

# The New Omnichannel Era is Here: Define Your Winning Strategy



## Presenter

Marc Ostryniec, Chief Sales Officer

## Date

September 29, 2022



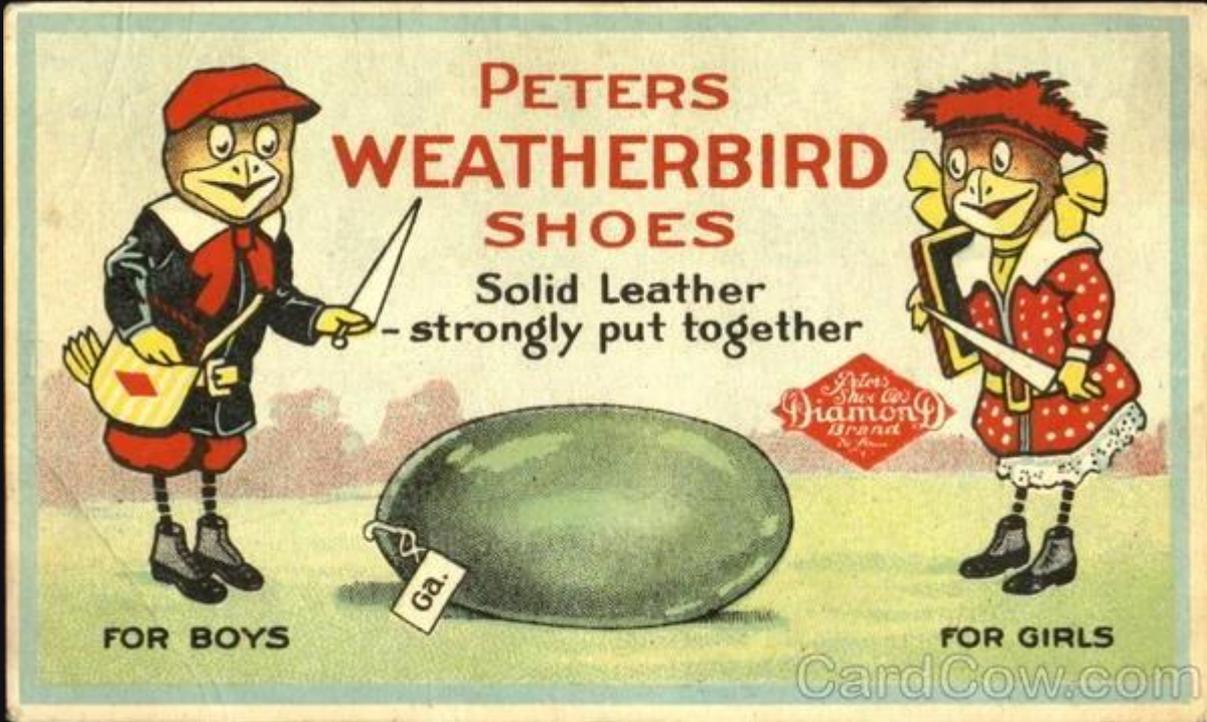






INTERNATIONAL SHOE CO. ST. LOUIS MO.

20





# WHITE HOUSE SHOES

FOR MEN ~~AND~~ FOR WOMEN

—AND—

## BUSTER BROWN BLUE RIBBON SHOES

FOR BOYS ~~AND~~ FOR GIRLS



### Just the Shoes

TO PUT LIFE AND  
GINGER INTO YOUR

## EASTER TRADE

The easiest selling, best advertised and most satisfying shoe specialties in the country.

Complete in every detail as to styles, leathers and of first quality workmanship throughout the whole lines.

### WE CARRY THE STOCK

We have on our floors over a million and a half dollars' worth of shoes ready to ship at once. You can get just what you want and don't have to wait for it.

This is a reduced picture of our new Buster Brown Window Display—on heavy cardboard in colors. We also have a very interesting and beautiful White House Display. Ask about both of them when sending your mail orders.

We will send either a catalog or one of our one hundred and ten salesmen on the request of interested shoe dealers anywhere.



# The Brown Shoe Co.



ST. LOUIS, MO.

## Estimated number of boot and shoes (by pairs) manufactured in St. Louis for the United States Army industry during World War I (1914 – 1918)

Name of Company	1916	1917	1918
Brown Shoe Company	100,000	910,000	100,000
Hamilton-Brown Shoe Co.	0	150,000	75,000
<b>International Shoe Co. (ISC)</b>	<b>90,000</b>	<b>500,000</b>	<b>200,000</b>
Total Contract Amounts	\$665,000	\$3,385,000	\$2,579,400

Source: St. Louis Post-Dispatch (see footnotes #60-66/bibliography). Prices paid by the Army are as follows: 1916 = \$3.50 per pair; 1917 = \$4.65 per pair; 1918 (based on shoe type) = \$6.45 and \$7.15 per pair



## ISC was Profitable through the Great Depression by managing cash and focusing on labor and ... growth

Year	Rate of Return
1929	19.29%
1932	9.72%
1935	13.53%

ISC did well enough in 1939 to divide \$600,000 in bonus money among workers earnings less than \$50 per week.

# ISC Alone Produced 50 Million Pairs of Boots United States Forces During WWII



# Diversification of Brands, Channels, Advertising, and Distribution...domestic and international

## City Club

"All-Star" line-up for men!

**MARILYN MONROE**  
wearing  
"LOVE NEST"  
A Treadmill Country Shoe  
Patent

Style 8983      Style 8768      Style 8499      Style 8472

**RATES "Like" FROM ALL AMERICAN WOMEN!**

No fad-like, men's... With City Club... you're in. Best girls know distinction when they wear it, and they're your choice! Triple-crease favorites for Campus, Club or Office. Business, glad!

**PETER, DIVISION OF INTERNATIONAL SHOE COMPANY, ST. LOUIS 3, MISSOURI**

**City Club** by PETERS • Distinctive shoes for men

**FREE!**

Presented on one photo of "Glorious Marilyn" from the movie "How to Succeed in Business Without Really Trying" (Starring Marilyn Monroe) from the new "Glorious Marilyn" collection. Offer good in U.S. only. See store for details. Offer void where prohibited.

See us in the new City Club Shoes with the Looney-Tune Pattern

## WINTHROP SHOES

FOR EVERY OCCASION  
For Dress • For Knockabout • For Leisure

Round out your Fall shoe wardrobe from the wide selection of styles for every occasion now featured at your Winthrop dealer's. Every pair boasts "that quality look" and assures true value and longer-lasting comfort.

\$8.95 to \$15.95  
Genuine Values  
Men's Casual Leisure Shoes  
1955

**WINTHROP SHOES 1**

...change deal with 1955. See your dealer for details.

1. 1955 - Plain toe. Buckle. 2. 1955 - Plain toe. Buckle. 3. 1955 - Plain toe. Buckle. 4. 1955 - Plain toe. Buckle.

