

Closing the Gap: Bridging Online & In-Store Conversions with Omnichannel Strategies

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Products**
EXPO WEST®

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VENDO

CLOSING THE GAP:

BRIDGING ONLINE AND
IN-STORE CONVERSIONS WITH
OMNICHANNEL STRATEGIES

POWERED BY VENDO

SPEAKERS



DARRENSAUL
CEO



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SVP of Marketing



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VP of Advertising



MARK JORDAN
Marketplace Growth
Strategist

**OUR
SERVICES:**

Account
Management

Reporting &
Analytics

Copy &
Creative

Supply Chain
& Logistics

Account
Health

Advertising
& Marketing

VENDO IS PART OF OUR **LARGER PLTFRM**

WE WORK DIRECTLY WITH CITIES FOR A STRATEGIC, OMNICHANNEL APPROACH

PLTFRM

VENDO

CITIES | MARKET STUDIOS

teamdirect®


OnRetail
ampd
BRANDS

D2C

ONLINE MARKETPLACES

MASS RETAIL

MASS

CLUB











ABOUT VENDO

VENDO is the leading ecommerce agency specializing in holistic growth across the entire digital ecosystem.

We excel in managing global brands on the largest ecommerce and retail media platforms including [Amazon US](#), [Amazon International](#), [Walmart.com](#), [Target.com](#), [TikTok Shop](#), [BestBuy.com](#), [Retail Media](#), [Paid Search](#), [Paid Social](#), [Programmatic](#), and [Streaming TV](#).

Founded in 2017 by one of the most successful brokers in Bentonville, our unique approach helps brands leverage marketplaces to unite both platform growth and in-store retail growth to make marketplaces work for you.

With proprietary programs that grab hard-to-access Amazon customer data and off-platform data, VENDO makes it possible for brands like [lovate](#) to create real digital customer connectivity and reciprocity.



OVERVIEW

What is Omnichannel?

"Direct to Everywhere"

Omnichannel Assortment Strategy

Marketing Flows

Advertising: Retail Media Buying

WHAT IS OMNICHANNEL/ DIRECT-TO-EVERYWHERE

Reaching the customers wherever they are shopping

OMNICHANNEL ASSORTMENT STRATEGY

WALMART

BRICK & MORTAR

IN-STORE

ASSORTMENT

Top Selling Product Types
Top Selling Flavors
Small Pack Sizes with Low AUR

GROWTH DRIVERS

- Online Pickup & Delivery Enabled
- QR Codes
- Sampling Events

E-COMMERCE

FIRST PARTY (1P)

Owned & DSV

ASSORTMENT

Additional Top Selling Product Types
In-Store Items with AUR > ~\$10

GROWTH DRIVERS

- Optimized Content & Reviews
- On-Walmart Advertising
- Virtual Packs & Item Bundles
- Site Merchandising Opportunities
- Promotions & Discounts

THIRD PARTY (3P)

