



Retail Revenue Impact: 16x Return with Hybrid CX

Bridge the Digital and Physical to
Unlock More Revenue for Your Stores



EXECUTIVE SUMMARY

Shift Happens: Winning in the Hybrid Retail World

How consumers find and buy from retail businesses has undergone a seismic shift. Leading up to 2020, customer experience in retail was already rapidly evolving, with businesses using a mix of online and offline channels, a trend further accelerated by Covid.

74% of consumers have a preference that combines a mix of online and in-person channels, 2021 New Face of Local study.

Retailers recognized the urgency to respond during the pandemic, and were quick to innovate — establishing new capabilities around online inventories, curbside pick-up, contactless purchasing, delivery, and more. These pivots were made more urgent due to increased pressure from online-only retailers moving aggressively into real-world services such as same-day delivery and self-service pick-up points.

As the pandemic recedes, consumers are returning to real-world shopping experiences but have also come to appreciate the conveniences of a hybrid consumer journey.



Meet Your New Hybrid Retail Consumer

Motivated primarily by convenience, and then by price and quality, the hybrid retail consumer starts nearly every purchase journey with an online search. When a need arises, they pick up their smartphones, search for what they want, scan reviews, engage on social media, consult with acquaintances, and make a decision within minutes. If your brand is not visible when they are looking — projecting consistent information in every channel they consult — you might as well be invisible.

Today's hybrid retail consumer uses all available channels to explore, engage with, make decisions around and reflect on their purchase. It is therefore important that retailers leverage those efforts across online and offline channels in a holistic way.

EXECUTIVE SUMMARY

A Holistic Approach to Hybrid CX in Retail

Many retailers are employing technology to help them find and engage with these hybrid customers. However, a fragmented approach with siloed teams and technology causes many organizations to miss the mark.

In fact, a recent study by Forrester Consulting — “[Reignite Growth with Hybrid Customer Experiences](#)” — observed that most businesses are prioritizing hybrid customer experience initiatives, yet 70% say they lack confidence in their ability to deliver true hybrid customer journeys. In part, Forrester has attributed this to the barriers created by silos across people, processes, technology, and data — which in turn create fragmented experiences.

Leading retailers focus not only on getting found but also being chosen and winning long-term loyalty. This requires a mix of activities that cultivate brand visibility, reputation management, and consumer engagement. While each of these activities has merit on their own, it is the strategic combination of all three in a unified approach that really delivers ROMI (Return on Marketing Investment) in retail.

70%

of organizations lack confidence in their ability to deliver seamless hybrid customer experiences*

*Forrester Commissioned Study, 2021



EXECUTIVE SUMMARY

Revenue Impact of Hybrid Customer Experience in Retail

	INCREASE IN Visibility	INCREASE IN Conversion Rate	INCREASE IN Star Rating	ROMI Revenue Return
Local search visibility	<div><div></div>14%</div>	<div><div></div>71%</div>	0% <div><div></div><div></div><div></div><div></div><div></div></div>	5x <div><div></div><div></div><div></div><div></div><div></div></div>
Reputation management	<div><div></div>16%</div>		7.7% <div><div></div><div></div><div></div><div></div><div></div></div>	12x <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>
Holistic approach	<div><div></div>26%</div>		10.3% <div><div></div><div></div><div></div><div></div><div></div></div>	16x <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>

Revenue Impact of Local Search Visibility

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It's been nearly a decade since listings management capabilities arrived on the scene to help businesses optimize for local search visibility. As the sophistication of platforms like Google Business Profile — formerly Google My Business (GMB) — have evolved, so have the solutions to manage them. So while listings

management is table stakes, not all solutions are created equal.

More advanced capabilities like inventory management and integrations that allow for dynamic data, appointment scheduling, inventory management and more, take this foundational capability to the next level. A successful Hybrid

CX strategy requires retailers to not only show up when customers are looking but also to provide the relevant, contextualized information and an easy path to purchase in order to win against online-only competitors.

KEY TAKEAWAY:

Optimizing for local search visibility leads to increased transactions and more revenue.



Revenue Impact of Local Search Visibility

To understand the impact of listings management and the estimated ROMI, our market insights team at Uberall used real-world numbers from a major global retailer of athletic shoes and apparel .

We fed these numbers into our ROMI Calculator to determine the estimated impact for businesses

who use Uberall to manage different portions of the customer journey. (See our methodology section below for more details.)

First we looked at the impact on revenue created by optimizing local search visibility in isolation. Using Uberall Listings exclusively,

a company’s visibility would be expected to increase 14% year-over-year and drive a 5x ROMI.