INTERNATIONAL SHOE COMPANY - SAINT LOUIS

LADIES' FASHION JOURNAL

Thrill to the cosmetic effects of *Vitality* shoes

Really exciting values... these newest designs in the girlishly-fashion theme, so delicately wrought by Vitality's Thrill to their "cosmetic effect"—the way their matching fit shoes in a radiant smile, an inner glow of good feeling that comes out in your walk, your very appearance. Buy wisely and well—buy Vitality—more for your money than any other shoe. You'll be glad you did! See the entire selection in the nearest sporting goods and retail store. We'll gladly send you the name of your nearest Vitality dealer.

**TWICE AS SMART, TWICE AS COMFORTABLE**  
VITALITY SHOES \$10.95, \$11.95, \$12.95  
Complete range of sizes and widths.

And Vitality Open Road Shoes for Outdoor and Campus Wear \$7.95 - \$9.50 - \$9.95

1. genuine fine leather buckled pump with 3 1/2" high-heeled heel and wide toe.
2. smooth. The shoe you love—the classic pump with the 3 1/2" heel.
3. smooth. New soft and supple. 3 1/2" high-heeled pump with 3 1/2" heel.
4. smooth. New but not obsolete. 3 1/2" high-heeled pump. Features wide opening for foot and heel.
5. intricate. Buckles and straps. 3 1/2" high-heeled pump. Features wide opening for foot and heel.
6. smooth. Tie to the fashion. 3 1/2" high-heeled pump. Features wide opening for foot and heel.

VITALITY SHOE COMPANY, DIVISION OF INTERNATIONAL SHOE COMPANY, ST. LOUIS 3, MO.

# Apparel, Marketplaces, and Furniture



# Omnichannel is not an option, it's an imperative

Shoppers are discovering and buying products across diverse channels

## 67% of \$7.3T

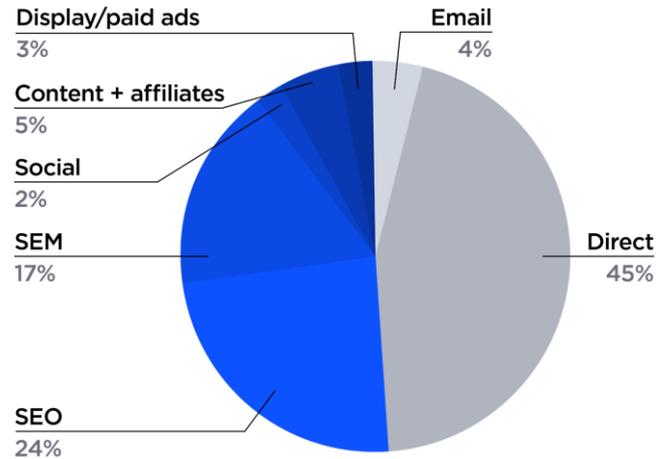
marketplaces share of global retail ecommerce GMV in 2025



Retail Ecommerce Sales, 2022 (US)

Source: eMarketer 2022

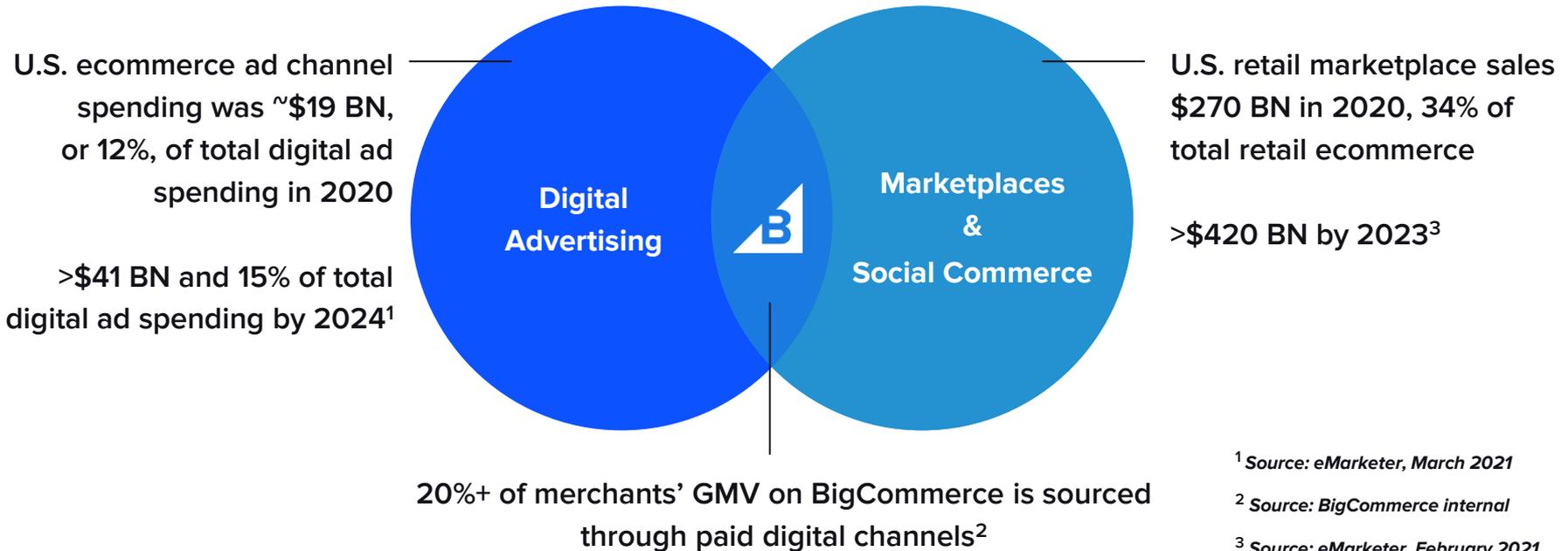
>50% of branded ecommerce sales sourced from search engines, social, paid ad and content channels



