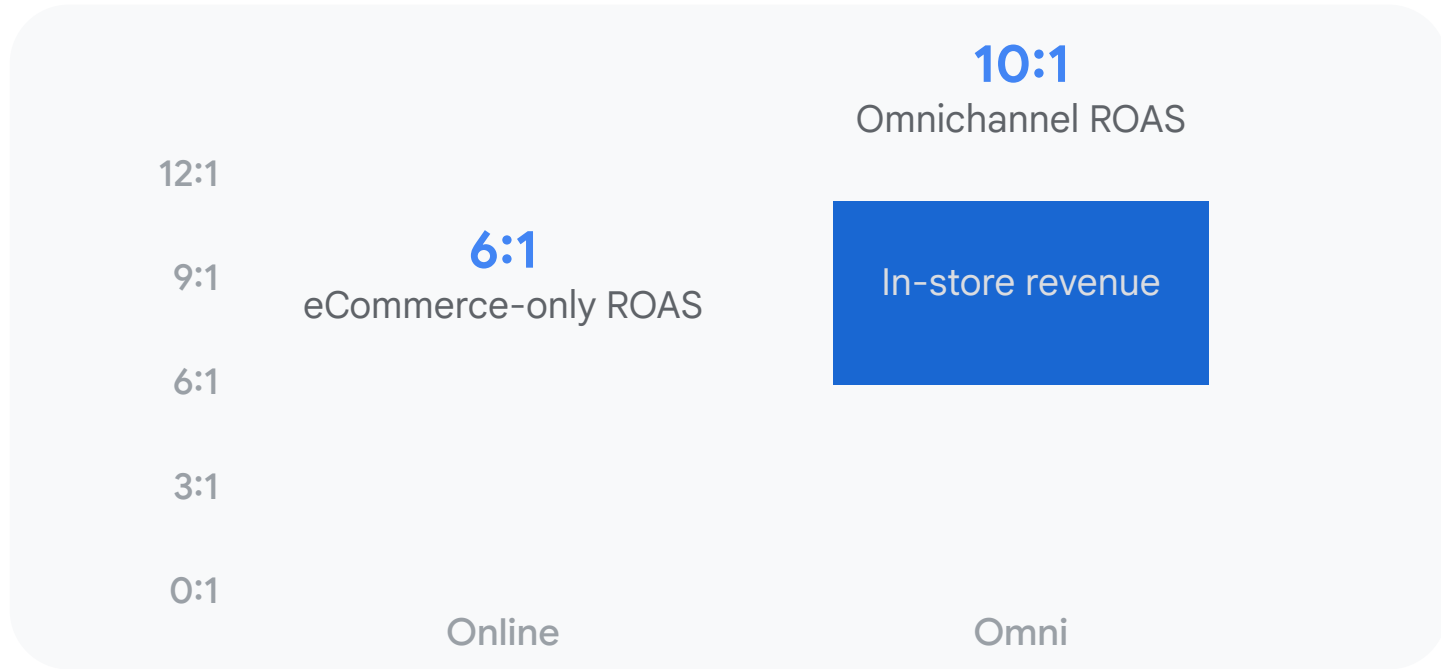
#2

**Total impact of digital
ads on online *and*
offline sales**

Think of your **storefront** as
your strategic advantage

Measuring only online sales will lead to misvalued media

Illustration



Store goal measurement: **A journey of progress**



Store Visits

Leverage automated store visit data and assign a default value



Store Sales Default Values

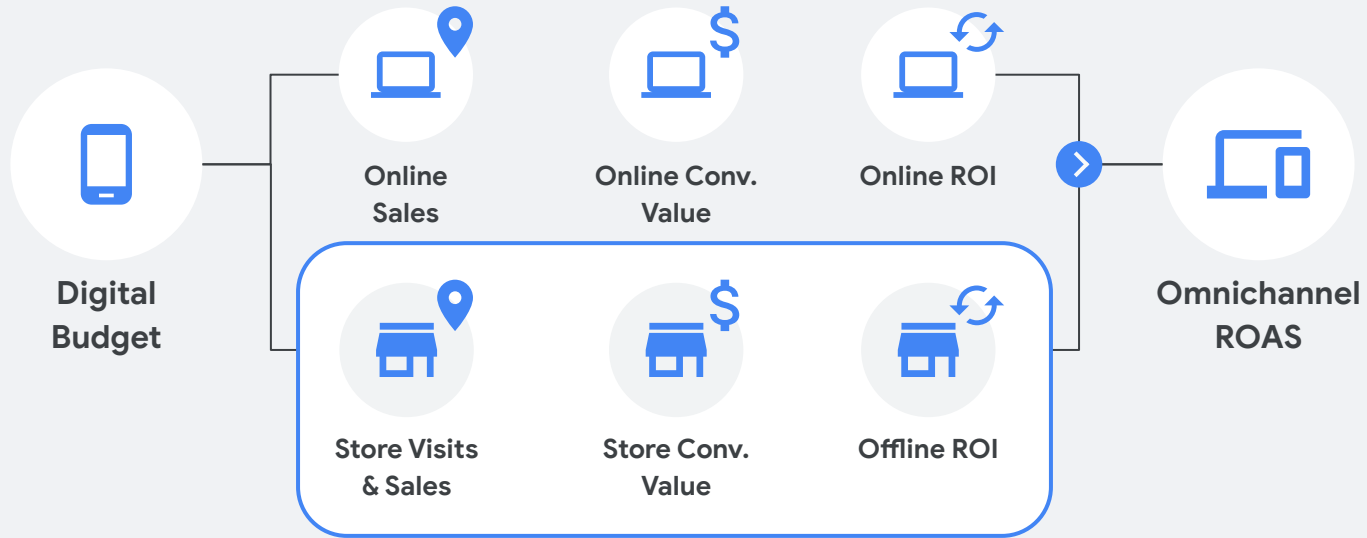
Leverage automated store sales transaction count data and assign a default value



Store Sales Dynamic Values

Leverage dynamic and automated receipts-or partnership based store sales values or upload your own first party data to report dynamic values

Use store sales measurement to track consumer touchpoints and enhance **reporting**, **KPIs** and **optimisation**



#3

Aim for total efficiency

Uniquely powered by
Google's

Omnichannel Infrastructure

Respond to demand by incorporating
real-time online and offline store **signals**





Right message



Omnichannel has become the consumer expectation.



Measuring the full impact of digital ads on both online *and* offline sales is crucial for business.



Leveraging your store sales data can improve the *total* efficiency and effectiveness of your digital ad campaigns.

GOALS



Increase the sales **online** and **in-store**, to grow **total** sales for my business.



Capture more profitable customers and grow my market share.

OMNICHANNEL SEARCH AT GAMMA

GAMMA

LAURENS MIEDEMA

GAMMA



For those of you who dont know us yet

- 165 stores
- Major TOMA
- Few million visitors on gamma.nl each month
- 75-80% of NL shops at GAMMA at least once a year
- Brand awareness in NL like Heineken and Coca Cola
- > 50 yrs of Market leadership



