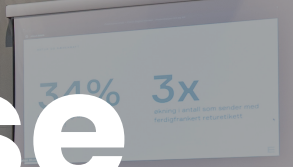




Kundeopplevelse: Veien til vekst i varehandelen 2024

8. Februar 2024

Velkommen til NOVA House



En gruppe spesialistselskaper

Nova Consulting Group er en konsulentgruppe som består av en familie av selskaper som dyrker en sterk faglig kultur innen sine respektive spesialområder.



NOVA
LAB

rocket

POINT:TAKEN

DEKODE

nova
net

SINGULAR
STUDIOS



»Pineberry

Egde

fyr

Epinova

infunnel

cloudnine°

EKSPERTER

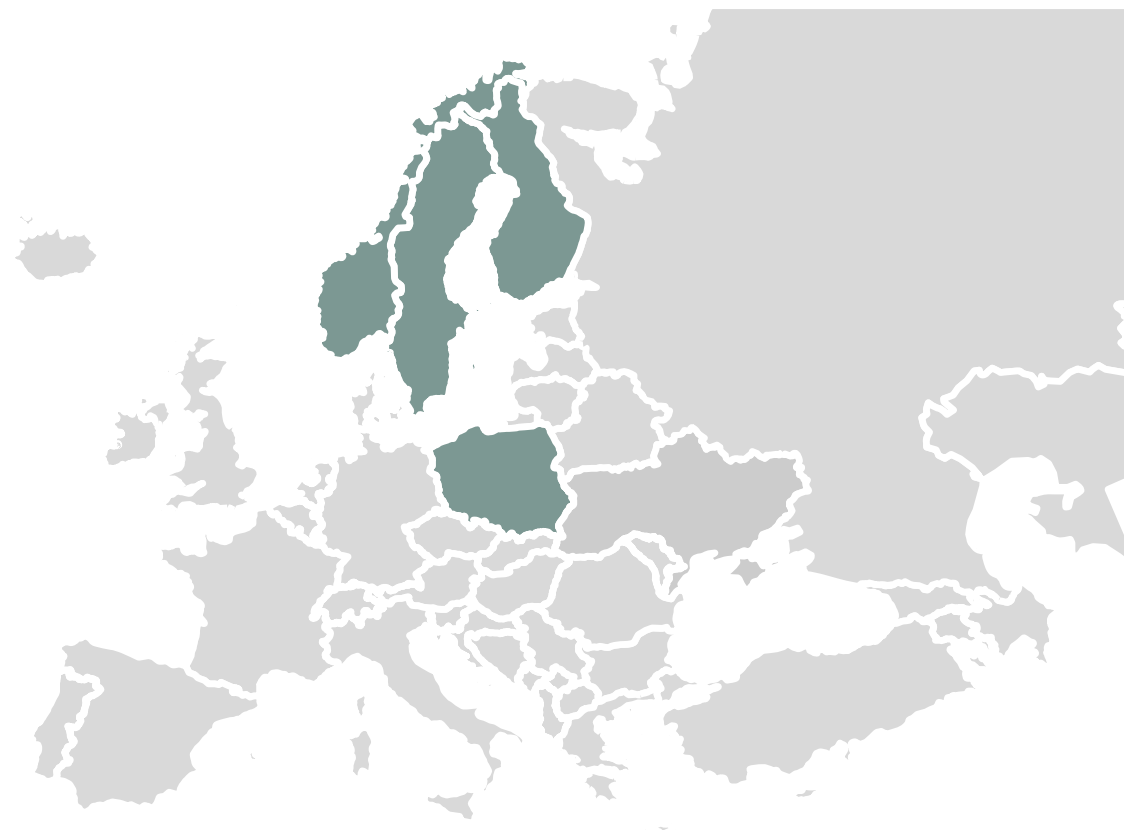
600 +

SELSKAPER

14

LAND

4



rocket

Et digital markedsføringsbyrå for omnikanal B2C- og B2B-markedsføring, med seniorkompetanse innen

- Performance marketing
- Søkemotoroptimalisering (SEO)
- Konverteringsoptimalisering (CRO)

POINT:TAKEN

Ekspertene på Microsoft-løsninger. De hjelper bedrifter med å utnytte sikker og moderne teknologi i sine organisasjoner.

- Microsoft 365 og SharePoint
- Dynamics 365 og PowerPlatform
- Azure løsninger og Cloud Security

Epinova

Epinova er et digitalt byrå som tilbyr strategiske rådgivningstjenester og utvikler skreddersydde, skalerbare og effektive netthandelsløsninger.

- Digital handel
- Løsninger for selvbetjening
- Strategiske rådgivningstjenester

Utvalg av selskaper vi jobber med

 APOTEK1

bama

FLISE 
KOMPANIET

 NORGES BANK

Møller Mobility Group


SAINT-GOBAIN


NorgesGruppen

BITASTAD




MADE IN NORWAY


RØRKJØP

v:pps


OLAV THON GRUPPEN

 Felleskjøpet

 bankID

 NyeVeier

 ice



Spørsmål?

Program

08:35

Bruk Google og Meta som en salgskanal, fremfor en markedsføringskanal
- Vegard Garder i Rocket

08:55

Øk kvaliteten i markedsføring med bedre kundeinnsikt
- Tim Ervik i Microsoft

Pause ☕

09:30

Er det god butikk å jobbe med kundeopplevelse?
- Morten Blomfeldt i Epinova
- Christine Madsen i Dale of Norway

