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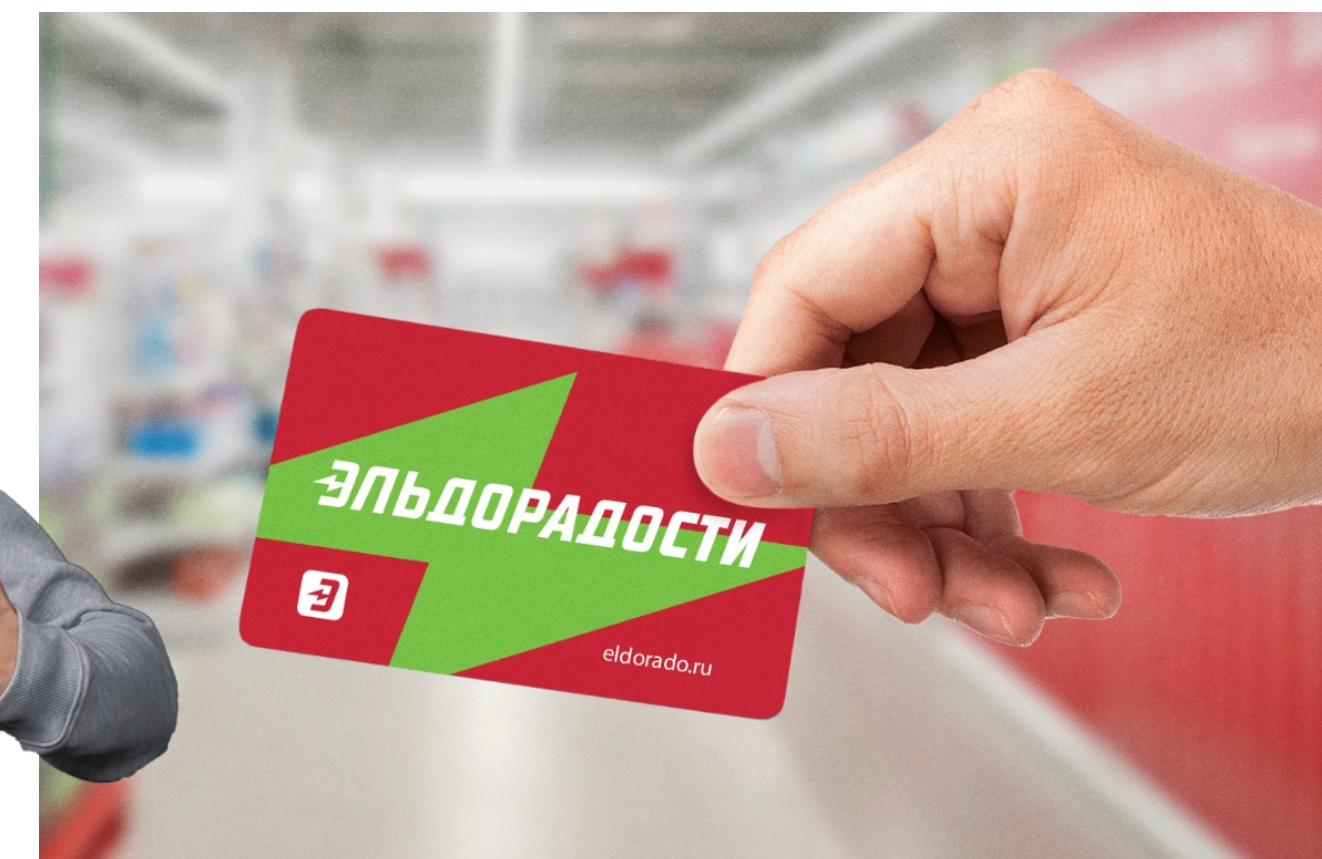
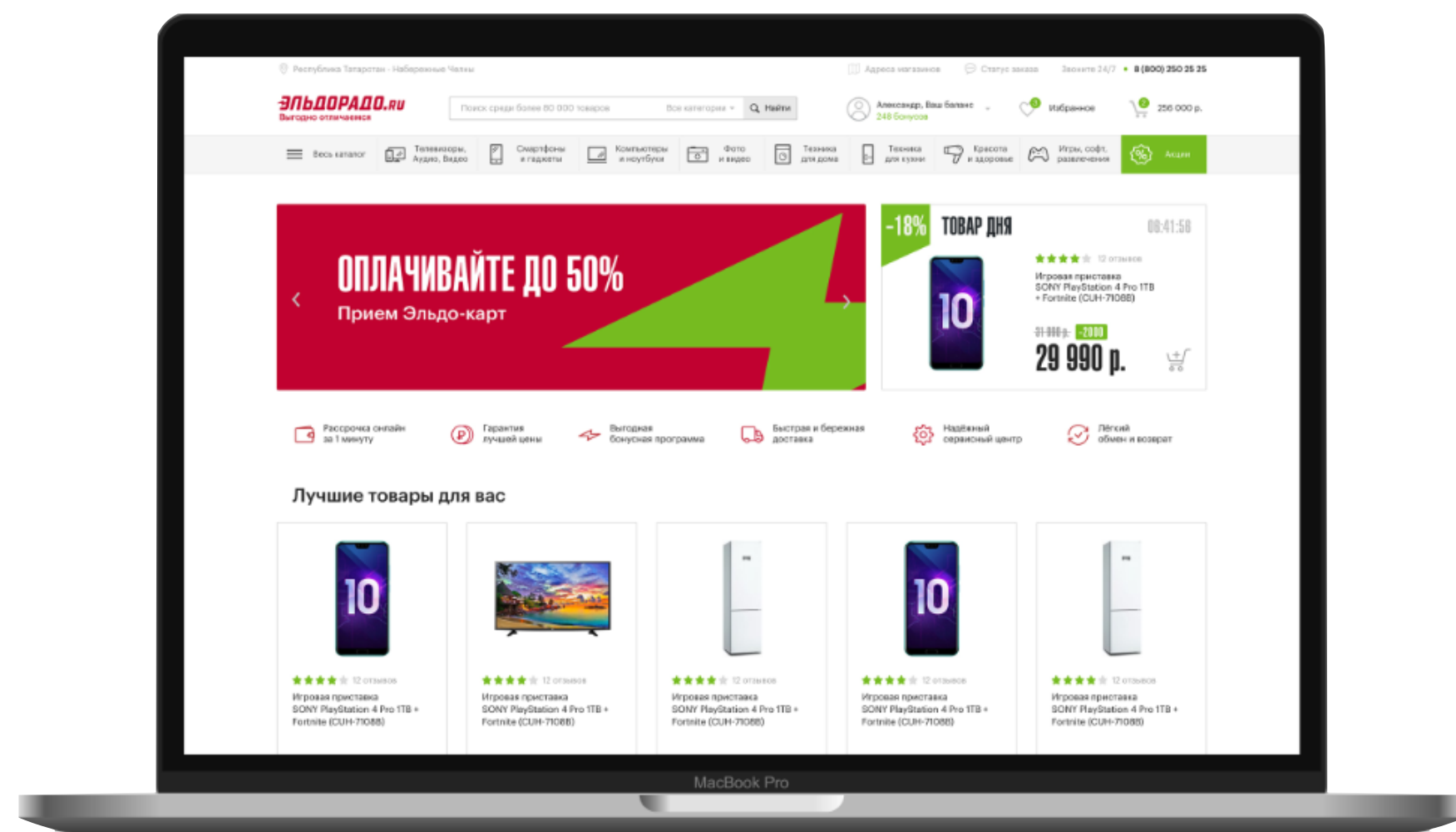
