



Monthly Insights Report

Month

FEBRUARY 2021

Report Focus

B2B and Ecommerce

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01.

Insights: February 2021

February 2021 Insights Summary

As the government confirms the roadmap to easing lockdown, we have seen both business and consumer demand once again change in the last few weeks.

Within our own business, we have seen a sharp increase in new enquiries through the later half of february for marketing services, across many different sectors, including technology, ecommerce, martech, home & garden, and B2B.

As we head into March, we consider what lies ahead from a search perspective as this demand continues to change, and consider some of the learnings from last month regarding a users more definitive need to have trust and piece of mind when engaging with businesses online.

This month, we have a special feature on mobile performance, ahead of a series of updates later this year which impact mobile search and will further an advertisers goals in gaining traffic, customers and sales.



02.

Insights: ECommerce

Do customers want choice or recommendation?

All retailers face a crucial question: do our customers want endless choice, or do they prefer product curation?

“Endless aisles” of purchase options provides the opportunity for consumers to browse from an array of products. Whilst this may feel empowering, it also results in a “paradox of choice”, leaving them endlessly browsing and never quite making a purchase.

Google’s latest research covers insights into precisely how ecommerce businesses can look to seamlessly balance both curation and scale, subsequently attending to consumer needs.

Most helpful curation attributes

Consumers were asked: ‘Which of the following is most helpful for finding the right product? Select all that apply.’



Source: Euromonitor, Retail Foresight (custom consulting project for Google), UK, June 2020, n=9577.

Read More: <https://www.thinkwithgoogle.com/intl/en-gb/consumer-insights/consumer-journey/how-retailers-can-optimize-their-online-shopping-experience-digital-first-world/>

03.

March Focus: Mobile

We will be doing a special feature with insights into Mobile Speed ahead of Google's upcoming Core Web Vitals update set to take place next month.

Making mobile a priority: 5 steps for a successful digital transformation

Today's consumers expect and demand a speedy mobile experience. A one-second delay in mobile load times can impact conversion rates by up to 20% which is why it's clear to see how prioritising Mobile Speed is vital.

In this feature, Google cover the 5 steps for a digital transformation that enables retailers to understand successful mobile-first transformation.

“To embed the approach across the organisation, we have continually invested in up-skilling our wider teams with the latest developments in the space and provided many opportunities for creativity and innovation, always with our customer at the centre.” Yoox Net a Porter Group

“The close correlation between [site speed](#) and conversion rate was built into our dashboards from the beginning.”
Toolstation

Masterful Mobile Web

Most people now use smartphones as part of their everyday lives, and they're expecting better and better experiences all the time.

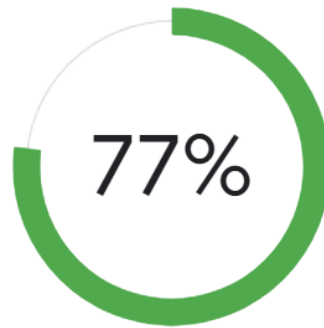
Which is why, prioritising and improving mobile speed, can go a long way.

The mobile experience score is the percentage of best practices passed in the four user experience areas, combined with the speed score.

The overall score is weighted at 70% for user experience, and 30% for speed.

How we use mobile

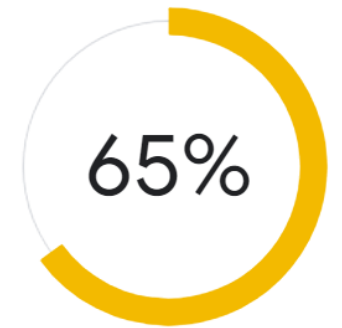
Most people now use smartphones as part of their everyday lives, and they're expecting better and better experiences all the time.



of the UK's users use a smartphone.



of the UK's internet users rely on their smartphone as much as, or more than, a desktop or tablet.



of the UK's consumers said they will switch from a poorly designed mobile site to a better alternative.