10:00: Avslutning



Bruk Google og Meta som en salgskanal, fremfor en markedsføringskanal

Vegard Garder
Rocket



Hvordan bruke Google og Meta som en salgskanal, fremfor *bare* til markedsføring





Vegard Rohde Garder

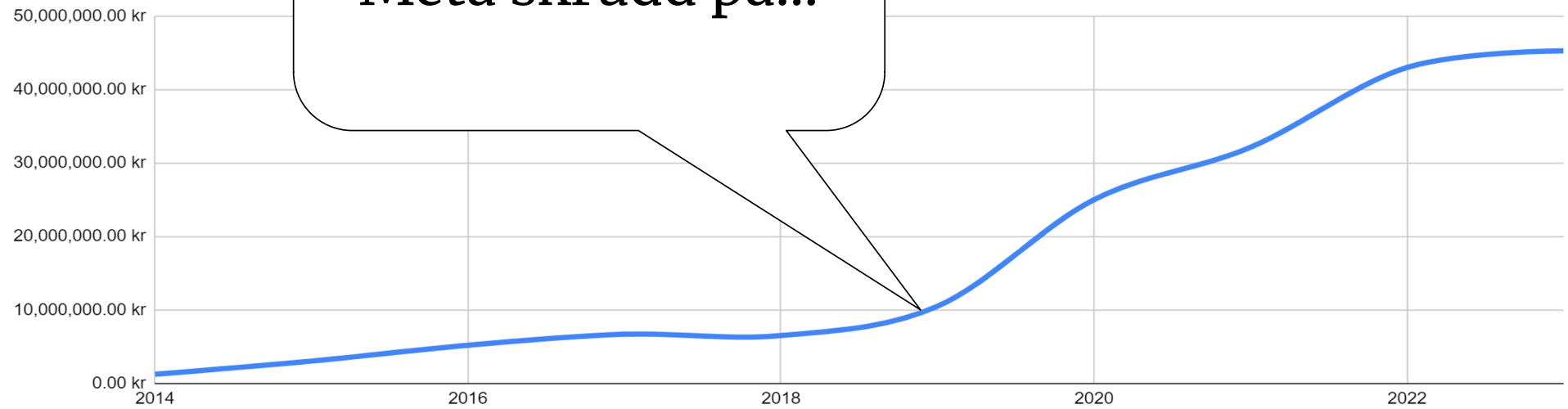
Leder Annonsering og Partner i Rocket 🚀

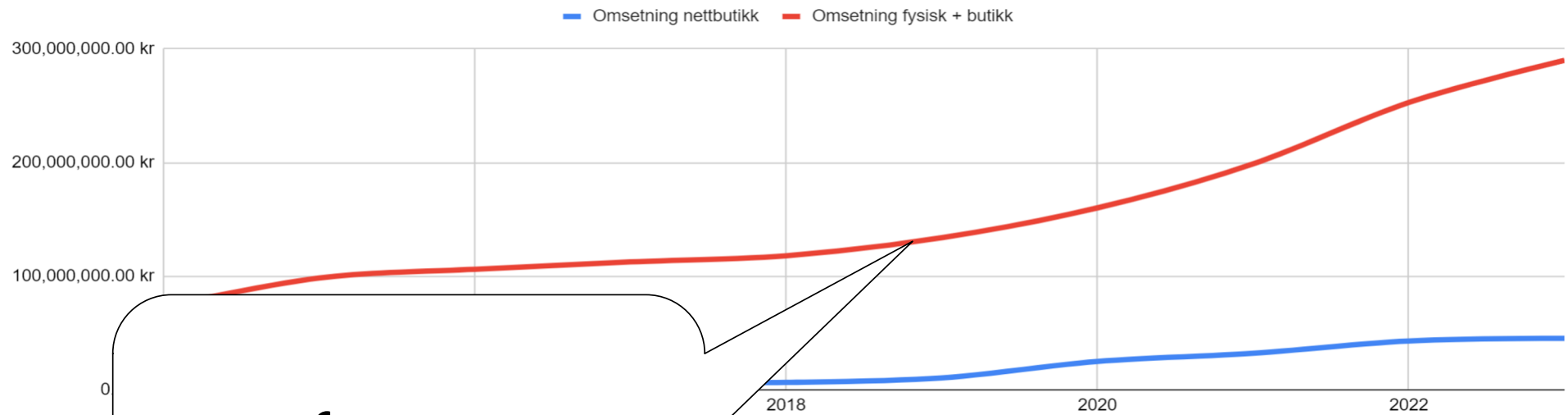
Vegard har spisskompetanse på digital annonsering og webanalyse. Med en sterk interesse for, og utdanning innen økonomi - kobler han dette med utviklerkompetanse og forståelse av annonseringsplattformer.

Han er ansett som en av de aller beste i Norge innen Google Ads og er på toppnivå innen webanalyse og bruk av data i markedsføring. Garder er en del av teamet som har høstet gull og sølv i INMA Performance Awards og sølv i ANFO Martec Awards for caset med TV 2 Plays trendspottingsrigg.

rocket

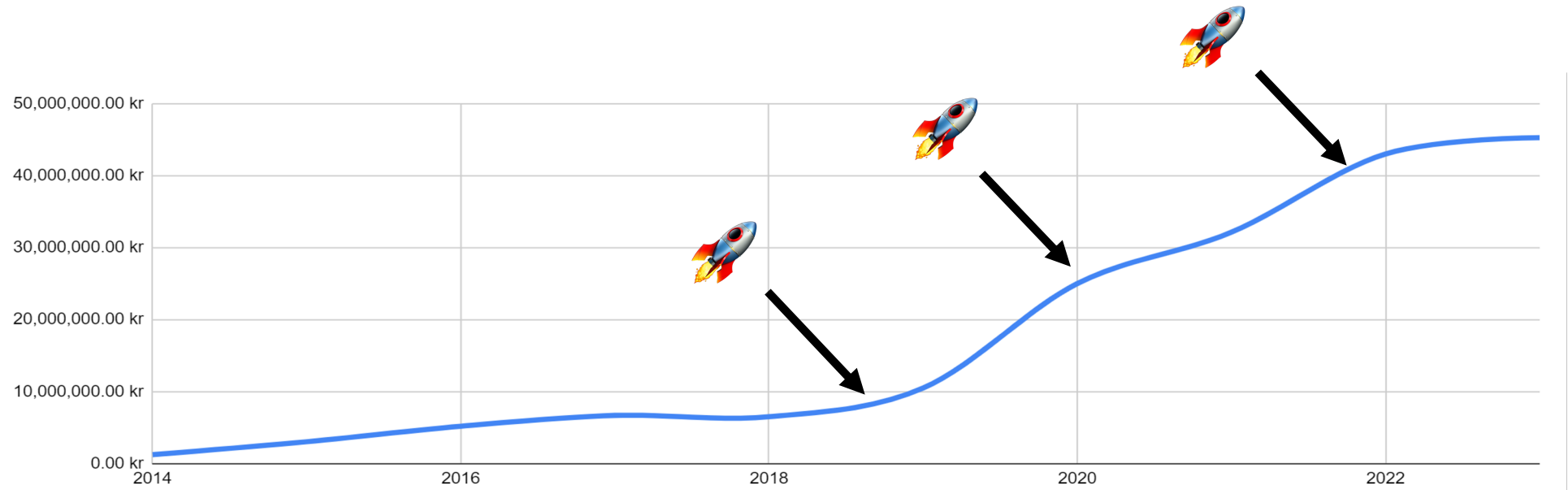
...der ble Google og
Meta skrudd på...





...for **HELE**
bedriften.

3-trinnsrakett for samme resultat





Google Ads står for
20 - 50 % av
inntektene
til norske
nettbutikker.




lenovo pc laptop

Shopping Images Videos News Maps Bo

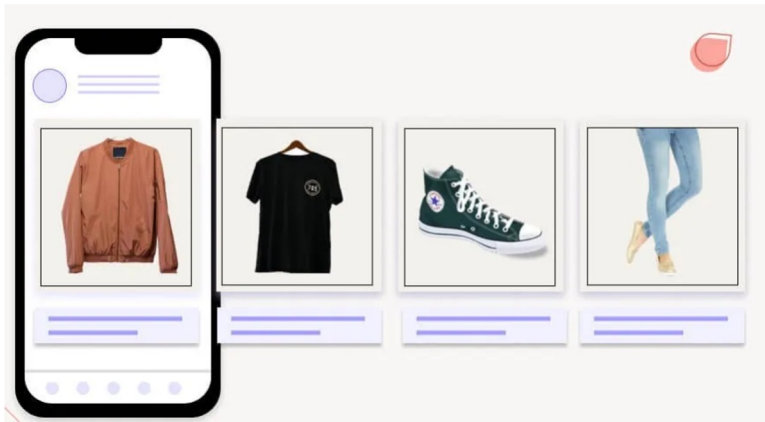
About 253,000,000 results (0.42 seconds)