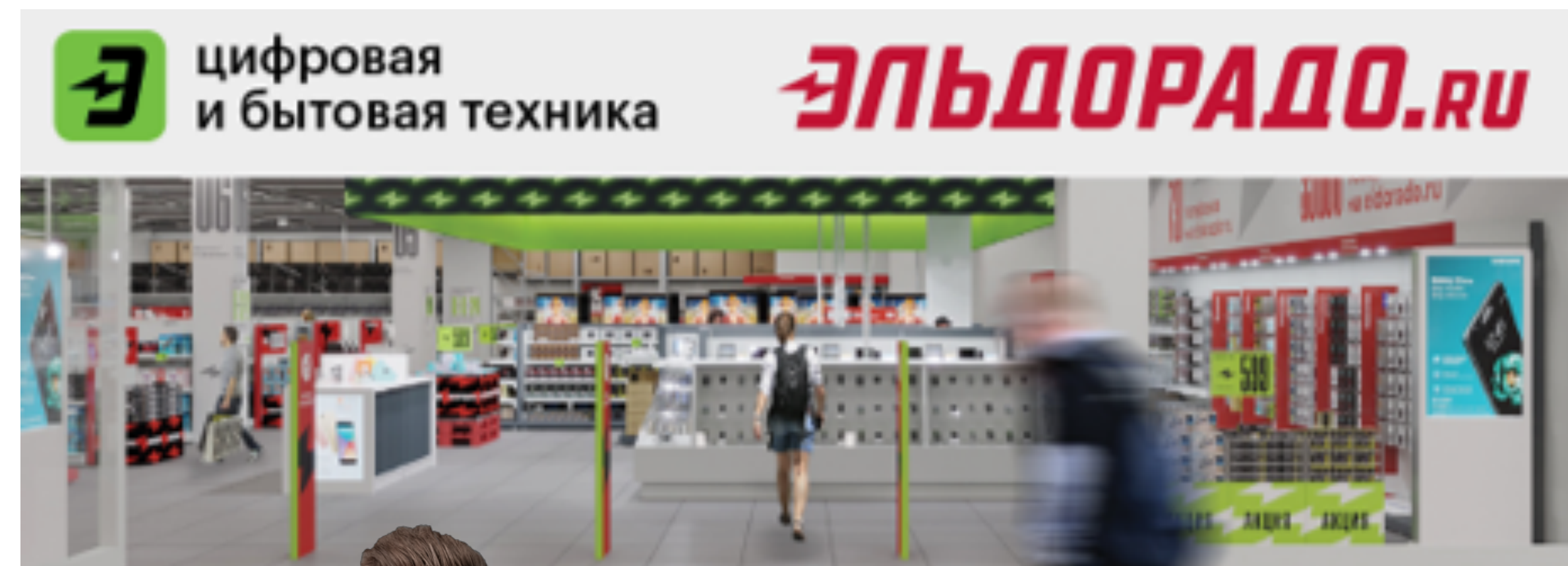
Digital Brand Day