Marketplace

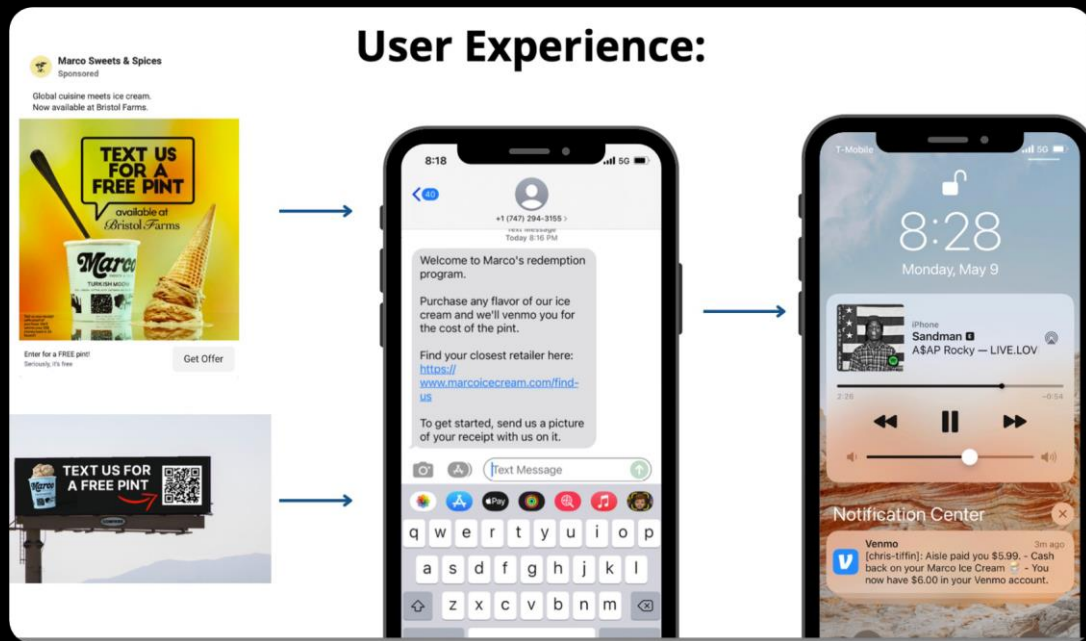
ASSORTMENT

Longtail Product Types
Additional Flavors
Large Pack Sizes of In-Store Items

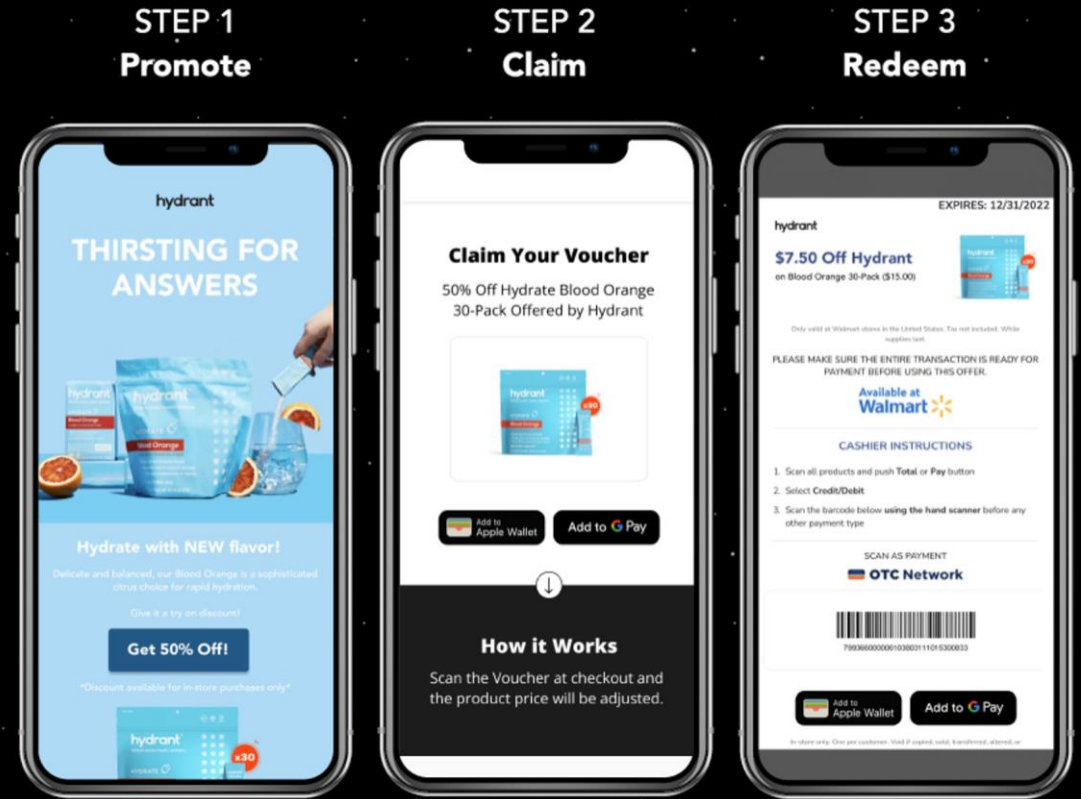
GROWTH DRIVERS

- Optimized Content & Reviews
- On-Walmart Advertising
- Walmart Fulfillment Services (WFS) to gain 2-day shipping & Walmart+
- Promotions & Discounts

MARKETING FLOWS | TRAFFIC REQUIRED




AISLE



VIZER

USER EXPERIENCE



GET A FREE BAG ON US!