Tip: Limit this search to **English** language results. Learn r

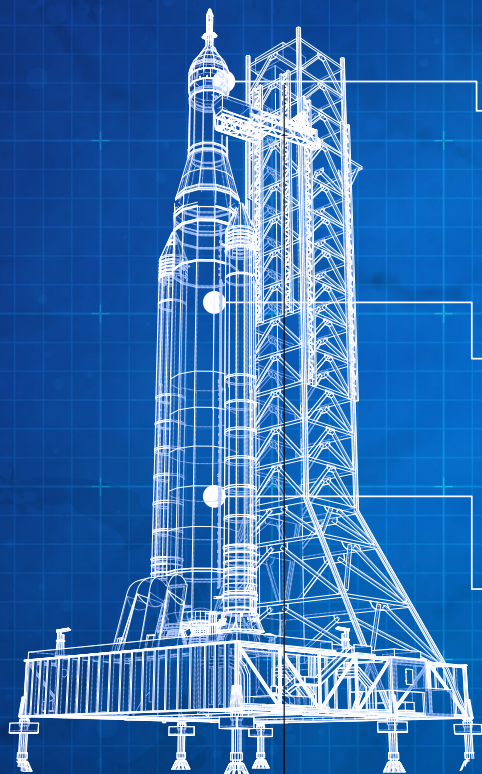
Sponsored :

 Lenovo ThinkPad E15 G4, 12th... NOK 13,499.00 Lenovo ★★★★★ (3k+) By Google	 Lenovo IdeaPad Slim 5i Gen 8 ,... NOK 7,289.10... Lenovo ★★★★★ (9) By Google	 Lenovo ThinkPad X1 Carbon Gen... NOK 23,171.8... Lenovo ★★★★★ (2k+) By Google
--	--	--

Shopping Ads
utgjør mellom
50 – 70 % av
inntektene fra
Google Ads.



Produktannonser i
de fleste
annonsekanaler
står for
**10 % - 50 % av
inntektene.**



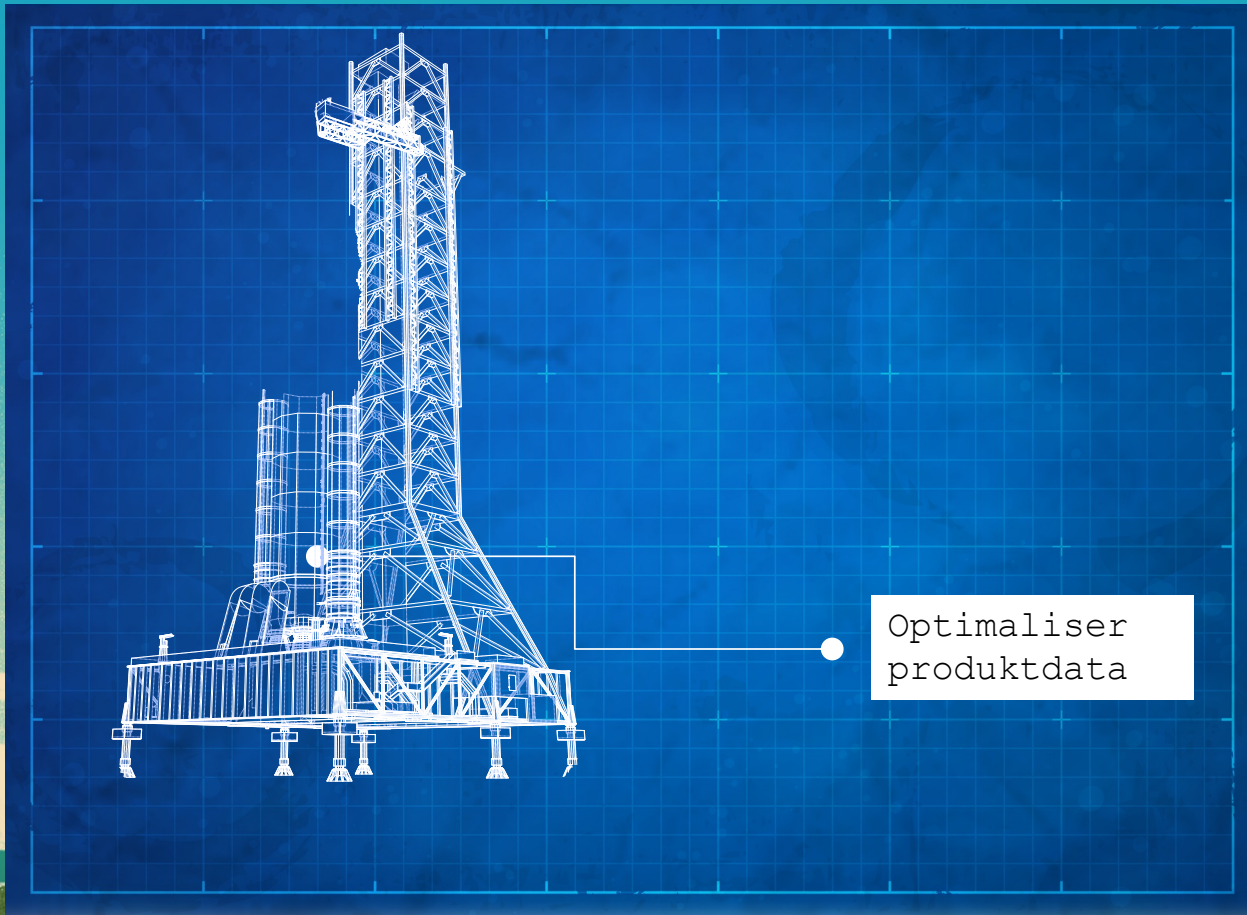
Prioriter
kategorier
helhetlig

Fokuser på
nettopprofit

Optimaliser
produktdata

3-trinn for suksess med produkt- annonsering

rocket





Optimaliser
produktdata

3-trinn for
suksess med
produkt-
annonsering

rocket

1. Optimaliser produktdata!

Product data specification

This article is intended for both the classic  Merchant Center experience and  Google Merchant Center Next

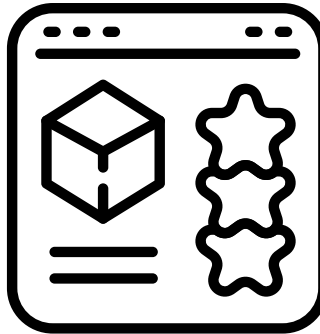
Use this guide to format your product information for Merchant Center. Google uses this data to make sure that it's matched to the right queries. Sharing your product data in the correct format is important for creating successful ads and free listings for your products.

In this article

- [Before you begin](#)
- [Definitions](#)

Product data attributes:

- [Basic product data](#)
- [Price and availability](#)
- [Product category](#)
- [Product identifiers](#)
- [Detailed product description](#)
- [Shopping campaigns and other configurations](#)
- [Marketplaces](#)
- [Destinations](#)
- [Shipping](#)
- [Tax](#)