Sales by traffic source

Source: BigCommerce global merchant sales by last-click traffic source, Feb 2022

# Omnichannel is not an option — it's an imperative.

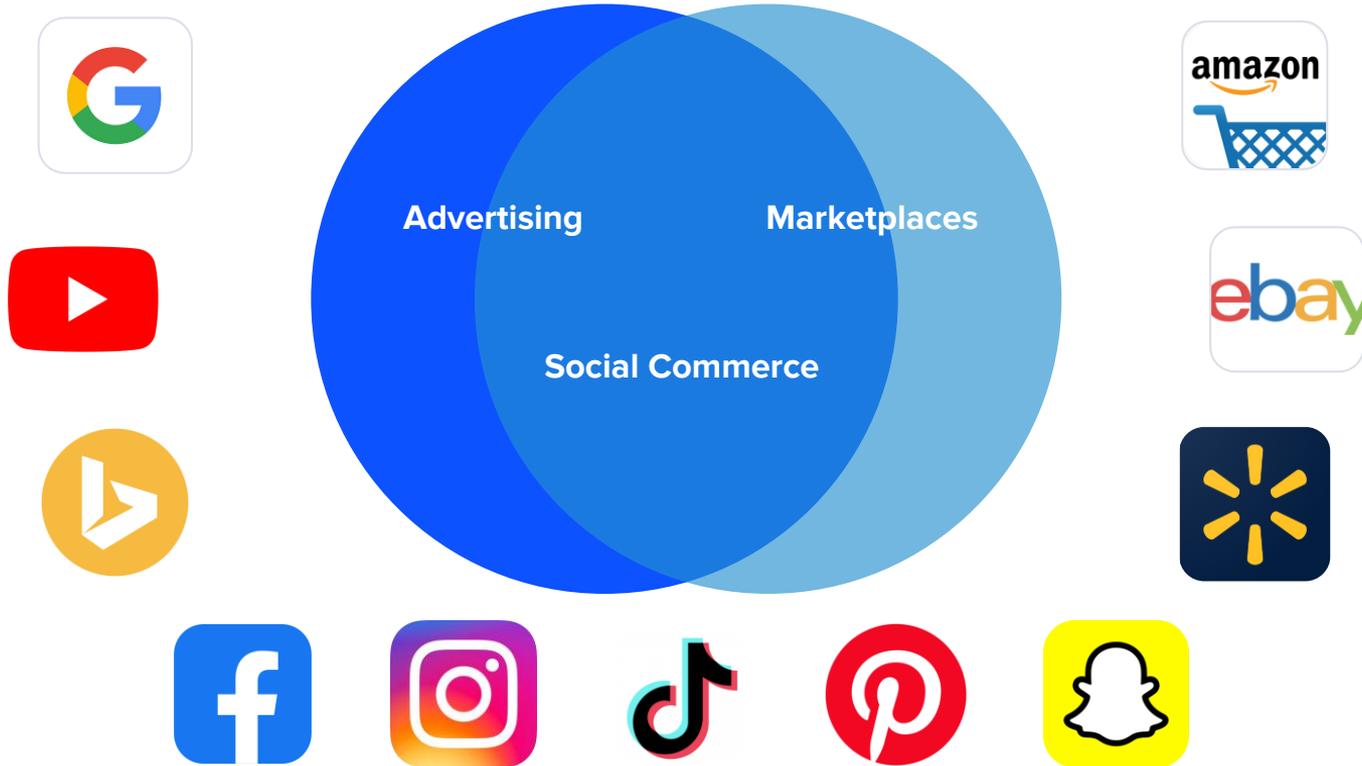


<sup>1</sup> Source: eMarketer, March 2021

<sup>2</sup> Source: BigCommerce internal

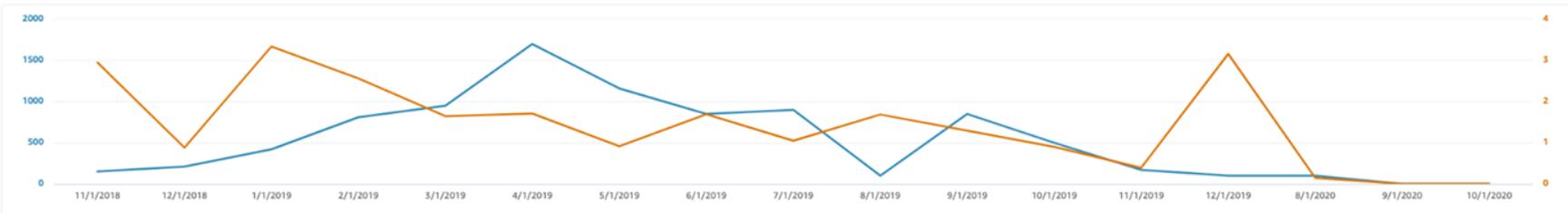
<sup>3</sup> Source: eMarketer, February 2021

In our privacy-focused, post-Covid world, the global channels are all launching features to deliver seamless, integrated, omnichannel shopping experiences



All campaigns  
Portfolios  
+ Create a portfolio  
XL Towel Coupon

Spend @ **\$8,797.88** TOTAL    Sales @ **\$8,961.00** TOTAL    ROAS @ **1.02** AVERAGE    Impressions @ **3,639,456** TOTAL    + Add metric



Create campaign  Filter by Hide chart Columns Date range - Lifetime Export

<input type="checkbox"/> Active	Campaigns @	Status	Type	Start date	End date	Budget @	Top-of-search IS @	Spend @	Orders @	Sales @	ROAS @	Copy @
Total: 5									\$8,797.88	132	\$8,961.00	1.02
<input type="checkbox"/>	<input checked="" type="checkbox"/> Secondary Campaign	Paused Details ▾	Sponsored Products Automatic targeting	Mar 1, 2019	No end date	\$ 20.00 Daily	-	\$0.37	-	-	-	Copy
<input type="checkbox"/>	<input checked="" type="checkbox"/> Lower Price - Targeted Competitor Products	Paused Details ▾	Sponsored Products Manual targeting	Jan 18, 2019	No end date	\$ 25.00 Daily	-	\$46.09	1	\$49.95	1.08	Copy
<input type="checkbox"/>	<input checked="" type="checkbox"/> Car Market	Paused Details ▾	Sponsored Products Manual targeting	Nov 28, 2018	No end date	\$ 25.00 Daily	-	\$806.32	12	\$889.10	1.10	Copy
<input type="checkbox"/>	<input checked="" type="checkbox"/> Targeted Competitor Products	Paused Details ▾	Sponsored Products Manual targeting	Nov 21, 2018	No end date	\$ 25.00 Daily	-	\$163.02	1	\$59.95	0.37	Copy
<input type="checkbox"/>	<input checked="" type="checkbox"/> Initial Campaign	Paused Details ▾	Sponsored Products Automatic targeting	Nov 20, 2018	No end date	\$ 25.00 Daily	-	\$7,782.08	118	\$7,862.00	1.02	Copy

Campaign status is current, but other campaign data could be delayed up to 12 hours. Some products and keywords are not eligible for targeting and will not show ads. [Learn more](#) Go to page 1 1 - 5 of 5 results Results per page: 50

Ads · See skullcandy

Show only

- Available nearby
- Buy on Google
- On sale
- Smaller stores

Price

- Up to \$50
- \$50 – \$100
- \$100 – \$250
- \$250 – \$800
- Over \$800

\$ Min - \$ Max

Brand

- Skullcandy
- Leeds
- JBL
- Audio-Technica
- JVC
- LG
- Philips

Style

- In-ear



Skullcandy Hesh ANC Noise Canceling Wireles...

**\$134.99**

Skullcandy

★★★★☆ (459)



Skullcandy Sesh Evo True Wireless Earbuds | Color:...

**\$49.99**

Skullcandy

★★★★☆ (8,439)



Skullcandy Crusher Wireless Foldable Immersive Bass...

**\$159.99**

Skullcandy

★★★★☆ (3,343)



Skullcandy Indy Evo True Wireless Earbuds | Color: Red

**\$69.99**

Skullcandy

★★★★☆ (3,304)



Skullcandy Purple / Black S2ikdy-106 3.5mm Connector...

**\$13.72**

Walmart - PA Unli...

★★★★☆ (10)

Free shipping



Skullcandy Crusher Evo Sensory Bass Wireless...

