

Sites of the Month

September 2020



Ecommerce Sites of the Month

Our Ecommerce Sites of the Month report highlights the latest ecommerce site experience innovations globally, and the assortment, content, and promotion decisions required to keep up with these changing platforms across four key characteristics.

In this edition of 'Sites of the Month' we acknowledge online retailers' operational adaptations to facilitate the accelerated shift of shopper habits from physical stores to online. Retailers continue to innovate, developing online services to meet the needs of consumers spending more time at home.

From September 2020, we highlight Amazon launching its 'Climate Pledge Friendly' program, Kroger integrating its online ordering system with Dinner Daily, John Lewis launching a virtual Christmas store, Google updating its search to highlight curbside & in-store pickup offerings and the Walmart+ membership scheme going live.

Retailers are prioritizing these four characteristics to build their ecommerce sites and apps



Highlighted this month



Amazon launches 'Climate Pledge Friendly' program



Kroger integrates online ordering system with Dinner Daily



John Lewis launches virtual Christmas store



Google updates search to highlight curbside, in-store pickup offerings



Walmart+ membership scheme goes live

Key Ecommerce Characteristics			
Experiential	Social	Curated	Frictionless
		✓	
			✓
✓			
			✓
			✓



Amazon Launches 'Climate Pledge Friendly' Program

The Basics

Amazon is launching a '[Climate Pledge Friendly](#)' program which will make it easier for customers to identify products with one or more of 19 different sustainability certifications.

Over 25,000 products will be clearly labelled as 'Climate Pledge Friendly' within search results, have additional sustainability information on the product page, and be featured in a dedicated section of the platform.

Industry Impact

Amazon is investing heavily in its sustainability initiatives, also recently launching 'Compact by Design'. This is a new, externally-validated certification that identifies products that have a more efficient design, requiring less packaging. This comes as [Amazon](#) strives to achieve its goal of becoming carbon neutral by 2040.

Supplier Recommendations

As consumers become increasingly environmentally conscious, suppliers should recognize growing expectations for products to be sourced and produced in a sustainable way in order to ensure inclusion in future retailer assortments.

Brands should ensure that product descriptions and imagery clearly highlight sustainable product features to appear in sustainability-related search terms.





Kroger integrates online ordering system with Dinner Daily

The Basics

Kroger is partnering with personalized meal planning service, [Dinner Daily](#), to allow members to create curated grocery shopping lists that can be followed in Kroger stores or online.

Dinner Daily creates weekly meal plans according to members' food preferences, dietary needs and which products are on special at their local Kroger store. The shopping list created is integrated with Kroger's online ordering system, allowing users to seamlessly purchase the ingredients with Kroger online.

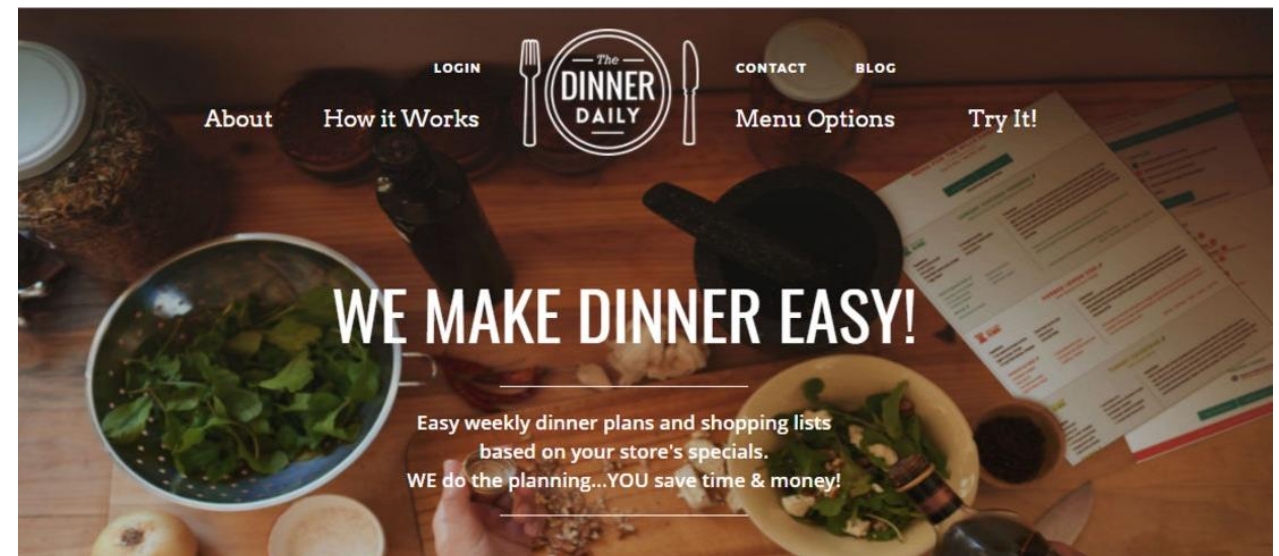
Industry Impact

This partnership allows Kroger to reduce time consumers spend meal planning, creating a convenient way for users to add suggested ingredients straight into their basket. Brands will benefit from increased exposure in Kroger's online services, with Kroger seeing digital sales rise [127%](#) in Q2 2020.

