



Year-Round Multi-Channel Gifting

Highlights from a new report

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Contact:

Lauren Freedman
the e-tailing group, inc.
1444 W. Altgeld Street
Chicago, IL 60614
773-975-7280
LF@e-tailing.com
www.e-tailing.com

NEW REPORT

"Year-Round Multi-Channel Gifting"

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- Want to see how your registry services stack up?
- **Adding an online or cross-channel registry?**

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commentary

This e-tail detail highlights information from a new proprietary e-tailing group report, *Year-Round Multi-Channel Gifting* that is now available to purchase and download.

The aim of this report is to help merchants capitalize on gifting opportunities by creating or improving cross-channel gifting experiences beyond the traditional 4Q holiday burst.

This comprehensive study includes key findings, checklists, and best-in-class examples from the perspective of both the merchant and the registrant. From information-gathering through post-order communication, our focus is on details and requirements to execute an exemplary experience that meets the needs of today's multi-channel shopper.

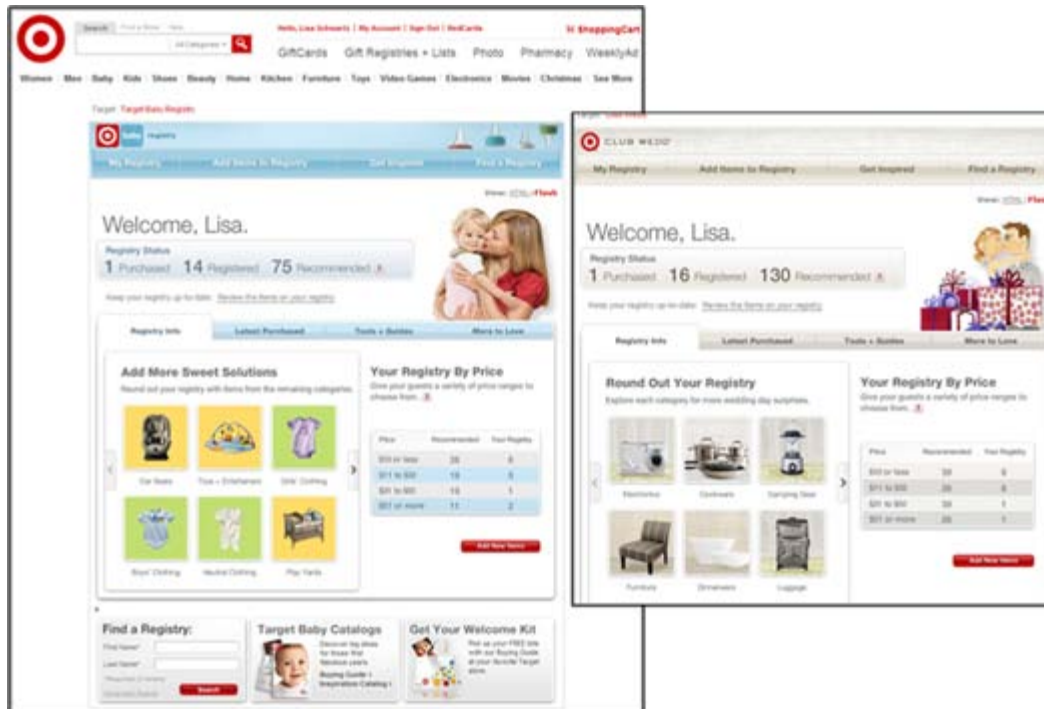
Although each channel differed greatly, we came away with many lessons learned. Our hope is that you too will learn much and profit greatly from the contents of this report; using the information as a **roadmap for planning and prioritization of your year-round gifting strategy.**

trends

At the core of this report, we introduced in-depth results from our second **e-tailing group Gift Registry Mystery Shopping Study**, where we tested twenty-six gift registries; living the experience both online and in-store in 2009. Comparative statistics to our initial 2005 endeavor show how merchants have evolved these tool sets.