**\$199.99**

Skullcandy

★★★★☆ (806)



Skullcandy Active Sport

**\$79.99**

Skullcandy

★★★★☆ (806)

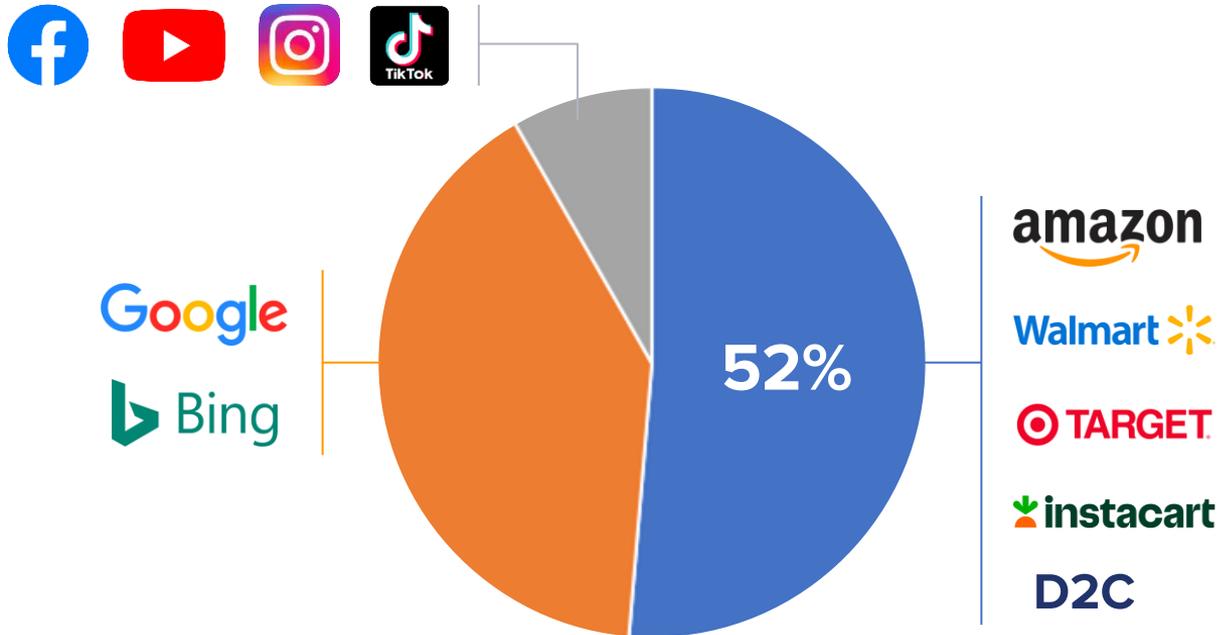
Ads

Free Listings

About this page



**More than half of U.S. consumers (52%) now say their online purchasing journey most often starts on ecommerce/retailer website.**

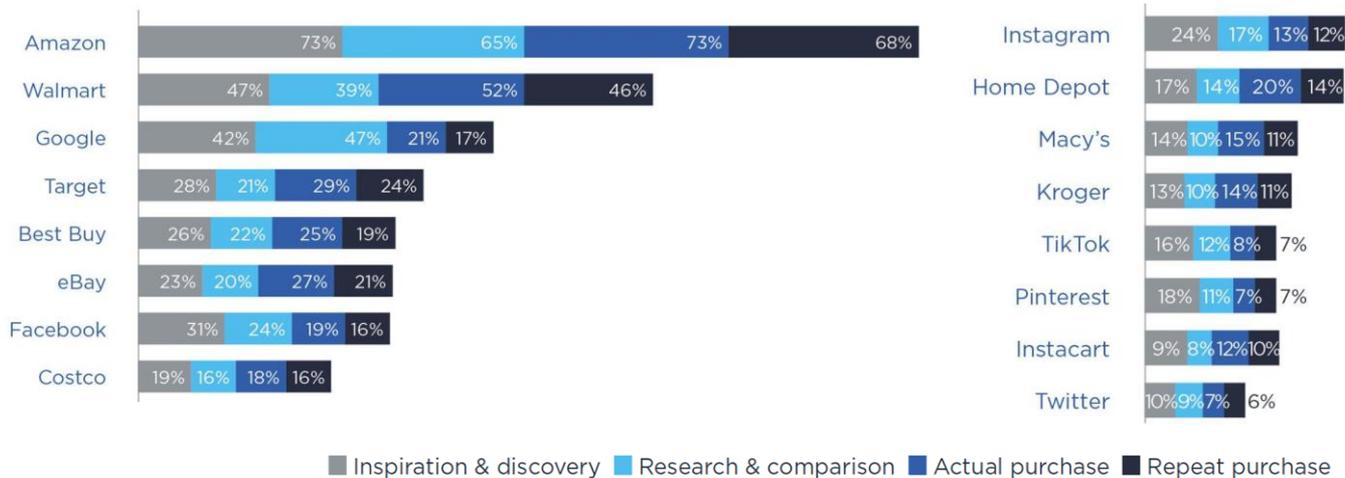


**Amazon customers are almost equally likely to use the site for each stage of their journey, from inspiration and research through to purchase and repeat purchase.**

**The same is true, on a much smaller scale, for retail sites such as BestBuy, eBay and Costco.**

**Role of web properties in the shopping journey.**

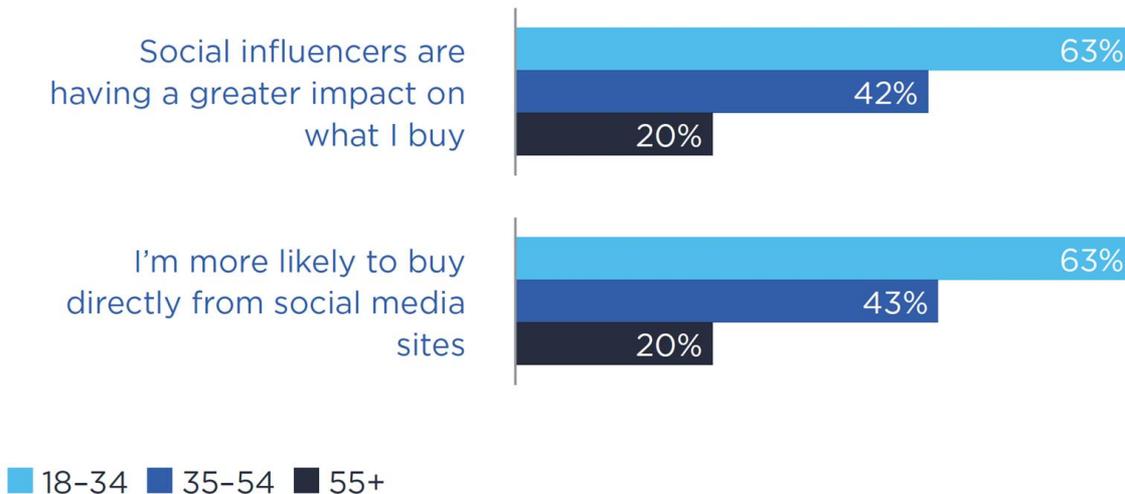
*Proportion of consumers using each web property for different aspects of the shopping journey.*