Supplier Recommendations

With the COVID-19 pandemic continuing to drive demand for online grocery services and consumers discovering new digital touchpoints, brands must find ways to participate in these new paths to purchase.

To ensure inclusion in Dinner Daily's suggested products for meal plans, brands should use promotional activity as a lever to ensure inclusion in Dinner Daily's meal suggestions.



John Lewis launches virtual Christmas store

The Basics

John Lewis has created its first virtual Christmas store, allowing shoppers to take a 3D tour of its London flagship store. Customers are able to navigate through the store, zooming in and clicking on products to see more information or make purchases.

John Lewis launched its Christmas shop in-store and online earlier than last year following searches for Christmas products in August this year being up [370%](#) vs. the same period in 2019.

Industry Impact

John Lewis is one of many retailers creating virtual experiences for customers as consumers increasingly choose to shop online. Retailers are pivoting plans for the upcoming holidays to enhance online experiences and adjust to lower-than-usual in-store visitors.

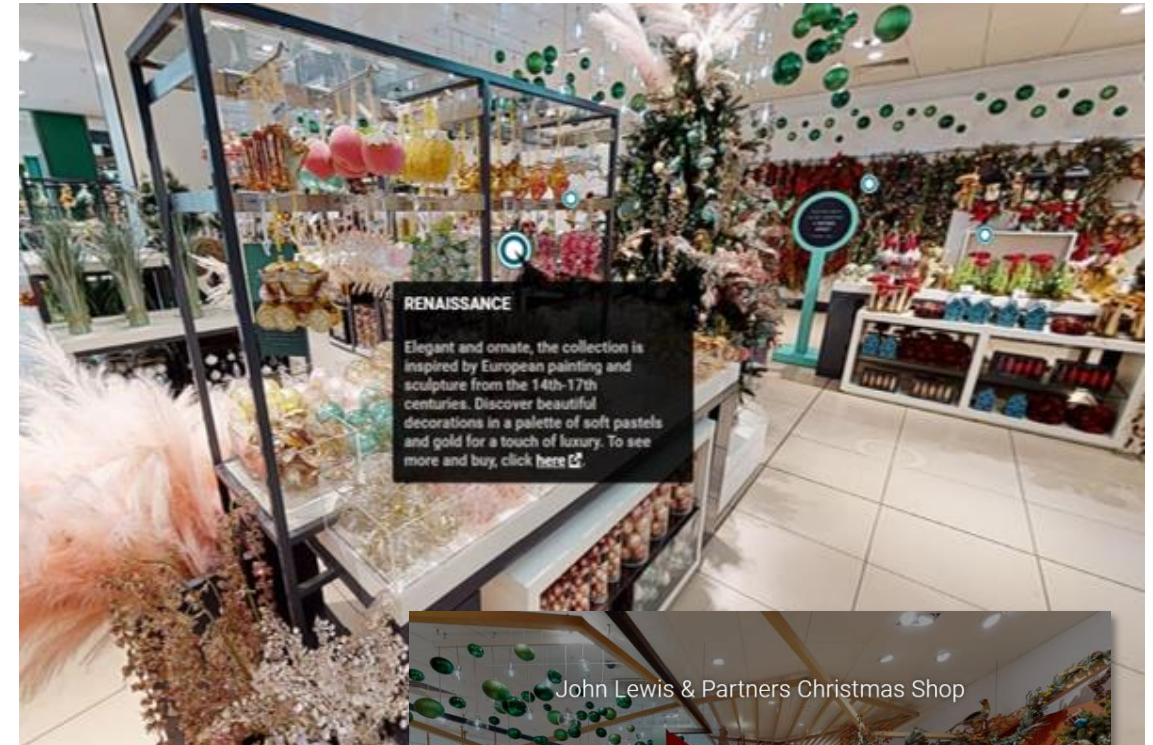
Supplier Recommendations

Suppliers must prepare for consumers to carry out a greater share of their holiday shopping online this year, with in-store traffic for the six-week holiday period expected to be down between [22% and 25%](#).

Suppliers must invest in their ecommerce capabilities, ensuring supply chains can keep up with rapid delivery expectations while maximizing visibility on the digital shelf and ensuring images are mobile-ready.

Promotional strategies should start early with many shoppers to move forward demand and respond economically uncertain shoppers.