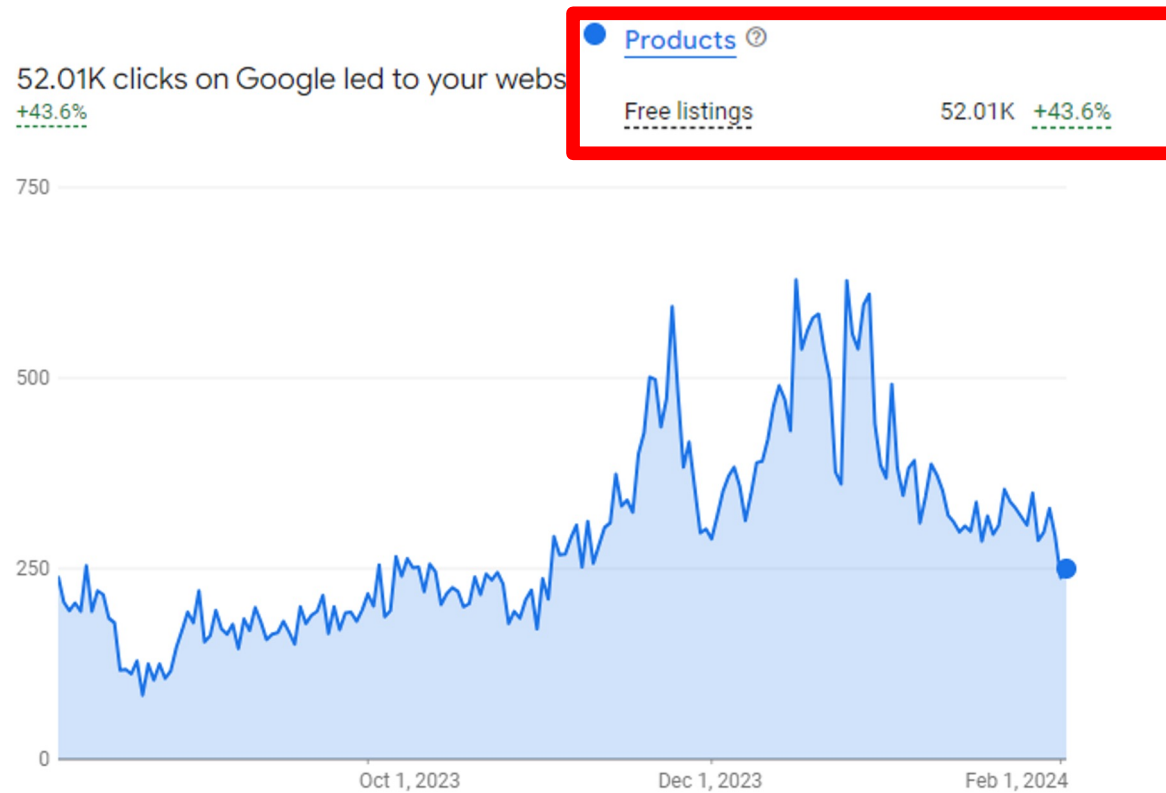


Google har fasiten for hvilke krav som stilles til produktdata.

<https://support.google.com/merchants/answer/7052112>

Hvis du kun bruker produktene i sosiale medier, som Meta og Snapchat, holder det med min.kravene.

1. Optimaliser produktdata!



Vurderinger å ta:

- **Gratis klikk** er verdt å investere i hvis du har mange produkter

1. Optimaliser produktdata!

Medlemspris

599,-

Ikke medlem 1 199,-

Logg inn eller bli medlem for å få tilbudet.

 **Kjøp produkt**

Nettlager • 15 på lager

 **Hent i butikk**

På lager i 66 butikker • Klar om 1 time

Vurderinger å ta:

- **Gratis klikk** er verdt å investere i hvis du har mange produkter
- Medlemspris
- Lokale produkter

rocket

1. Optimaliser produktdata!




lenovo pc laptop

Shopping Images Videos News Maps Bc

About 253,000,000 results (0.42 seconds)

Tip: Limit this search to **English** language results. Learn r

Sponsored :

 Lenovo ThinkPad E15 G4, 12th... NOK 13,499.00 ★★★★★ (3k+)	 SALE Lenovo IdeaPad Slim 5i Gen 8 ,... NOK 7,289.10... ★★★★★ (9)	 SALE Lenovo ThinkPad X1 Carbon Gen... NOK 23,171.8... ★★★★★ (2k+)
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Vurderinger å ta:

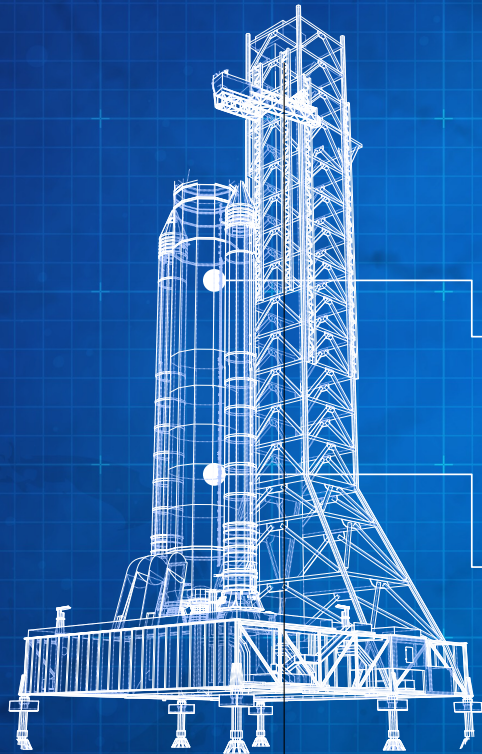
- **Gratis klikk** er verdt å investere i hvis du har mange produkter
- Medlemspris
- Lokale produkter
- Bilde størrelse på minimum 800x800
- Stjerner/reviews på produkter

1. Optimaliser produktdata!



Tekniske problemstillinger du bør kjenne til:

- Feedløsning og Merchant Center bør oppdateres likt
- De fleste har ikke satt opp produkt-remarketing ordentlig



Fokuser på
nettopprofit

Optimaliser
produktdata

3-trinn for
suksess med
produkt-
annonsering

rocket

2. Fokuser på nettoprofit



Klikkpris: 3 kr

2. Fokuser på nettopprofit



Klikkpris: 3 kr

X



Sum: 29,-

Frakt: 29,-

Totalt: 58

=

1900 %

19,3 kr

2. Fokuser på nettopprofit



Klikkpris: 3 kr

X



=

33,33 %
0,33 kr

Sum: 29,-

Frakt: 29,-

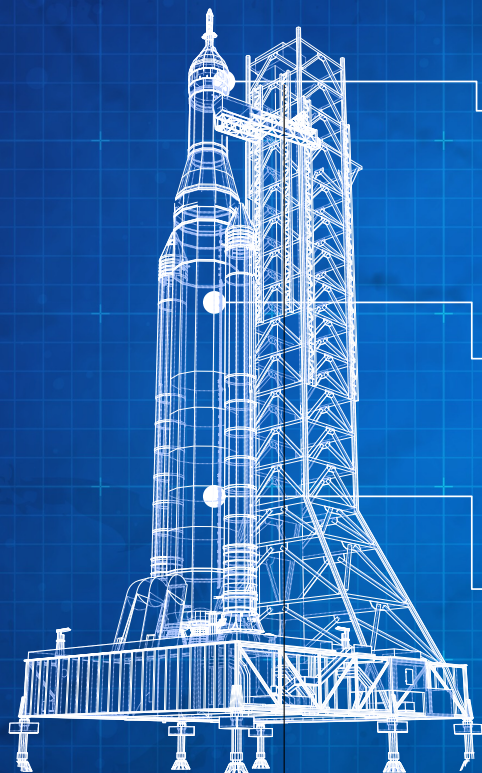
Totalt: 58

-COGS: 28,-

-frakt: 29,-

Netto: 1,-

rocket



Prioriter
kategorier
helhetlig

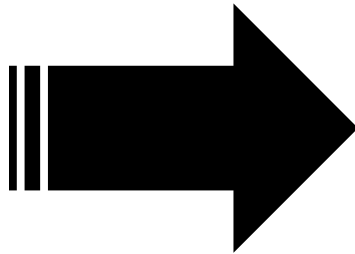
Fokuser på
nettopprofit

Optimaliser
produktdata

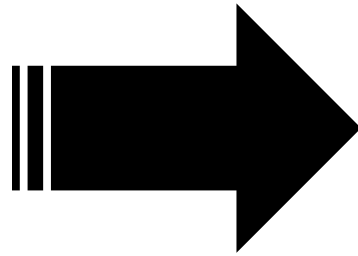
3-trinn for suksess med produkt- annonsering