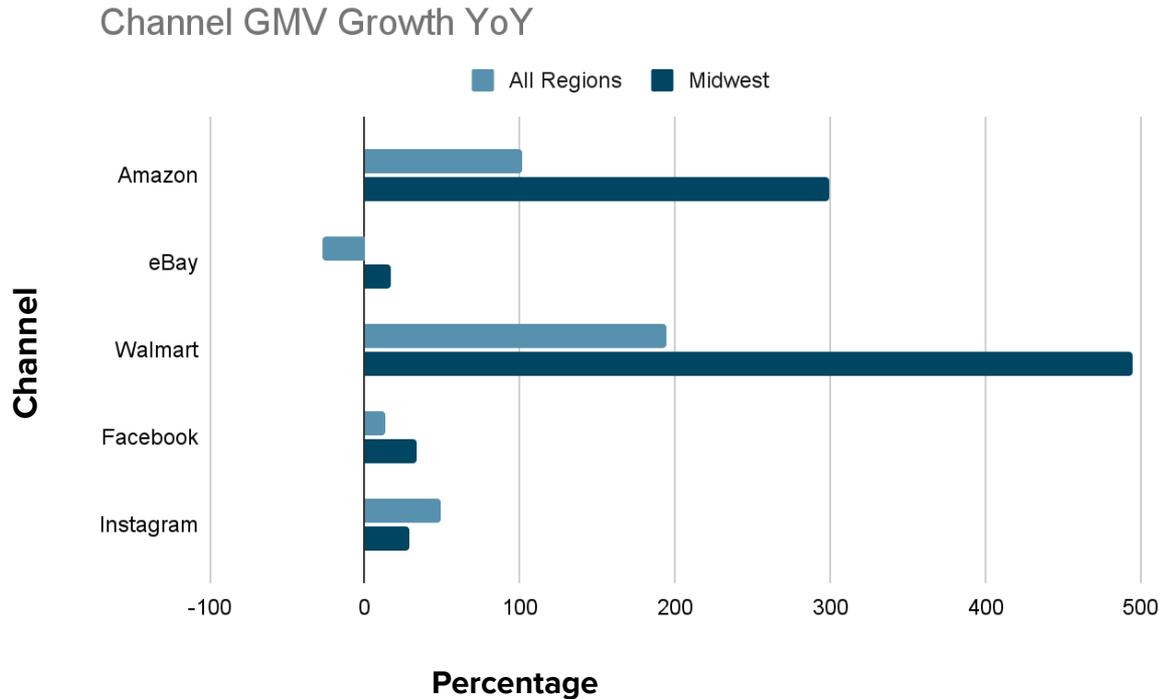
**Almost half (47%) say they're now more likely to buy directly from social media sites, rising to almost two-thirds (63%) of ages 18-34.**

**This younger age group is also much more likely to be swayed by social influencers.**

Percentage of consumers agreeing with statements.

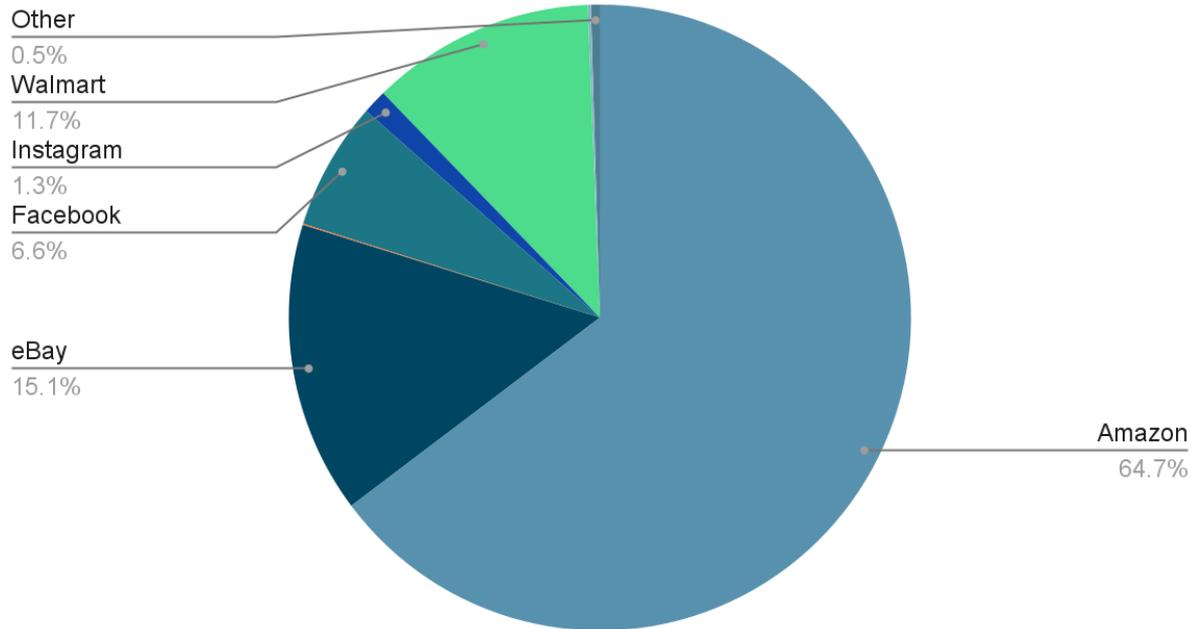


# Midwest Region: Growth Toward Major Channels



# Where Midwest Sees Regional Opportunity

Midwest Regional GMV Breakout 2022





# Shoppers consider these factors anywhere they discover products:

**01 Is this the product I want?**

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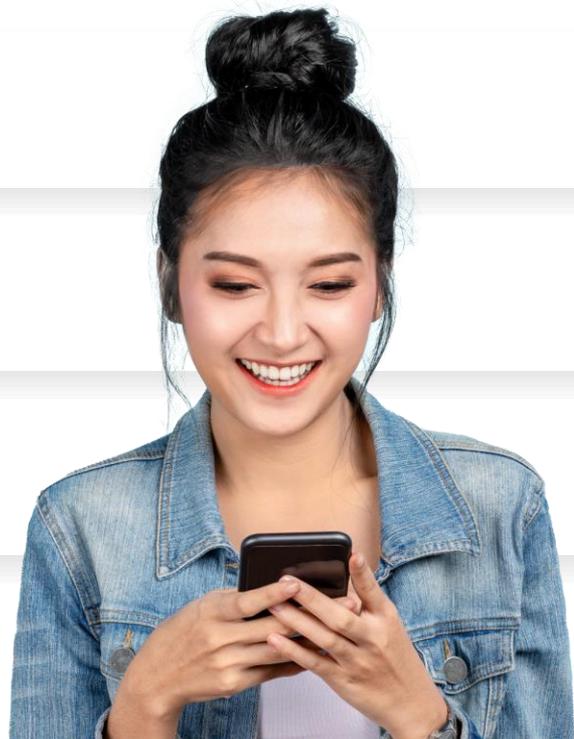
**02 Is this product available near me?**

---

**03 When will it be delivered?**

---

**04 How much will it cost?**





# Merchant success requires fulfilling shopper expectations across these key areas:

Every major channel is focused on delivering this set of features natively, or via integrated partners.