JOHN LEWIS
& PARTNERS



Google updates search to highlight curbside, in-store pickup offerings

The Basics

Google has [updated its shopping results](#) on Google search to allow consumers to check inventory levels and see available fulfillment options from local stores such as curbside and in-store pickup. The feature allows consumers to see what is locally available together with store information such as opening hours and directions.

This development was made in response to searches for 'curbside pickup' and 'safe shopping' increasing tenfold in recent months.

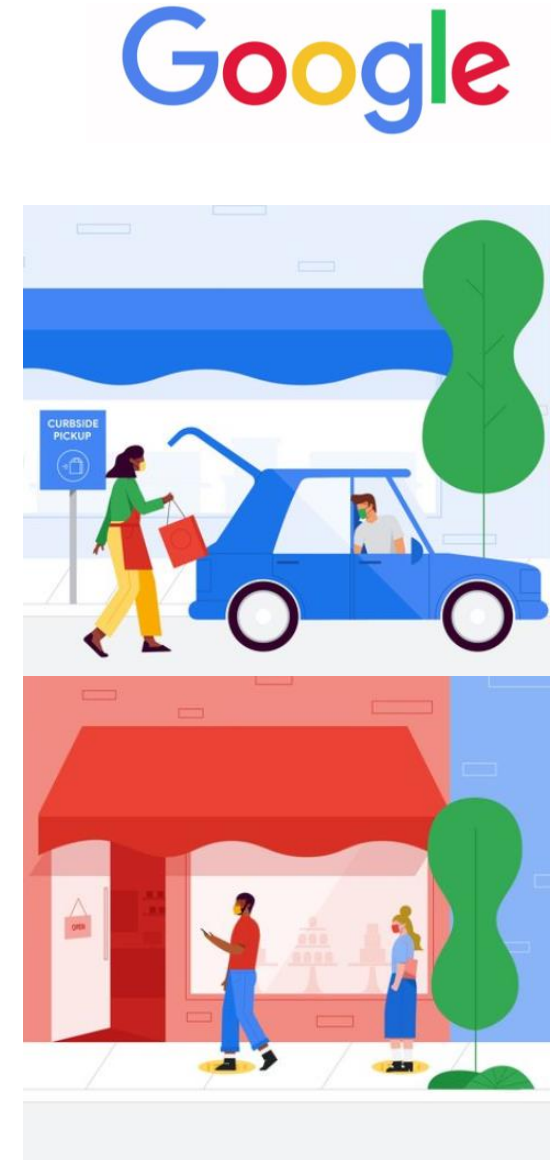
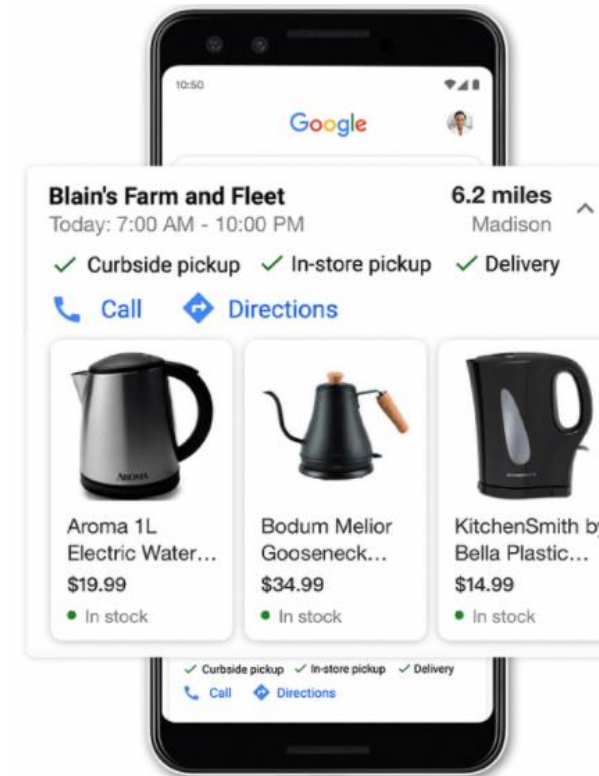
Industry Impact

As retailers were forced to develop new and expand existing fulfillment options in order to meet demand for online services, brands have had to react accordingly. The introduction of click and collect and other same-day services often comes with shorter fulfillment timelines. Example initiatives include [Target](#) rolling out fresh grocery pickup and [Aldi US](#) expanding its curbside grocery pickup to 600 stores.

Supplier Recommendations

Brands should review their available portfolio, product content and prices, to ensure inclusion in retailer's diverse fulfillment options, preparing for the faster delivery expectations that may come with this.

Brands should prepare for a further expansion of fulfill-from-store options, adapting delivery schedules to suit both in-store and online purchases.