Examining **the online registry and shopping experience** we were pleased to find registry navigation visibly strong and engaging. One quarter of surveyed merchants moved beyond navigation and wisely showcased their registries via dedicated real estate on their home pages. This **home page** from **Target** was well executed in a format that works for both baby and bridal:

- At-a-glance registry status states how many items have been purchased, registered for, and recommended
- Recommendations are given by category and price
- Tabbed format organizes info, purchases, tools/guides, and recommendations



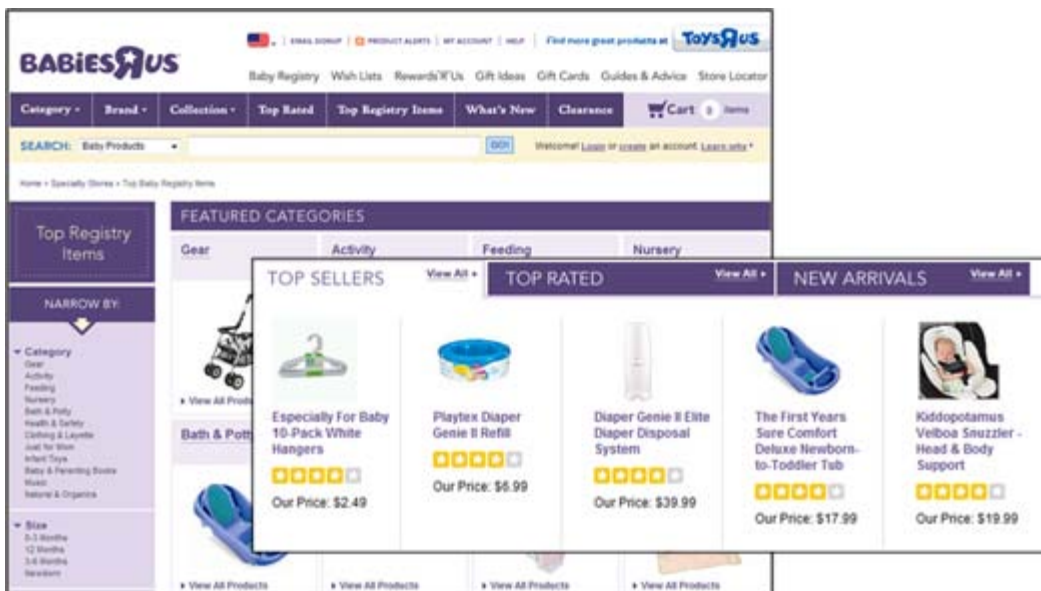
Aside from one online only merchant (Amazon), the online store experience began with store information. **Retail locators** and store phone numbers were universal plus most also included maps (96%), directions to locations (92%), and store hours (84%). One of our favorite locators was created by **giggle**:

- The storefront is visualized along with address, phone, and hours
- Icons denote mapping/directions and personal shopping
- Store events are presented in a when/what/how format punctuated with bright artwork
- Wednesdays at 7PM are set aside as free "Registry Nights" when customers with reservations can set up their registries and have the run of the store to pick out products



Merchandising was not "center stage" within registries and more of a role could certainly help increase AOV. **Babies 'R Us** deployed **established merchandising tactics** including top sellers, top rated, and new arrivals to suggestively sell from this category page within their registry:

- A number of merchandising sort options enable viewing products as one prefers
- A 5-star graphic denotes ratings on thumbnails
- Top registry items can be narrowed by category or size



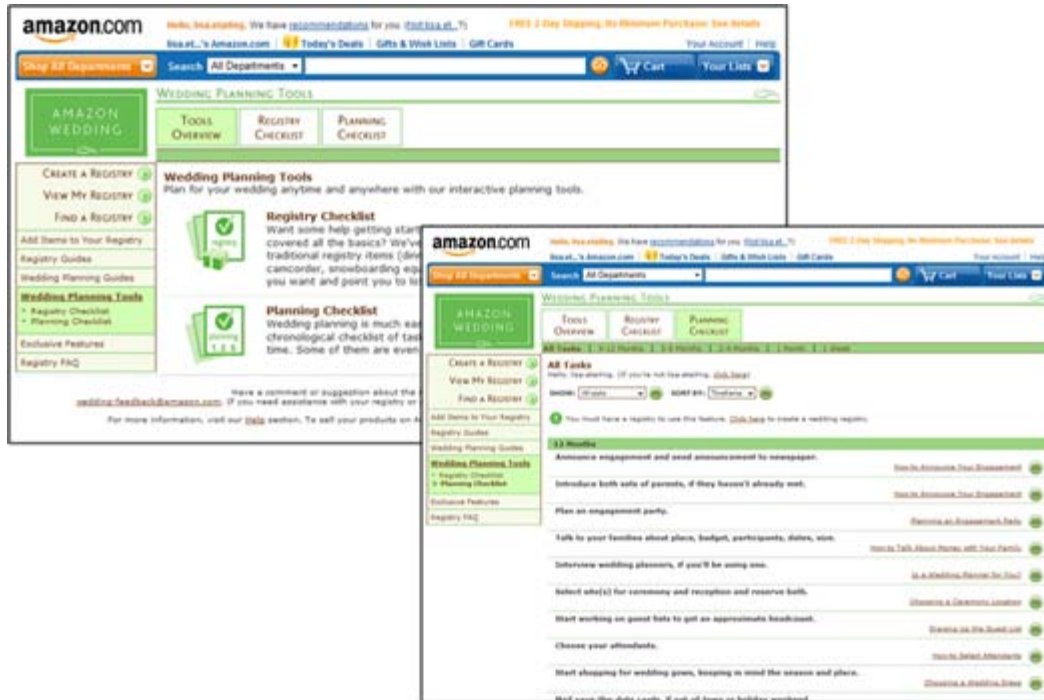
Informational content provided to registrants was core to the shopping experience with site-wide visibility frequently granted as charted.