Status Quo?..

29.03.2019



CVP: best deal, simplicity, proximity





Customer journey at a glance

**2018 became crucial
for the incremental growth
of online both at the level
of search & purchases**



Customer journey at a glance

**Mobile contribution grows
at all stages from search till
purchases — in 2018 already
40% of purchases were made
with the help of mobile.**

Diversification at OMNI-channel strategy

Number of steps and actions in CJ increased.

Customers tries to get as much information as possible.



Actions during visiting retail stores:

- Product examination
- Consulting with the sales assistant
- Price comparison
- POSm examination
- Checking availability of discounts
- Participation in the demonstration



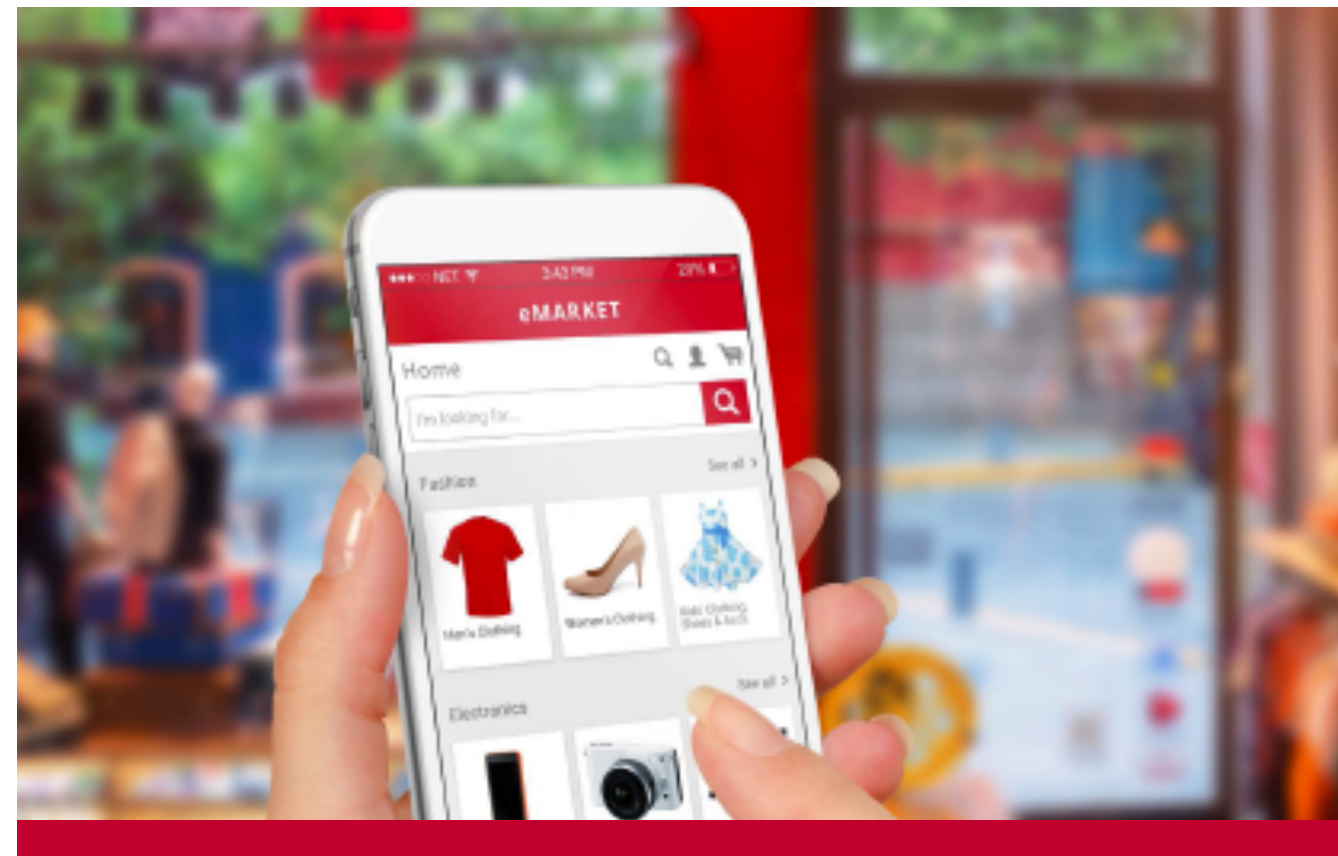
Actions during using Internet

- Using search engine
- Using price comparison web-sites
- Visiting online stores
- Visiting manufacturers web-sites
- Using social networks
- Watching video

Most online sources (search engine, price comparison web-sites, online stores, producers web-sites, social networks) are on positive trend.