Walmart+ membership scheme goes live

The Basics

Walmart has launched its new membership program [Walmart+](#). The loyalty scheme competes directly with Amazon Prime, offering subscribers an array of benefits, including unlimited free delivery of more than 160,000 items including groceries, household essentials, tech and toys, at a fee of USD98 a year or USD12.95 a month.

Industry Impact

Walmart is intensifying its competition with Amazon, becoming a more attractive partner for brands as the retailer is able to leverage its 5,000+ store portfolio in the US to differentiate its service while offering same-day delivery and easier in-store returns.

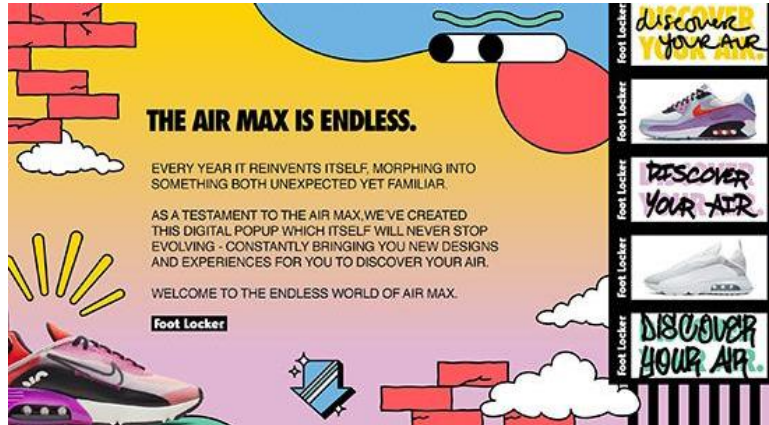
Supplier Recommendations

Despite being in its infancy, brands should recognize the potential of this loyalty scheme to build Walmart's online presence as it expands its ecosystem, making it easier for consumers to shop for brands products online.

As Walmart develops and adds new benefits to its membership scheme, raising the bar on assortment and delivery speeds, brands should seek opportunities to partner on exclusive discounts and shopper engagement initiatives, while leveraging membership data emerging from the program.



Other ecommerce site developments



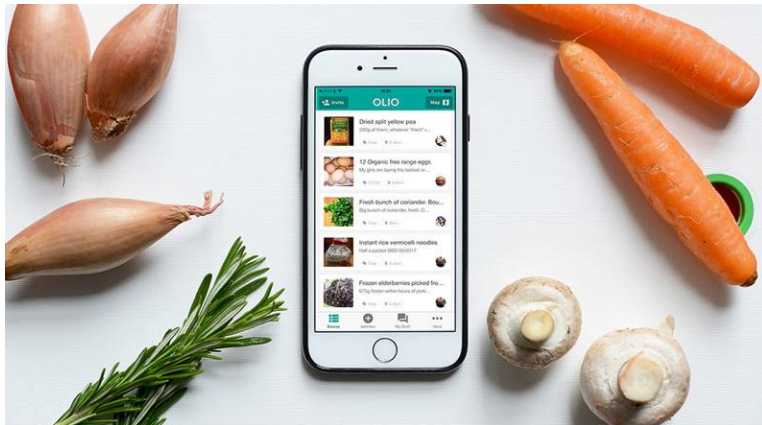
US: [Foot Locker & Nike](#) kick off new sneaker hub with Google Slides



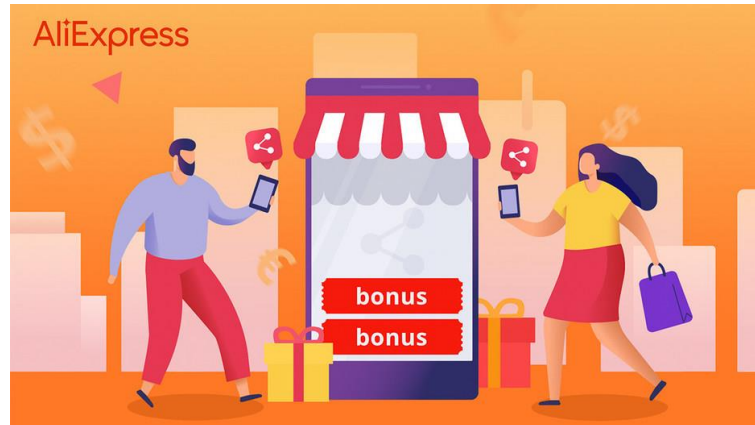
Spain: [El Corte Ingles](#) launches personalized 'same day' app



US: [Kroger](#) launches virtual wellness event



UK: [Tesco](#) to work with sharing app Olío in bid to drive down food waste



China: [Alibaba AliExpress](#) launches new social commerce initiative



US: [Amazon](#) Announces New Shopping Experience, "Luxury Stores"

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