The Secret to Winning in E-commerce: Strategy First, Tactics Second

BACKGROUND PROBLEM

The client needed to improve e-commerce performance by matching strategy to shopper behavior rather than applying the same digital tactics across retailers, categories, and brands.

APPROACH PROCESS

- Segmented consumers by online shopping behavior and relationship with the category and brand.
- Mapped digital shelf, promotion, display, cross-branding, and search activity to shopper behavior change.
- Used simulation to test alternative investment strategies and understand movement between shopper groups.

KEY FINDINGS / OUTCOME

- Different marketing activities influenced different consumer behaviors, making one-size-fits-all execution ineffective.
- The right strategy depended on retailer, category maturity, and brand position.
- The work showed that shopper landscape should determine where and how e-commerce investments are deployed.

