

COMBINING BRAND BUILDING AND PERFORMANCE MARKETING – THE NEW SUPERPOWER.

SOLVING THE GREAT
DIGITAL DILEMMA

WPP



IN ASSOCIATION WITH

similarweb & WORLD RETAIL CONGRESS

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Foreword

The quest for business success can sometimes feel like a high-stakes challenge; often one that isn't just against your category rivals, but also colleagues competing for a share of limited company budgets.

Struggles began long ago between those departments focused on generating the best possible results this quarter or even this week, versus those who see their mission as playing the long game.

In the digital world, this has become a tussle between those who want to invest in building a retail brand that can stand the test of time ... and those who want to see their investment perform right now and translate into instant sales.

Now, we're delighted to say, everyone can be a winner.

The dilemma is dead. Brands no longer have to choose between either performance marketing or brand building – even in a consumer market driven by the search for value.

That's why we're launching this report as part of the ongoing WPP BAV and World Retail Congress partnership.

In an industry first, we have fused two best-in-class data sets, from WPP BAV and Similarweb, linking brand equity, digital performance metrics, and share price.

The evidence is clear: having a strong, influential brand is what actually drives the digital metrics that matter.

This means businesses no longer have to choose between brand building and performance marketing. All that struggling to strike "the right balance" between brand and sales is over. Brand building is performance marketing that drives sales.

We hope this report by WPP BAV in collaboration with Similarweb & the World Retail Congress, launched at the World Retail Congress in Paris 2024 influences your own approach to strategic brand building.

DAVID ROTH
CEO, The Store, WPP
Chairman BAV

CHELSEA PINCUS
Director
Global Strategic Agencies
Similarweb

IAN MCGARRIGLE
Chairman
World Retail Congress

“ Our experience has shown that 'Creative Commerce Converts', and this important study proves it. Cultural influence and creativity are not 'nice to haves' in retail and commerce, they are essential for marketers aiming for the best possible results. And 'brand' and 'performance' are not two separate functions – they should be united. ”

BETH ANN KAMINKOW
Global CEO, VML Commerce



A brand new way of thinking

For this project, WPP BAV is drawing on the expertise of a trusted partner with its own widely respected measurement toolbox.

In the first partnership of its kind, we're working with Similarweb, the digital data company collecting consumers' digital behavior from the entire world, and specializing in web traffic and digital business performance.

By uniting the databases of BAV and Similarweb, then applying BAV analysis, we've been able to find what we've always instinctively known – and now have the data to prove. There is a symbiotic and beneficial link between powerful brands that are influencing culture, and the performance of those brands online.



SOLVING THE GREAT DIGITAL DILEMMA

**The first study
of its kind and
an industry first**

**Combining BAV's analytical
power and unrivalled data bank...**

**...with Similarweb's most
actionable data analysis capabilities**

“ To harness the full potential of commerce, it can't be an afterthought; commerce needs to be at the start of every journey. When prioritized from the onset, it opens the aperture and application of creativity, allowing brands to play a more active and meaningful role at every stage of the funnel. Marketers can design for communities and use culture as a catalyst, making creative commerce ideas not just buzzworthy but sell-worthy. ”

JANET LEVINE
Global Head of Invention, Mindshare

MINDSHARE

Number crunching

What we measured, and how

We looked for patterns and correlations between brand metrics and selected online metrics linked to business success.

The brand metrics we focused on were the WPP BAV measures of **INFLUENCE** and **CREATIVITY**.

Influence reflects the size or power of a brand in culture, while Creativity reflects the way businesses turn their brand promises into interesting, exciting or satisfying experiences.

These are distinct attributes that work together, in the same way that experiences of brands – whether in a store, on the phone, on an app or site, through a banner ad, TikTok video or TV ad – work together to form people's impression of a brand. Site speed and navigability play a role, just as a social media post or subway poster do.

These impressions create expectations of the customer experience, which in turn inform perceptions of the brand. The cycle continues.

Influence

How it adds up

At WPP BAV, we measure a brand's value not just in dollars, but in its ability to Influence the world. We measure its ability to inform and change customer expectations, both within its competitive space and beyond.

Brand Influence leads to changes in the way consumers behave, and this can supercharge the business bottom line.

- Influence convinces people not just to buy from a brand but potentially also pay a premium for it.
- It persuades shoppers to stick with a brand rather than try out a potentially cheaper competitor.
- It fuels word-of-mouth among consumers, vital in a social media world.

The top 5% most Influential brands in the world benefit by:

Being chosen for regular use

2.4 times

more often than rival brands

Being named a shopper's "top preference"

2.3 times

more often than other brands

Winning

DOUBLE

the level of advocacy achieved by other brands.

Brands are one of the main drivers of value to a business and, in turn, to its shareholders and other stakeholders.

Here's the bottom line: the Top 25 BAV Most Influential Brands portfolio has significantly outperformed the rest of the market, in good times and bad. Between January 2015 and December 2023, it generated 382.5% returns. This compares to 117.4% for the Dow Jones Industrial Average, and 220% for the Nasdaq Composite index.

Influence is vital in capturing shopper loyalty – especially in economically challenging times. Influential brands are more likely to feel like 'the right choice for me'.

How do brands gain Influence?

There's more than one way to achieve Influence. We have identified clusters of characteristics that reflect different ways in which brands can be Influential in culture.



The nine ROUTES of Influence



Innovation

These are brands that are perceived as being smart, creative, and breaking new ground in a category. Think of brands like Dyson, Tesla, Apple, Google, Microsoft and Intel.

The most innovative Influential brands are recommended

3 times
more than average



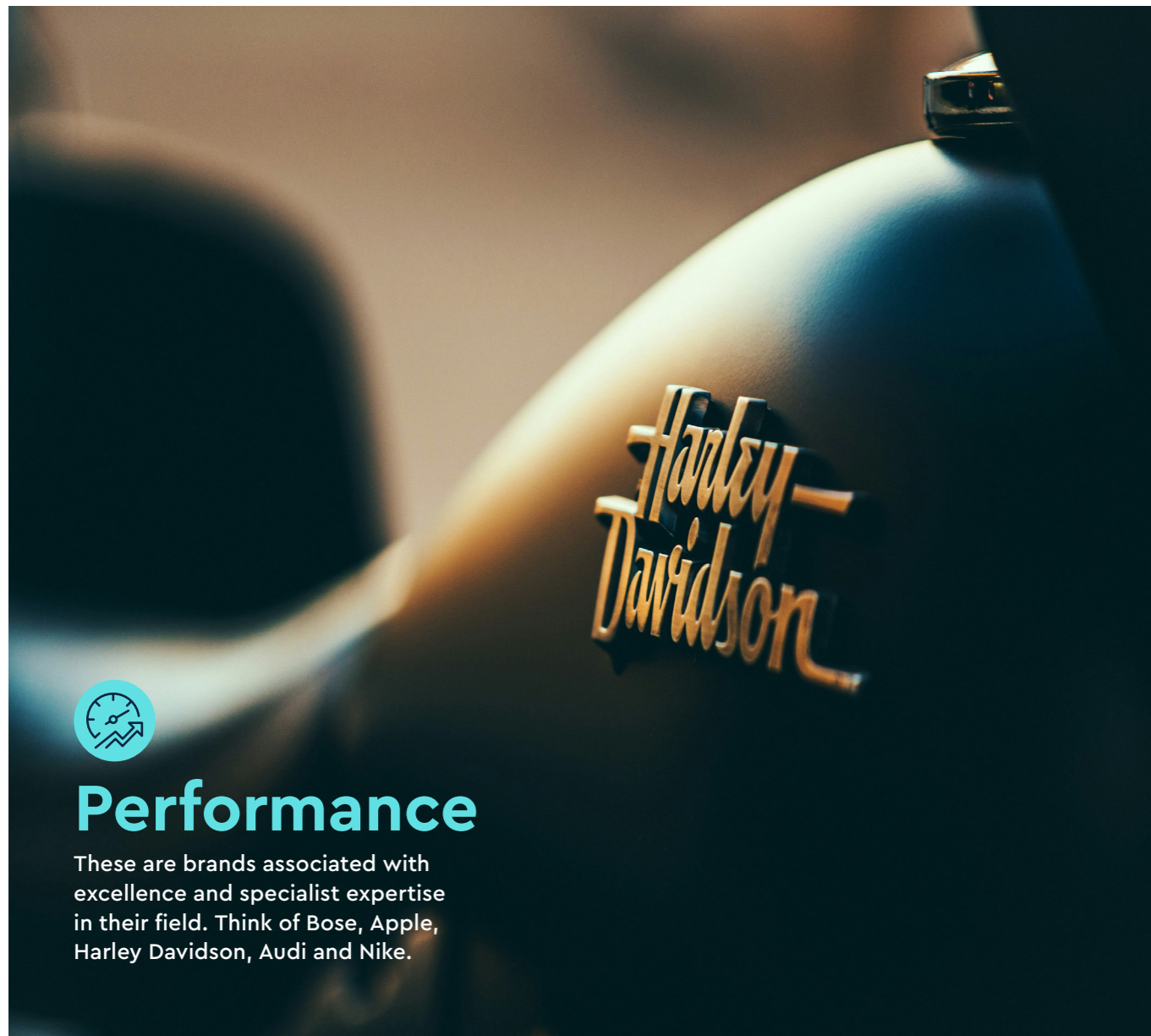
Trust

When you reach for a product because it feels like it's the safe option, trust is what you're choosing. Kleenex, Duracell, PayPal, UPS, Kitchen Aid and VISA have earned trust.

Trusted, Influential brands are used

2.7 times

more than other brands



Performance

These are brands associated with excellence and specialist expertise in their field. Think of Bose, Apple, Harley Davidson, Audi and Nike.



Status

Consumers feel that the brands they choose say something about them - think of Chanel, Dior, Rolls-Royce and Aston Martin.

High-status brands have

70% more

pricing power than other brands



Purpose

These are brands that consumers perceive as being driven by a mission that they themselves want to align with, such as Pfizer, Google, Nutrilite, Natura and Coca-Cola.

High-purpose brands are

1.7 times

more preferred than average brands



Authenticity

These are brands that feel to consumers like the real deal. They are proud of what they are and what they stand for. Leaders include Ferrari, Disney, Lego, Guinness and Nutella.

These are brands that have

HALF

the churn rates of average brands



PHOTO BY DANIEL K CHEUNG ON UNSPLASH



Convenience

Brands that shine for convenience provide the shortcuts that simply make life easier. Strong convenience brands include Kellogg's, Campbell's, Heinz, Walmart and ALDI.

Being perceived as a Convenience brand tends to drive

HIGHER LOYALTY



Fun

Fun brands bring a smile to people's faces with their reliably energetic, light-hearted approach to life. Cartoon Network, YouTube, Kit-Kat, Haribo, Netflix and Instagram are all brands big on fun



Contemporary

On the cutting edge of culture, these are brands that shine for living in "the now", having relevance to consumers and for feeling fresh – regardless of their age. Some of the best performers aren't all that young; they include adidas, Facebook, Netflix and Spotify.

Strong, contemporary brands get recommended

80% more

than average

PHOTO BY GIORDANO ROSSONI ON UNSPLASH



The multiplier effect

Brands can't excel in all nine elements of Influence, but they can be amazing when it comes to one or two. Investment in any of the nine elements of Influence can pay dividends; the payback is bigger when there's also strength in a second or third complementary element.

The pharma brand Pfizer is perceived as being Influential through purpose and performance. National Geographic achieves Influence by pairing authenticity with purpose. Formula 1 racing links status with authenticity, while Lidl and Dove unite purpose and convenience.

Creativity is the imagination, dynamic energy and inspiration that a brand generates through the expression of its brand meaning.

WPP Pulse

It reflects the extent to which a brand breaks the mold. Creativity can help brands pull away from their peers – and disrupt and even transcend categories.

At WPP BAV, we track the perceived Creativity of brands around the world as the ability to generate or recognize ideas, alternatives, or possibilities that may be useful in solving problems, communicating with others, and entertaining us.

Simply put, Creative brands generate new ideas or possibilities that provide solutions.



Discover the power of creativity

What's less simple is measuring Creativity – something that, by definition, is multi-dimensional and unpredictable.

We do this by combining several more readily measurable contributors to Creativity, including innovation and dynamism. Creative brands are imaginative, forward-looking and culturally responsive. Some of the most Creative brands in the world that BAV measures, from any category, include Netflix, Patagonia, Beyond Meat, Slack, and Hinge.