Using a real-world athletic retailer with 1000 storefront locations, the investment in listings optimization with Uberall would drive a €0.9M return.

46%
of all Google searches are looking for local information*

*Google Secrets of Local Search Conference

Impact and ROMI of listings alone



14%

increase in visibility*



minor

increase in click through rate**



minor

increase in star rating**



€0.9M

overall revenue return

*Visibility is defined by views in Google search results and based on the average month over month impressions increase with Uberall.
**A listings-only approach focuses mainly on visibility and does not seek to impact conversions or loyalty

CASE STUDY

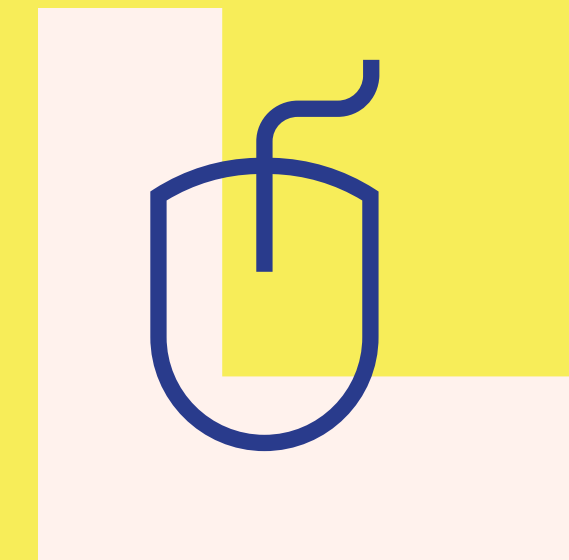
Advanced Listing Capability Drives Increased Conversions for Wellpharma

Challenged with creating a consistent national strategy while empowering pharmacy managers to engage at a local level, Wellpharma utilizes advanced local listings capability from Uberall CoreX.

Uberall CoreX enables the pharmacy to effectively communicate with its customers across the country, providing important information such as the availability of tests at certain pharmacies and its new click & collect service for COVID testing.

Each pharmacy manages its own listings and publishes local information such as photos, opening times, and appointment availability. The corporate digital marketing team is in constant contact with its pharmacies, optimizing their GMB listings centrally.

As a result of efforts to optimize their local digital presence, Wellpharma was able to achieve an impressive increase in both visibility and conversions.



100%

increase in clicks to call.*

*YOY from Q4 2019 to Q4 2020



Revenue Impact of Local Reviews & Reputation

Revenue Impact of Local Reviews & Reputation

It's well documented that reviews influence search rankings and consumer decision-making. In fact, a star rating increase of just 0.1 can create a 25% rise in foot traffic. With real revenue at stake, reputation management continues to be an essential part of a retailer's online presence.

However, as the importance of reviews has increased, so too has review manipulation and fraud, creating a more skeptical consumer. In this new landscape, retailers must actively monitor reviews — building trust with local consumers and elevating their brand through online responses and offline follow through.

KEY TAKEAWAY:

Brands that actively manage their reputation see a significant impact on visibility, conversion rate, star rating and overall revenue.



Revenue Impact of Local Reviews & Reputation

Our research found that active review and reputation management using Uberall drives a significant impact not only on visibility but also click through rates and star rating. This contributes to a stronger ROMI of 12x initial investment.

Improved reputation management allows companies to better serve customers and resolve issues. This improves star rating but also builds trust with new customers. For Uberall clients this could translate to a 71% improvement in click through rates and a 7.7% increase in star-ratings (0.3 stars on average).

Using that same example of a major global retailer of athletic shoes and apparel — with 1000 storefront locations worldwide, revenue impact would jump dramatically to a €2.2M return.

90%
of consumers use
reviews before buying
online or offline.*

*Uberall consumer survey, 2021

Impact and ROMI of combined listings and reviews



16%

increase in
visibility*



71%

increase in click
through rate



7.7%

increase in
star rating



€2.2M

overall revenue
return

*Visibility is defined by views in Google search results and based on the average month over month impressions increase with Uberall.

CASE STUDY

Okaïdi Engages with Customers Through Reviews

Children's fashion brand Okaïdi is part of the IDKids Group of retail stores, which has more than 400 storefront locations in Europe, Asia, Africa, and Canada.

When it comes to managing its brand recognition, the Group believes that local colleagues know their customers best and are most uniquely positioned to respond to them. The group uses Uberall Core X to empower local store managers to respond to 75% of all reviews and online messages — including providing information on product issues and stock updates.