Tim





Richard

DIY = not food or fashion

Many different journeys



Huge online and offline characteristics in sales



**BUT WITH ONE
SIMILARITY...**

GAMMA



vrijdag 15 t/m zondag 17 maart
**EXTRA SCHERPE
AANBIEDINGEN!**

**NU NERGENS
GOEDKOPER**
LAAGSTE PRIJSGARANTIE

**TUINHOUT
SUPERSALE**

WEEKENDEAL
vr t/m zo met je voordeelpas

**30%
KORTING**
op alle
raamdecoratie

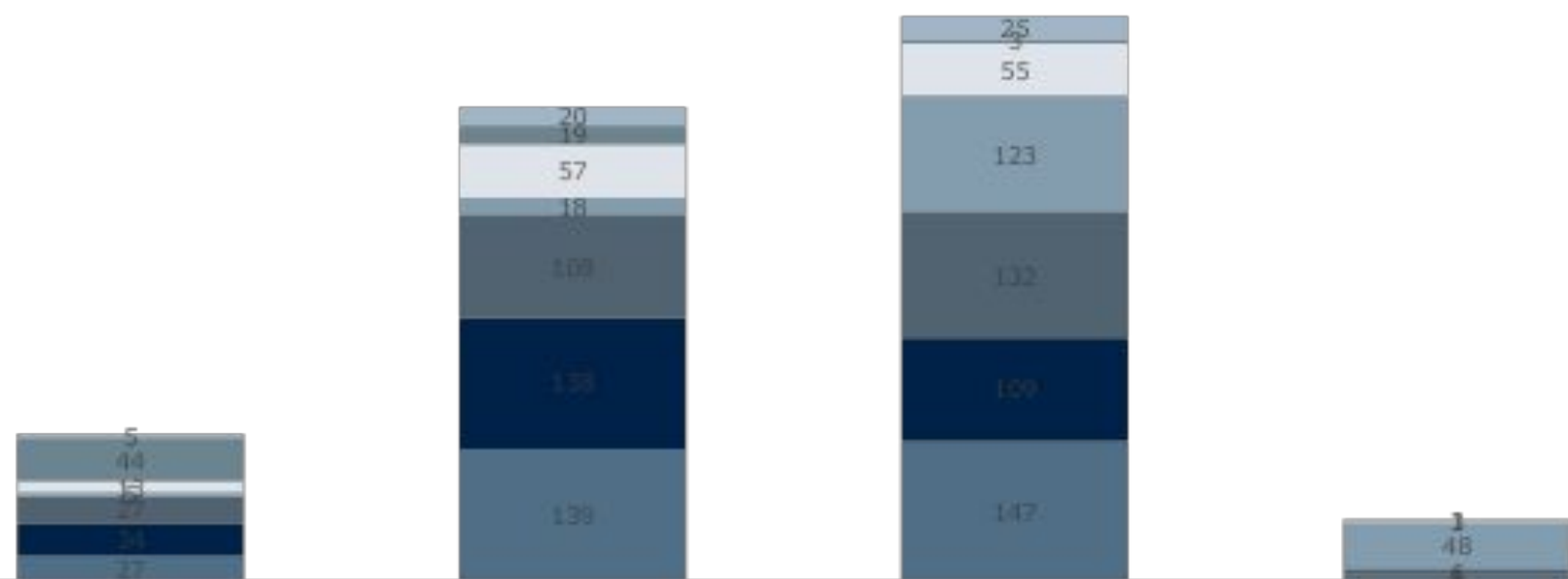
[Klusservice](#)[Acties en Aanbiedingen](#)[Folders](#)[GAMMA Voordeelpas](#)

Google



**75% search online
before visiting a
store**

- ik bekijk instructiefilmpjes
- ik bespreek de klus met een bekende
- ik lees adviezen of stappenplannen
- niet, ik heb voldoende ervaring
- ik vraag om advies in bouwmarkt
- niet, besteed de klus uit
- ik stel vragen op websites/forums




Non DIY Tim Richard Professional


Introduce local inventory ads

Local Inventory Ads


Ads · Shop glaswol gamma



2st. - GAMMA
glaswol 16 cm...
€14.38
Gamma.nl
+€69.00 shipp...
€2.40/1m²
★★★★★ (137)
By Producthero




Isover glaswol
isolatieplaat 1...
€23.74
Gamma.nl
+€69.00 shipp...
€10.99/1m²
By Producthero




SALE

2st. - Isover glaswol
16 cm 3,0 m² Rd 4,0
€43.14 €53
Gamma.nl
★★★★★ (55)
By Producthero

Compare related
products from 50+
shops.