But why does Creativity matter to brands? Because, like Influence, it affects consumer decision-making – and revenue.

We know that, around the world, people are 41% more likely to proactively consider, engage with and connect with a brand that delivers its message and experience in a creative way.

Creative brands drive greater consumer interest, more positive attitudes, and more consumer engagement.

Creativity's Impact on Consumer Behavior



Source: WPP Pulse BAV, Global. All Adults. April 2023

Influence and Creativity are linked. Influence reflects the clarity and relevance of a brand's message, while Creativity captures the dynamism of the experience the brand creates. Creativity drives brand differentiation, on top of the relevance a brand builds through its Influence.

When brands have both Influence AND Creativity, the combination of the two acts like rocket fuel for business growth.

Looking at an array of brands over seven years, we see 4.3x income growth among brands with strong Influence and Creativity, regardless of their size.

CREATIVITY

These brands, on average, generated stock market returns for their companies of more than

475%

over an eight-year period to 2023, compared to

117%

growth for the Dow Jones.

Tracking web success

For the web measurement metrics used in our analysis, we have drawn on data from Similarweb to examine:



Unique visitor numbers

As a measure of the website's appeal. The size of its footprint, if you like.



Engagement rate

To see how many shoppers stayed on a site for at least a few seconds after arrival. If your brand gets a good result on our engagement rate measure, it means few people are bouncing straight off your site. And that's a great result. Our engagement measure is the inverse of a bounce rate; sites want low bounce, high engagement. Low engagement rates can indicate that people are unintentionally visiting your site, due to poor targeting or technical problems with a website. By measuring engagement, we can filter out these accidental visits.



Average visit duration

Otherwise known as dwell time. In general, the longer a shopper's visit to a site, the greater the opportunity is for a brand to engage with that person and positively impact on their experiences. This, in turn, improves the chances of a browser becoming a buyer. Retail brands can look at dwell time in different sections of their website to understand what's winning people's attention. High dwell times in a site's blog area might indicate high brand engagement and satisfaction; high dwell times around the service/returns area of a site would suggest something slightly different.



Repeat visitor ratio

A proxy for loyalty, because it tracks the rate at which people return to the site for another look. This is measured as the ratio of total visits/unique visitors, to give us the average number of visits per user. Again, sites can track which sections of a website consumers are returning to; is it the shopping area, a blog section or do they go straight to returns?

All of these metrics paint a picture of the effectiveness of a website, and can also be used to track the effectiveness of particular pages or pieces of content.

These are big-picture metrics that don't account for the fact that, sure, some shoppers spend a long time on a site because they're frustrated and struggling to find what they want. In general, though, a longer dwell time suggests shoppers are having a good experience. They're interested in the products and services being offered or are engaged with the content.

Similarly, high visitor numbers that don't convert into sales are not really all that good, but in general, the more people who visit, and the longer they stay, the more opportunity a brand has to engage with them and, ultimately, make a sale and build loyalty.

For this project, we focused on US-based retail brands but have reason to believe that the findings can be applied more broadly. WPP BAV research involving 2.7 million consumers in 52 markets shows that what drives strong brands and business growth is remarkably similar the world over.

Here's the deal:

Top-level findings for the retail industry

Brand really matters in digital retailing, in ways that can be measured, tracked and benchmarked. In broad terms, the strongest brands are those that drive the most visitors to their site, they keep them there the longest, and they encourage people to come back. Brand drives performance.

There is a strong correlation between Brand Influence, Creativity, and key metrics linked to online success in retail.

Our findings show clearly that the most Influential brands are the ones that drive the most web traffic.

When brands earn that Influence through Trust, this supercharges their visitor numbers or, more specifically, their share of visitors relative to the rest of their category. Performance is another powerful factor in the Influence driving traffic to brand sites.

Brands that have earned their Influence by being Innovative tend to reap their rewards by outperforming their rivals on customer loyalty. Innovative brands attract repeat site visits at a much higher rate than the rest of their category.

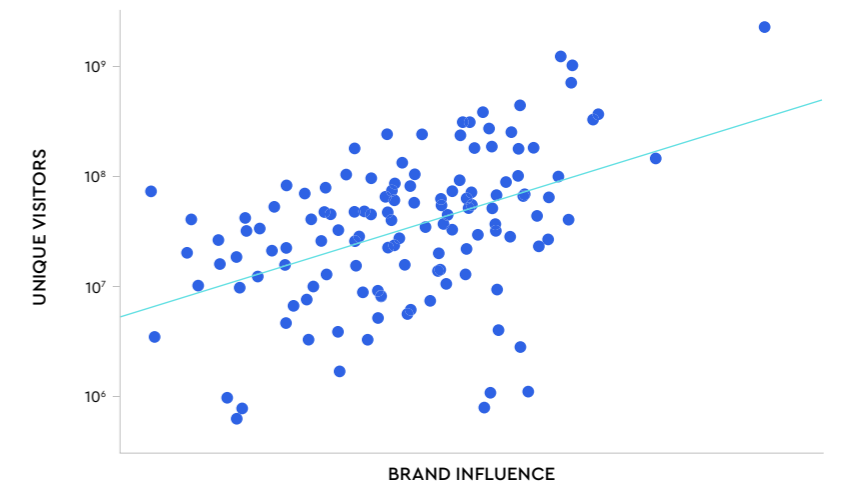
When brands are perceived to be Innovative or Contemporary – and often the two go hand-in-hand – they generate Influence that tends to be linked to site visit duration. It's likely that the modern flavor these brands exude translates into a more exciting or engaging website experience, which keeps people online longer and brings them back in future.

Creativity, meanwhile, drives higher-than-average repeat visit rates as well as longer site dwell times.

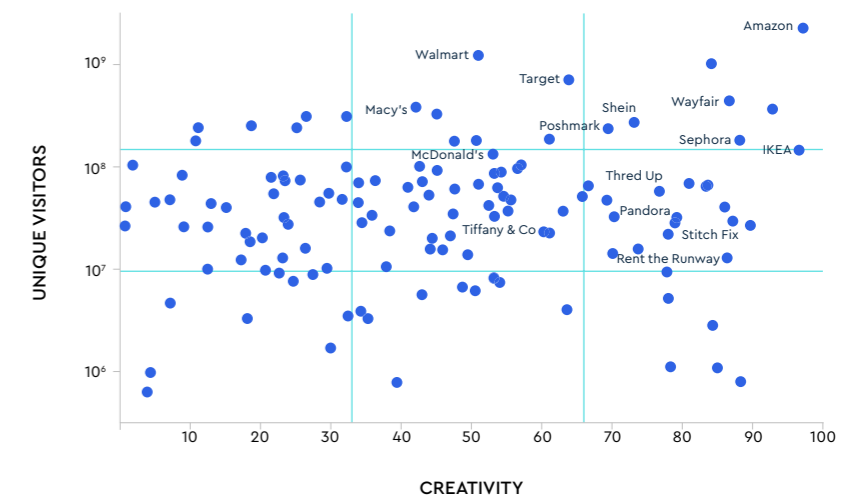
The biggest Influence factor to play a role in engagement rates emerges as Convenience; the most Convenient brands in retail have much higher-than-average engagement rates.

Picture this – how Brand Influence and Creativity drive web traffic

Visitors vs. Brand Influence



Visitors vs. Creativity



Our analysis highlights the range of retailers' strengths online, and the source of those strengths. There are some high-creativity brands generating strong traffic, such as IKEA, Temu and Amazon, as well as those that are mid-table on both traffic and creativity (Tiffany & Co. and McDonald's). Other retailers have fairly average levels of Creativity, but still score well for traffic (Walmart and Target, for instance). These are high-Influence brands.

Retail Therapy

Diagnosing brands by category

The role of a retailer's brand in consumers' online behavior varies considerably depending on what someone is shopping for. Buying furniture or jewelry is quite a different experience to buying personal care items, clothing or sports equipment.

So too are the shopping journeys and shopping cycles that people take across categories.

Bigger-ticket items such as home appliances or consumer electronics tend to mean shoppers spend longer in the consideration stage. The same applies if the purchase is something they care deeply about, such as planet-friendly cosmetics, healthy family meals, or pet supplies. In these instances, shoppers tend to spend more time thinking but also more time on sites before buying, reading carefully through the details of the offering.

More competition, higher expectations of brands and new business models like subscriptions and clubs will have varying effects depending on the value and nature of the product or category. Some categories will see longer consideration stages, while others will see stronger loyalty and a steadier cash flow due to subscriptions.

While retail brands in all categories benefit from having greater Influence and Creativity, the extent of the effect of each is quite different in different areas of retail.

For instance, we found that the Creative appeal of a brand plays a particularly strong role in driving web traffic for jewelry and home furnishing retailers. Creativity is what's powering differentiation, ahead of any broader Influence on culture.

Creativity also plays a big role in encouraging shoppers to stay longer on a site in most categories, but this applies less to brands in the fast food, household goods, beauty and pharmacy categories.

In this context, it's vital that retailers benchmark against not just the wider retail sector but their own category; what counts as "good" will differ significantly whether you're looking at fast food, grocery, furniture or electronics.

In the pages ahead, we chart the role of Influence and Creativity in eight retail categories, and provide category-specific action points designed to help brands pull these powerful brand levers in the most effective way to drive web performance.

Leaving so soon? How Creativity affects dwell time in different retail categories



Department Stores



The digital landscape for department stores is a tale of two cities, delivering very different experiences for shoppers in quite different ways.

The traditional department stores, with their heritage in high-end brick-and-mortar stores, have brought their real-world Influence online. This is great, because Influence drives up unique visitor numbers and brings people back.

But these brands, born before the internet age, appear to be struggling with how to come across as Creative online; this matters because Creativity leads to higher engagement rates and higher dwell times.

On the other side of town, if you will, discount department stores have been shaking up the category, doing away with any pretence of luxury and focusing instead on driving their Influence through being Contemporary, turning shopping into a sport, and sometimes a scramble for a great find at a bargain price.

In this part of town, being an Influential brand that's seen as Contemporary – such as TJ Maxx, Marshall's and Kohl's – is a way of encouraging shoppers to spend a long time on site as they conduct a virtual treasure hunt.

Mixing and matching

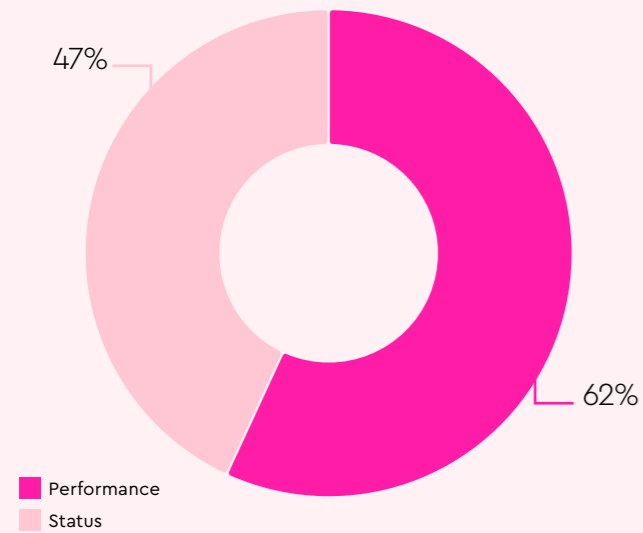
Driving up online traffic and encouraging shoppers to stay and to come back is all about translating the best of the off-line shopping experience to the digital one, adding new features and services that feel true to the brand, and then making the whole package feel fun and convenient.

For the traditional department stores, the creative use of new technology enables brands to level-up their online shopping experience and find new ways to compete. Department stores like Nordstrom, Saks Fifth Avenue, and Neiman Marcus have brought the luxury feel of their services online, with virtual and in-person personalized styling and shopping experiences, as well as curbside pick-up, alterations and donation services.

These high-end retailers are using Performance and Status to drive repeat visits. Our data suggests consumers are driven to their sites by familiarity and brand heritage, but they return for the quality and ease of the experience.