Enter your phone number, buy our Toasted Coconut Chocolate Clusters or Peanut Butter Chocolate Cups at Walmart and text us your receipt. We'll Venmo you back the cost of one full bag!

Enter your phone number...

SUBMIT

I agree to receive recurring automated marketing text messages (e.g., cart reminders) at the phone number provided. Consent is not a condition to purchase. Msg & data rates may apply. Msg frequency varies. Reply HELP for help and STOP to cancel. View our Terms of Service and Privacy Policy.

- BUY NIAGARA CHOCOLATES**
Purchase a bag of Niagara Chocolates at Walmart. See our [store locator](#) to find the nearest location.
- TEXT YOUR RECEIPT**
Text us a photo of your receipt.
- GET PAID!**
We'll send you cash back within 24 hours via Venmo or Paypal.




11:08

Niagara Chocolates
Sponsored

Get a FREE bag of Niagara Chocolates at Walmart.
Simple. Hand Crafted. Indulgent.

TEXT US FOR FREE CHOCOLATE!



OFFER AVAILABLE EXCLUSIVELY AT
Walmart+

FORM ON FACEBOOK
BIG taste in SMALL batches. [Get offer](#)

Like Comment Send

10

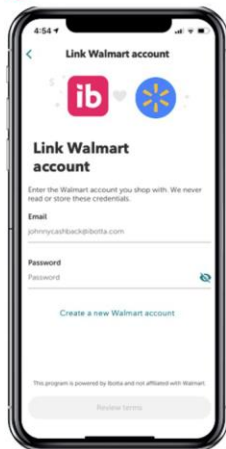
Write a comment...

