Pure Players

vs.

Click-And-Mortars

Lessons from digitally native
brands and traditional retailers

CONTENTSQUARE

How To Win Like A
Pure Player

The line between pure play eCommerce and brick-and-mortar retail is not as defined as it once was. Consumers' omnichannel preferences have encouraged digitally native brands to invest in physical iterations of their brand experience, and the age of on-demand convenience has pushed stores to reinvent themselves online.

We analyzed more than fifty million user sessions and one billion clicks to compare the digital performance of online-only brands and their store-based counterparts.

Our research shows that pure play brands have figured out the most reliable path to conversion, banking on data to refine the customer experience. This mini-report is packed with data and tips for click-and-mortar brands seeking to take a page out of the pure play book to boost their digital ROI.

Methodology

**FASHION RETAIL SECTOR**

+52M SESSIONS ANALYZED

GLOBAL DATABASE

+440M PAGEVIEWS +1B CLICKS

Experiences that convert

Pure play brands are winning the conversion game. Having come of age in the digital era, they have perfected the art of connecting with their audience digitally — building seamless shopping experiences for their mobile-first audience.

CONVERSION RATES

33% of total traffic

67% of total traffic

3.5%

2.8%

2.6%

1.9%

PURE PLAYERS

CLICK & MORTARS
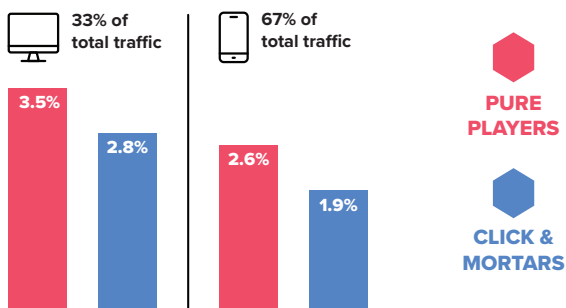
These figures are hardly surprising because the data shows that with a higher product reach rate, a healthier cart reach rate and a better turnout at checkout, pure play brands are experts at encouraging consumers deeper down the buying funnel.

REACH RATES

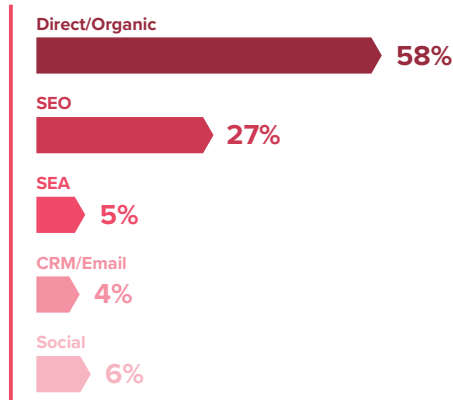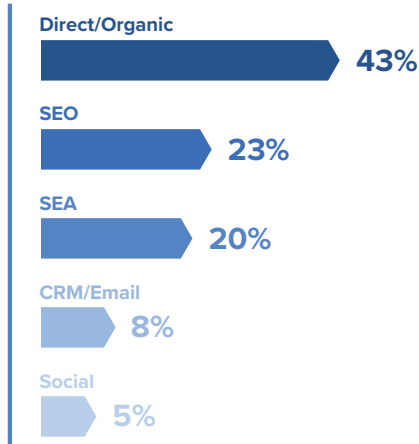|	Product	Cart	Checkout
PURE PLAYERS	54%	12%	3.9%
	+8%	+33%	+26%
CLICK & MORTARS	50%	9%	3.1%
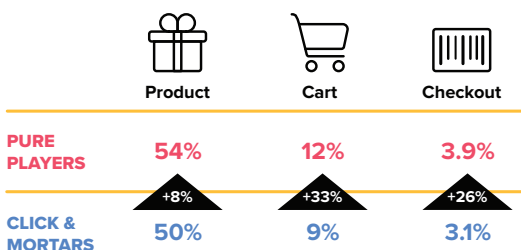
Paths to conversion

When it comes to customer acquisition, pure play brands have mastered the organic approach, targeting an already favorable group of consumers, and tailoring the experience accordingly.