A great experience brings people back

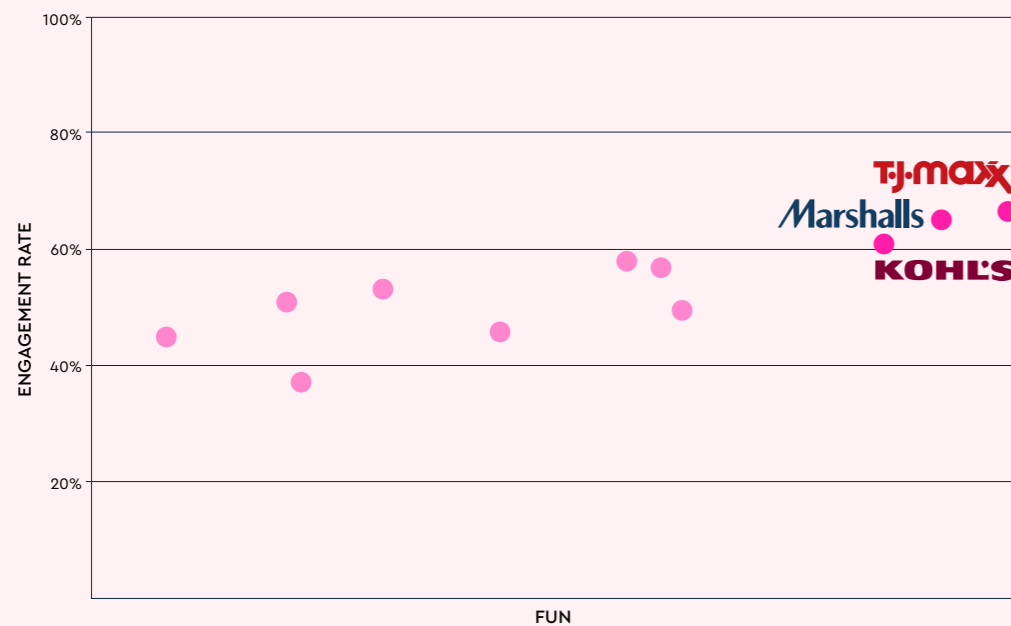
THE DRIVING POWER OF BRAND METRICS ON REPEAT VISITS



Note: Values are not meant to add to 100

The more value-focused department stores are deriving their Influence from being Convenient and Fun. They make online shopping easy and enjoyable, and this correlates with a high engagement rate on their site. Retailers with high Fun and Convenience scores, including TJ Maxx, Marshall's, and Kohl's, all have higher engagement rates compared to their category counterparts. The higher the engagement rate, the better.

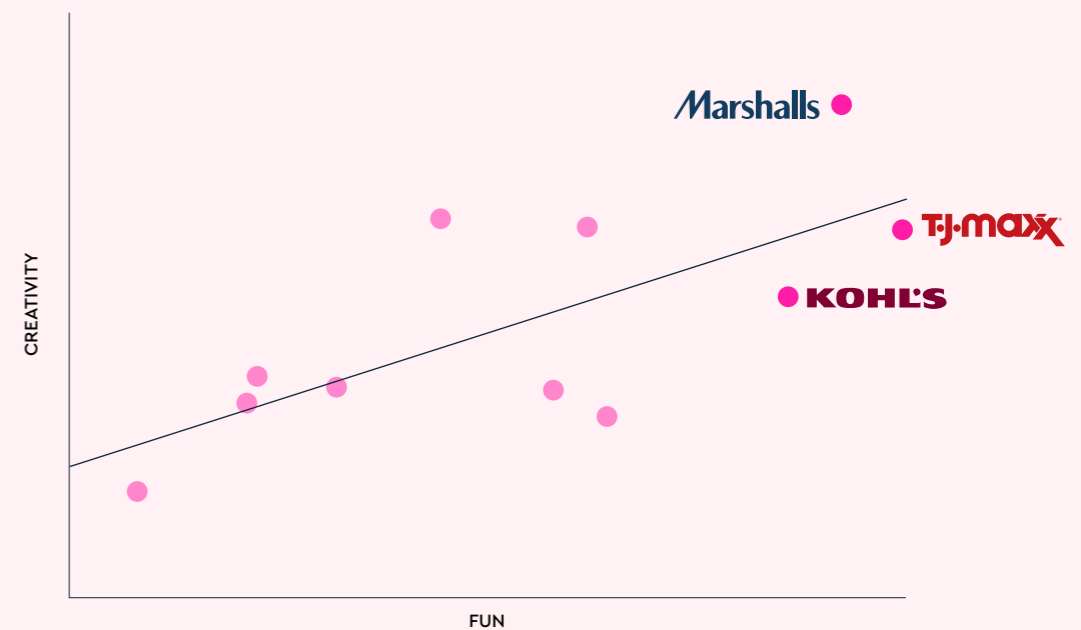
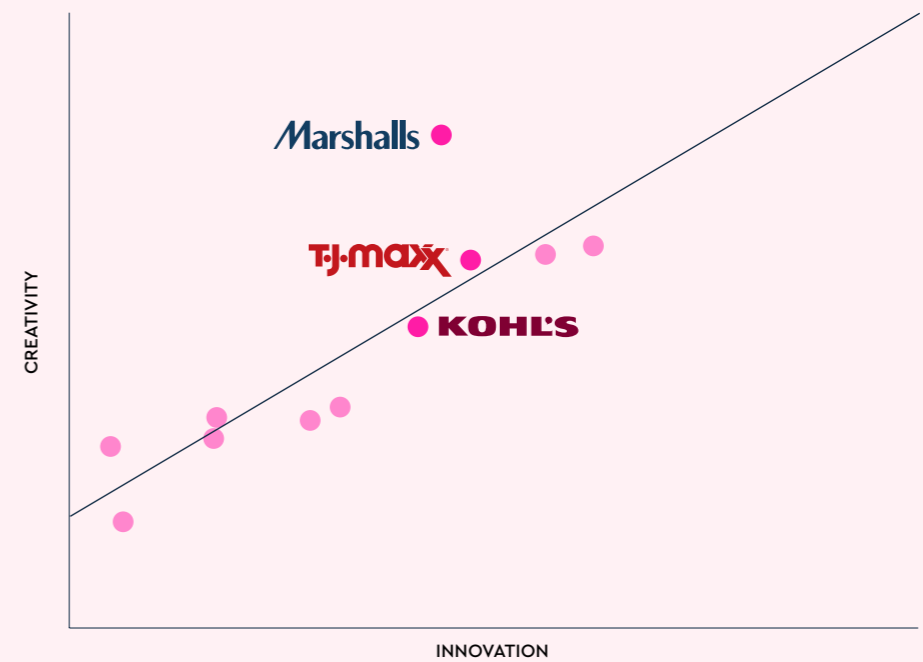
Sticking around – shoppers stay for the Fun



Spark of Creativity

Creativity plays a role in perceptions of all online department stores, regardless of their average price point. Creativity is associated with Innovation, so this can readily be applied to high-end retailers and the integration of tech-enabled services into their sites. It is also seen as part of what makes an experience Fun, which is where the discount department stores are doing so well.

Getting the Fun factor



Takeaways...

Want it? Here's how to get it:

1

For department stores, there's no single way to achieve Influence – and, in turn, drive great web traffic and retention rates. What matters is that your brand creates a great experience of online shopping. Whether that experience involves access to a consultation with a product expert, or a virtual rummage through the bargain bins, it must be easy and it must be fun. See your website as your best branded real estate – the place where you can present your brand and its own style of Creativity.

2

Use Creativity in the development of new, innovative features, partnerships, your site's development and the entire online experience. Make the online store at least as enticing and exciting as the real-world store, then think hard about how to step it up, because being "as good as the store" is unlikely to be good enough.

3

Understanding the purpose of your website in the shopping journey of your target audience is vital in order for you to be able to creatively engage with them in the right ways, at the right times, and deliver on your brand promises and their specific, personal needs in creative ways. If your site is all about discovery shopping, then make plenty of personalized suggestions (think of Temu's approach). Gamification (like SHEIN's use of prizes, gifts and limited-time offers) to engage a young audience and get them to move from consideration to purchase.

4

Convenience is essential. Searching for the perfect item can be fun, but searching for delivery options and the returns policy is not. Make your site effortless to navigate, your services helpful and clearly priced, and use service as a way to stand out from the crowd. Brands can drill down into their site data to understand where the pleasures and pain points are. Time spent on setting product filters can be compared with time spent engaging with suggested products, tracking orders and arranging returns. Brands should examine their performance within each section of their website to get a more complete picture of how they're performing.

Fast Food

This is a category that's all about serving people with what they want, fast. So here's an early takeaway: there's huge scope for fast-food brands to stand out – and perform better online – by deepening their cultural Influence, broadening their Creativity, or both.

Why? Because so few brands in this category are high performers on either front. In fact, around half of all the fast food brands we measured were poor scorers on both Influence and Creativity, and barely a handful were good at both.

This is a huge missed opportunity, because where we do see higher-than-average performances on either metric in this category, the effect on online business is tremendous. Influence, in particular, delivers high numbers of site visitors, visit numbers and page views.

What's important to remember when looking at site performance in the fast food category is the huge role that app-based purchasing plays, particularly for brand loyalists. Brands in this field should look at their app adoption index (the proportion of users on the app versus the website) and compare that against the sector average, as well as the frequency of app use.

We present the website data for the fast food category here in the knowledge that it is only part of the picture; it is, nonetheless, insightful in that it highlights opportunities to improve web performance.

Off the boil – big opportunities for growth



Simplicity works

The two most important Influence factors driving website success in this category are – no big surprise – Convenience and Trust. But what might come as something of a surprise is just what a difference it makes to brands online when they get these very basic things right.

The most Influential fast food brands attract a disproportionately high number of unique visitors to their site, and this phenomenon is especially pronounced when that Influence comes from Trust, which in this sector means food hygiene and quality, with health and wellness playing an increasing role. Trust also drives dwell time.

Having seen a recent boom in delivery options through quick commerce sites, consumers have super-high expectations of Convenience from fast food brands, both in terms of food delivery but also the online experience. Brands that generate their Influence from Convenience significantly increase their number of site visitors and, to a lesser extent, visit duration, though in this category, a quick visit often counts as the most successful.

Performance is closely linked to delivery, with high-Performance brands seeing big results for repeat website visits.

Would you like innovation with that?

Beyond these basic drivers of Influence, there are many other ways that fast food brands can make an impact on consumers, culture, and their online metrics of success.

Being seen as Innovative and Contemporary leads to super-sized results for Creativity, which in turn drives unique visitor numbers.

Giving site visitors the opportunity to quickly and easily customize their order is one great way of doing this, along with offering special, limited-time menu items, perhaps in line with the seasons or cultural events.

Fast food brands also have a big opportunity to prove that not only are they aware of current issues that matter to consumers (so building a reputation for being Contemporary), they can also make tackling those issues part of how they operate.

Personal health and sustainability are part of menu design, packaging, supply chain and last-mile delivery challenges that fast food brands face every day. Trying to do the right thing – while still being fast and inexpensive – can feel like an impossible challenge. But consumers are using their perceptions of what different brands stand for in this category when deciding what to order, and from whom.

The fast food brands that outperform the category average on Purpose drive a higher number of repeat site visits. Purpose is also linked to Authenticity when it's executed well, and Authenticity is a strong driver of website visitors.