“Since we’ve been using Uberall,” regional manager Laure Buffard told us, “our overall GMB ranking has improved and we have been able to offer a more unique customer experience. We are notified each time we receive a new customer review, which allows us to respond really quickly. At Okaïdi, our stores respond to 75% of our online reviews and the tool enables us to thank our customers and improve the quality of our responses.”

Store managers are also able to upload photos, product details and service information via the Uberall platform. This ensures that brand messaging remains consistent across all online and offline channels.



75%
of reviews responded to
by local store managers.



Revenue Impact of a Holistic Approach

Revenue Impact of a Holistic Approach

As retailers respond to consumer demand for more hybrid experiences, it is no longer effective to silo efforts and think of local listings, reputation management, local social, local store finders and local web pages as discrete, unrelated activities.

Rather, retailers must synthesize a range of activities in a single platform. A unified approach makes it much easier for a retailer to manage all locations at scale, gain greater visibility and control of the local brand presence, and gain a clear, data-driven picture for continued optimization of local marketing efforts.

KEY TAKEAWAY:

Businesses that leverage a total solution are not only able to deliver a seamless customer experience, they also benefit from a boost in visibility and star ratings.

72%

of companies believe a unified platform and approach will play a pivotal role in creating a more effective hybrid customer experience*

*Forrester, Reignite Growth with Hybrid Customer Experiences, 2022



Revenue Impact of a Holistic Approach

Our research found an exponential revenue impact when businesses use a complete hybrid customer experience platform that includes listings, reputation management and local social media.

A unified approach to hybrid customer experience leads to a 26% increase in visibility, a 71% increase in click-through-rates, and a 10% increase in star-ratings (0.4 stars on average). This contributes to a stronger ROMI of 16x initial investment.

Using numbers from that same major global retailer of athletic shoes and apparel — with 1000 storefront locations —revenue impact would jump dramatically to a €3.9M return.

76%
of consumers purchase products they discover on social media*

*Uberall/MomentFeed data

Impact and ROMI of combined listings, reviews and local social



*Visibility is defined by views in Google search results and based on the average month over month impressions increase with Uberall.

CASE STUDY

Pinch A Penny Combines Listings, Reputation and Social

Pinch A Penny Pool Patio Spa is a retail pool and spa supply franchise, with a corporate marketing team that supports its 255 locations throughout the Southeast United States. Local digital marketing is handled primarily by the corporate marketing team so franchise owners can focus on running their local business, providing the best customer service and pool care expertise.