**01 Catalog**

**06 Payments/Tax /Fraud**

**02 Pixel/Signal**

**07 Inventory and Order Management, In-store and Online**

**03 Ads**

**08 Shipping, Fulfillment Returns, Refunds and Exchanges**

**04 Creative / Creators / AR / VR**

**09 Analytics, Audience and Targeting**

**05 Repricing and Reviews**

**10 Messaging/Support**



# Merchants have different levels of omnichannel maturity

## Global omnichannel

### Multi-channel

5-20+ channels

D2C + marketplaces + ads + social

B2C + B2B

Global integrated online + offline  
Unified inventory & order routing  
Across all channels

Inventory within 2-day delivery of  
all major global markets

### Single channel

2-5 channels

D2C + marketplaces

Integrated online / offline  
ERP as system of record

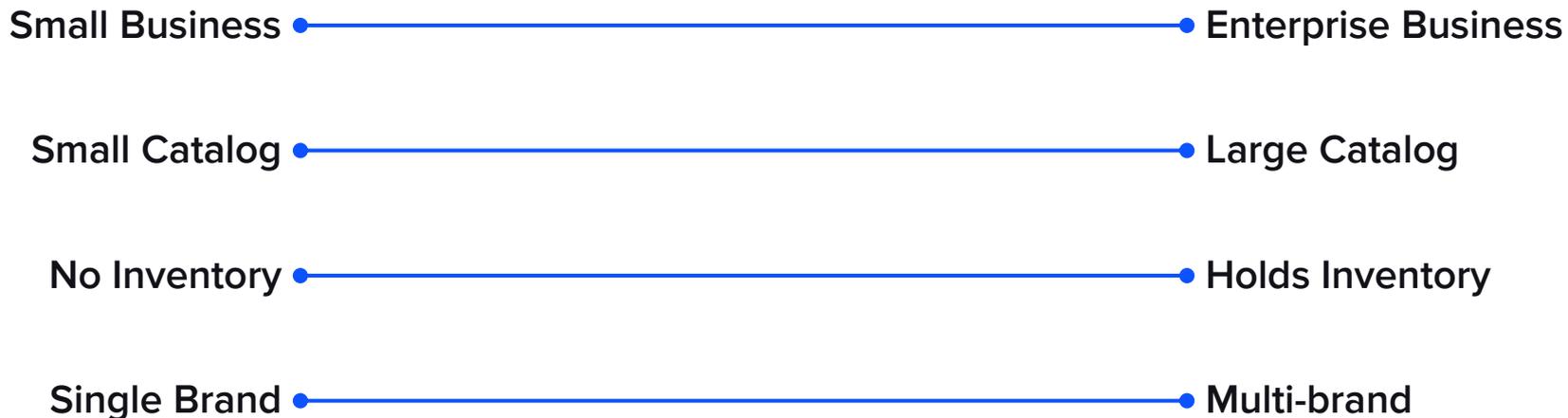
Owned fulfillment + 3PL  
+ custom shipping rates

Single D2C + ads

Single fulfillment location  
Off the shelf shipping rates



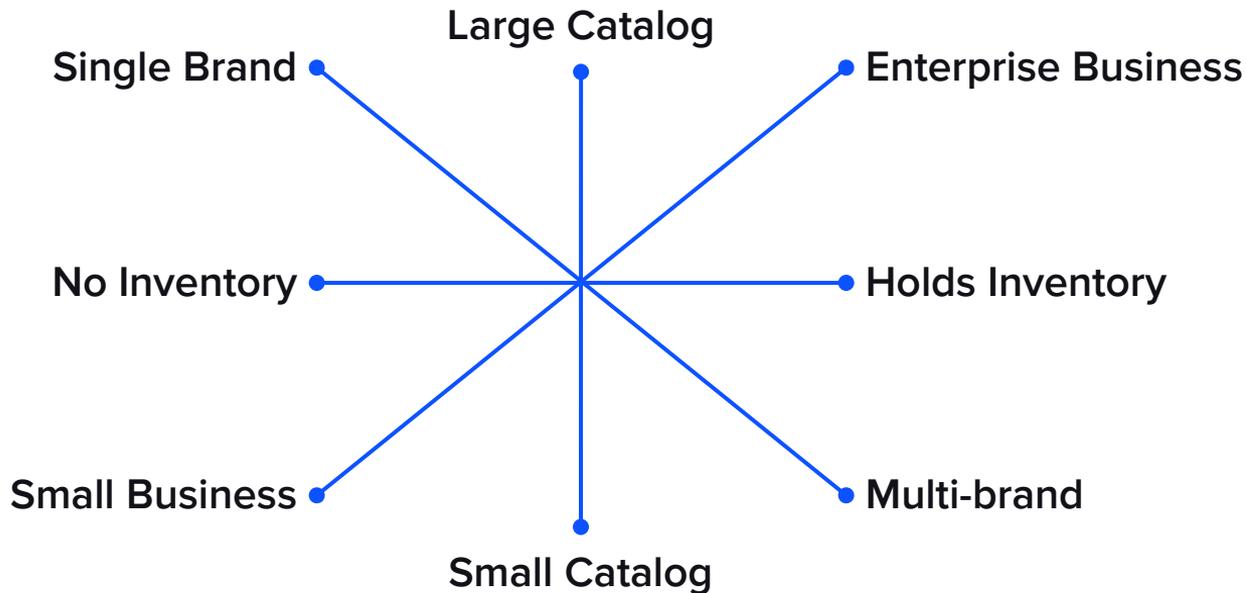
**Merchants need to develop an omnichannel strategy based on their maturity, but not all merchants have the same traits.**



**Almost like a personality test...**



If we apply a “personality test” methodology to mapping these traits, we can derive some interesting similarities, insights and opportunities.



Ok, let's build our grid.



When we plot the permutations of these traits, we start to see some interesting patterns and groupings.