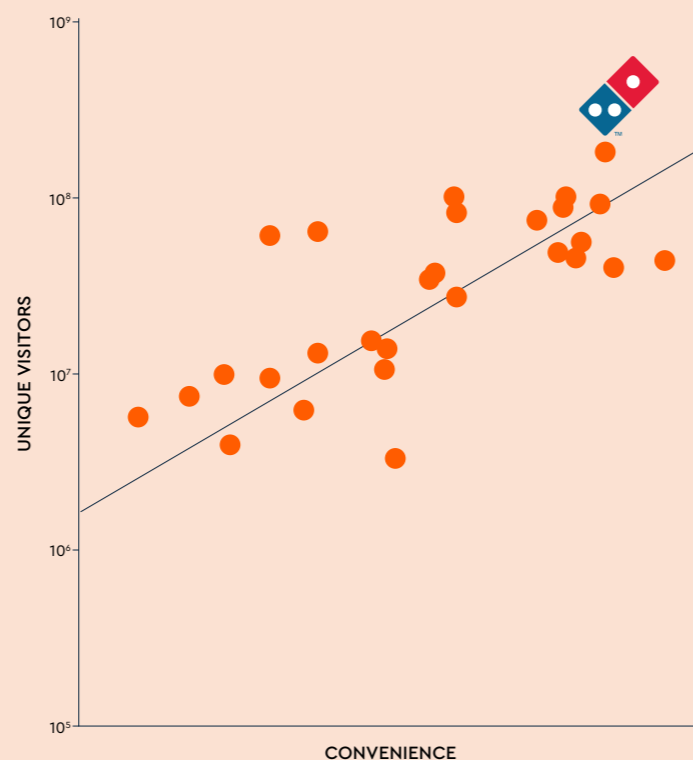
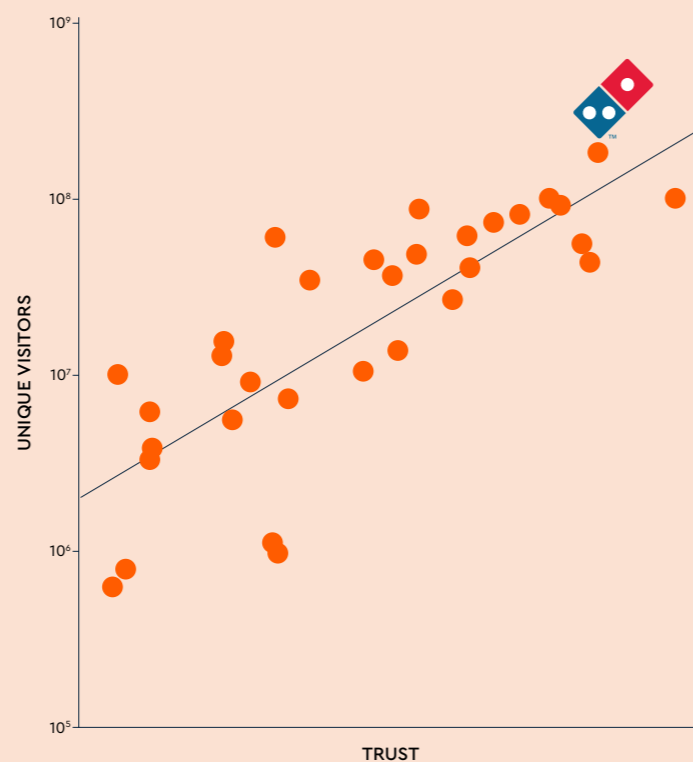
What's your special sauce?

Very few fast food brands layer their Influence with a dollop of Creativity, and this, in the online world, is a bit like letting a great meal go cold.

Creativity is a powerful driver of repeat website visits for this category; Creativity leads to loyalty. In this context, being creative might be about a fun website, but it can also be based on fresh new menu items, combinations and deals, creative thinking around packaging or loyalty schemes, or creative ways to be more healthy or sustainable.

Domino's Pizza does the basics of Convenience and Trust very well; it's a market leader on both, and reaps the rewards in its web traffic. The menu is highly customizable, with seemingly infinite combinations of crusts, sauces and toppings available, and it's big on quick delivery, with around 60% of 10⁷ orders being delivered. Increased transparency around the provenance of ingredients also helps the brand. Domino's is the second-most-trusted brand in the category, after Chick-fil-A, and is seen as more Convenient than 95% of competitors. Its web performance comes despite a mid-ranking score for Creativity.

A supreme with the lot – trust, convenience and transparency help drive clicks



Takeaways...

Ready for delivery – points to take away:

1

If your brand wants a seat at the table, it needs to have Influence, and that must be derived, at least in part, from Trust, because you're providing something that people put in their mouths and feed to their kids. But that's pretty obvious and, frankly, it's the bare minimum. Convenience is another big driver of Influence in this sector and the clue is in the name "fast" food. Be safe, be speedy, and make the process simple. Trust and Convenience are the biggest contributors to numbers of site visitors and visit duration.

2

After that, there are more subtle factors in play, and they can have a significant impact on a brand being the one that's chosen, not just for tonight's meal, but all future fast food plans. Other drivers of Influence – which affect visitor numbers and page views – include being Contemporary, Innovative and having Purpose. Brands can customize their plans using these ingredients. Performance is the best way to bring customers back.

3

Creativity in what's on offer, how the site feels, and brand communications can super-size brands' returns online. The most Creative fast food brands generate more visits, more page views and greater dwell time.

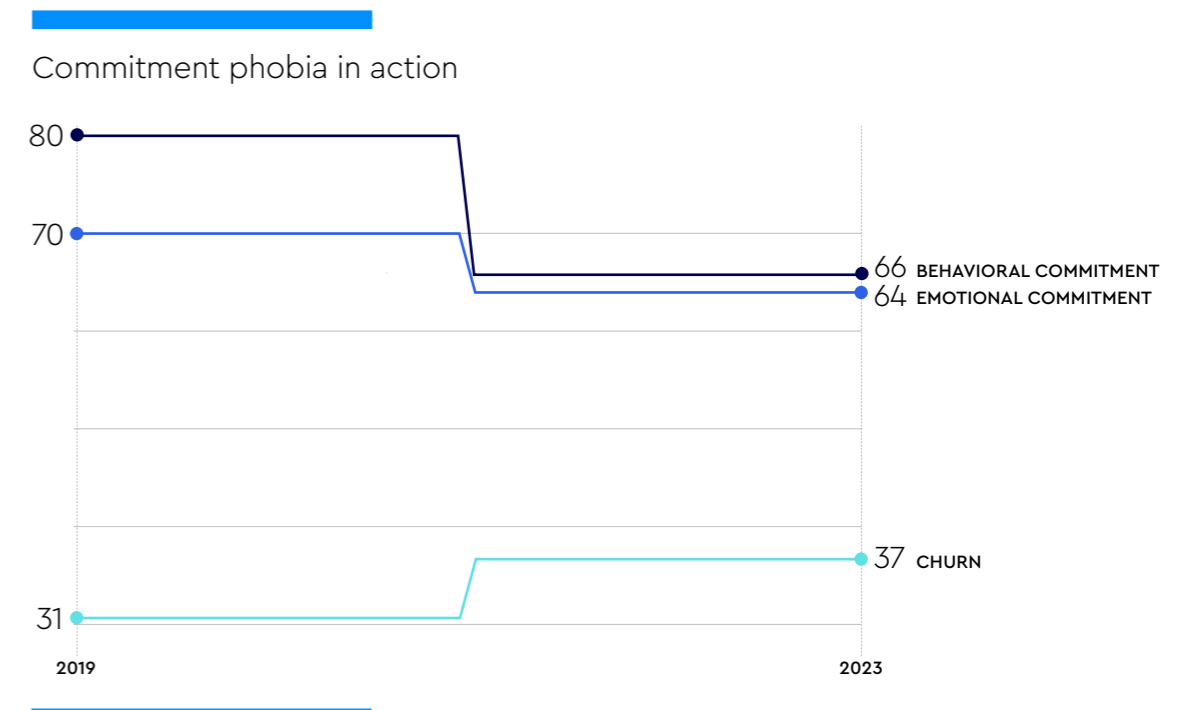


Mass Merchandisers

This is a retail category that's home to both the disruptors and the disrupted. Non-stop technological advances and a stream of new entrants to the market mean there is now a greater range of products – and a greater number of ways to discover, browse and buy – than ever before.

As a result, consumers have become more discerning, less patient, and less loyal. On average, we see a marked difference in consumer behavior post-pandemic: higher churn rates and lower commitment levels.

We've seen the emergence of "zero consumers", characterized by having zero loyalty, zero patience, and zero boundaries.



Reason to walk down the aisle?

For decades, mass merchants have relied on low prices to get shoppers through the doors. Online, however, ever-lower prices are simply the expectation, along with convenience. But if everyone's playing the same hand, this cannot be a route to victory.

BAV USA data shows that between 2019 and 2023, levels of Differentiation among mass merchandisers plummeted; without Differentiation, mass merchants risk becoming simply a commoditized means of distribution rather than a life partner.

BAV data shows that brands in this sector are using both Influence and Creativity to varying degrees to help them stand out. Think of the way Amazon is combining Innovation with Creativity with its Under 1 Hour Drone Delivery, and how Walmart's Shop with Friends service achieves similar stand-out.

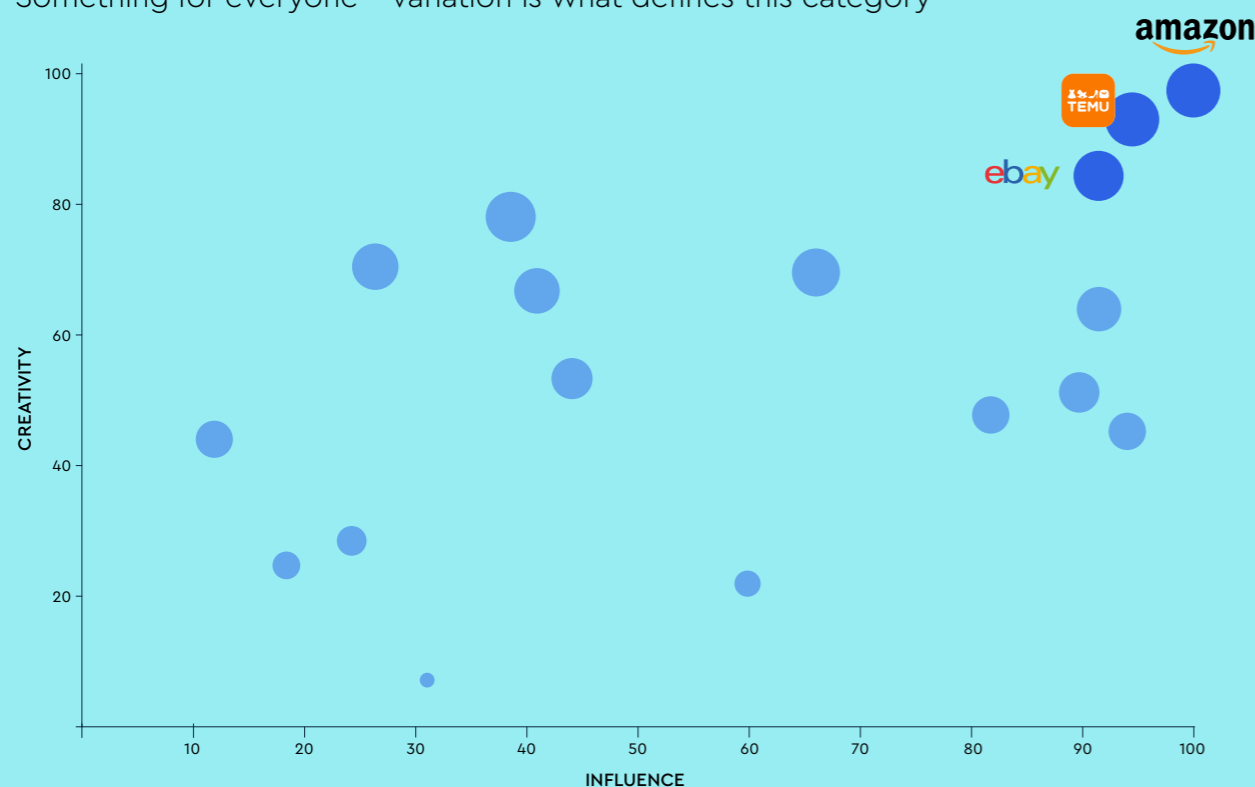
This is a category in which it is important not to look at website performance in isolation. App adoption and usage really matter for

mass merchandisers, and form an important part of the bigger picture. A retailer might have low rates of returning customers to its website, but this might be because the initial experience convinced them to download the app for future purchases.

In general, the major mass merchandiser brands that have a big physical presence are highly Influential, but somewhat lacking in Creativity. The online-only brands are the opposite – more Creative than average, but not so Influential.

Amazon, Temu and ebay are in a league of their own, boasting exceptional Creativity and Influence, showing that even digital-native brands can overcome the strong history of the brick-and-mortar players in this space. These are brands that prove the value of gamification and the personalization of the shopping experience in this category; these features boost the amount of time a user spends on a website, and can be important drivers of return visits.

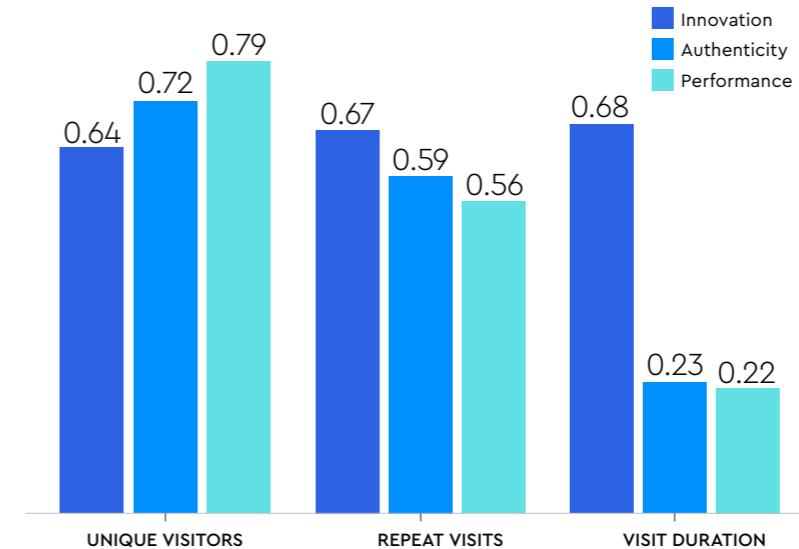
Something for everyone – variation is what defines this category



How to change things up

The most critical catalysts for both Creativity and Influence in the mass merchandisers category are Innovation, Authenticity, and Performance. They are all powerful in brand building – and we see they also play a vital role in driving both unique and repeat visitors to a retailer's site. Mass merchandiser brands that perform well on Innovation also tend to see longer visit duration.