rocket

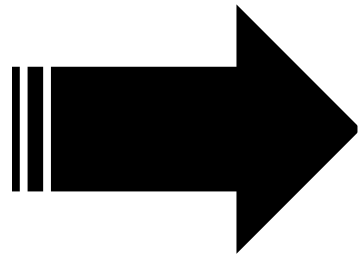
3. Prioriter kategorier helhetlig



3. Prioriter kategorier helhetlig



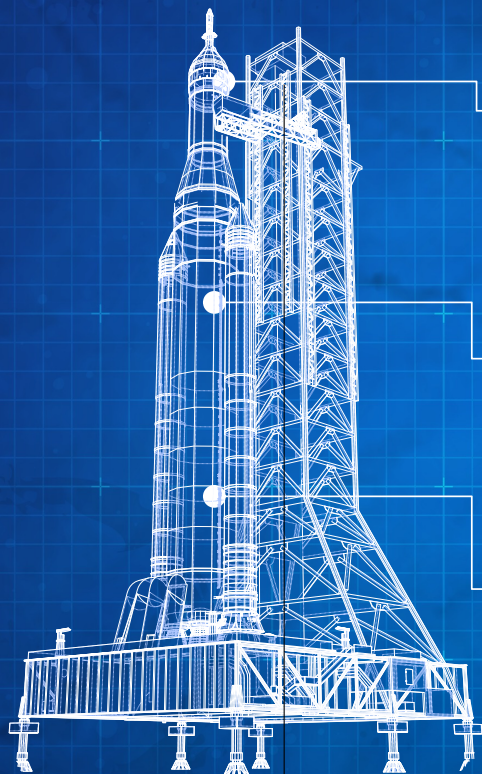
3. Prioriter kategorier helhetlig



rocket

Du trenger gode data og god dataflyt, for å jobbe med å øke salget i prioriterte kategorier

Produktkategori annonsert	Inntekt fra annonser	Inntekter fra annonsert kategori	Inntekt fra andre kategorier
Kategori A	1 000 000,-	300 000,-	700 000,-
Kategori B - ukurant varelager	250 000,-	150 000,-	100 000,-



Prioriter
kategorier
helhetlig

Fokuser på
nettopprofit

Optimaliser
produktdata

3-trinn for
suksess med
produkt-
annonsering

rocket



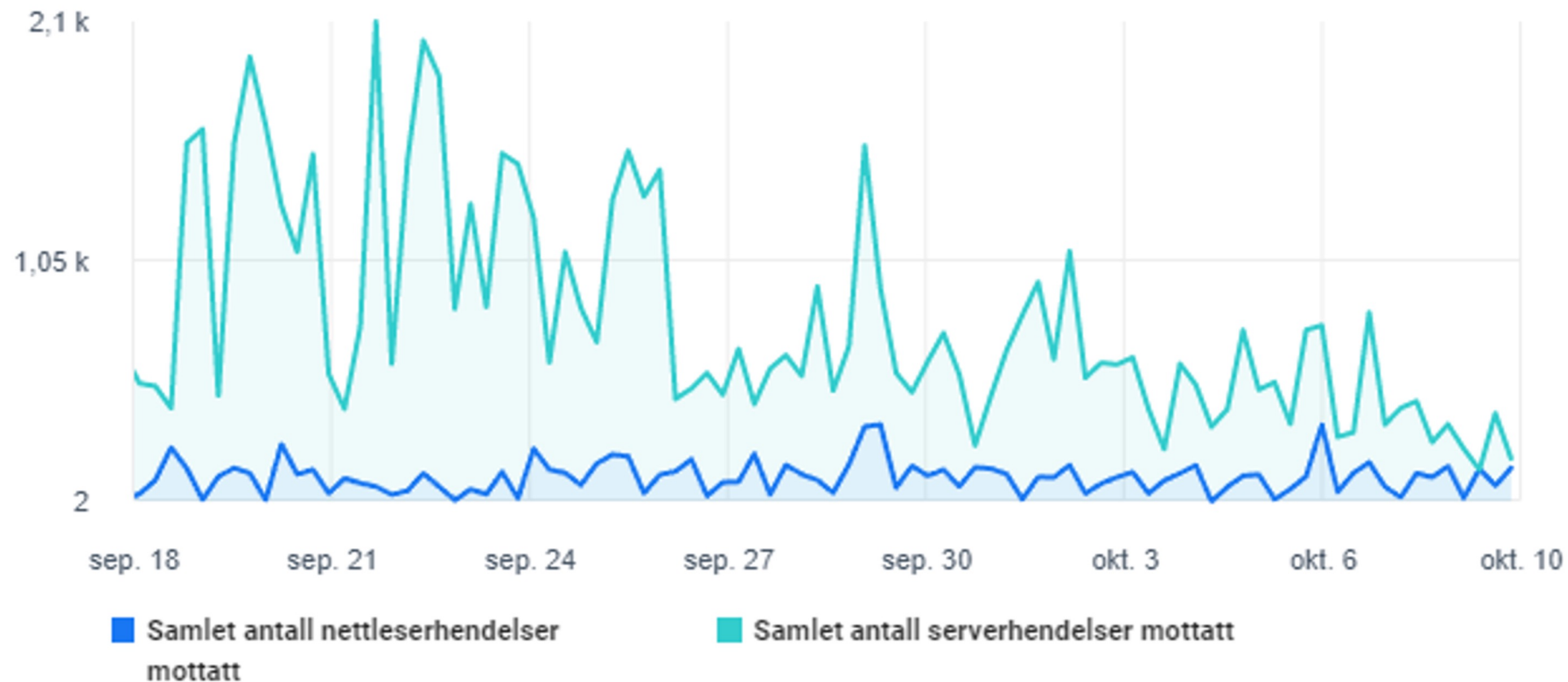
Tiltak for å motvirke Cookie-død, restriksjoner og
DMA-tiltak

- for å kunne se flest mulige salg

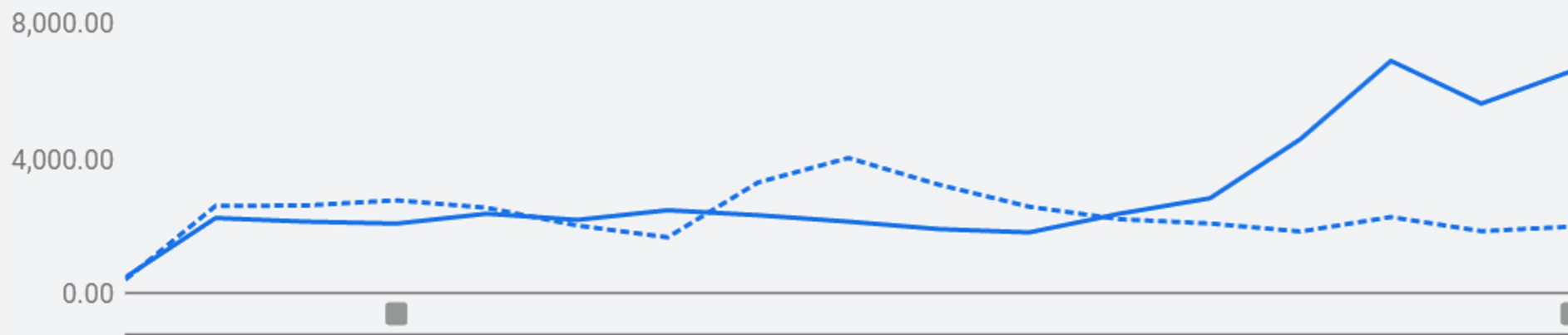
4-trinn for
suksess med
produkt-
annonsering

rocket

Så viktig er det å oppdatere sporingsteknologien!