<b>SMB</b> Large Catalog No Inventory Multibrand	<b>SMB</b> Large Catalog Holds Inventory Multibrand	<b>ENT</b> Large Catalog No Inventory Multibrand	<b>ENT</b> Large Catalog Holds Inventory Multibrand	<b>KEY</b>  <div style="display: flex; align-items: center;"><div style="width: 15px; height: 15px; background-color: blue; margin-right: 5px;"></div> <b>SMB Multi-brand</b></div> <div style="display: flex; align-items: center;"><div style="width: 15px; height: 15px; background-color: cyan; margin-right: 5px;"></div> <b>SMB Single brand</b></div> <div style="display: flex; align-items: center;"><div style="width: 15px; height: 15px; background-color: purple; margin-right: 5px;"></div> <b>ENT Single brand</b></div> <div style="display: flex; align-items: center;"><div style="width: 15px; height: 15px; background-color: pink; margin-right: 5px;"></div> <b>ENT Multibrand</b></div> <div style="display: flex; align-items: center;"><b>S</b> Small Business</div> <div style="display: flex; align-items: center;"><b>E</b> Enterprise</div> <div style="display: flex; align-items: center;"><b>C</b> Small Catalog</div> <div style="display: flex; align-items: center;"><b>L</b> Large Catalog</div> <div style="display: flex; align-items: center;"><b>H</b> Holds Inventory</div> <div style="display: flex; align-items: center;"><b>N</b> No Inventory</div> <div style="display: flex; align-items: center;"><b>B</b> Single Brand</div> <div style="display: flex; align-items: center;"><b>M</b> Multi Brand</div>
<b>SMB</b> Small Catalog No Inventory Multibrand	<b>SMB</b> Small Catalog Holds Inventory Multibrand	<b>ENT</b> Small Catalog No Inventory Multibrand	<b>ENT</b> Small Catalog Holds Inventory Multibrand	
<b>SMB</b> Large Catalog No Inventory Single brand	<b>SMB</b> Large Catalog Holds Inventory Single brand	<b>ENT</b> Large Catalog No Inventory Single brand	<b>ENT</b> Large Catalog Holds Inventory Single brand	
<b>SMB</b> Small Catalog No Inventory Single brand	<b>SMB</b> Small Catalog Holds Inventory Single brand	<b>ENT</b> Small Catalog No Inventory Single brand	<b>ENT</b> Small Catalog Holds Inventory Single brand	

Ok, let's translate.

# Niche Boutique ◀ SLHM

## Strengths:

- ▲ Experts in multi-brand curation
- ▲ Trusted advisors in niche categories
- ▲ Tastemakers
- ▲ Product experts
- ▲ Loyalty and lifetime value (LTV)

## Opportunities:

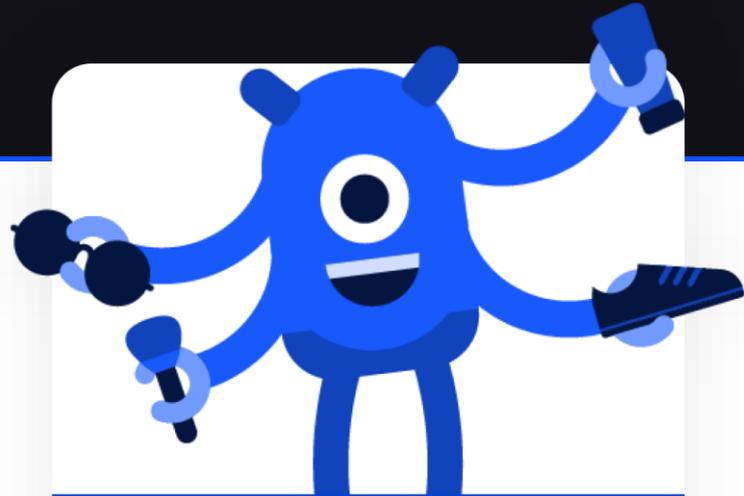
- ▲ Online to offline, buy online, pickup in-store (BOPIS), buy online, return in-store (BORIS)
- ▲ Use product experts to build curated community of loyalists ([social channels](#))
- ▲ How-to content (how to use, how to wear, how to style, etc.)
- ▲ Holiday and event curation

## Channel Recommendations:

- ▲ Online to Offline
- ▲ Community creation through a relevant social channel (e.g. [Instagram](#), [Facebook](#), [TikTok](#) and [Pinterest](#))

## Solution Recommendations:

- ▲ Direct-to-consumer (DTC) integration with point of sale (POS) for good BOPIS and BORIS
- ▲ Catalog integration for shopping via relevant [social channels](#)
- ▲ Customer relationship management (CRM) and loyalty programs



**S** SMALL BUSINESS  
**L** LARGE CATALOG  
**H** HOLDS INVENTORY  
**M** MULTI-BRAND

11:50 📶 📶 🔋

< magnoliaboutiqueindy 🔔 ⋮



@magnoliaboutiqueindy

68 Following 12.2K Followers 67.7K Likes

Follow  

Online Boutique  
Always Free Shipping

<https://www.indiefashionboutique.com>

 GSA

☰ 🛒 ❤️

**STYLING AROUND FOR FALL** ▶ 243

**HOW TO STYLE A CARDIGAN** ▶ 864

**THE SEEDS OF AUTUMN COLLECTION** ▶ 210

**ENGLISH HARETTLES** ▶ 662

**Denim Styles That We Love** ▶ 662

**HOW TO STYLE A BASIC SWEATER** ▶ 258

# Big Brand ▸ ELHB

## Strengths:

- ▴ Strong brand team
- ▴ Marketing and awareness
- ▴ Product focused on delighting customers with details

## Opportunities:

- ▴ Brand campaigns on new channels with outsized ROI
- ▴ Influencer collaborations

## Channel Recommendations:

- ▴ International expansion and multi-storefront (languages, currencies and regions)
- ▴ DTC, wholesale, marketplaces (first- and third-party)
- ▴ Selling on [social channels](#)

## Solution Recommendations:

- ▴ Choose platforms that have the social integrations you need
- ▴ Invest in paid media on channels that deliver outsized ROI
- ▴ [Multichannel feed management](#) is critical
- ▴ Invest in affiliate, influencer and distribution relationships that deliver the highest margin



Chicago IL, IL

### Ads · See badgley mischka size 7.5

#### Show only

- Buy on Google
- Available nearby
- On sale

#### Price

- Up to \$25
- \$25 - \$45
- \$45 - \$70
- \$70 - \$100
- Over \$100

\$ Min - \$ Max

#### Color



Badgley Mischka Tampa Embellished Satin Sandals,...

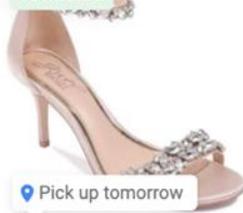
\$325.00

Neiman Marcus

★★★★★ (45)

Free shipping

CURBSIDE



Pick up tomorrow

Jewel Badgley Mischka Caroline Embellished Ankle...

\$76.30

Macy's

★★★★★ (503)

SALE



Badgley Mischka Collection Cher Crystal Embellished...

\$176.25 ~~\$235.00~~

Nordstrom

★★★★★ (156)

Free shipping



Badgley Mischka Libby Crystal Embellished Ankle...

\$255.00

Dillard's

★★★★★ (45)

Free shipping

SALE



Jewel By Badgley Mischka | Champagne Satin...