Correlation with website metrics



Mass merchandisers generally have above-average scores on Innovation, but currently underperform, on average, on Authenticity and Performance relative to other brands measured by BAV. In fact, brands in this category lost 30% of their Authenticity between 2019 and 2023.

This makes Authenticity and Performance the least crowded – and most promising – territories for brand development in the category. Reinforcing these attributes is a challenge, but it's likely to be a rewarding one in terms of brand-building and web traffic.

Mass merchandisers can look to adjacent retail categories for inspiration. Leading retail brands for Authenticity include Trader Joe's, Hallmark, Victoria's Secret, Ikea, and Tiffany & Co. Top innovators include Amazon and Temu from the mass merchandisers, and Apple Store, The Container Store and Stitch Fix from beyond the category. And top Performance brands in retail include L.L. Bean, Best Buy, Williams-Sonoma, Sephora, and Dick's Sporting Goods.

How can mass merchandisers dial up their Innovation, Authenticity and Performance? Find ways to get closer to consumers and win a greater "share of life".

Private label ranges from trusted retailers, and services beyond retail, are a way to do that while increasing differentiation and appealing to new consumer segments.

Consider Target's recently launched "Dealworthy" stores, targeting bargain hunters who aren't typically Target shoppers, and Amazon and Costco's pharmacy and healthcare services. Walmart's InHome service can deliver orders directly to customers' pantry and fridge. Walmart is also developing InHome Replenishment, an AI-powered service that anticipates needs and automatically orders the right items at the right time. In a less high-tech boost to Performance, Target's Drive Up customers can now have their favorite Starbucks snack or drink delivered along with the rest of their order, straight to their car.

Takeaways...

Time to take stock:

1

As brands continue to unlock new levels of Creativity and Innovation, category expectations will continue to shift. Those able to meet or exceed these shifting expectations will wield greater Influence; those who don't will decline in relevance.

2

Authenticity is a vital driver of web traffic – both unique visitor numbers and repeat visits and is an area of strong growth potential for mass merchandisers. Strong Authenticity should underpin creative and innovative moves into new services.

3

Innovation is strongly correlated with unique website visitors and site stickiness (innovative mass retailers get more repeat visitors and those who come, stay longer). With Temu and Amazon setting the pace, launching new offerings at speed, other mass merchants need to be more willing to embrace Innovation and be Creative.

4

Boosting perceptions of Performance means making big promises and then delivering on them. Brands with high Performance scores bring in new and repeat website visitors.

5

The cross-over between online and offline media and shopping is becoming increasingly apparent; while brick-and-mortar stores have for decades built their Influence through TV advertising, and digital brands have used digital media for exposure, Temu's investment in TV ads during the Super Bowl show there's room to break the "rules". Digital natives can build Influence fast – if they have a big enough budget.

Clothing and Accessories

The intensity of competition in the clothing and accessories category is perhaps best illustrated by a few quick Google searches.

"Clothing" generates 7.8 billion results, "dress" gets 7.5 billion, even "socks" gets 1.3 billion and, most overwhelming of all for the shopper, "what to wear" generates a staggering 9.7 billion results, and all in a third of a second.

Standing out in this context is therefore immensely challenging for retailers; just as challenging as it is for shoppers to find the very thing they want, in the right color and the right size.

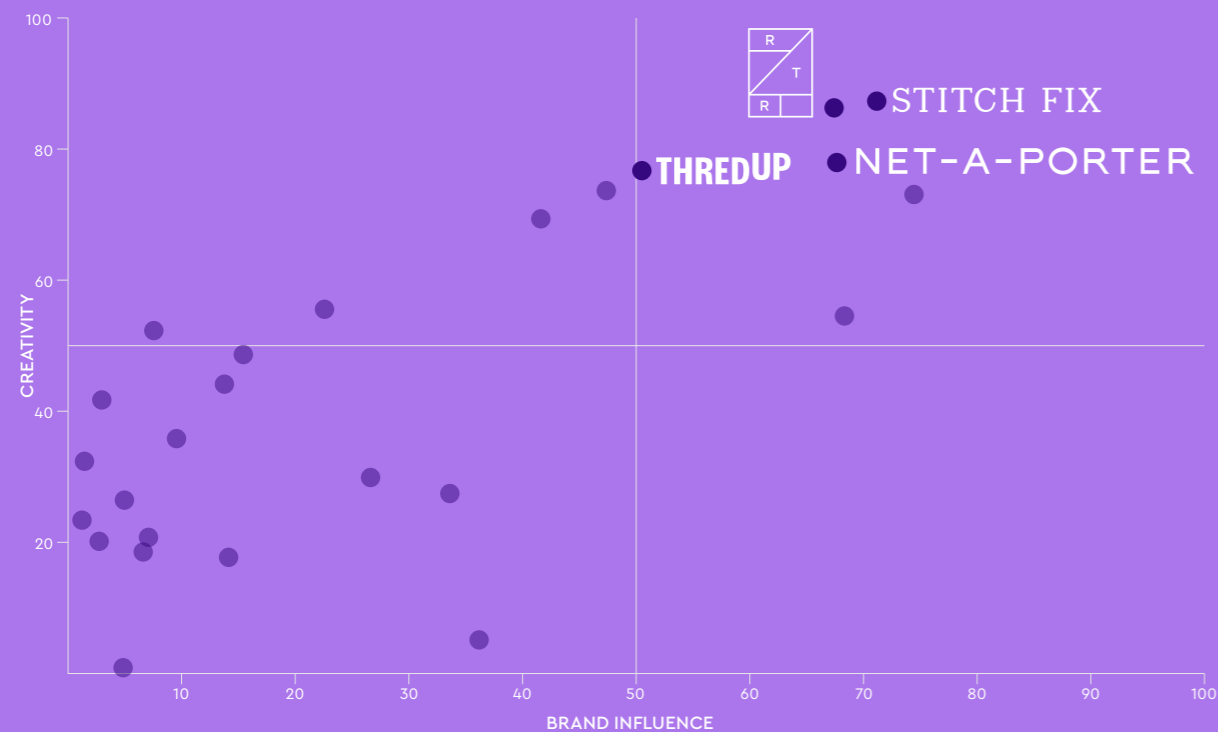
The category has been highly disrupted by the growth of e-commerce, and new business models and services have emerged, resulting in something of a schism between brands with different approaches.

What's clear from the data is that when brands create Influence and do it with Creativity, the results are powerful – and this applies across the pricing spectrum.

The brands that have been the most disruptive tend to be those that have pioneered new ways of working in fashion, through subscription models, for instance, D2C offerings, second-hand, fast fashion, rental, personal styling and personalization. Think here of Stitch Fix, Rent the Runway, Net-a-Porter, and ThredUp.

Brands with lower levels of both Influence and Creativity tend to be those that have stuck with more traditional routes to market, acting as the middleman between suppliers and buyers. By failing to move with changing category dynamics, they have seen their Influence wane.

Dressed for success – Creativity and Influence are a perfect match



On trend – establishing relationships

It's clear from our analysis that when clothing and accessories retail brands excel in either Creativity, or Influence, or both, this has a powerful effect on digital shoppers' dwell time.

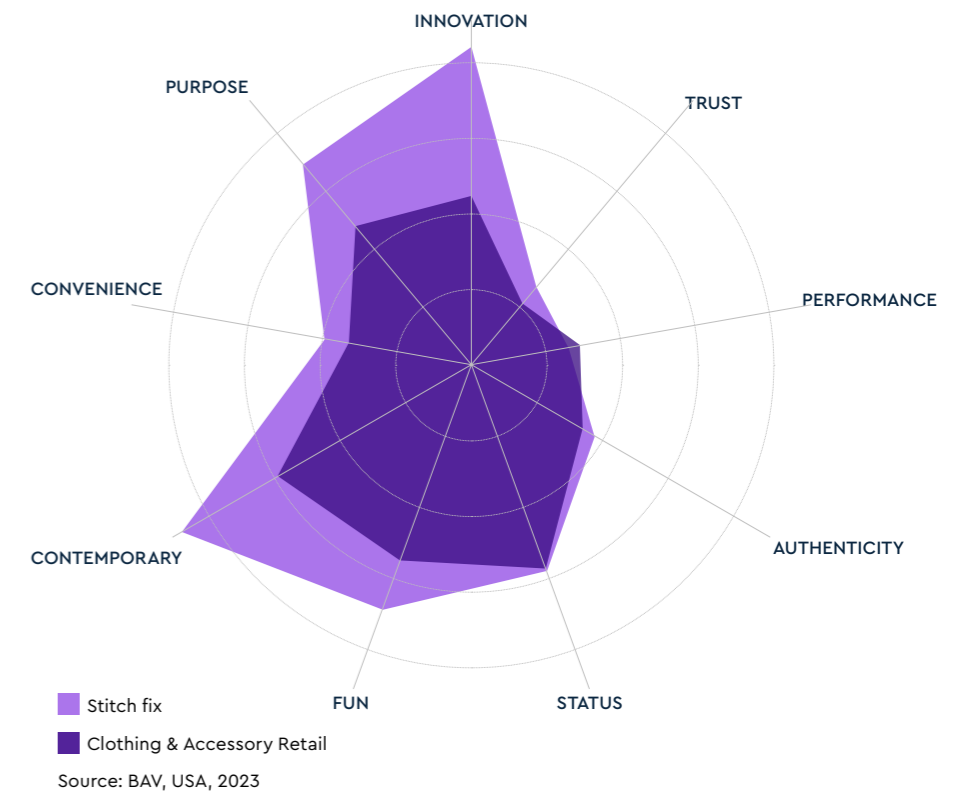
Brand, therefore, becomes extremely important in the lower reaches of the purchase funnel, fueling stronger brand connections and creating more opportunities to turn a browser into a buyer.

There are several ways that retail brands in this sector can develop their Influence and showcase their Creativity all at the same time.

Smart ways of doing business that solve a consumer pain point show all of these attributes; rentals and second-hand options bring high-end designers within reach of a greater number of people, for instance, while brands that focus on Purpose through the ethical sourcing of their products, help consumers who are concerned about the environmental and social impact of fast fashion.

These approaches all feel Contemporary and Innovative to the shopper, almost irrespective of how cutting-edge the latest Spring/Summer collection appears. In fact, many of these leading brands no longer have such a thing.

Suited and booted – Stich Fix is seen as Contemporary and Innovative



Stich Fix is at the forefront of several of these trends, and is perceived as being one of the brands leading the way into the future of the category. It has invested heavily in personalization and inclusivity (another expression of Purpose), using AI in its personal styling service to create wardrobe combinations for all shapes, sizes and tastes.

The brand over-indexes on Innovation and being Contemporary, and it's also seen as highly Creative. It outperforms similarly sized category competitors such as Farfetch, Journeys, Everlane and Revolve on experience-based metrics like visit duration, engagement rate and repeat visits.

Takeaways...

Strike a pose – standing tall in a crowded category

1

Creativity and Influence in this category go hand in hand. Brands that are perceived as being more Creative tend to achieve greater Influence in the category and in broader culture. These are the brands that generate consumer curiosity and longer dwell time on site, enabling richer relationships with customers and increasing opportunities for purchase.

2

Innovation, Creativity and being Contemporary all feed off one another in this category and they apply to the business model as much as to the inventory. Develop a rich user experience that feels cutting-edge, perhaps using AI and machine learning; this drives not just short-term excitement but also user loyalty online.

3

Conscious consumerism promises to be the new fast fashion for many consumers, and there are creative ways that retail brands can build Purpose into their proposition, through sourcing, recycling, and inclusivity. Doing the "right" thing is now fashionable, so Purpose can help support a brand that wants to be seen as Contemporary.

