

SHOPGATE



Let's introduce...

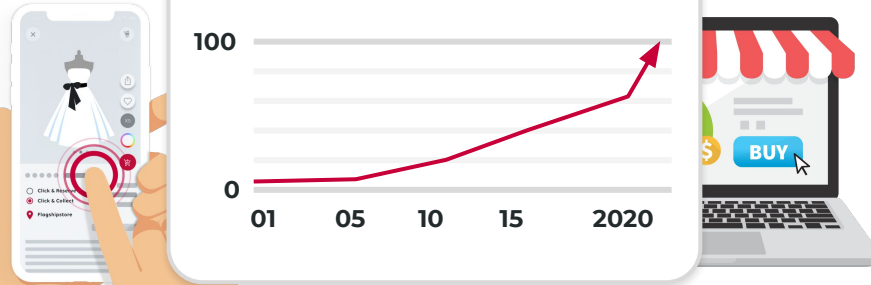
Customer Centricity in the Future.



Marketing in Retail - Challenges

TURBO Digitalisation

Online Revenue in Billion



Already

74%

want to shop
online, mobile,
local

Already

71%

want to know
about Store
Inventory

Already

51%

use
Click & Collect

Only

22%

offer a
Shopping
Experience

Only

12%

integrate
Customer
Channels

Only

29%

analyse
Customer
Behaviour

Omnichannel-Marketing: Focus

Connected Commerce

Product Availability



18 Pieces available



BUY

- ✓ More Visits
- ✓ More Revenue
- ✓ More Customer Data
- ✓ Less Complexity



Click & Reserve

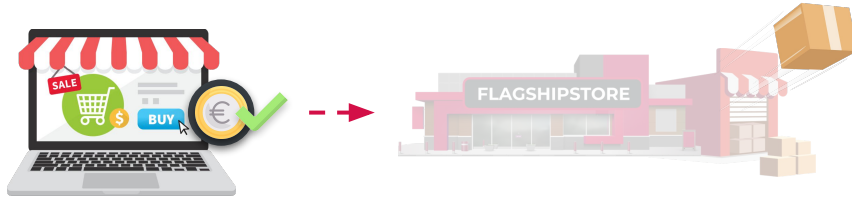
Click & Collect

Ship from Store

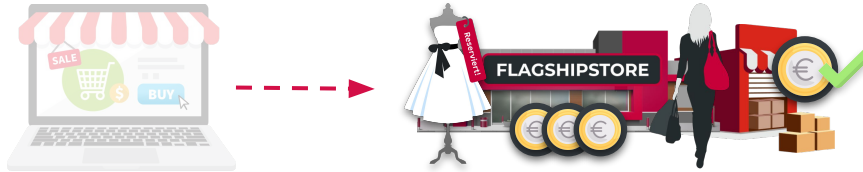
Clienteling

Solution Quick Check

eCommerce



Click & Reserve



Click & Collect



Shopgate on the Road



Solution Quick Check

eCommerce

✓ Spare Part



Click & Reserve

✓ Bike

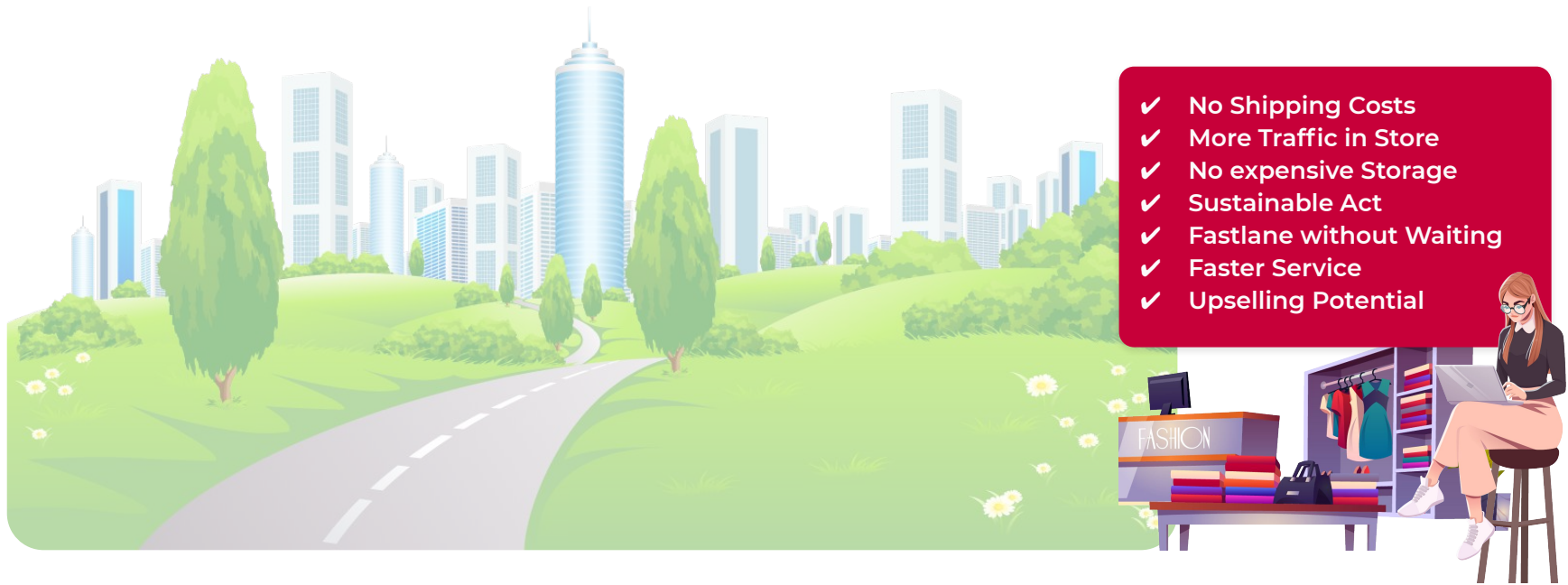


Click & Collect

✓ Jersey
✓ Helmet



Next Generation Marketing is Next Generation User Behaviour



- ✓ No Shipping Costs
- ✓ More Traffic in Store
- ✓ No expensive Storage
- ✓ Sustainable Act
- ✓ Fastlane without Waiting
- ✓ Faster Service
- ✓ Upselling Potential