ISOVER Rollisol
Plus glaswol...
€49.84
De Isolatieshop...
+€65.00 shipp...
By Producthero











In store

Isover glaswol
isolatieplaat 4,...
€3.79
Gamma.nl
By Producthero

Ad · <https://www.gamma.nl/> ▾

Local Inventory Ads

Sponsored :

							
1,5 kuub POKON tuinaarde (Big...	Teelaarde - Hele bigbag (1 m³)	Van Egmond Bemeste Tuinaarde Min...	1m³ Grond bigbag	2+1 gratis Fleurella Tuinaarde 40L	Bemeste tuinaarde - 1m³ incl. bezorging	2,5 kuub POKON tuinaarde (XX...	700L Poko tuinaarde (700
€219.99 Tuincentrum.nl Free shipping By Producthero	€74.50 GroeiGoed B.V. +€65.00 shipp...	€106.20 Plusjop.nl Free shipping By Producthero	€69.50 BM Containers +€75.00 shipp...	€4.49 Gamma.nl €0.11/1l By Producthero	€138.95 Potgrond.nl Free shipping By Google	€349.99 Tuincentrum.nl Free shipping By Producthero	€130.00 Tuinshop.nl Free shipping By Producthero



Gyproc
plafondplaat R...

€ 4,79

Gamma.nl

★★★★★ (309)

Van Producthero



Gipsplaat met
ronde kant RK ...

€ 4,89

Hauster

+€ 34,95 verze...

€ 4,07/1m²

Van Producthero





Vandaag ophalen

Toggler
gipsplaatplug SP
9.5-15 mm 6 stuks

€ 4,09

Gamma.nl

★★★★★ (26)



GAMMA Gips plug
6x22mm 50ST + bit

€ 7,49

Gamma.nl

★★★★☆ (3)

+€ 4,95 verzendk...



Vandaag ophalen

Toggler
hollewandplug TB6
9-13 mm 6 stuks

€ 2,49

Gamma.nl

★★★★★ (40)



 Vandaag ophalen

GAMMA
schroevendraaier
platte kop 75 mm

€ 5,39

Gamma.nl

★★★★★ (3)

Van Producthero



Knipex
Schroevendraaier:
Kruiskop/sleufkop
6-delig (00 20 1...

€ 46,36

Elektramat BV

+€ 4,95 verzen...

★★★★★ (42)

Van Producthero



 Vandaag ophalen

Tuinlat geschaafd
ca. 1,8x4,4 cm,...

€ 3,07

Gamma.nl

★★★★☆ (3)

Van Producthero



Schutting
tuinplank grene...

€ 3,65

Gadero.nl

+€ 99,95 verze...

Van Bigshopper

Register store visits and store sales



**First done by hand, later on
automated with EDM & Google**

Incrementality testing

De normale situatie



flexa muurverf

Advertentie - <https://www.gamma.nl/muurverf/flexa>

Flexa Muurverf bij GAMMA - ik kan het - gamma.nl

Koop nu Muurverf van Flexa in onze Webshop of de bouwmarkt. Of je nu dagelijks kijkt of één...

Klik op GAMMA
betaalde advertentie



Bezoek GAMMA
website



Bezoek GAMMA



xx,xx %
Store visit
rate

De test situatie met dummy website (Karwei.nl)



flexa muurverf

Advertentie - <https://www.karwei.nl/aanbiedingen/flexa>

Flexa Muurverf nu 40% korting - Deze week in de aanbieding

Tijdelijk 40% korting op Muurverf van Flexa. Bekijk nu deze aanbieding! Karwei is de bouwmarkt...