Health, Beauty & Pharmacy

This is a curious category in that it includes essential and possibly quite boring purchases as well as those that might be considered treats and indulgences. Soap and headache tablets on the one hand, and fragrance and lipsticks on the other.

Yet many of these purchase decisions happen in the same store, whether in person or online, and this is why we have put them together.

The pharmacy sector leaders in particular, not just in the US but beyond, are indeed offering to be a one-stop-shop of sorts, serving customers' needs across all of these sub-categories. Shoppers are adding shampoo, shaving supplies, vitamins and cosmetics to a single basket in a single site visit.

Brands therefore face a significant challenge: the need to manage shoppers in a range of mind states; while some will be quickly searching for a solution to a perhaps-painful problem, others will be browsing simply for the fun of it, looking for inspiration or the missing piece of their "look".

The retailers that offer more functional solutions (they're the go-to for Tylenol and Tampax) tend to be Influential, while those that are a source of pleasure and emotional satisfaction are more likely to benefit from having both Influence and Creativity.

Buyers of beauty products and treats tend to be more strongly affected by creativity and innovation; the more time shoppers spend exploring a site, the better. With pharmacy shopping it's all about trust for the customer, and the rate of return visits will reflect customer satisfaction. For hygiene-related shopping missions, return visits will again be an important metric to track.

Trust is the foundation of success

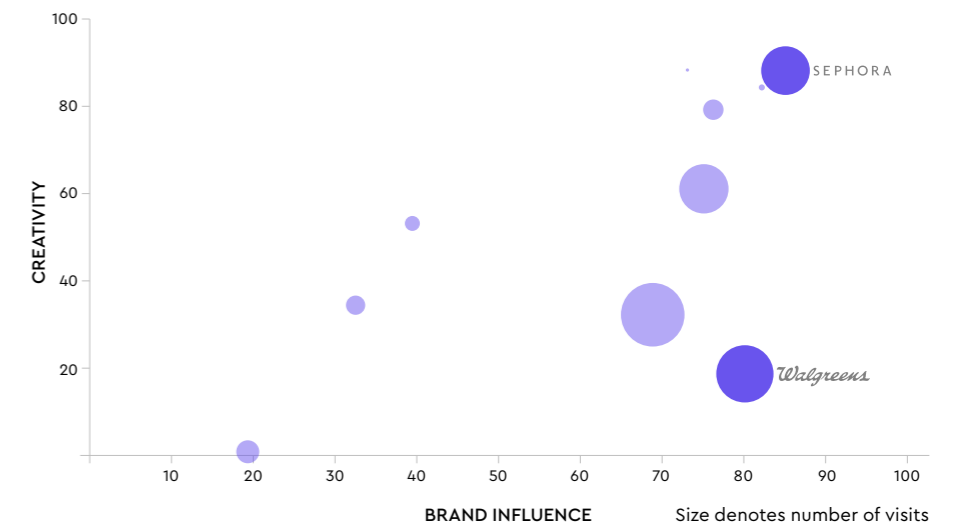
Retailers in this sector are providing goods that are often ingested or applied to the body, so consumers are very carefully considering where to shop. Trust is absolutely vital.

In fact, Trust is the main driver of Influence for retail brands in this category, and Influence is a powerful driver of traffic and the time that people spend on a site.

Whether a brand in this category is fulfilling a need or a desire, Trust and Influence are essential. For those retail brands that deal more with desires – the sector's more indulgent offerings – then Creativity is a differentiating layer on top of that Influence.

Unlike other categories, retail brands in health, beauty and pharmacy cannot expect strong Creativity to get them the web results they want ... unless it is supported by Influence.

Creativity – the optional extra



If we pull out two examples, we can see how this works in the real world.

Walgreens, which arguably serves the more solution-seeking, functional end of the category, is 27% more Influential than the category average, but is some way behind the pace on Creativity.

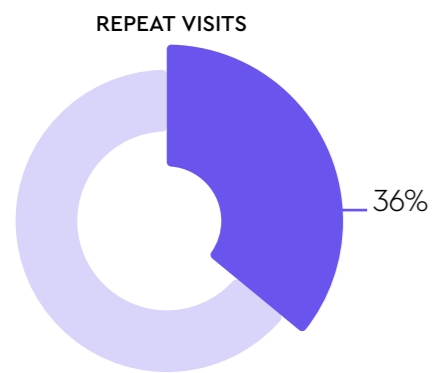
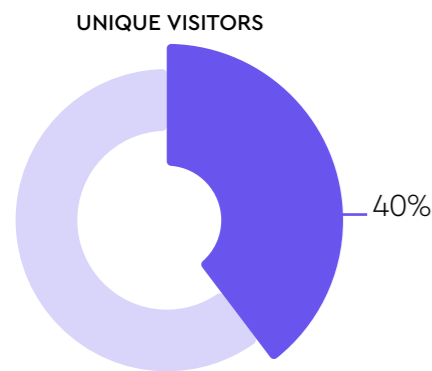
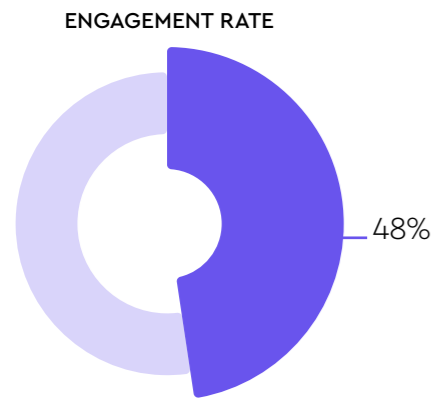
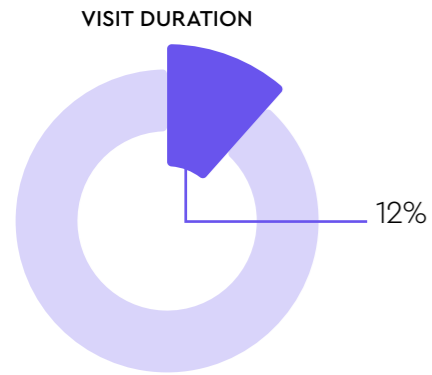
Sephora, meanwhile, which is more about generating and satisfying desires and meeting emotional needs, has also generated Influence (it is 35% more Influential than the category average), but is highly Creative as well.

Trust is the most powerful driver of Influence for retail brands in

this category, across beauty and pharmacy. It's clear from our analysis that trusted brands are those generating the strongest flows of new customers, they are less likely to have shoppers abandon their mission, and attract customers who remain loyal.

Walgreens has consistently maintained a level of Trust among US consumers that hovers around the maximum possible score on the BAV scale. It has become a byword for reliability, and is a deeply familiar brand as well as one that moves with the times. Service focuses on the personal touch despite the vast scale of the store network, and the MyWalgreens credit card links payment options with personalized offers and rewards.

Healthy outcomes – how Trust drives web traffic



■ Trust
■ Other Drivers
Coefficient of Determination R²

Other routes to Influence

We've made the point that establishing Trust is table stakes in this category, but once that has been achieved, retail brands can use other aspects of Influence to power their online performance.

Our data shows that Performance is a huge driver of Influence in this category, which intuitively makes sense.

Whether you're buying diaper cream, vitamins or waterproof mascara, you want those things to work. And, just as shoppers choose the product brands they expect to deliver on their promises – often big, age-defying promises – they also choose the retail brands they consider will have done some of the testing and vetting on their behalf.

Sephora is a strong example of a brand that is based on consumer Trust, and then supercharges the influence its Trust generates through its associations with prestigious and exclusive partner brands, including a recent collaboration with Kohl's.

Since 2019, Sephora has grown 18% in Brand Influence and has seen a simultaneous 22% rise in Performance. The brand is seen as a powerhouse in the retail beauty sector, a magnet for consumers seeking a high-quality beauty destination. The quality of the online shopping experience reinforces the brand's image.

The Performance factor in this category also influences the success of web channels, whether through the quality of products, the quality of the shopping platform, or a combination of both. In detail, metrics such as unique visitors and visit duration are also influenced by the Performance factor. Providing quality products for customers undoubtedly attracts more clients every day seeking the best in health and beauty. However, the ability to offer optimal performance in terms of loading speed and user experience directly translates into the time visitors spend on the site.

Top performance – attracting shoppers and encouraging them to stay

Correlation to Performance



Takeaways...

Get this prescription filled:

1

Retail brands in the Health, Beauty & Pharmacy category need to ensure they have established consumer Trust before working on other aspects of Influence. Without it, you're unlikely to build a strong brand or drive a high share of web traffic.

2

After that, look at Performance as a powerful way to reinforce and indeed supercharge Influence. Show consumers why they should believe your promises - by fulfilling them. Set expectations, then deliver. Do this in a highly Creative way and you'll stand out even more.

3

Make sure site performance lives up to the brand's broader promises. Loading speeds and ease of navigation all sound simple but they correlate with visitor numbers, repeat visits, and engagement rates. Trust means getting the basics right.

Household Goods & Furniture

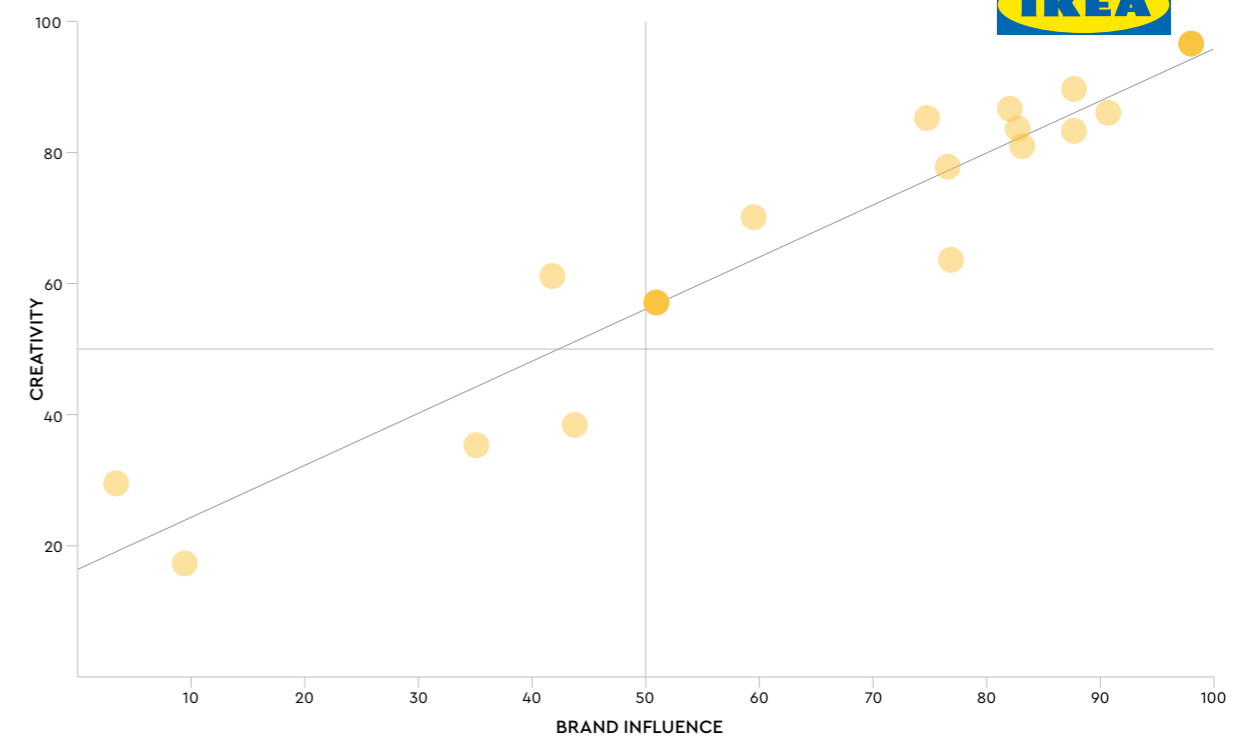
In the same way that furnishing a home is about both form and function, so too is building a strong brand in the household goods and furniture retailing business.

Our analysis reflects the way people make decisions about how they spend their money in this category; to support a comfortable and convenient life on the one hand, and to make a statement about their lifestyle choices on the other.

Brands that strike a balance between being Influential in culture, and demonstrating their Creativity, are those that shine as strong brands on our BAV metrics, as well as achieving enviable online results. Without being Creative, it seems difficult to achieve Influence in this category.

Creativity has a particularly strong relationship online with unique visitor numbers to a site, and to engagement; the more Creative the brand is perceived to be, the less likely visitors are to leave the site quickly, or bounce.

