Are multiples falling out of fashion?

Search Traffic
Total search traffic (paid & organic):

<table>
<thead>
<tr>
<th>Brand</th>
<th>Total Traffic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amazon</td>
<td>12,000,000</td>
</tr>
<tr>
<td>Next</td>
<td>16,000,000</td>
</tr>
<tr>
<td>House of Fraser</td>
<td>20,000,000</td>
</tr>
<tr>
<td>Debenhams</td>
<td>8,000,000</td>
</tr>
</tbody>
</table>

The surprising conclusion: John Lewis have gone off the boil: when we ran a similar comparison earlier this year, our benchmark tool gave them a much better score of 7.2 by 24%, 17% and 6% respectively.

The inevitable conclusion: There is no obvious winner or loser in terms of e-commerce effectiveness but by dint of attracting far more traffic and having to pay for very little of it, Greater proportions of their visits than do their competitors. This will be doing their margins no favours.

Listening to your customers is vital, without understanding the needs and wants of a potential buyer it is near impossible to improve conversion.

Analysis:
- Revenue comes from traffic that converts. Having more traffic than your competitors is a real advantage.
- Traffic results in sales. The impact on a company's bottom line can be dramatic. A 1% increase in sales results in a 7% increase in profit.
- Tools:
  - Google Analytics
  - Adobe Marketing Cloud
  - Maxymiser
  - UserZoom
  - krux digital
  - Monetate
  - 3rd party technologies

Paid Campaign
Ad position in Google (based on top 100 AdWords):

<table>
<thead>
<tr>
<th>Brand</th>
<th>Ad Position 1</th>
<th>Ad Position 2</th>
<th>Ad Position 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amazon</td>
<td>2</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Next</td>
<td>1</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>House of Fraser</td>
<td>3</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>Debenhams</td>
<td>4</td>
<td>6</td>
<td>8</td>
</tr>
</tbody>
</table>

Analysis:
- Ad Position
  - AD POSITION
  - KEYWORDS
  - Online customer into the store, it’s persuading them to buy.
  - In this respect as traffic to Next, Debenhams and House of Fraser all increased – badly in this respect as traffic to Next, Debenhams and House of Fraser all increased –
  - John Lewis and Debenhams look less effective.
  - The insight: Given the financial reporting from each of these players, this outcome is not
    - The surprising conclusion: John Lewis have gone off the boil: when we ran a similar
  - The inevitable conclusion: There is no obvious winner or loser in terms of e-commerce

Landing Pages

Analysis:
- Landing Pages
  - John Lewis and Debenhams look less effective.
  - The insight: Given the financial reporting from each of these players, this outcome is not
  - The surprising conclusion: John Lewis have gone off the boil: when we ran a similar
  - The inevitable conclusion: There is no obvious winner or loser in terms of e-commerce

Toolbox

Finding the right tools will go a long way to helping you not only understand, but also improve, the customer journey. With so many different tools on the market, it can be difficult to know where to start. We have identified some of the key tools that will help you develop your strategy:

- Adobe Marketing Cloud
- Maxymiser
- UserZoom
- krux digital
- Monetate
- 3rd party technologies

How they score against the Good Growth Benchmark:

<table>
<thead>
<tr>
<th>Brand</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Lewis</td>
<td>5.0/10</td>
</tr>
<tr>
<td>Debenhams</td>
<td>5.0/10</td>
</tr>
<tr>
<td>Next</td>
<td>5.2/10</td>
</tr>
<tr>
<td>House of Fraser</td>
<td>5.2/10</td>
</tr>
</tbody>
</table>

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Traffic
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