Eldorado customer journey 1/2



Omni channel

66% ↑



Pure offline

29%

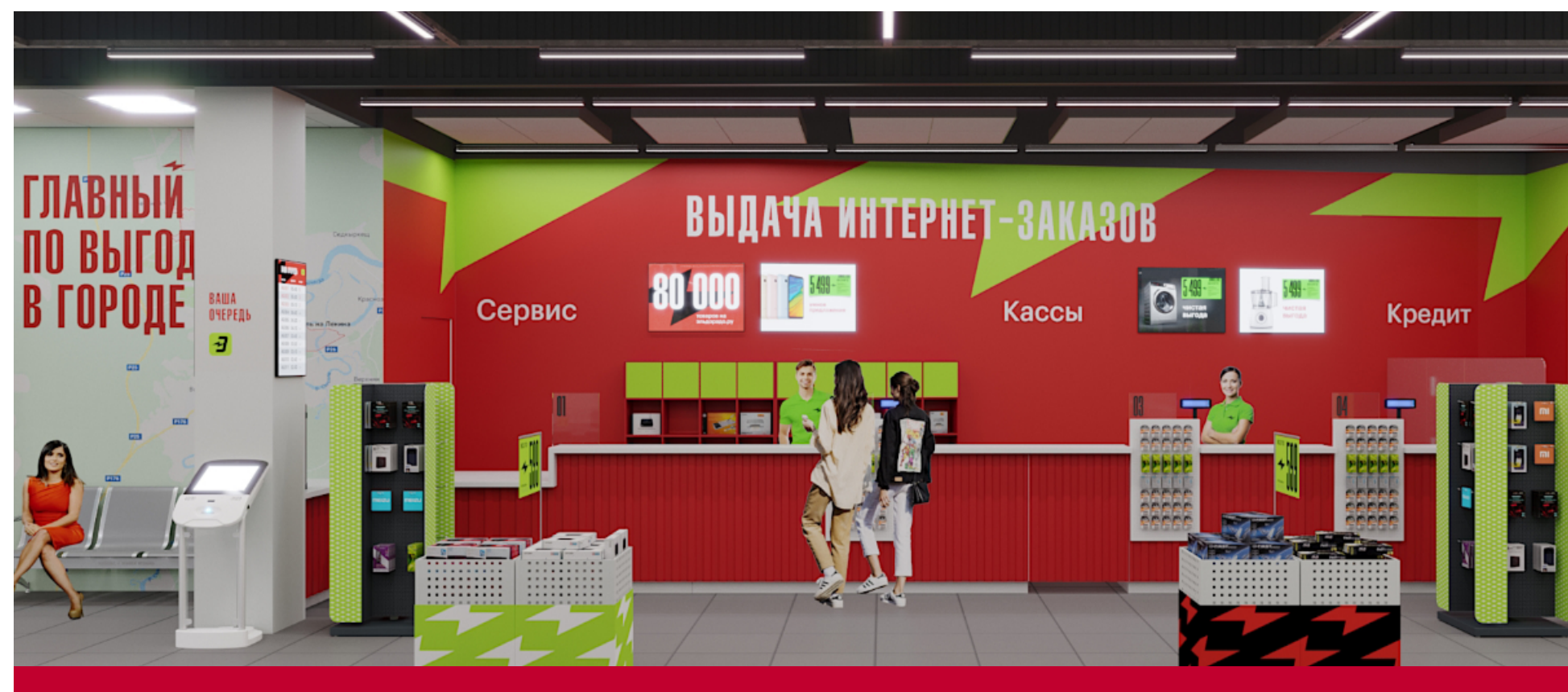


Pure online

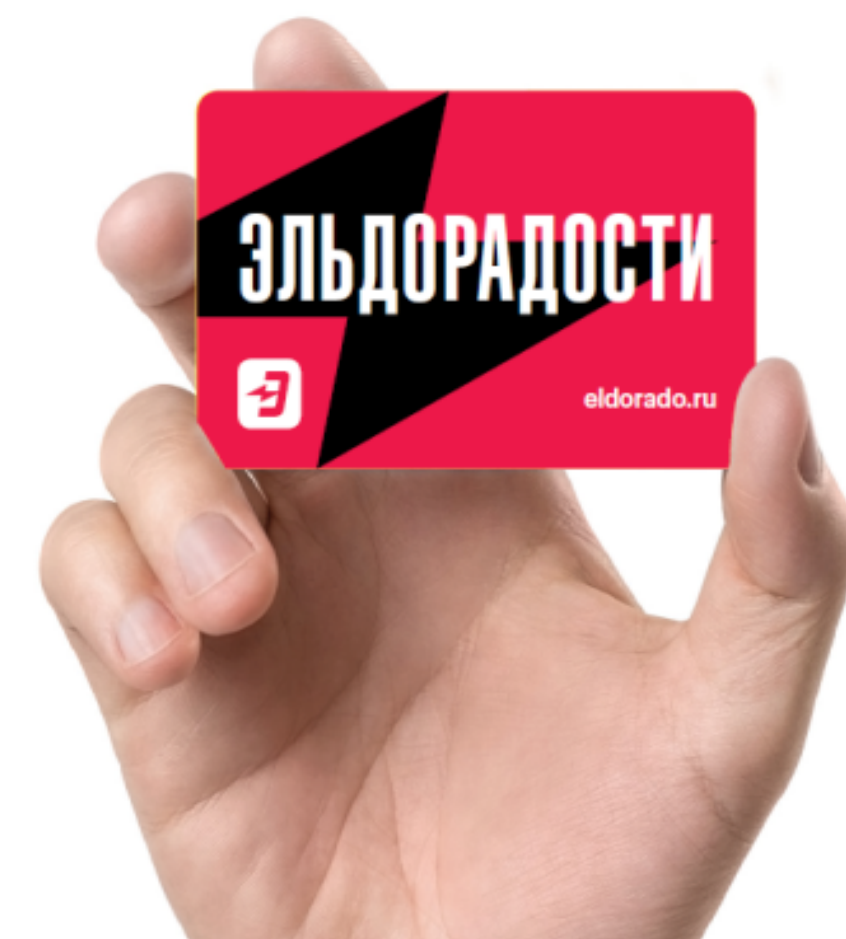
5%



Eldorado customer journey 2/2



In-store pickup
+80%



Loyalty card penetration
+80%



What's next?