Sitting comfortably? Balancing Influence with Creativity



Building Influence, the modern way

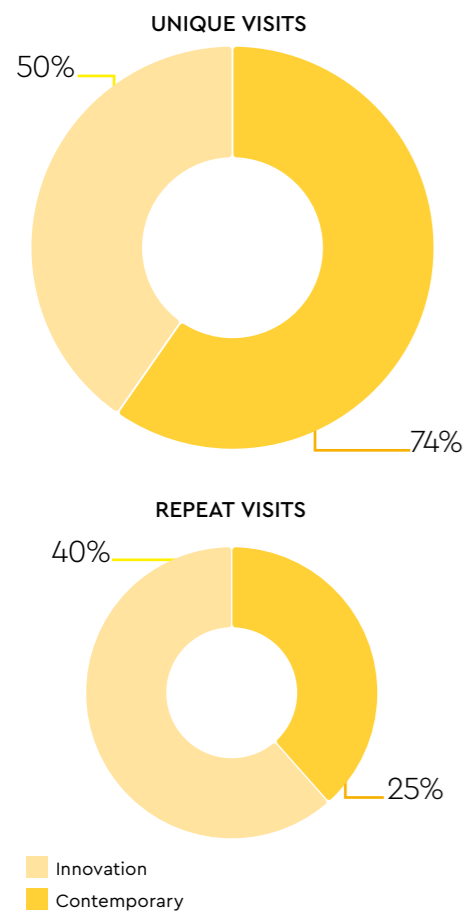
A retail brand's share of unique visitors is heightened when its Influence is underpinned by either Innovation, being seen as Contemporary, or both in combination.

Contemporary brands see higher visitor numbers to their sites, as do those retailers that are perceived as being Innovative. Innovative brands in this sector also tend to get more repeat visits.

This all suggests that consumers often want more than the new "thing" that might be in the retailer's inventory. They want a solution, not just a sofa. A life hack rather than just more hanging space. This explains why innovation, creativity and a modern approach all drive traffic.

Smart homes – why you need clever, contemporary solutions

Correlations to Influence Dimensions



Note: Values are not meant to add to 100



Right fit, right feel

When we talk about Creativity in this context, we're not just talking about eye-catching prints for your sofa cushions, or a striking sculpture for the garden.

Creativity can be about rethinking the way we live, or using products in creative ways to solve problems such as a lack of space, too few rooms, or the need to use spaces for different purposes throughout the course of a day.

This is something that IKEA has in spades. Or, as the IKEA site would have it, in "Sandigs".

The first name in flatpack furniture, the brand is famous not just for its range and designs, but also for using room-style staging to enable shoppers to see complete scenes and a whole lifestyle rather than a list of products.

IKEA is the most Influential and the most Creative brand in this category, 54% more Influential and 44% more Creative than the category average.

The brand marked its 80th anniversary in 2023, but is seen by consumers as a highly Contemporary brand thanks to a regularly refreshed inventory, urban design vibe, vocal position on sustainability, and collaborations with modern designers, such as its recent work by Akanshka Deo Sharma.

Takeaways...

Before you put your feet up ...

1

Creativity – in product design, presentation and brand communications – is a key driver of traffic to homewares and furniture retail sites. Think of Creativity as being about solving problems in delightful and clever ways, rather than as a set of swatches on Pinterest. This is what drives online traffic.

2

People don't furnish a room in the same way as they might fill up their fridge, from a list of essentials that can be picked up in any order. Yes, I might want a new lamp, but it won't exist in isolation in my home, so show me how it looks in a room, and what complements it, so I don't just see, but also get a feel for, what's available. More creative sites have higher engagement rates.

3

Keeping up with – or setting – trends in modern living is also a big driver of traffic to home and furnishing retailers. The good news is: retailers don't have to do all this heavy lifting alone. Collaborations with influential designers, or strategic partnerships that reinforce the creative, contemporary, and innovative image of the brand, can all deliver strong returns.



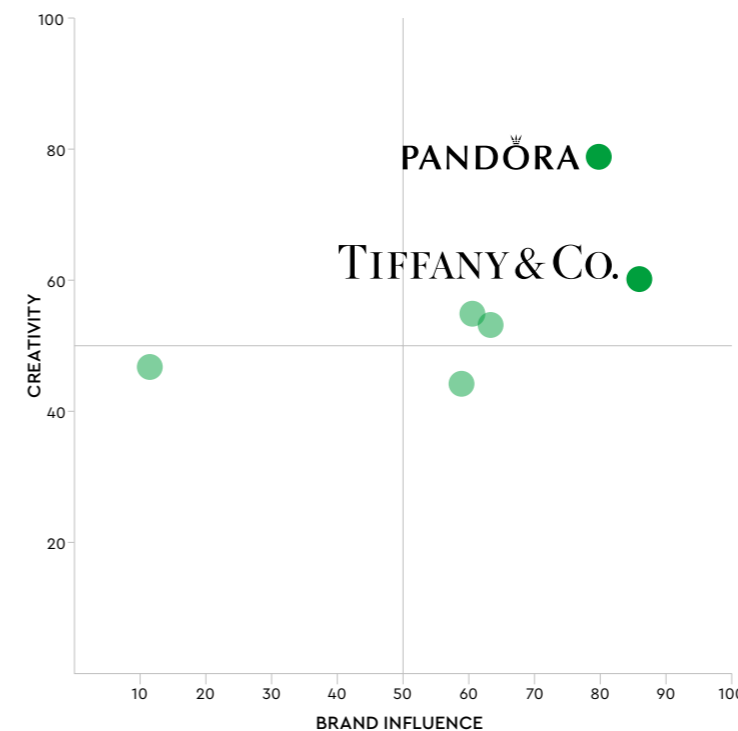
Jewelry

There's a curious phenomenon at play in the world of jewelry. This is a category in which items are often bought as a gift or for a special occasion; these items are treasured, stored safely, and often passed on through the generations.

Yet when people are deciding between jewelry retail brands to make a purchase from now, what they're looking for is something that feels Creative and Contemporary. In fact, without Creativity, brands are simply not contenders.

They also opt for brands that have a balance between Creativity and Influence. Tiffany & Co. is the most Influential brand we studied in the category, while Pandora is seen as being, by far, the most Creative.

What strong jewelry retail brands are made of

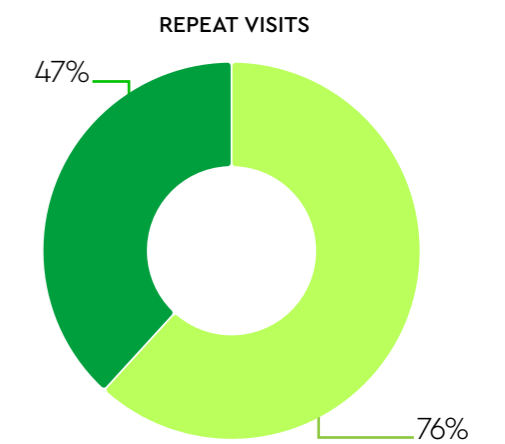
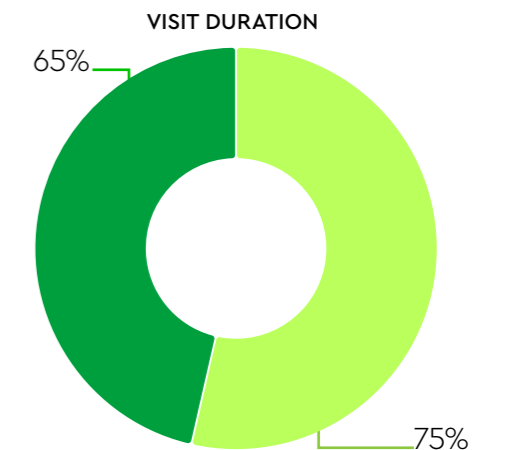


Designed for a good time

Brands in this category that derive their Influence from being seen as Contemporary and Fun are those that generate the best web results. They are particularly strong performers when it comes to dwell time – with “fun” brands engaging online shoppers the longest.

They are also attracting repeat visits at levels not seen by other brands in the category; again the fun factor plays a big role in encouraging shoppers to come back and browse again, providing more opportunities to convert.

Designed for a good time
Correlations to Influence Dimensions



Contemporary
Fun

Note: Values are not meant to add to 100

Creativity the big kicker

It should really come as no surprise that in a sector that sets out to adorn the body, Creativity matters.

What our analysis reveals that is not at all obvious, though, is that the more Creativity a brand in this sphere is regarded as having, the more unique visitors a retailer receives to its site, the more repeat visits it gets, and the longer people stay on each of those visits.

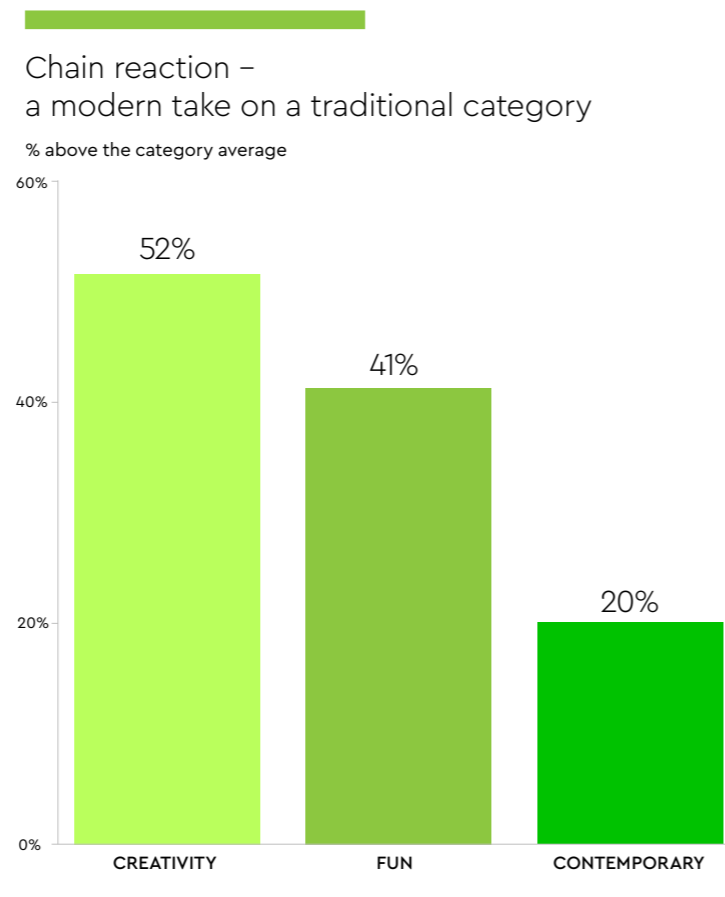
All of this adds up to more shoppers, and more opportunities both to build a relationship and to seal a sale. Creativity sparks not just an initial wave of interest but also leads to ongoing engagement.

Pandora is a shining example of Creativity and Influence in action. It has built both of these in parallel and excels in both.

The brand, which has its roots in Copenhagen but is now a household name globally, is 40% more Creative and 33% more Influential than others in this category. It became synonymous with the charm bracelet concept – a disruptive product for the sector and one that inspired (or perhaps required) a degree of consumer loyalty.

It has built on this, developing its reputation as a Fun and Contemporary brand, with a regularly updated collections and themed product releases, often with high-profile partners such as Disney or Game of Thrones, to ensure there are product and collections to appeal to as broad an audience as possible, for as many occasions as possible.

Pandora's growth has been accompanied by increasing perceptions of the brand offering Creativity, as well as being a Fun, Contemporary retailer. The brand is significantly more Creative now than it was in 2019.



Takeaways... Sparkle and shine

1

Brands looking to entice online shoppers to visit, browse and, ultimately, buy in this category need to prioritize Creativity and originality. Unique designs and creative communications are essential.

2

Buying jewelry, often a high-value item, requires careful consideration, it also has to feel like fun. Jewelry is associated with moments of celebration and once-in-a-lifetime events, so retail brands need to play their part in making these events memorable. Fun and contemporaneity are part of attracting and retaining customers.

3

Strategic partnerships with individuals and other brands can inject the fun factor and demonstrate that the retailer is moving with the times.



Sports Clothing & Equipment



This is a highly competitive category that is expanding in several directions, with pure sportswear and equipment competing with fashion brands among some consumers, and performance outdoor brands among others.

Curiously, there are few brands in this segment that are currently performing strongly (compared to other brands in culture) either for Influence or Creativity, with just a couple of outliers that shine.