\$95.00 ~~\$119.00~~

Lulus

Free shipping

PRICE D



Ba Purple Embel

\$35.00

The Re

Was \$



Closure Style

- Pull-on / Slip-on
- Buckle
- Zip

Heel Style

- Block Heels
- Stiletto Heels
- Wedge Heels
- Kitten Heels

Size

1	2	3	4
4½	5	5½	6
6½	7	7½	8
8½	9	9½	10



Badgley Mischka Ultima  
Block Heels in Soft White

4.5 ★★★★★ 6

**\$198.00**  
[Badgley Mischka Web](#)  
Free delivery by Tue, Oct 4

[Compare prices from 5+ stores](#)

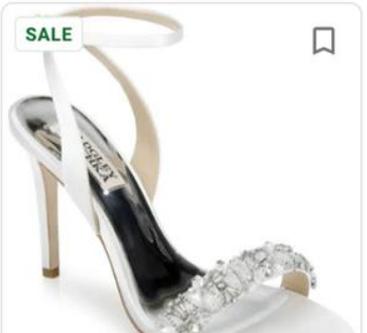


Badgley Mischka Kaitlin  
Pointed Toe Flat Shoe in Soft

4.5 ★★★★★ 6

**\$198.00**  
[Bloomingdale's](#)  
Free delivery  
Trusted store · 4.6/5 ★ (56)

[Compare prices from 5+ stores](#)



SALE

Badgley Mischka Taryn  
Stiletto Sandal in Soft White

4.5 ★★★★★ 2

**\$147.00** ~~\$245.00~~  
[Nordstrom](#)  
Free delivery  
Trusted store · 4.8/5 ★ (323)

[Compare prices from 5+ stores](#)



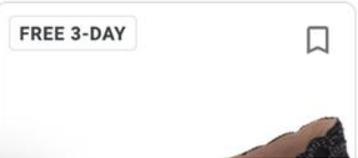
LOW PRICE

Badgley Mischka Collection  
Babette Pointed Toe Flat in

3.8 ★★★★★ 11

**\$109.97**  
\$8.01 below typical  
[Nordstrom Rack](#)  
Free delivery  
Trusted store · 4.7/5 ★ (82)

FREE 3-DAY





10:14



badgleymischka

3,234  
Posts505K  
Followers600  
Following**Badgley Mischka**

Clothing (Brand)

Making every woman feel confident and glamorous  
with one zip.[www.badgleymischka.com](http://www.badgleymischka.com) View shop

Follow

Message

Contact



# Cool Kid / CPG ▸ ECHB

## Strengths:

- Strong brand team
- Marketing and awareness
- Product focused on delighting customers with details

## Opportunities:

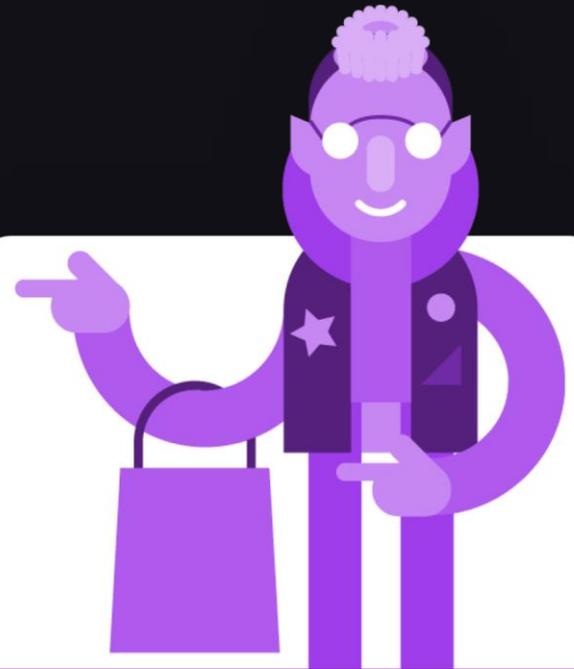
- Brand campaigns on new channels with outsized ROI
- Influencer collaborations

## Channel Recommendations:

- DTC, wholesale, [marketplaces](#) (first- and third-party)
- Expansion across ads and social selling
- [International expansion](#) and multi-storefront (languages, currencies and regions)

## Solution Recommendations:

- Choose platforms that have the ads and social integrations you need
- Invest in paid media on channels that deliver outsized ROI
- [Multichannel feed management](#) is critical
- Invest in affiliate, influencer and distribution relationships that deliver the highest margin



**E** ENTERPRISE  
**C** SMALL CATALOG  
**H** HOLDS INVENTORY  
**B** SINGLE-BRAND

# Spiceology

## Cool Kid / CPG / ECHB

### Goals: Be everywhere your shoppers buy.

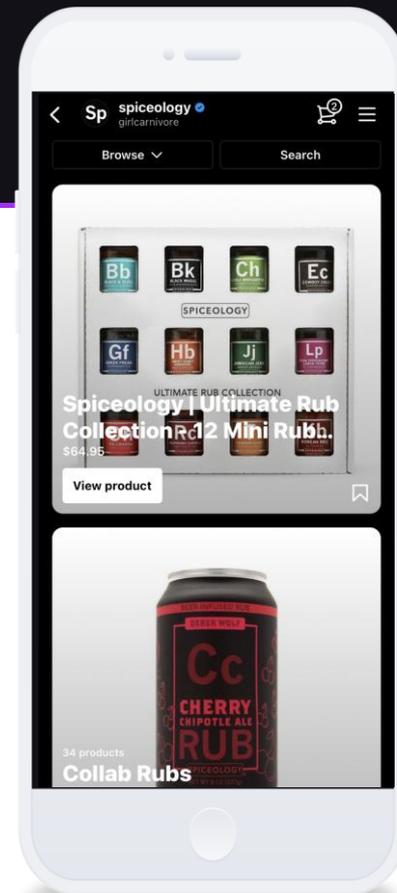
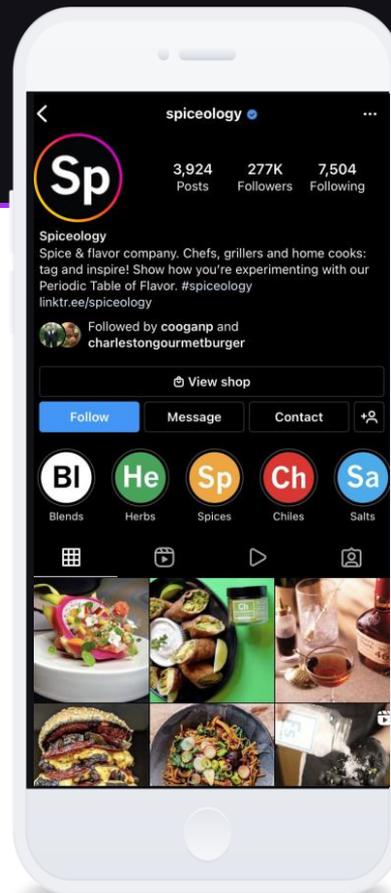
- Optimize their product listings across existing channels and expand into new channels. Keep cohesive brand identity while finding unique ways to start conversations about their brand and products.

### Channel Opportunities:

- Google Shopping
- Facebook, Instagram, TikTok, and Pinterest
- Walmart 1P & 3P
- Enhance Catalog Data across channels (Feedonomics)

### Strategy & Tactics:

- Expand across D2C (consumers) and B2B (chefs)
- Expand across key Marketplace Channels
- Drive influencer collaboration across Social & Discovery commerce channels (eg. A cook named Matt)



# IN SUMMARY

**01** Omnichannel selling is imperative to business success.

**02** Merchant Type and Maturity should guide your channel strategy.

**03** Merchant Type can help inform omnichannel solutions to drive business growth.



# Q & A

# 2022 Guide to Omnichannel Commerce

*Learn how to create a comprehensive omnichannel strategy that allows customers to convert anywhere and everywhere.*