% OF TRAFFIC BY SOURCE

PURE PLAYERS

Direct/Organic
58%

SEO
27%

SEA
5%

CRM/Email
4%

Social
6%

CLICK & MORTAR

Direct/Organic
43%

SEO
23%

SEA
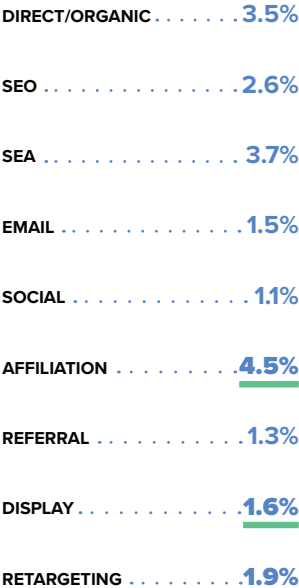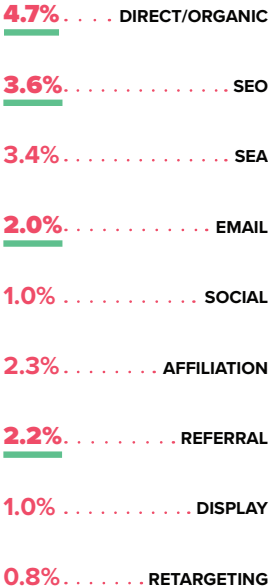**20%**

CRM/Email
8%

Social
5%

Unlike their click-and-mortar counterparts, who pursue a more "catch-all" strategy that relies heavily on advertising, pure players are digital disruptors that leverage data to target (and retain!) only their most profitable segments. As a result they are able to drive a higher conversion rate from their key traffic sources.

CONVERSION RATE FOR
# TOP TRAFFIC SOURCES

PURE PLAYERS

CLICK & MORTAR

| PURE PLAYERS		CLICK & MORTAR
4.7% . . . . DIRECT/ORGANIC	HIGH TRAFFIC	DIRECT/ORGANIC 3.5%
3.6% . . . . SEO		SEO 2.6%
3.4% . . . . SEA	MEDIUM TRAFFIC	SEA 3.7%
2.0% . . . . EMAIL		EMAIL 1.5%
1.0% . . . . SOCIAL		SOCIAL 1.1%
2.3% . . . . AFFILIATION	LOW TRAFFIC	AFFILIATION 4.5%
2.2% . . . . REFERRAL		REFERRAL 1.3%
1.0% . . . . DISPLAY		DISPLAY 1.6%
0.8% . . . . RETARGETING		RETARGETING 1.9%

Winning the loyalty game

In today's crowded retail landscape, customer retention is the name of the game, and data shows that pure play brands are experts at mastering content to nurture loyalty.

% OF RETURNING VISITORS

% OF LOGGED IN VISITORS

63% +5% 60%

31% +107% 15%
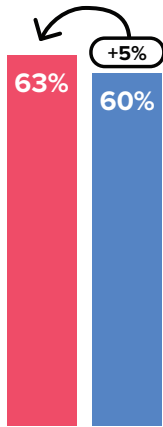
PURE PLAYERS

CLICK & MORTARS
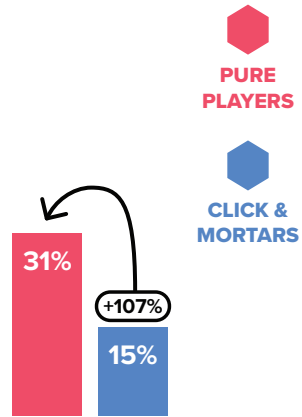
This reflects a fundamental difference in their approach to digital marketing that is largely driven by pure player's data-centric customer obsession.