What is also clear from our data, however, is that when brands do have strong Influence, this has a powerful effect on site visitor numbers. When those brands are also Creative, consumers stay on their sites for longer.

How can you flex your Influence muscle?

Influence in this category is increasingly being driven by a strong sense of Purpose. Consumers are thinking, 'Sure, the range of shoes is great and the leggings wash well, but what else am I buying into with this brand?'

Consumers are often buying a better version of themselves when shopping in this category. They buy their dreams around being fit or accomplishing their goals. They also treat themselves: "I'm gonna work out hard with this outfit – I deserve nice shoes/pants."

Purpose can be built around a social mission – encouraging the athlete in us all, perhaps – but a powerful message that links well with this category is on sustainability.

Sportswear is closely linked to health, wellness, the outdoors and taking deep breaths of (hopefully) fresh air. These brands are in a category where supporting a cleaner healthier natural environment makes perfect sense and feels like a natural fit.

Brands need to not just say the right things about sustainability but also do them. Patagonia has set the bar high, but there are other things brands can do that make a difference – both to the world and to how people feel about them.

Here, Influence and Creativity support each other to deliver an even greater return on investment. Influence gives brands the ability to have an impact on the world, and Creativity is a way for brands to show how they tackle complex problems – not just with a tagline.

Sporting retail brands with strong Purpose and high perceptions of Performance tend to be more highly differentiated from the competition – something BAV has shown fuels both excitement around brands and profits – and now with Similarweb can show also drives up site visitor numbers.

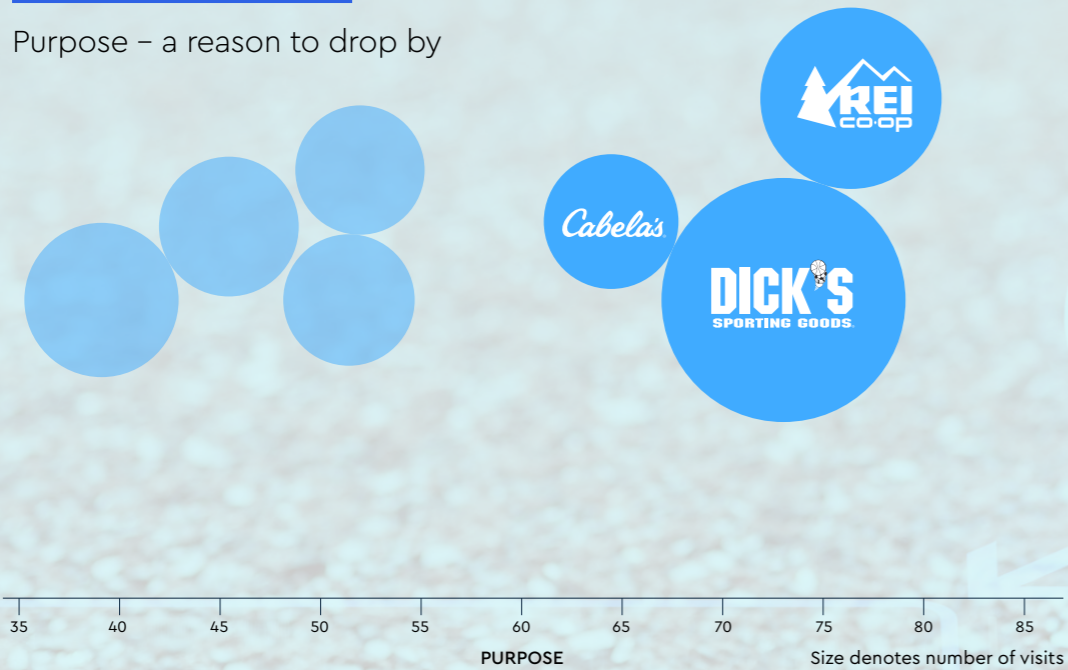
Purpose can also drive a higher willingness to pay a premium price. Purpose is in part what people are investing in when they buy Patagonia.

The desire for 'athleisure' and the premiumization of sports and athletic wear has led consumers to search for brands that offer both function and style. By linking Purpose with Status, or with being Contemporary, brands can also drive Influence – and traffic.

Again, the pairing of Purpose and another strength can justify premium pricing in consumers' minds. Purpose and Performance, or Purpose coupled with Status, is worth paying more for; just look at Lululemon or Nike.

Multi-brand retailers are possibly capturing less of the Purpose-driven traffic (which has likely gone directly to a single brand's website) and so need to lead on variety, convenience and value.

Purpose – a reason to drop by

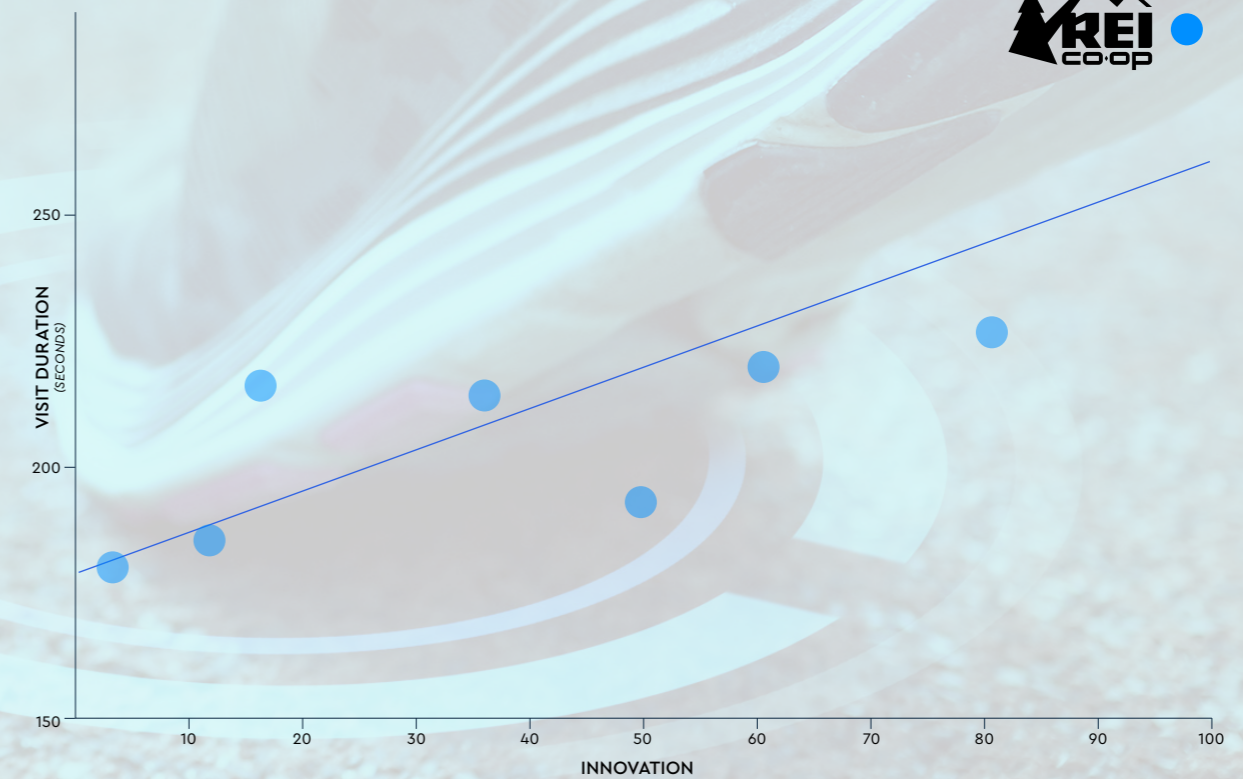


An abundance of data, particularly around sporting performance and health, gives sports-related retailers opportunities to drive Influence and Creativity by personalizing goods and services, and empowering consumers with new ways to use their own data.

When a brand in this category is perceived as being Innovative (a key driver of Influence), excitement builds, and the time consumers spend on their site goes up proportionally.

Innovation could come from personalization, direct-to-consumer initiatives, smart clothing, integration with their existing health apps or the launch of new ones, as well as innovations in the shopping process, such as augmented-reality smart mirrors, tips and diagnostics.

Innovation drives dwell time



Setting the pace – building Influence in the real world

REI, or Recreational Equipment, Inc., is a brand that has fused a strong sense of Purpose with a reputation for high-performance products and services, and Status achieved through a compelling personality built around its mission.

Creative, Purpose-driven initiatives include Re/Supply, which enables returned or traded-in goods to be checked over then sold at a lower price. The scheme is designed to give useable gear a longer life, reduce waste to landfill, and make the brand more accessible.

BAV data shows perceptions of REI's Performance have soared in the past few years, and the brand is now seen as offering a stronger Performance than 72% of brands in culture.

Takeaways...

Points to pick up and run with:

1

Drive site traffic by linking a strong sense of brand Purpose with another source of Influence that's relevant to this category, such as Performance, Innovation, or being Contemporary. It is up to brands to select which of these levers to pull.

2

Your brand's Creativity – both at a business level and in its communications – is a powerful way to spark interest and drive traffic, and – crucially – encourage people to increase their dwell time once they land. The longer they're there, the more likely they are to bond with the brand and, ultimately, buy.

3

Be mindful of the fact that even consumers with lofty principles often have the reality of tight personal budgets to manage, so it's important to balance a brand with its roots in Purpose, Status or being Contemporary (which are huge drivers of interest and traffic) with some convenience or accessibility that can turn interest into a sale.

TOP TAKEAWAYS



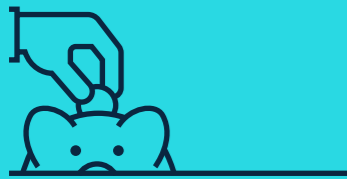
**Add these
to your
basket
today**

The role of brand in the digital sphere of retailing has, to date, been seriously underplayed.

In brick-and-mortar retailing, brand has been clearly evident, and its power obvious. The logo above the door, of course, but all those other contributors to brands in the minds of consumers – brand communications, experiences with associates in the store, the store layout, the temperature and lighting, the opening hours, the assortment and, of course, the products themselves.

In e-commerce, the focus has tended to be on ensuring your retail brand is top of a list of search results, or features in a banner ad while consumers are doing other tasks. Yet visibility in this way does not equate to the sense of brand that retailers have built in the traditional world.

This matters because perceptions of what a brand offers and represents are what determine where a shopper clicks. Our analysis demonstrates that:



Investment

Investment in brand is a powerful driver of long-term business results AND short-term website performance.

No longer do businesses have to decide whether to put money into building brand or performance marketing, or how to get the “right balance” between the two; our analysis proves that building a brand can help retailers achieve their twin goals.



Power

The power of a brand – its impact on culture and the consumer landscape – is not a distraction from performance marketing.

In fact, it's the catalyst that can supercharge your retail brand's online performance. Brands that outpace their competitors on Influence also tend to attract more site visitors who stay for longer and come back for a repeat visit.



Influence

Fostering the Influence that drives web success is not a one-size-fits-all prescription.

There are some broad rules that apply across the entire retail sector, but also significant variations across different categories within retail. These highlight the importance of fully measuring and analyzing each brand's position, in its competitive set and in culture, then tailoring an online strategy that not only supports their brand but optimizes it for website success.



Creativity

Creativity, our data makes clear, is not an optional extra for retail brands. Across the board, Creativity boosts the likelihood that consumers will visit a retailer's website, it affects how long they stay, and affects whether they'll be back.

These are very real, measurable outcomes, and they are particularly pronounced in certain retail categories. Don't think of it as the icing on the cake; it's an essential part of the main course. Grasping how your brand can creatively shape and influence the world can unlock unprecedented opportunities, amplifying your impact within your category and boosting your bottom line.

This project proves, for the first time, just how much brand matters in online retailing. And – crucially – that investing in brand is not the opposite of performance marketing.

BRAND

Brand is what drives performance – now and in the longer term.

**Searching
for answers?
We can help:**

About...



WPP BAV is the world's leading authority on data-driven brand building. We pioneered the study of brands 30 years ago, and remain the global gold standard.

We have studied over 63,000 brands in 52 markets using consistent metrics developed in partnership with top-tier academic institutions.

Whether we're exploring a brand's strengths and weaknesses, building a springboard for brand transformation, or identifying game-changing strategic brand partnerships, we bring data to the branding opinion party.

www.wppbav.com



Similarweb digital data and insights power thousands of customers, from small businesses to large international enterprises. We create the most accurate, comprehensive, and actionable digital data, so every client business can win in their market.

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