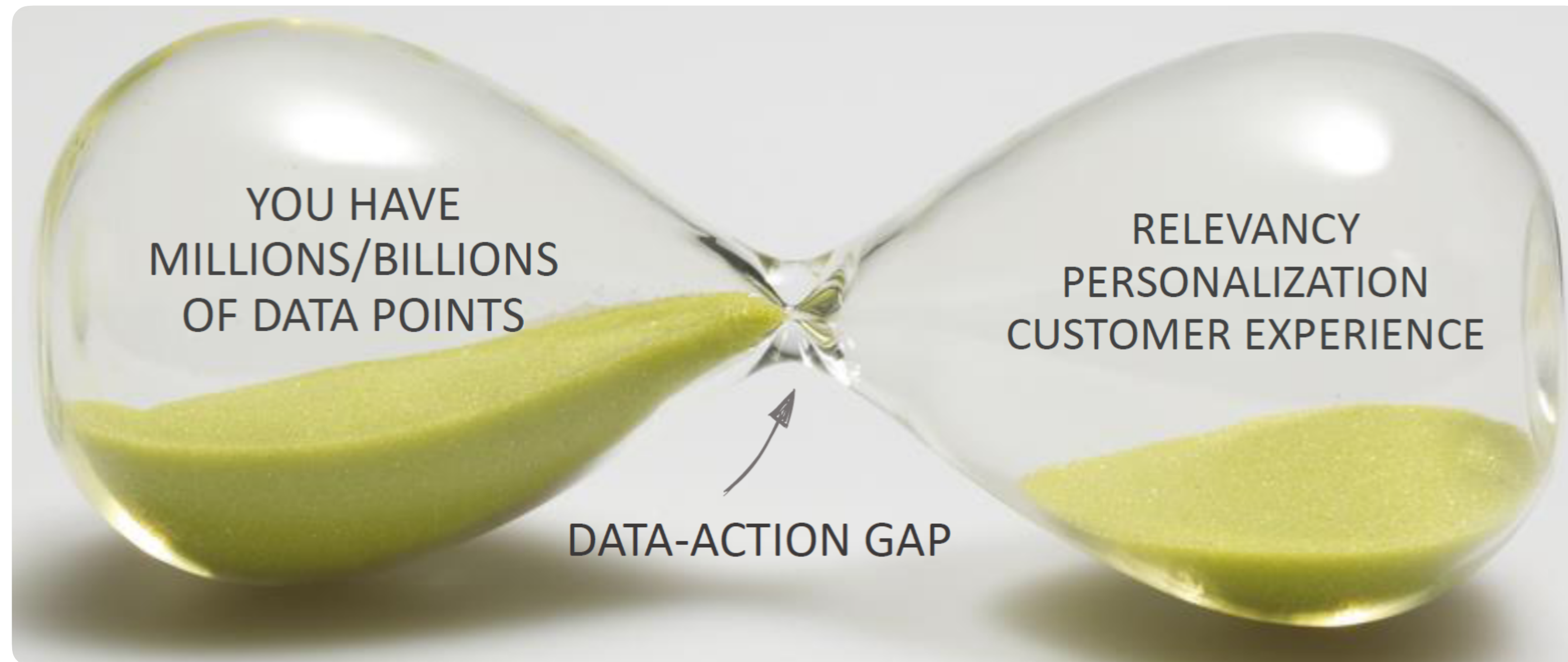
ROPO-attribution

O2O tools

WiFi analytics



Customer marketing is incredibly hard

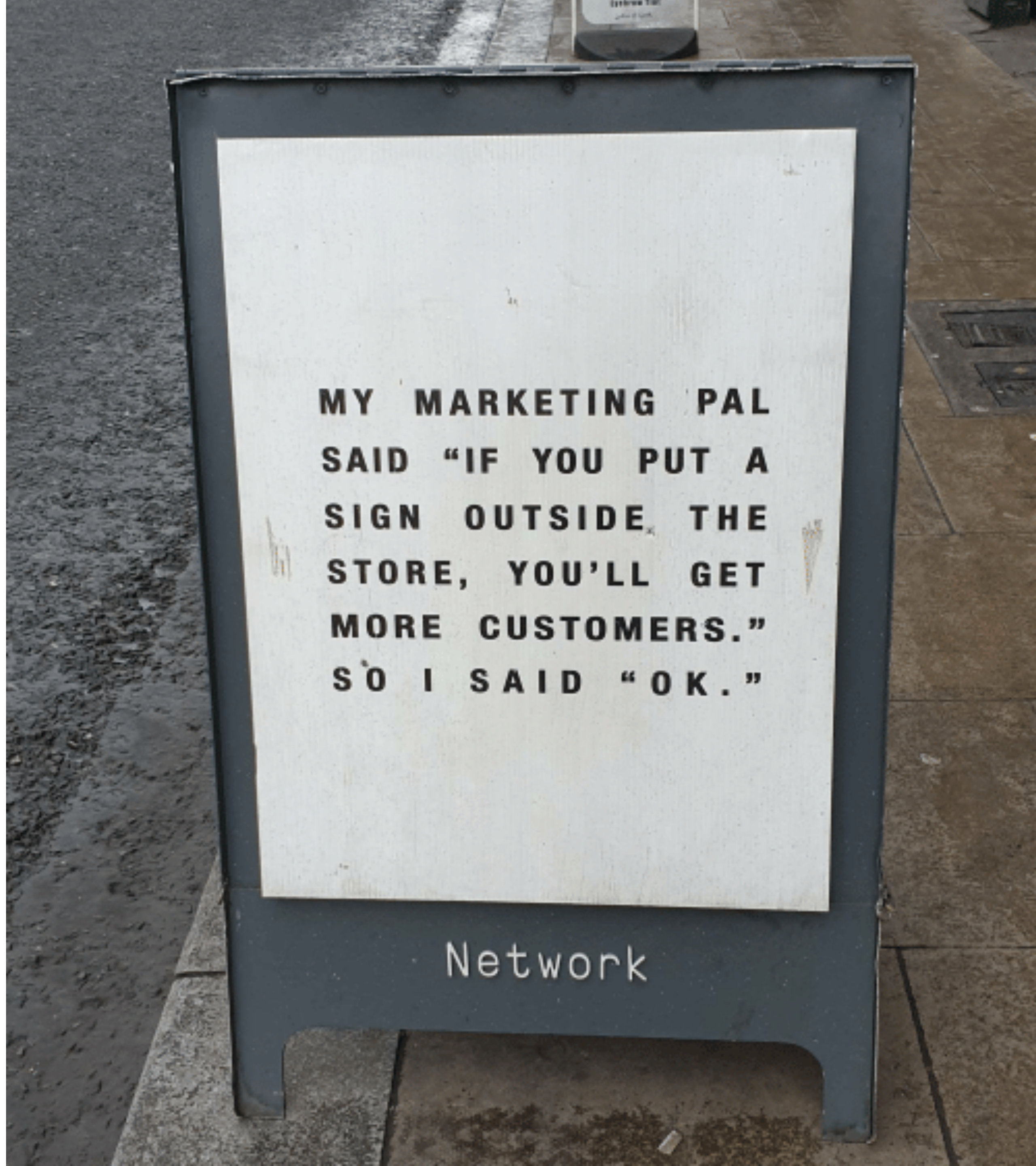


The key to success — VIEW OF CUSTOMER
Company has enabled identification of the customer across all touchpoints

Strictly Confidential



Don't be boring



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Thank You!

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