By understanding the behavior of visitors from the moment they enter their site or app, these brands are able to offer a highly relevant experience and keep their marketing expenditure low.

Click and mortar brands' efforts to pull in a higher volume of digital and for the most part, anonymous, traffic comes with less opportunity for custom experience-building.

And data shows that retention is definitely the way to go. Why? Well, for one, consumers with member accounts are much more likely to convert than other shoppers, both on desktop and mobile.

CONVERSION RATE FOR USERS WHO REACHED THE SIGNUP PAGE

PURE PLAYERS

CLICK & MORTARS

21.9%

+409%

4.3%

13.8%

+431%

2.6%
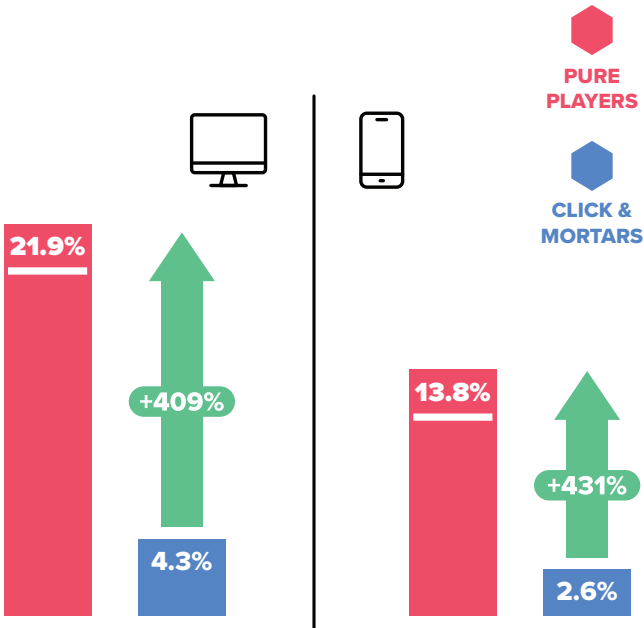
Tips for **Click-And-Mortar** brands

- Leverage your physical stores online and your dotcom offline!

- Close the mobile gap.

- Harness the power of data to foster loyalty.

- Enrich your content for an improved digital experience.

- Improve digital team agility by leveraging AI alerts for on-the-fly optimizations.

How To Boost Engagement The Click-And-Mortar Way

Consumers today are experts at navigating a connected marketplace, routinely switching from physical to digital channels. As a result, traditional retailers have been upping their digital game, and digitally native brands have started to cultivate their offline presence, coming up with unique and imaginative ways to serve up an in-person brand experience.

We analyzed more than fifty million user sessions and one billion clicks to compare the digital performance of online-only brands and their store-based counterparts.

While pure players possess some key advantages, we also found that digital-first brands have a lot to learn from click-and-mortar brands when it comes to growing brand familiarity and building intuitive digital journeys. This mini-report is filled with data and tips for pure play brands seeking to increase customer engagement across their digital platforms.

Methodology

FASHION RETAIL SECTOR

+52M SESSIONS ANALYZED

GLOBAL DATABASE

+440M PAGEVIEWS +1B CLICKS

Experiences that engage

Despite the higher conversion rates observed with pure play brands, click-and-mortar retailers are rising to the challenge of digital engagement.

Indeed, traditional retailers and legacy brands have some tricks up their sleeve when it comes to leveraging content to connect with consumers.

And according to the data their customers consume more pages per visit than their pure play counterparts.