Read More:

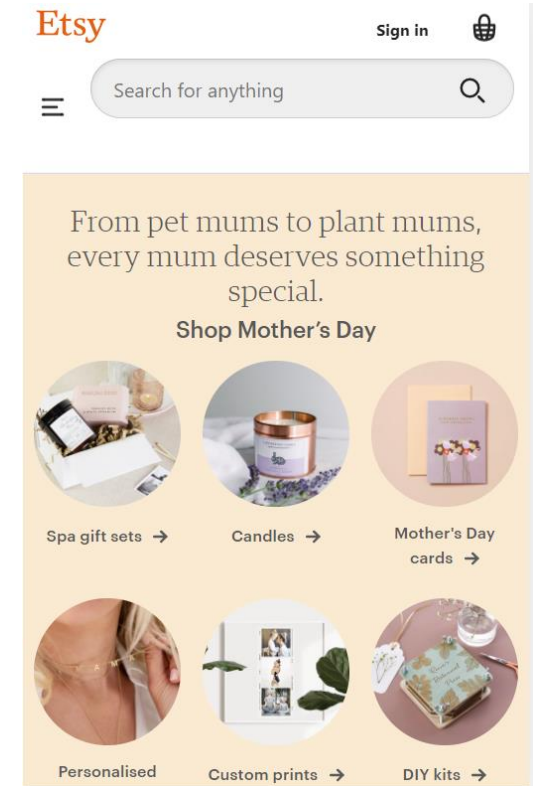
https://masterfulmobile.withgoogle.com/intl/en_uk?utm_source=twg&utm_medium=site&utm_campaign=tools_section&_ga=2.37774496.2064165399.1615150527-1538810637.1612203867

Masterful Mobile Web: Whose done it well

Mobile design

In a series of 4 tests, etsy scored 73% for its mobile efficiency and whilst the test was conducted in 2018, recent tests conducted on their site show they still uphold excellent performance from a design and speed perspective with regards to mobile experience.

Retail	Score	Brand
	73%	Etsy
	72%	Asda
	71%	eBay
	70%	Next
	70%	Marks and Spencer



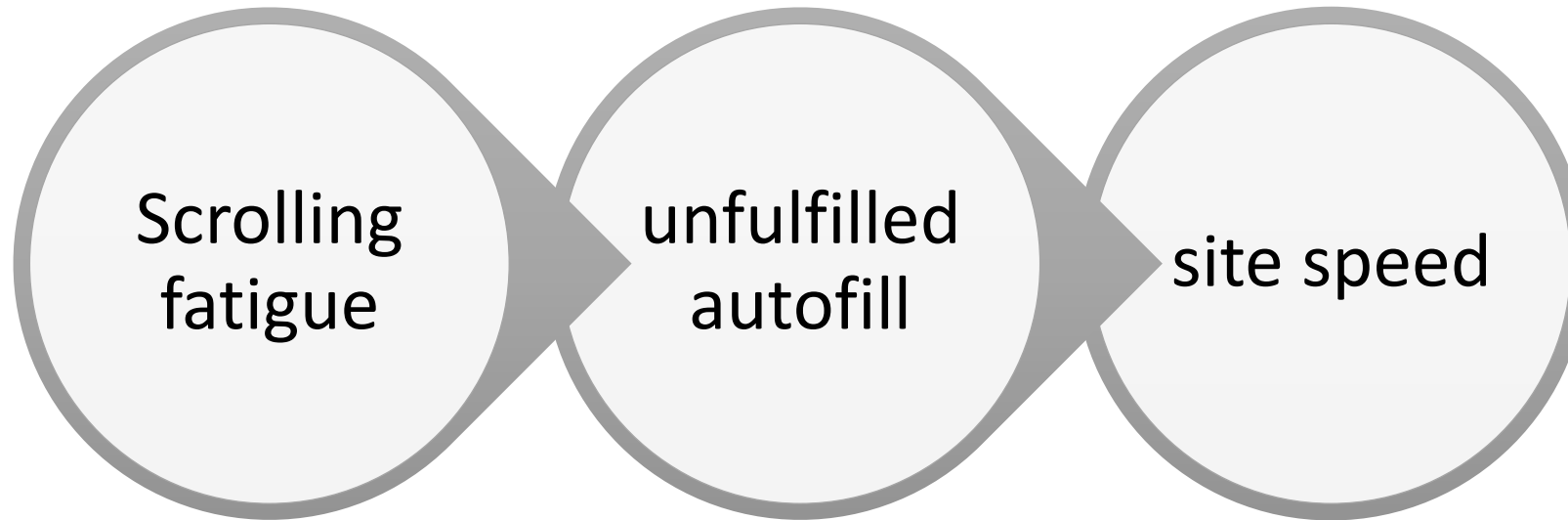
Read More:

https://masterfulmobile.withgoogle.com/intl/en_uk?utm_source=twg&utm_medium=site&utm_campaign=tools_section&_ga=2.37774496.2064165399.1615150527-1538810637.1612203867

