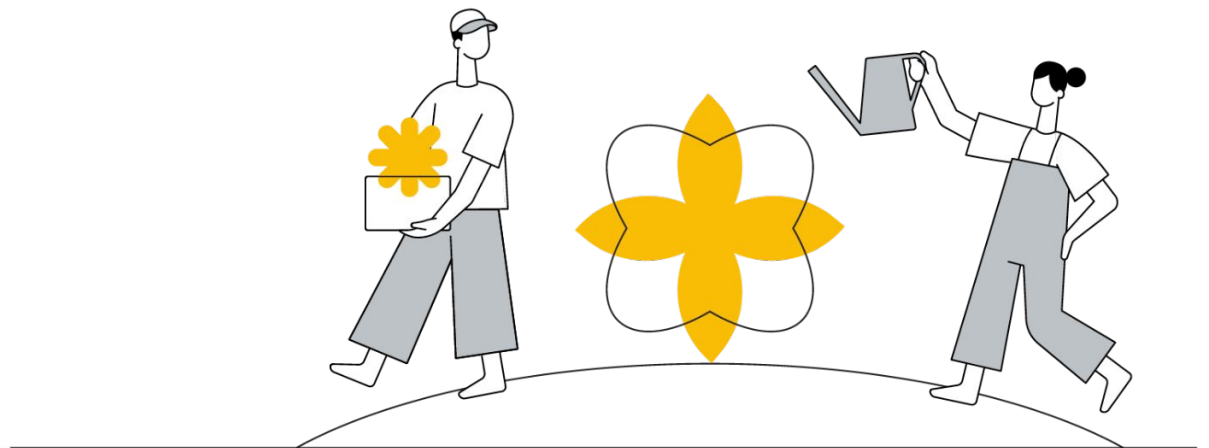


01

Lay the groundwork

Get your products, people, and technology working towards the same goal.

-  Merchandising
-  Technology
-  Organization



Merchandising

Win customers over with a **fast** and **frictionless** purchasing journey. Get the **right products** in front of the **right customers** at the **right time**.



Merchandising

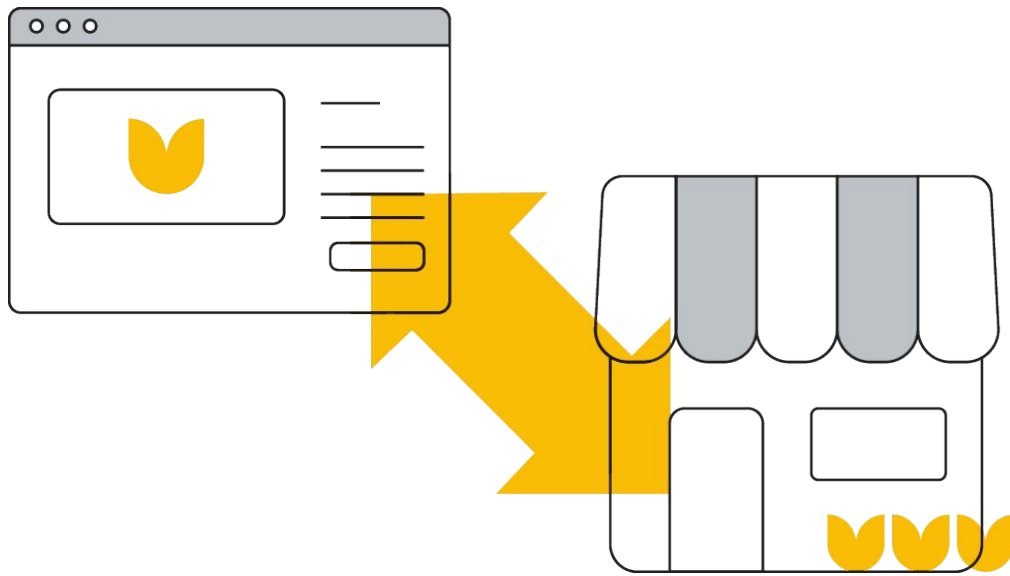


Technology



Organization

Think of e-commerce as your storefront



Translate in-store best practices to the digital world. Are you using “prime real estate” like your homepage to draw people in?

Provide a site that’s easy to navigate and don’t miss opportunities to upsell at checkout.



