

3 Key Ecommerce Marketing Trends to Prioritize

The Ecommerce Marketer's Guide
to Sustainable Growth Through 2022



Table of Contents

Introduction	1
Key Trend 1: Omnichannel Marketing Is the Path to Significant and Sustainable Ecommerce Growth	2
5 Steps to Building an Effective Omnichannel Marketing Strategy	3
Key Trend 2: Customer Retention and Brand Community Relationship Developments are Essential for Sustainable Growth	5
Key Trend 3: A More Privacy-Centric World Is On the Horizon	7
4 Steps You Can Take Now to Prepare for Third-Party Cookie Deprecation	8

Introduction

From consistent shifts in consumer behavior to supply chain management difficulties and privacy changes, the ecommerce landscape has evolved tremendously over the last two years — and it's not slowing down.

While it's true that change is uncomfortable, it's also true that ecommerce marketers like you have high-impact growth opportunities across all of 2022. And you've got what it takes to grab them.

In this guide, you will dig into the three critical current ecommerce marketing trends to know for significant and sustainable growth this year, get advice on what to do about them, and tips for how to put it into action.

*“Change is inevitable.
Growth is optional.”*

— John C. Maxwell
American Author & Speaker



Key Trend 1:

Omnichannel Marketing Is the Path to Significant and Sustainable Ecommerce Growth

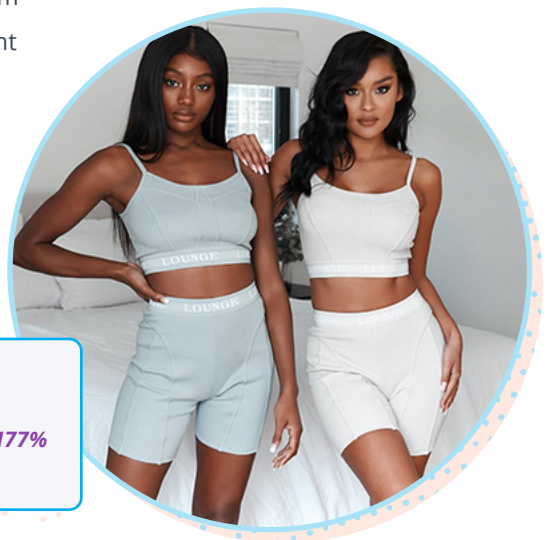
With consumers browsing across social media platforms, ecommerce sites, in-store, and beyond, omnichannel shopping is the new normal — which means that *omnichannel marketing is, too.*

The best ecommerce marketers know that when it comes to shoppers' interactions with their brand, the whole is greater than the sum of its parts. They are able to take a step back, paint a holistic picture, and tie their shoppers' experience with their brand together across channels. Or in other words, create and execute an effective omnichannel marketing strategy.

Creating, executing, and continually optimizing a holistic omnichannel marketing strategy helps solve two of the biggest growth challenges brands face today — finding the right customers and standing out from the crowd. Particularly because brand building (which attracts the right new shoppers, increases conversions, and fosters customer loyalty and advocacy) comes to life through the execution of an effective omnichannel marketing strategy.

LOUNGE

To see an example of what this looks like from the community, [check out how Lounge Underwear improved CPA by 25%, increased CTR by 82%, and increased website traffic by 177%](#) by executing a holistic omnichannel marketing strategy with AdRoll.

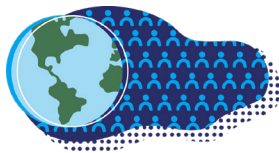


5 Steps to Building an Effective Omnichannel Marketing Strategy



1. Collect and organize your shopper data

Whether you're a newer brand or an established company with lots of information on your audience, starting your omnichannel approach with data is essential. **Organize your customer data by channel, then analyze where they like to shop and how they use those channels in concert.**



2. Review and refine audience segments

Audience segmentation is critical in omnichannel marketing — it is essential to understand what motivates your audiences and how they like to navigate the web. Before getting started, **you should have at least two primary audience segments established and thoroughly defined by demographics, interests, behavior, and values.** This will help you visualize your customers' experience with your brand from start to finish.



3. Map shopping pathways

Use your data to create an illustration of how customers navigate your brand's ecosystem. This should include every channel you've used for advertising and communicating with customers, up to and through the point of conversion. Make sure to include steps after the purchase, including customer service interactions and retargeting to push related products to shoppers who've demonstrated interest.



4. Unify creative elements / have consistent branding across channels

Because customers will find and interact with your brand on many channels, it's important to **make sure it's identifiable and consistent across channels**. You don't want to confuse shoppers with variations in your brand's visual creatives and messaging. Keeping a set of brand guidelines will also make it easier to test and identify areas for improvement on different channels.



5. Consistently optimize

As a marketer, you know that a campaign never really stops — it just gets refined over time to account for shifts in audience behavior. **Invest in a solid omnichannel attribution software** that can help you identify where your approach is working and where it needs work. Decide on a set of KPIs that matter to your business, keep watching them as your omnichannel strategy grows, and make appropriate adjustments through testing and experimentation accordingly.