Home Watch Marketplace Profile Notifications Menu

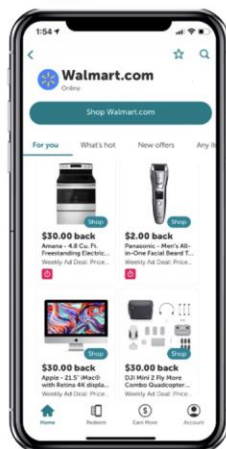
MARKETING FLOW | TRAFFIC NOT REQUIRED

How It Works | Ibotta Mobile Web

1 Connect Account



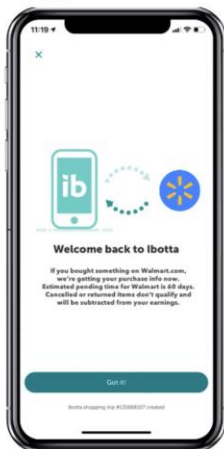
2 Find offers



3 Complete Purchase



4 Earn Cash



USER EXPERIENCE

Gather valuable insights on Ibotta properties

Online Offline

Total Brand Impressions

5,217,008

Rebates Redeemed

35,022

Redemption Rate

35.8%*

Budget Used

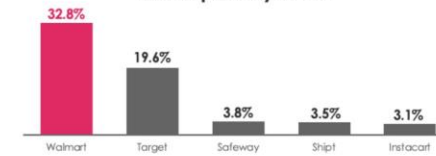
\$29,430

*Ibotta System-wide Redemption Percentage Average = 22%

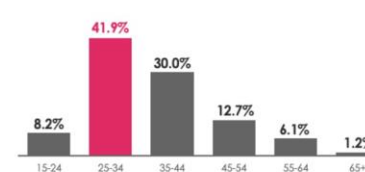
Top Redeeming States

Florida	8.71%
California	8.27%
Texas	6.23%
New York	4.98%
Pennsylvania	4.71%

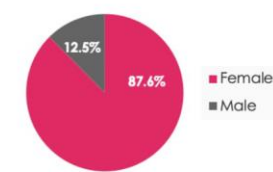
Redemptions by Retailer



Redemption by Age

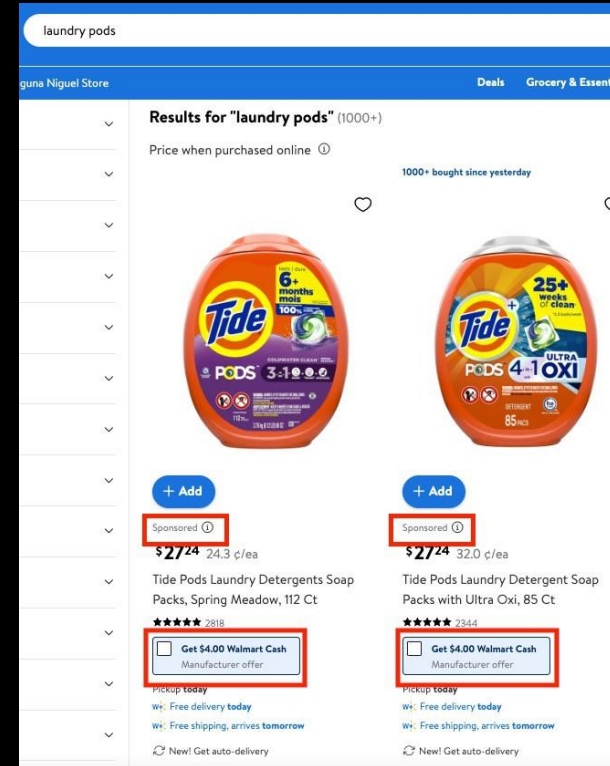
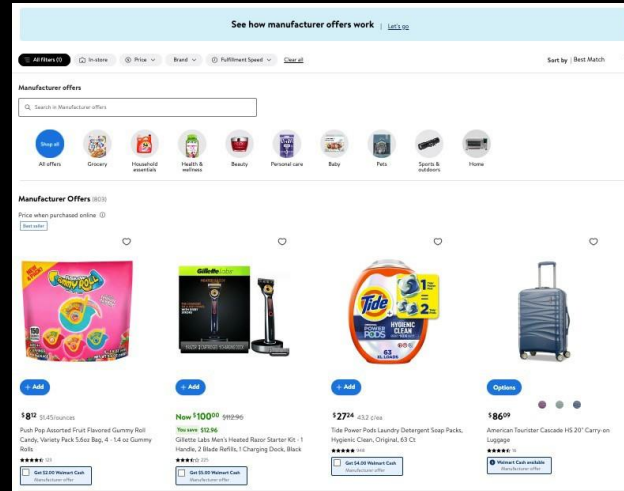


Redemptions by Gender



BRAND EXPERIENCE

MANUFACTURER OFFERS PAGE MERCHANDISING



ORGANIC & PAID RESULTS



PRODUCT PAGE MERCHANDISING

MARKETING FLOWS | COMPARISON

FLOW	REDEMPTION	TRAFFIC	COST
Aisle	Post-Purchase	Brand provides	\$0.35/clip (\$499 minimum)
Vizer	Point-of-Purchase	Brand provides	\$20K/campaign + \$0.20/clip
Ibotta	Point-of-Purchase	Provided by Ibotta (& retailer if syndication)	\$50k+ (incl. \$5k setup fee)

ADVERTISING: RETAIL MEDIA BUYING

Instacart, Criteo, Kroger Retail Media, Target Roundel, Walmart Connect

WALMART ADVERTISING ON-SITE ADVERTISING

Engage with Walmart's 100M+ unique monthly users.