3 reasons you're losing mobile customers

Now more than ever before, consumers are shopping on mobile devices. The e-commerce experience is often unsatisfying and many users who browse don't buy due to three common mobile site mistakes.

In this interview, Raffaella Stratta, Research Manager, Google discusses the 3 major pain points that customers frequently encounter



Read More: <https://www.thinkwithgoogle.com/intl/en-gb/marketing-strategies/app-and-mobile/customer-loss-shopping-on-mobile/>

03.

Insights: B2B

4 ways to layer personalisation into your account-based marketing strategies

Longer sales cycles and higher value opportunities come with expectations. Customers expect companies to put in the time and effort. If they're going to spend money on your product or services, customers want to be able to encounter "humanised" experiences.

In this article, Todd Forsyth, Chief Marketing Officer of Veritas Technologies and former SVP of Digital Marketing at Dell discussed the 4 ways businesses can layer personalization into their ABM strategies, including Content marketing personalisation and Chat Marketing customisation.

"To focus on the customer and deliver a personalised experience, you have to harness all aspects of marketing collectively in a unified approach."

Read More: <https://www.b2bmarketing.net/en-gb/resources/blog/4-ways-layer-personalisation-your-account-based-marketing-strategies>

04

Insights: Digital Marketing



Insights into Digital Marketing

A summary of the most popular topics discussed across Digital Marketing industries.

- **Google On Expected Impact of Core Web Vitals Update**

Google's Danny Sullivan recently discussed the expected ranking impact of the May 2021 Page Experience Update that will integrate Core Web vitals as a ranking factor. Read more: <http://bit.ly/Core-web-vitals-update>

- **8 SEO Trends That Will Continue in 2021**

Google is continually introducing new technologies and updating old ones to improve the quality of its search results. In the past, we have seen some of the updates rolled out massively impact the SEO game. Here are a few of the SEO trends to watch out for in 2021. Read more: <http://bit.ly/seo-trends-for-2021>

- **Faceted navigation in ecommerce: How it helps customers and SEO**

80% of users admit that a poor search experience can make them leave a web store. Faceted navigation in ecommerce is fast becoming a top priority for many users with majority of shoppers opting for both ease of use and convenience over a nifty look. Read more: <http://bit.ly/ecommerce-seo-navigation>

Digital Marketing Industry News.

05

■ **Insights: The Agency**

Agency Insights

Insights into the agency, initiatives and achievements throughout the month.

5 signs your Google Shopping campaign isn't working as good as it could

Google Shopping Ads are a big opportunity for your business. When they're not performing as efficiently as they could be, it can quickly get frustrating. We have listed the most common signs to look out for concerning why your Google Shopping Campaign may not be appearing on Google. Read More: <http://bit.ly/google-shopping-campaign>

How SEO and Content Marketing Work Together

Content Marketing has continued to play a vital role in many B2B SEO strategies. Whilst content marketing focuses on providing value to your audience and SEO is primarily about helping search engine algorithms ascertain the value of your content, both SEO and content marketing go together. Read More: <http://bit.ly/working-with-seo-content-marketing>

This month our tech team are happy to confirm that our SEO onpage analyser tool is now in testing and due to be rolled out in the upcoming weeks.

We are also in the process of reviewing a round of updates to our reporting platform Bright Metrics, which will see the reporting tool also synchronise data more effectively from our central CRM and project management system.

We also celebrate Duarte Represas and Raadhika Patel being with the agency for a year this month, so will be having a virtual celebration to congratulate them on a fantastic year of achievement.

Insights.

Initiatives.

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Let's Talk.