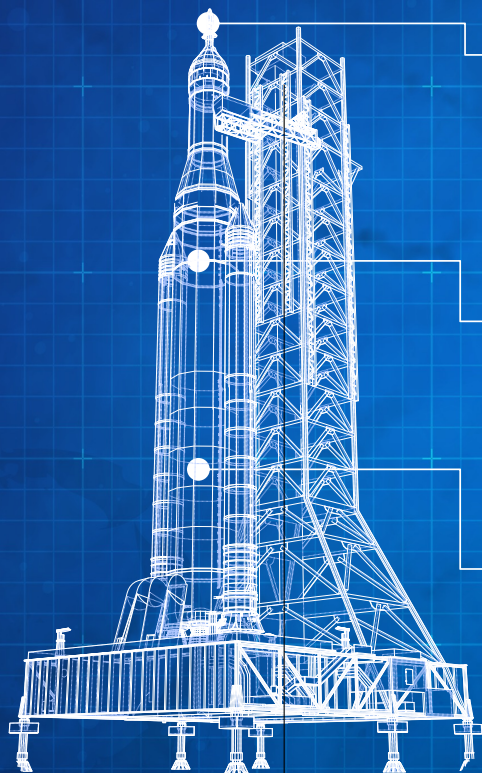


Mer data = mer salg



4. Spor flest mulig salg

- Oppgrader sporing til consent mode 2.0
- Implementer enhanced conversion - bruk førstepartsdata
- Flytt sporingen til server-side



Prioriter
kategorier
helhetlig

Fokuser på
nettomargin

Optimaliser
produktdata

Tiltak for se flere salg

4-trinn for
suksess med
produkt-
annonsering

rocket



Takk for meg!

Vegard Rohde Garder
Partner i Rocket

vegard@rocket.no

<https://www.linkedin.com/in/vegardgarder/>



rocket



Spørsmål?

NOVA
consulting
group

Øk kvaliteten i markedsføring med bedre kundeinnsikt

Tim Ervik
Microsoft



Hvordan kan **kundedata**
forbedre markedsføring og
kundeopplevelse?

A photograph of a large, light-colored wooden wall at a trade show. The Microsoft logo is mounted on the wall, followed by the word "Microsoft" in white. Below that, the word "Retail" is written in large white letters, with the letter "i" in dark blue. Underneath "Retail", the word "unlocked" is written in large white letters. The background shows a high ceiling with industrial lighting and structural beams.

Microsoft
Retail
unlocked

The next-gen consumer expects to walk into an experience, not a store



An AI FI

See How it Works

It starts with data...



Unify and activate your data

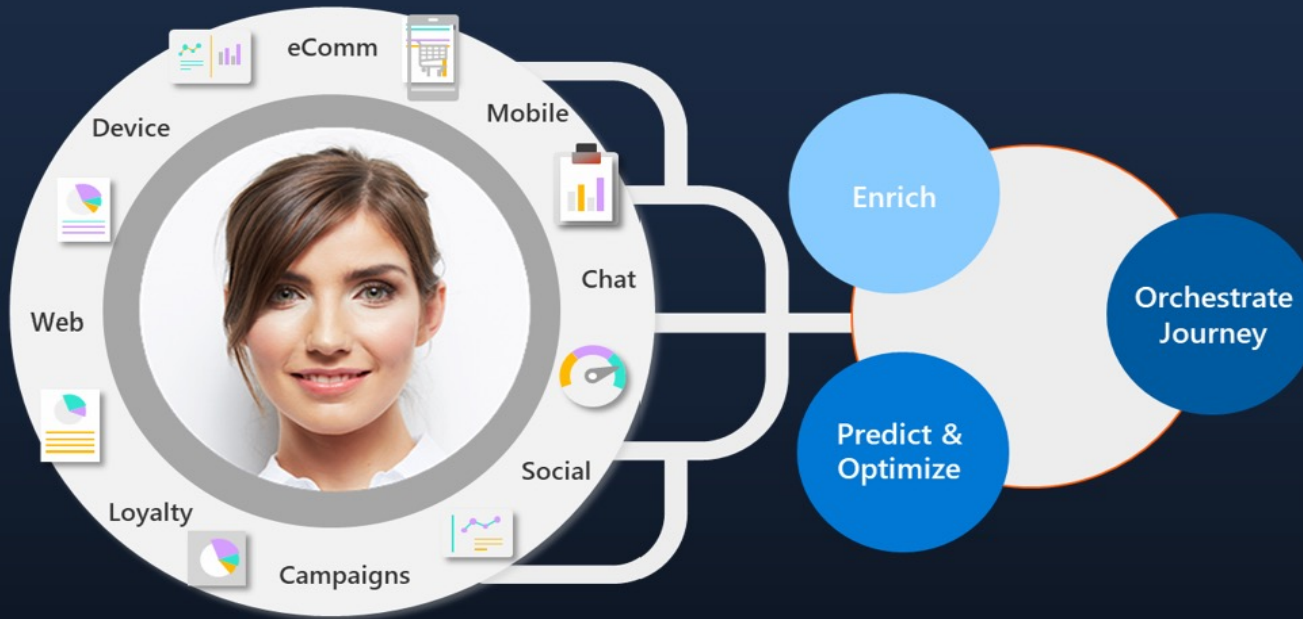
In your own environment on a secure platform that learns from every customer interaction to deliver exceptional experiences

UNIFY DATA

ANALYZE & PREDICT

ORCHESTRATE

ACTIVATE & MEASURE



Data ownership and control in your environment

Advertising

Microsoft Advertising

Google Ads



Engagement

Microsoft Dynamics 365

LiveRamp

AdRoll

Constant Contact

Marketo

HubSpot

Line of Business Applications



Solution of choice...