Feature	Presence 3Q 2009	Location		
		Registry Area	Registry Home Page	Product Page
Tips/Glossaries	69%	89%*	17%*	22%*
Checklists	65%	94%*	59%*	0%*
Guides/How To	65%	88%*	47%*	35%*

Source: the e-tailing group Gift Registry Study, '09 *Subset of sites

These two **checklists** from **Amazon** are excellent wedding planning tools - one has all the essentials for getting started and the other is helpful for event planning:

- Tasks on the planning checklist may be sorted by timeline
- Our example lists what should be done 12 months out with links to how-to content for each line item from announcements to party planning to choosing a dress



Online tools facilitated and simplified the entire registry experience. For example **Bloomingdale's Registry Manager** enabled registrants to easily accomplish the task at hand be it choosing, viewing, or managing:



- Products are presented by category or brand
- View encompasses adding items, updating quantities, accessing recommendations, guides, and vendor offers
- Manage applies to account information and registry tools with links to partner, weddingchannel.com that even enable making donations to a favorite charity

Continuing with the **store factor** we found that although technology fuels the process, greater functionality coupled with more control would definitely improve efficiency. Informational kiosks were found in 76% of the stores where utilization centered on accessing and printing registries more than set-up, revisions or order placement.

JC Penney's interactive kiosk was definitely best-of-breed as was cross-channel communication starting with this instructional illustration on their website to familiarize customers with how to use the in-store kiosk before they head to a local retail store. Note the floor-line with links to a plethora of places and tasks - including a store locator.



Features that stand out on JCPenney's Interactive kiosk:

- Adjustable monitor "for comfortable viewing,"
- Phone to access help, and scanner checkout functionality
- Touch screen prompts enable gift giving or creating/editing of one's registry
- Keyboard for easy data entry
- Option to view screen text in Spanish

who we are

the e-tailing group, inc. serves as the multi-channel merchant's eye, bringing a merchant's sensibility to evolving the multi-channel shopping experience. A Chicago-based consultancy, we provide practical strategic perspectives and actionable merchandising solutions to merchants selling online as well as to enabling technology firms.

This report contains findings from proprietary studies conducted by the e-tailing group, inc.

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WHAT'S INCLUDED:

- 11th and 12th Annual Mystery Shopping Studies ~ 2008 and 2009
 - **Gifting benchmarks from 100 merchants selling 14 product categories show how your site compares to the competition at-a-glance**
- Proprietary Consumer Research on Gifting and Wish Lists ~ 2009
 - **Over 1,000 consumer responses regarding online gift buying, registries, and wish lists provide insight from the shopper's perspective**
- Cross-Channel Gift Registry Mystery Shopping Study ~ 2009
 - **Findings from field testing 26 multi-channel registry experiences in the wedding, baby, and general gift sectors**
 - Complete registry experiences documented from initiation online or in-store through shopping and post-registry communication
 - Online registry merchandising experience showcasing information tactics and tools for smart selling
 - In-store experience, associate interactions, supporting registry collateral, technology utilization and innovation
 - The online guest experience and merchant embrace of shopper gifting needs
 - The role and evolution of customer service relative to gift registries
 - **Execution checklists for online, in-store, and post-order communication**
 - **12 Summary Results charts including comparative statistics to our 2005 gifting study and trending to our 2009 Mystery Shopping**
 - **33 visual examples of best practices**

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1444 W Altgeld Street Chicago, IL 60614



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