PURE PLAYERS

CLICK & MORTARS

NUMBER OF PAGEVIEWS

Of Pageviews On Mobile
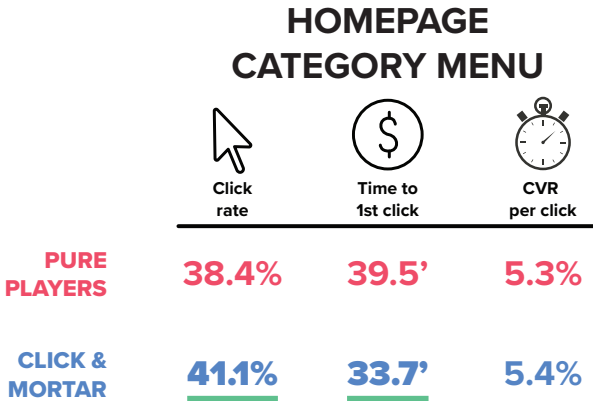
Of Pageviews On Desktop
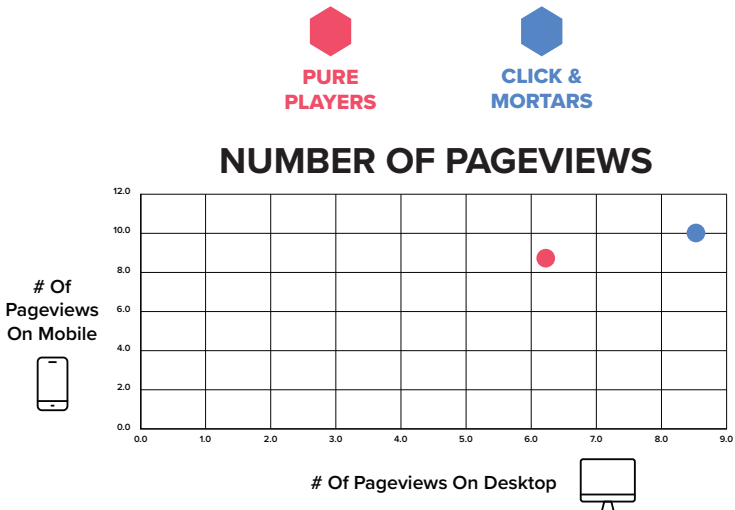
Kiss Bounces Goodbye

Another key advantage of click-and-mortar brands is that they enjoy lower bounce rates across all devices, proving they can both capture and hold their audience's attention.