Front line workers



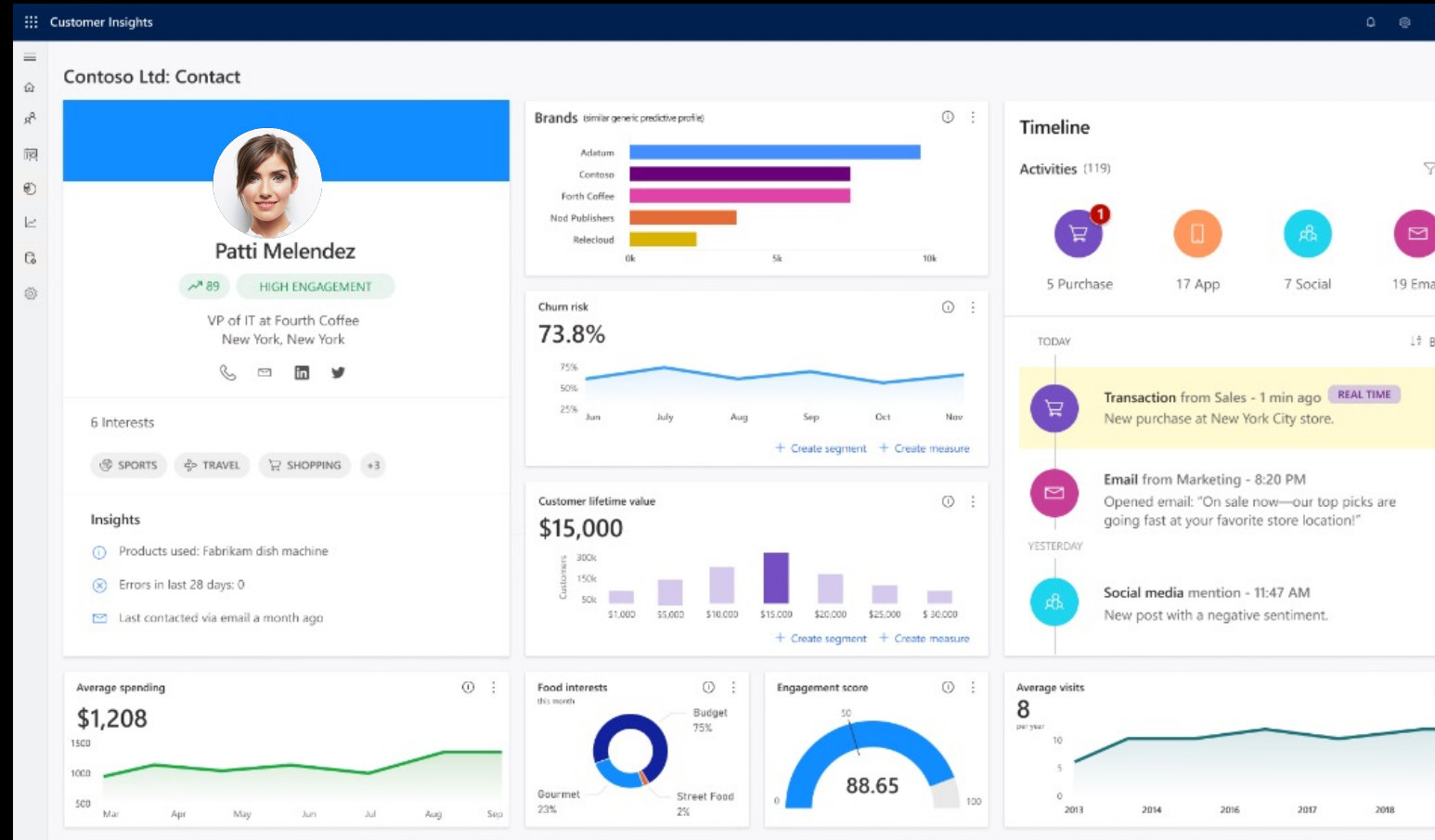
360 degree view of the customer

Unified customer understanding

Expand your knowledge

AI for predictions

AI-generated segments



Deeply understand your customers and gain a comprehensive view across touchpoints—including transactions, campaign responses, in-store or web visits, mobile app, loyalty redemptions, customer service encounters, social interactions, sentiment, or IoT signals. With Dynamics 365 Customer Insights, import the data or connect to an online service using pre-built connectors for myriad first- and third-party data sources to create this view.

Personalize the
customer experience



Cohesive customer journeys

Real-time journey orchestration

AI-driven optimizations

Hyper personalize messaging

Collaborate without leaving the flow


Improve marketing KPIs

The screenshot displays the Dynamics 365 Marketing interface for an "In-store customer engagement journey" (Live). The journey flowchart shows a sequence of steps: "Trigger event: Connect to in-store Wi-Fi" (4,100), "Add an if/then branch: Loyalty member", an "Add an A/B test: Offer experiment" (2,700 Yes), and two parallel paths: "Version A" (1,350) leading to "In-store exclusive offer", and "Version B" (1,350) leading to "Recommendations just for you". A "500" notification is also visible. On the right, the "Create a new journey" dialog is open, showing "Name the journey" (Journey), "Choose the type of journey" (Trigger-based selected), and "Choose a trigger *". The "Entry criteria" section on the right indicates the journey is triggered by an event.



Dynamics 365
Customer Insights

Engage customers in moments that matter with event-based customer journey orchestration. The real-time nature of the journey enables you to immediately respond to customers and convert their expression of interest into sales. End to end journeys enable every interaction to be contextually relevant across channels, departments and devices.



Microsoft is using
generative
AI/ChatGPT to
change how
employees work, and
what they can
achieve:

Boost productivity with AI-powered email content ideas

Leverage machine learning to generate ideas and create engaging emails instantly.

Content Ideas (preview)

What is your content about?
Enter 2-5 sentences that you want your reader to take away.
[See examples](#)

Thank you for subscribing to our newsletter!

We'll keep you up to date on new products and offers

Take advantage of free shipping on all U.S. Addresses!

+ Add a sentence Clear all

Get ideas

Content ideas

Describe what your content is about
Enter up to five key points that you want to get across in your email.
Content ideas will generate a set of text suggestions.

[See examples](#)

The end of the year is in sight

Winter is coming, but the only thing that's freezing are our prices

Use code HAPPYDANCE

+ Add a key point

Browse ideas

Content ideas are just suggestions. Please review before using them.

End of Year SALE

Winter is coming, but the only thing that's freezing are our prices.

Use code HAPPYDANCE at checkout to get 20% off your purchase.

Shop now >>

Snow is on the horizon, but our prices are getting hotter!

Use code HAPPYDANCE at checkout for 20% off your purchase!

Shop now >>

Marketing effectiveness analytics

Start date: Last 1 Month

Overview

- Newsletter subscriber: 84K (vs. last month)
- Webinar registration: 57K (vs. last month)
- Marketing qualified lead: 30K (vs. last month)
- Opportunity created: 10K (vs. last month)

Marketing attribution analysis

Milestone: Marketing qualified lead Attribution model: AI-based multi-touch

Marketing qualified lead by journey

Holiday promotion	8.9K
VIP member journey	7.2K
Lead nurturing	3.2K

Marketing qualified lead by channel

Email	16.7k
SMS	9.2k

Marketing qualified lead by marketing assets

Webinar invite email	7.2K
Registration form	6.5K
Product intro email	5.6K



- Chatgpt based content ideas
- Chatgpt segmentation assist
- Best channel selection
- AI driven attribution*

Our AI vision:
Change the **workflow** to
discovering and
describing outcomes,
and **Copilot** takes the
lead

From:

To:

Finding the right
buttons and know how

High productivity Copilot
UI comes to you

Assets from "scratch"

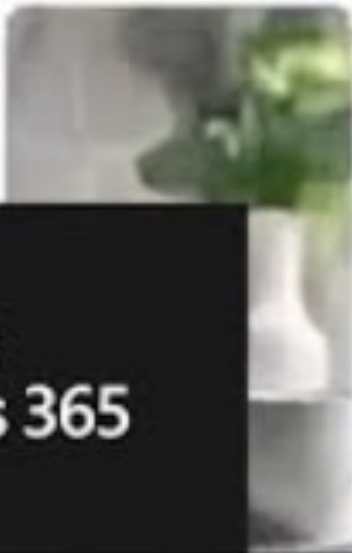
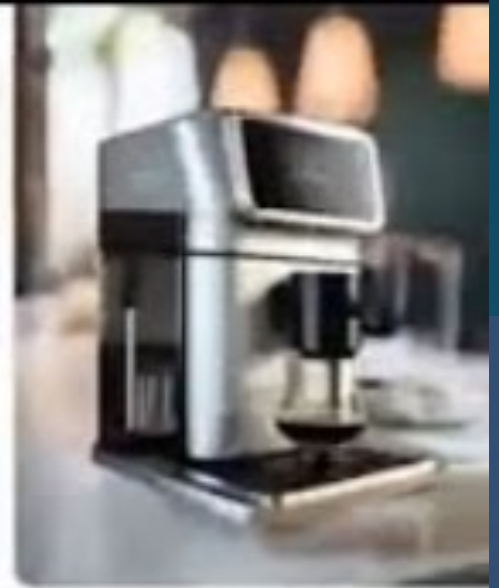
"Curate" from a set of data
driven, generated options

Manual testing

Reviewing and approving
the Copilot's work


Finding the pieces
to optimize

Copilot suggested optimizations
and recommendations



Exploring the health benefits of coffee

As an active professional, you know coffee is a great way to start your day. It's not just a beverage, it's a source of energy and a natural mood booster. Coffee is also a source of antioxidants, which can help protect your cells from damage. And, of course, it's a great way to socialize with friends and colleagues. So, why not make the most of your coffee? Try some of the health benefits of coffee today.

