

Winning Online: Building E-commerce Advantage

BACKGROUND PROBLEM

The client needed to adapt traditional retail strategy to a digital environment where convenience, search visibility, repeat purchasing, and online loyalty increasingly shape food and beverage growth.

APPROACH PROCESS

- Researched online shopping behaviors across shopper profile, mission, path to purchase, communications, and subscriptions.
- Identified how e-commerce differs from in-store retail through search, algorithms, basket building, and repeat purchase.
- Built a practical framework around seven success factors for winning online.

KEY FINDINGS / OUTCOME

- Online shoppers are more likely to repurchase previous brands, making early acquisition and retention critical.
- Search visibility and algorithm placement emerged as key drivers of conversion and share.
- DTC, subscriptions, personalization, and advanced analytics were identified as durable capability advantages.

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