Next Generation Marketing is Next Generation User Behaviour

Marie (17)

I shop local, it is important to act sustainable. 🙏

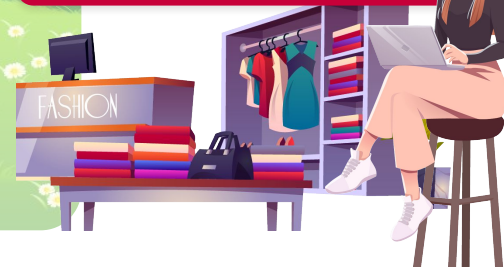
Lucas (25)

I am shopping online and in our city. Ideally with little Co2 Footprint.

Mia (19)

I care for the environment and try to avoid too much shopping and consumption...

- ✓ No Shipping Costs
- ✓ More Traffic in Store
- ✓ No expensive Storage
- ✓ **Sustainable Act**
- ✓ Fastlane without Waiting
- ✓ Faster Service
- ✓ Upselling Potential



Next Generation Marketing is Next Generation User Behaviour

24%

buy an
additional
product during
the order

577 Bln. €

Revenue in
Germany for
Retail in 2020

24%

Upselling
Potential

140 Bln. €

- ✓ No Shipping Costs
- ✓ More Traffic in Store
- ✓ No expensive Storage
- ✓ Sustainable Act
- ✓ Fastlane without Waiting
- ✓ Faster Service
- ✓ **Upselling Potential**



**Next Generation Marketing
focuses on
Customer Lifetime Value**



Get in Touch!

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mavi

webit

Hürriyet

Important Tricks for your
Digital Business



SCAN ME

TRANSFORMATION GUIDE

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Marketing and Customer Experience of the Future. Start today.