Merchandising

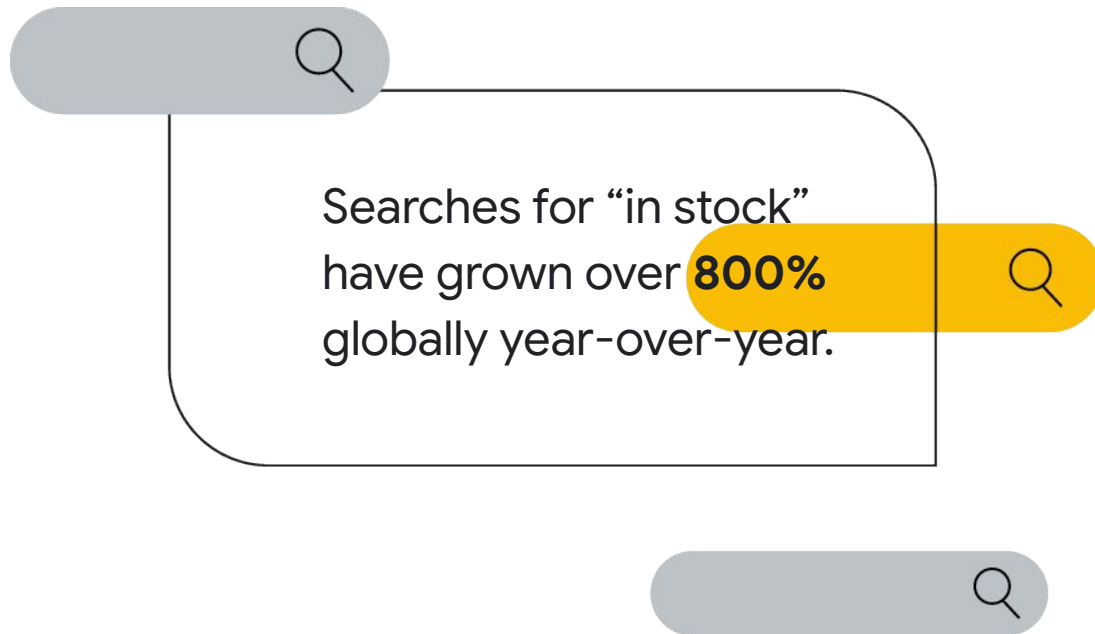


Technology



Organization

Be ready to meet demand



As consumers come online to check the status of your in-store stock, are you creating more instant and effortless experiences to help them on their shopping journey?

Consider adopting a consumer insights tool like [Rising Retail Trends](#), which uses data to inform merchandising decisions and recommends which products you should be promoting.



Merchandising

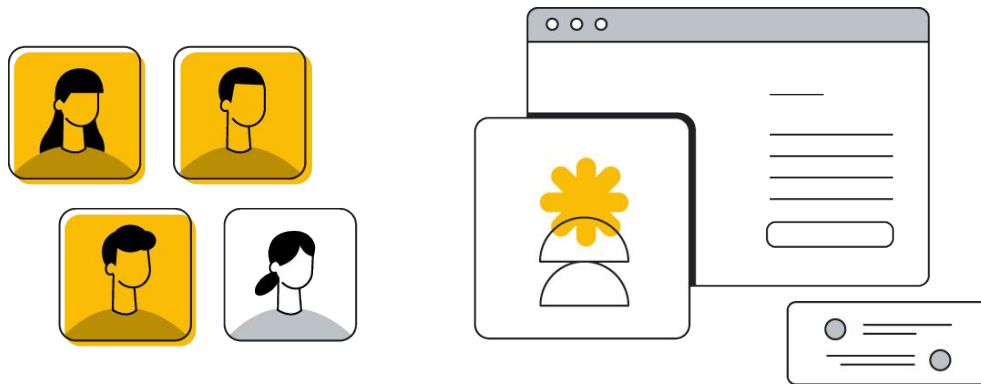


Technology



Organization

Don't forget the basics!



3 out of 4 people expect to find photos and reviews when shopping online.

Reassure shoppers by providing detailed, up to date product information.



Improve your ecosystem



Make your inventory available to shoppers everywhere and leverage free product listings with [Google Merchant Center](#).



Merchandising



Technology



Organization

Technology

Agility unlocks impact. Equip and empower your teams to make faster, smarter decisions with data.



70%

of respondents believe that deploying proven analytic models to create a collaborative modeling environment is important.



However, only

24%

think their companies are successful at it.



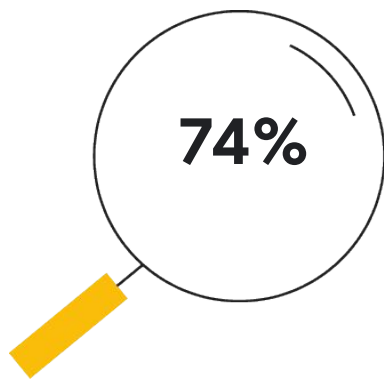
Improve your ecosystem



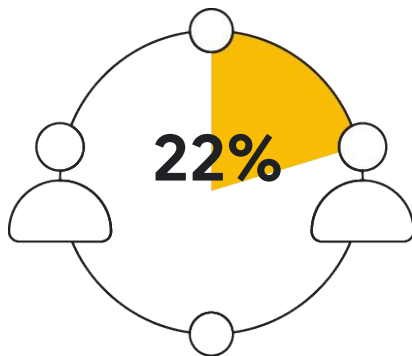
Explore transformational data-driven solutions that help you keep customers front of mind with [Google Cloud for Retail](#).

Organization

In changing times, internal collaboration and real-time transparency have never been more critical.



of managers have poor visibility into resource bandwidth and competing priorities.



of marketing leaders cited an inability to effectively collaborate in real-time with teams working remotely.



Merchandising



Technology



Organization

Break down organizational silos

As shopping journeys continue to grow more complex, it's clear that there's [no room for silos in effective omnichannel retail](#).



When defining sales KPIs, set and measure your business goals at an omnichannel level.



Use [Data Studio](#) to create interactive dashboards and compile reports that unlock useful consumer insights.



Improve your ecosystem



[Google Workspace](#) tools can enable collaboration across functions, make it easier to share information, and boost productivity.



Merchandising



Technology



Organization

Every successful ecosystem is made up of many parts — all working together to create a cycle of continual value and growth.

Get the most from your business by exploring the expert tips, tools, and opportunities in our full [2021 Omnichannel Retailer guide](#).