BOUNCE RATES

PURE PLAYERS

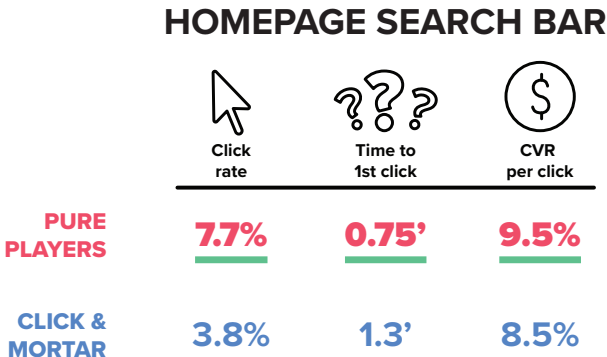**CLICK & MORTARS**

35.6%

26.8%

42%

35.8%
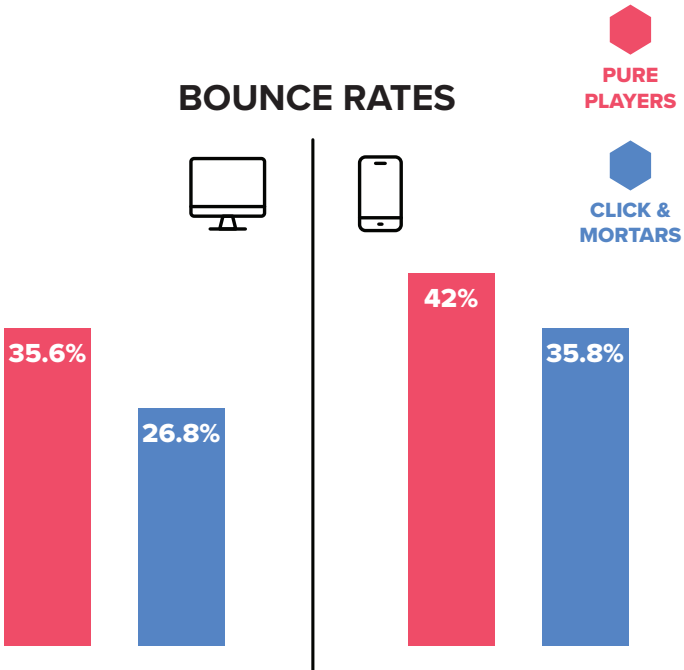
Familiarity UX

Unlike pure play customers, who save most of their interaction for the search bar, shoppers browsing click-and-mortar sites are quicker to click on the menu, and spend more time there, reflecting higher brand knowledge and an established level of familiarity with the product.

HOMEPAGE CATEGORY MENU

|	Click rate	Time to 1st click	CVR per click
PURE PLAYERS	**38.4%**	**39.5'**	**5.3%**
CLICK & MORTAR	**41.1%**	**33.7'**	**5.4%**

Pure play shoppers tend to search more than they navigate, clicking almost twice as much on the search bar as click-and-mortar customers, and showing more hesitation to explore a site's categories.

HOMEPAGE SEARCH BAR

	Click rate	Time to 1st click	CVR per click
PURE PLAYERS	**7.7%**	**0.75'**	**9.5%**
CLICK & MORTAR	**3.8%**	**1.3'**	**8.5%**

Tips for **Pure Play** brands

- Strengthen branding and awareness.

- Educate consumers for a better understanding of the product and a deeper navigation.

- Improve bounce rate, refine landing pages.

- Ensure your search engine is top-notch.

- Invest in inspirational content that will drive more clicks and pageviews.

NOTES

NOTES
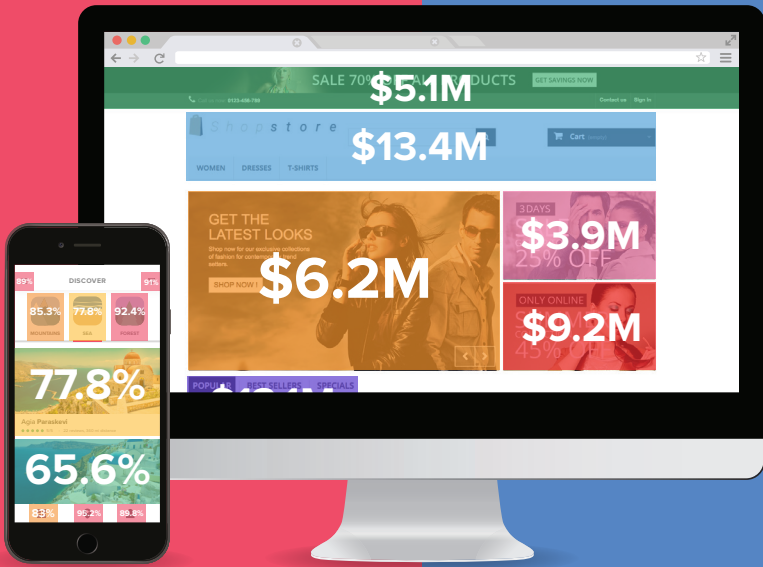
Contentsquare is a digital insights platform that helps businesses understand how and why users are interacting with their app, mobile and websites. We compute billions of touch and mouse movements and transform this knowledge into profitable actions that increase engagement, reduce operational costs and maximize conversion rates. We capture 100% of digital behavior without a tagging plan and give brands actionable insights that increase conversions. Using behavioral data, artificial intelligence and big data to provide automatic recommendations, Contentsquare empowers every member of the digital team to easily measure the impact of their actions and make fast and productive data-driven decisions to optimize the customer journey.

CONTENTSQUARE

www.contentsquare.com