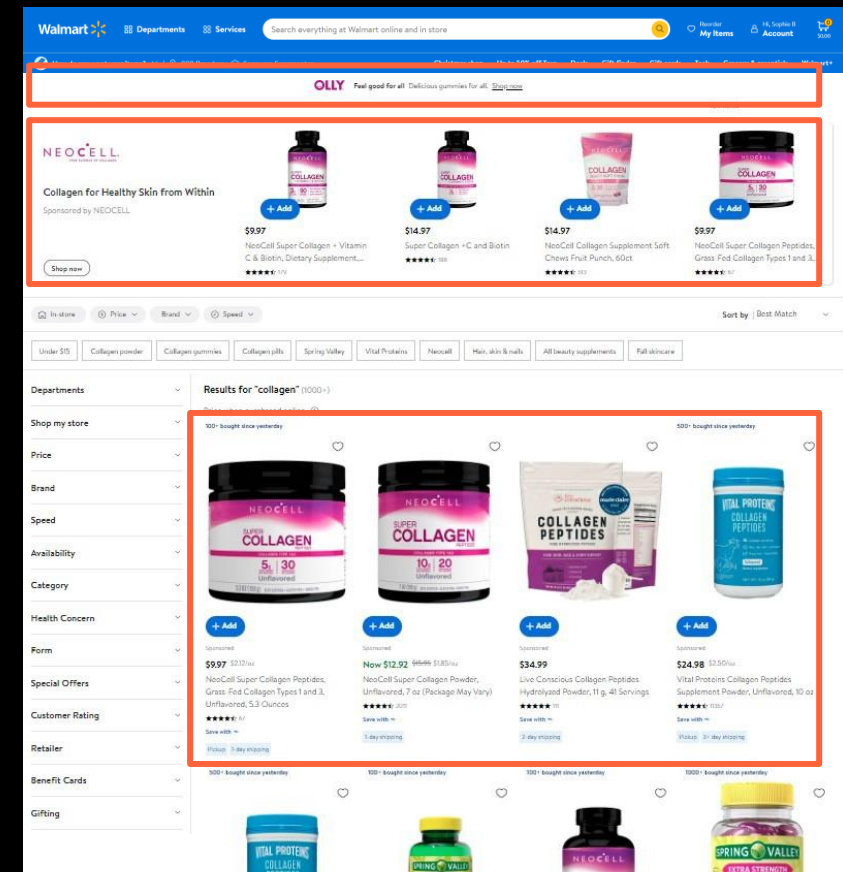
Walmart Connect: Walmart's retail media group that gives suppliers and sellers the opportunity to reach Walmart shoppers online and in stores through advertising

Placement Opportunities on Marketplace:

- Sponsored Products
- Sponsored Brands
- Sponsored Videos
- Brand Shops

NEW Updates:

- Brand Term Targeting (January 8th)
- Browse and Topic page testing for Sponsored Brands and Sponsored Videos (January 11th – February 22nd)
- VENDO Walmart Connect API
- VENDO x The Trade Desk Partnership



RETAIL MEDIA

PLATFORMS

Roundel Media Studio: Target and Target App (see next slide)



Instacart (SEM, Display):

- Drive Revenue from over 900 retail banners that trust Instacart to help grow their business across 75,000+ retail locations.



Criteo (SEM):

- Serving Ads on Target, Bestbuy, Costco, Walgreens, Meijer, Albertsons, FreshDirect, Shipt, CVS, Nordstrom, Ulta, and more



CitrusAd (SEM, Display):

- GoPuff, Albertsons, & more



Kroger Precision Marketing (SEM, Display): Kroger an Affiliated Grocery retailers



PROGRAMMATIC

PLATFORMS

Amazon DSP:

- 1P integrated with AMZ customers
- Huge grocery opportunity with Whole Foods
- AMC capabilities for enhanced retargeting and strategy
- Can link out to other websites and retailers
- No 1P partnerships with other retailers for attribution



The Trade Desk

- Destination Agnostic
- 1P Partnerships with most main retailers
- Enhanced capabilities and reporting



THANK
YOU!

VENDOCOMMERCE.COM

hello@vendocommerce.com



Q&A

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By Informa Markets

Thank you!

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