Klik op niet
gerelateerde GAMMA
betaalde advertentie



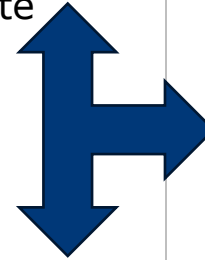
Bezoek Karwei
website



Bezoek GAMMA



xx,xx %
Store visit
rate

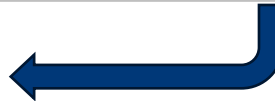


incrementality

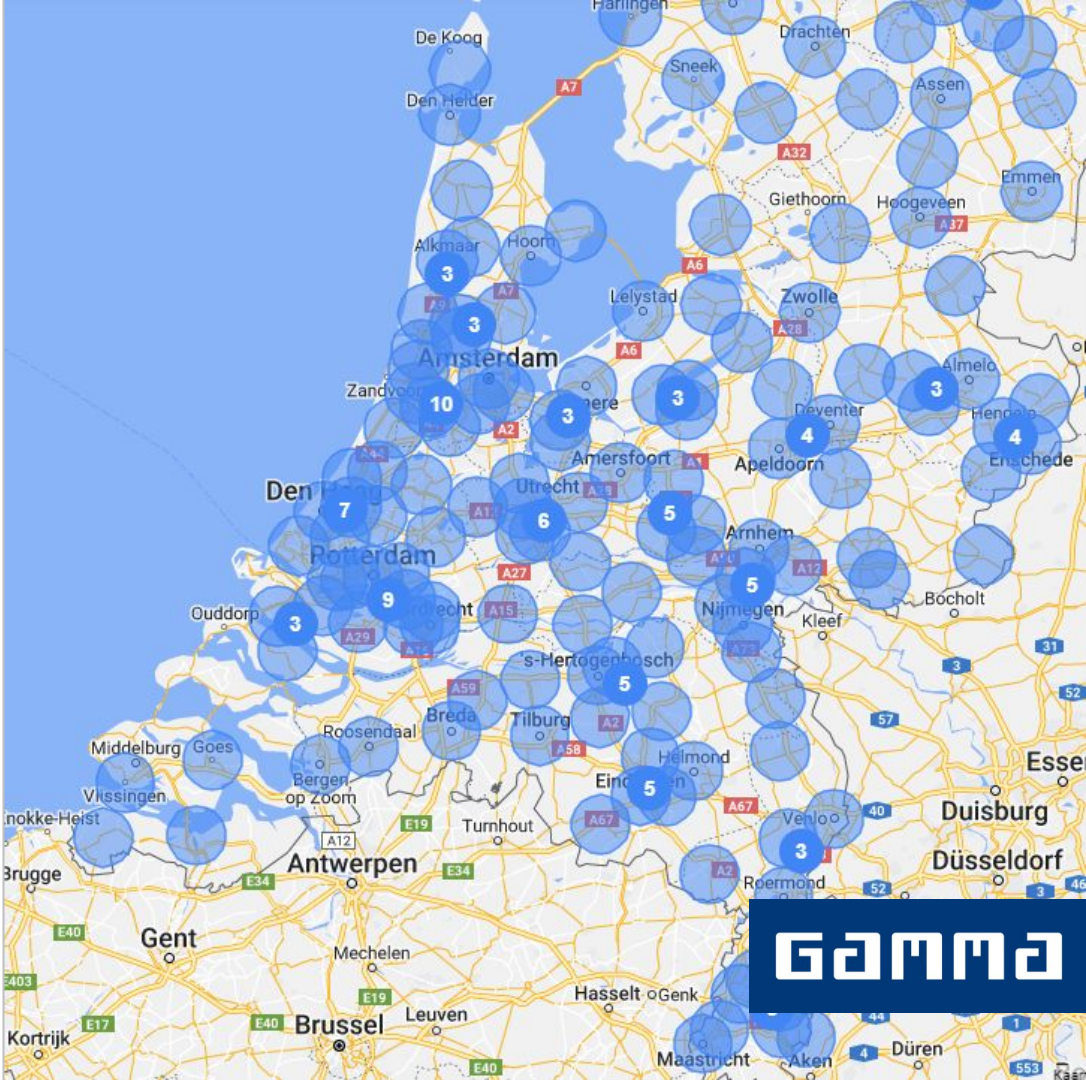


45

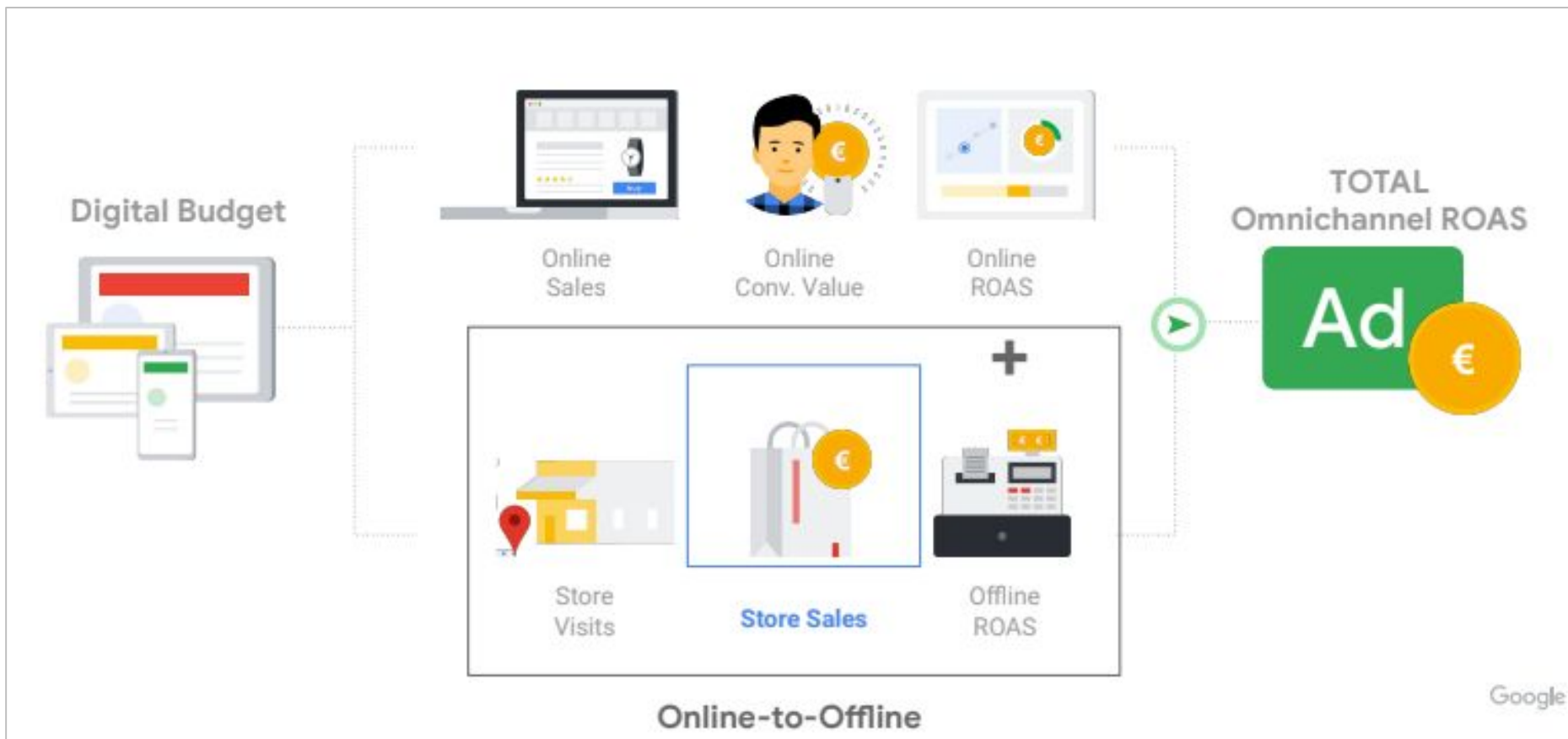
**Done in
GAMMA
account**



Store network



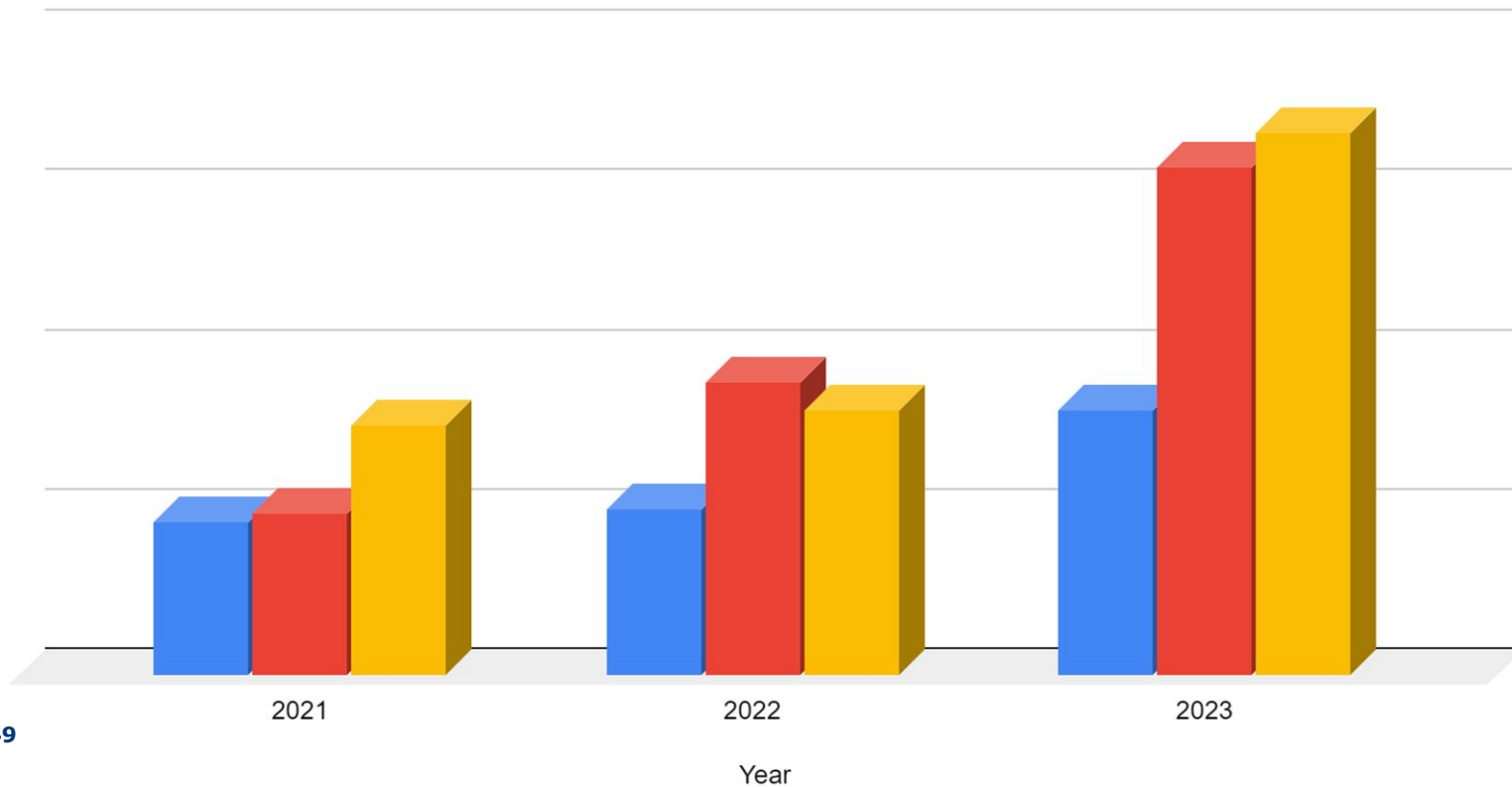
Omnichannel steering made possible



Google

GAMMA performance

Clicks Impressions Conversion value (omnichannel)



Increased ROAS

Significant rise in market share

Thanks