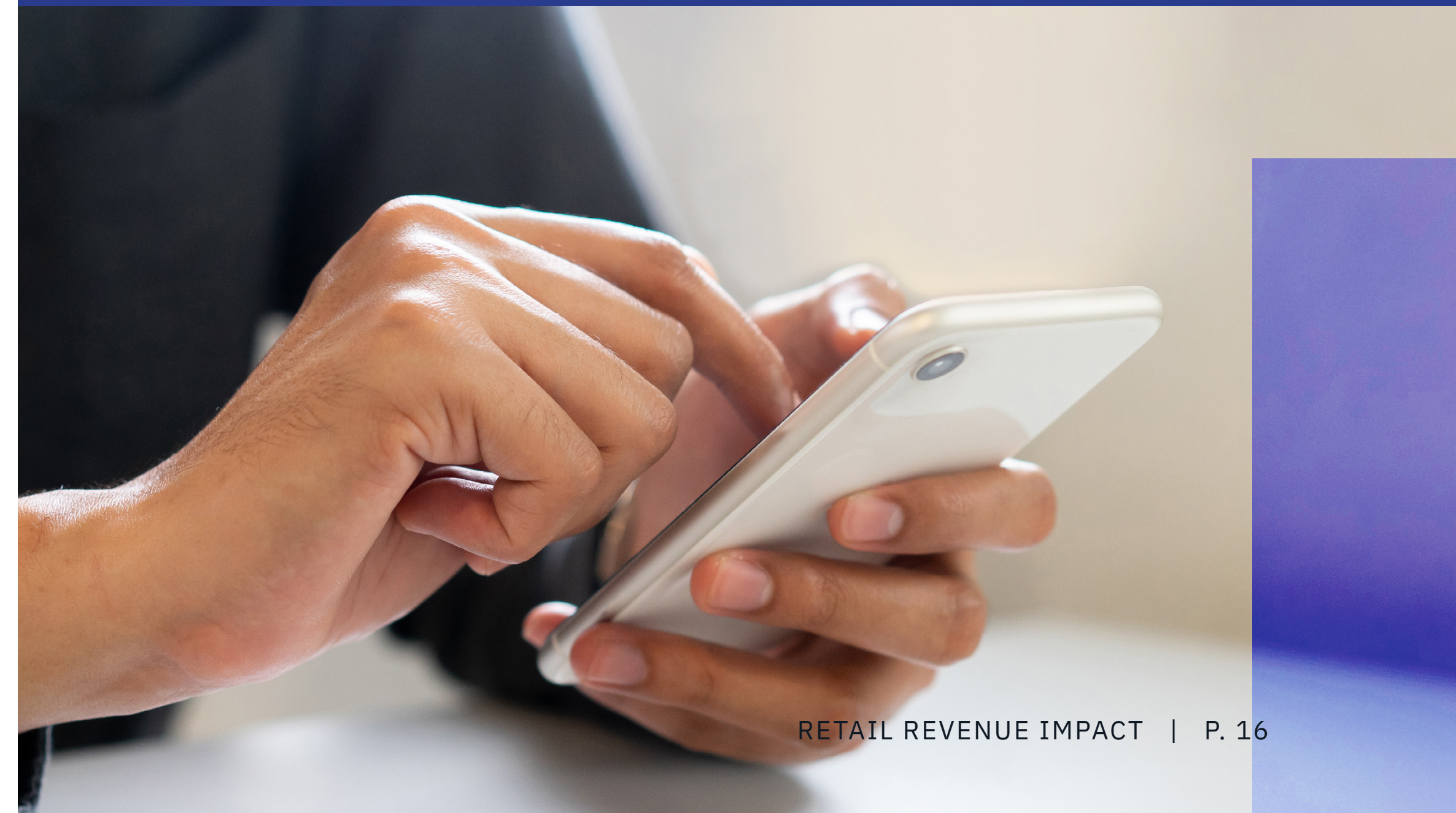
Pinch A Penny understands the value of optimizing all local digital marketing efforts using one platform and a holistic strategy. The retailer manages all of its location data, listings, reviews, and local social media using Uberall CoreX. With everything controlled from one platform, they are able to work more efficiently. Pinch a Penny secures more than 5,000 reviews a year across Facebook, Google, and Yelp — with an average 4.28 star rating.

Pinch A Penny's 255 locations also appear at a rate of 80% or higher in the Google 3-Pack for relevant keyword searches such as 'pool supplies near me.'



80%

**Locations appear at 80%+
rate in Google 3-Pack**



METHODOLOGIES

Uberall's impact on KPIs (visibility, conversion rates, and star rating)

Uberall's impact was estimated by analyzing annual views, click through rates, and star ratings for all current Uberall customers, compared to their annual results before joining Uberall. For example, a client who had 100K views in the 12 months before joining Uberall and 120K in the 12 months after would be seen to have 20% growth in impressions. This analysis focused on retail customers with 250 or more locations and ran separate analyses for European and North American based locations. In total, these averages were based on hundreds of thousands of locations worth of data.

Quantifying the euro value of the above KPI improvements

1

We first estimated the portion of a retailer's views that come from 'relatively new' customers – those who have not purchased from the brand in over a year – and only took credit for those. Prospects typically estimate this number to be closer to 40%, but we chose 30% to be conservative. For example, if our platform helped a brand be viewed by an additional 1,000 consumers, we assumed that 700 were repeat customers and should not be considered Uberall's impact.

2

We then estimated average order values and click-to-purchase conversion rates based on published industry benchmarks for global apparel manufacturers.

3

Using the benchmarks in steps one and two, we calculated how the new customers, increased conversion rates, and improved customer loyalty achieved with Uberall resulted in additional transactions and revenue for the retailer.

4

A ROMI was calculated by comparing this increased revenue to the cost of a one-year contract on one of Uberall's packages: Be Found (visibility only), Get Chosen (visibility & reputation), Thrive (holistic approach including visibility, reputation, and social)

About Uberall

Uberall helps the world's most innovative brick and mortar businesses stay relevant, competitive, and profitable, by using digital technology to win clicks online and feet offline. Uberall CoreX, our hybrid customer experience platform, powers the entire customer journey from online discovery, to store visit, to recommendation and repeat purchase. Uberall makes sure businesses are not only found, but attract and delight customers on every corner, across the globe – driving revenue and customer lifetime value, at scale.

Uberall, founded in 2013 and headquartered in Berlin, Germany, has more than 400 employees and services over 1,850 multi-location businesses across 170 countries.

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