[Explore how](#) the AdRoll platform can help you execute your omnichannel ecommerce marketing strategy.



Key Trend 2:

Customer Retention and Brand Community Relationship Development Are Essential for Sustainable Growth

While reaching new shoppers is always important for growth, customer retention and nurturing the community you've cultivated around your brand are just as essential. After all, attracting and building a relationship with a new shopper is more costly than nurturing and retaining an existing one.

Invest in building and maintaining great relationships with your customers and brand community members to consistently convert them. Or in other words, **invest in having a powerful remarketing strategy**. Doing so leads to sustained engagement, conversions, loyalty, and advocacy.

Populations that fall under the remarketing umbrella consist of shoppers who are aware of your brand and have engaged in your relationship in a meaningful way. These populations include:

1. Social media followers
2. Email and text message subscribers
3. Store visitors
4. Product browsers / researchers
5. Shoppers who add items to their cart and abandon them
6. First-time purchasers / new customers
7. Repeat purchasers / loyal customers
8. Churned / customers to win back



Start by segmenting these populations and looking at your data to identify which ones you should prioritize during this particular stage of your business' growth journey. Next, determine what they need to know about your brand and product(s), what motivates them based on where they are in their buyer's journey, and what the next step is for them to move towards a purchase. Then use a combination of brand-building and promotional retargeting ads specifically designed for each segment in-tandem with connected channel content.

AdRoll has spent more than a decade helping brands like yours engage the right audiences, with the right content, at the right time to grow, and the last several years increasing the effectiveness of brands' cross-channel campaigns.



[Learn how](#) outdoor recreation brand **RiG'd Supply** 44.5x'ed their abandoned cart recovery ROAS and 35x'ed their overall ROAS with [AdRoll Marketing Recipes](#).



Key Trend 3:

A More Privacy-Centric World Is On the Horizon

Throughout 2021, we saw significant changes to consumer privacy and trust legislation, leading to the phasing out of third-party cookies for ad tracking. While ecommerce merchants can continue to rely on tracking user activity through third-party data for now — come 2023, this will no longer be an option.

While the departure of third-party cookies from the marketing landscape can feel scary, fear not. Digital advertising will go on.

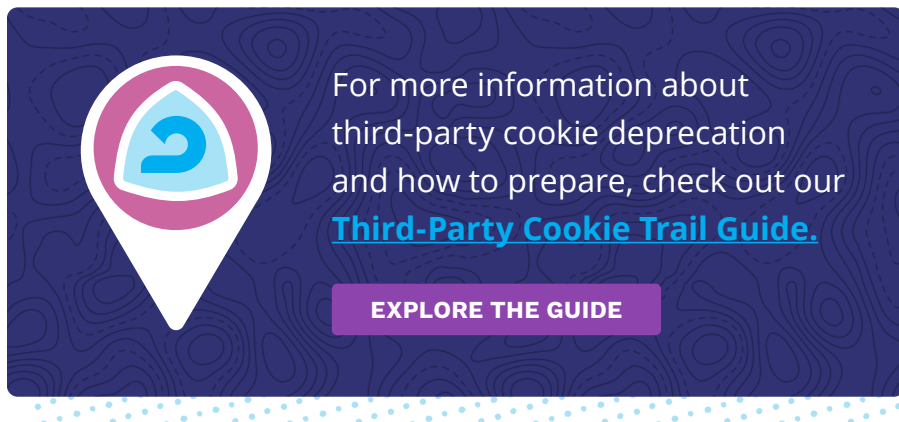
Instead of worrying about the change ahead:

- **Take comfort in knowing** that this change impacts everyone.
- **Be aware of and take the steps** you can take now to prepare.
- **Look to the positive aspects** of a more privacy-centered online world — like how it's more customer-centric and how change always brings new opportunities.



4 Steps You Can Take Now to Prepare for Third-Party Cookie Deprecation

1. **Learn about (and begin implementing) alternative solutions** — like contextual and people-based advertising.
2. **Focus on acquiring the first-party data** of audience members who are interacting with your brand.
3. **Prioritize customer retention and brand community relationship development**, as discussed above in trend 2.
4. **Take advantage of the time you have** left to market leveraging third-party cookies.



For more information about third-party cookie deprecation and how to prepare, check out our [Third-Party Cookie Trail Guide](#).

[EXPLORE THE GUIDE](#)

Reminder:

You've Got What It Takes to Grow Your Brand

Growing an ecommerce business is often not easy, and it takes consistent effort to keep up with and manage changes happening in the marketplace. Distilling down to a few key goals specific to you, getting the resources you need to help you take the opportunities in front of you, and partnering with the right teams and technology partners to do so is the key to sustainable growth.

To learn more about AdRoll's technology and our managed services, [request to get in touch](#). You can also find more ecommerce marketing resources to help you grow your brand in our [Resource Library](#) and on the [AdRoll Blog](#).