 Microsoft
Dynamics 365

Thank you.

Retail
unlocked



N^oV^a
consulting
group

Pause



Er det god butikk å jobbe med kundeopplevelse?

Morten Blomfeldt
Epinova



Christine Madsen
Dale of Norway



FØR

Merkevare

Søk
Kampanjer
Omtale

UNDER

Pris Sortiment

Inspirasjon
Ytelse
Design
Søk
Personalisering
Tillit og sikkerhet
Bilder
Produktbeskrivelser
Anmeldelser
Tilgjengelighet
Fraktalternativer

ETTER

Kundeservice Returer

Distribusjon
Lojalitetsprogram



 DALE
OF
NORWAY

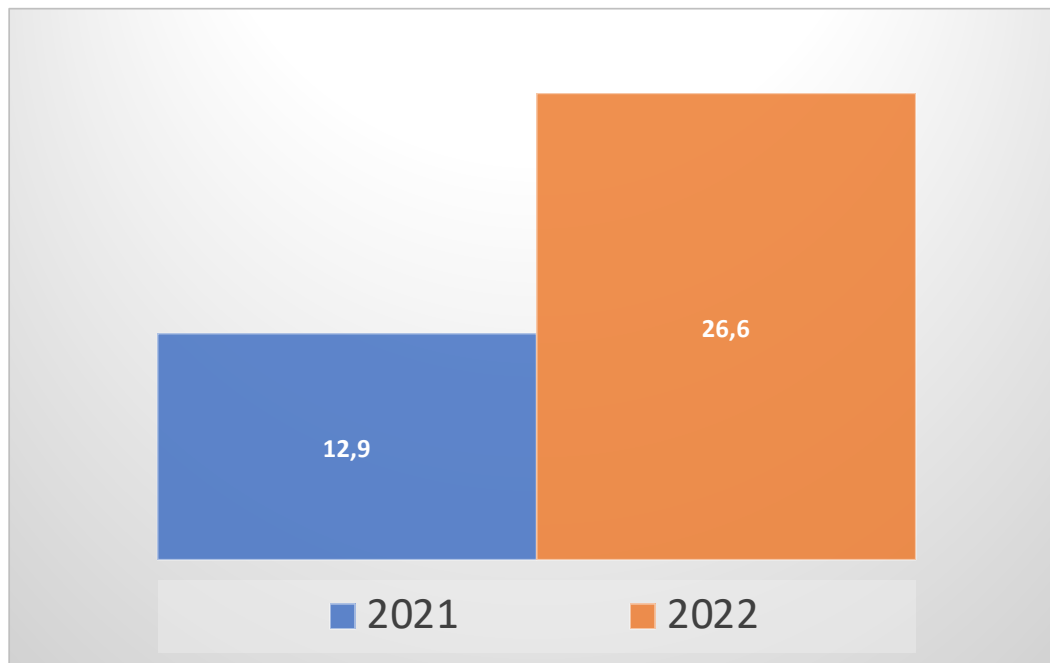
OUR VISION

KNITTING A NEW STANDARD FOR THE FUTURE



 DALE
OF
NORWAY

Sterk omsetningsvekst - og eksplosjon i antall henvendelser i Zendesk



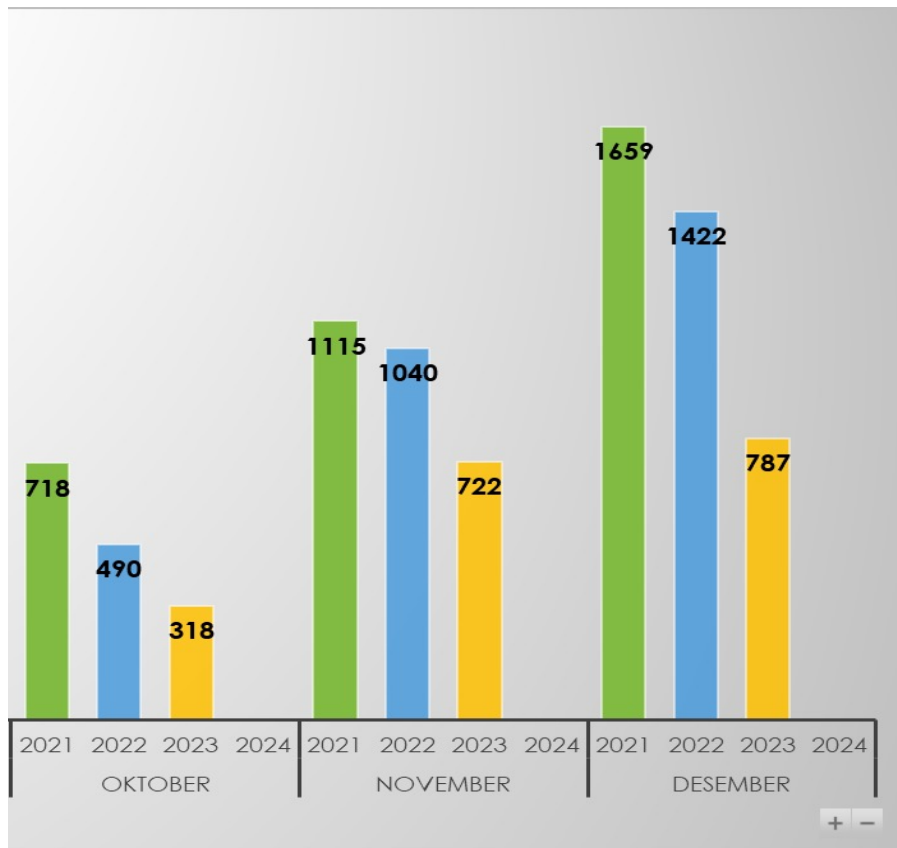
Netto omsetningstall Dale of Norway

- Betydelig vekst i netthandel
- Ca 2/3 av omsetningen kom fra marked utenfor Norge
- Over 50% av ordrene kom i Q4
- Over 3300 henvendelser via kundeservice i Q4



 DALE
OF
NORWAY

Antall kundehenvendelser halvert i høysesong



Antall henvendelser i Zendesk 2021-2023

- Betydelig vekst i omsetning og antall ordre i 2023
- Responstid kraftig ned
- Bedre returtracking, raskere tilbakebetaling og betydelig økt kundeopplevelse
- Betydelig effektivitet internt og organisasjonen rigget for videre vekst



 DALE
OF
NORWAY



Spørsmål?



Last ned:

**Rapport for
Digital Handel
2024**

fra Epinova

www.epinova.no/kompetanse/digital-handel/



**Vil du ha
presentasjonen?**

- **Svar på spørreskjema og motta**

Tusen tak

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Group
Karl Johans gate 16
0154 Oslo

Visit us in Stockholm

NOVA ConsultingGroup AB C/O
United Spaces
Görtgatan 22A
118 46 Stockholm

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www.novaconsultinggroup.com

