

Η νέα πραγματικότητα στο ηλεκτρονικό εμπόριο

ΣΕΒ

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The new normal

What should businesses do ?

What does success look like ?







Lockdown

Μοναστηράκι
Monastiraki

Ομόνοια
Omonia

Ομόνοια
Omonia

Ομόνοια
Omonia

Βασιλειάδα
V. Sofias

Once in a generation hard digitisation

A long-exposure photograph of a city street at night. The scene is dominated by tall skyscrapers, some of which are illuminated with bright lights. The sky is dark, and the ground is a multi-lane road. The most striking feature is the presence of numerous light trails in various colors, including red, blue, yellow, and green, which streak across the road and sky, suggesting a fast-moving environment or a digital overlay. The overall atmosphere is one of dynamic energy and modern urban life.



New consumer habits

Proprietary + Confidential



+30% projected in 2020 in the GR e-commerce market

+70% projected of GR e-commerce market volume by 2025

59.3% of GR user penetration in e-commerce until 2025 VS 50.3% now

Source: Statista adjusted to COVID-19



+30% increase in Retail search related queries during 1st lockdown

+60% increase of daily viewers of YouTube on TV screens during 1st lockdown

53% of consumers are bargain hunters, majority of which are planned purchases

Source: Google internal data



58% either shopped online for the 1st time or increased their online shopping frequency

+60% hadn't bought from online supermarket before 1st lockdown, but

50% of them will continue to shop online. Expected to rise after the 2nd lockdown

49% of consumers claim that COVID has changed their buying behaviour

Source: Google internal data

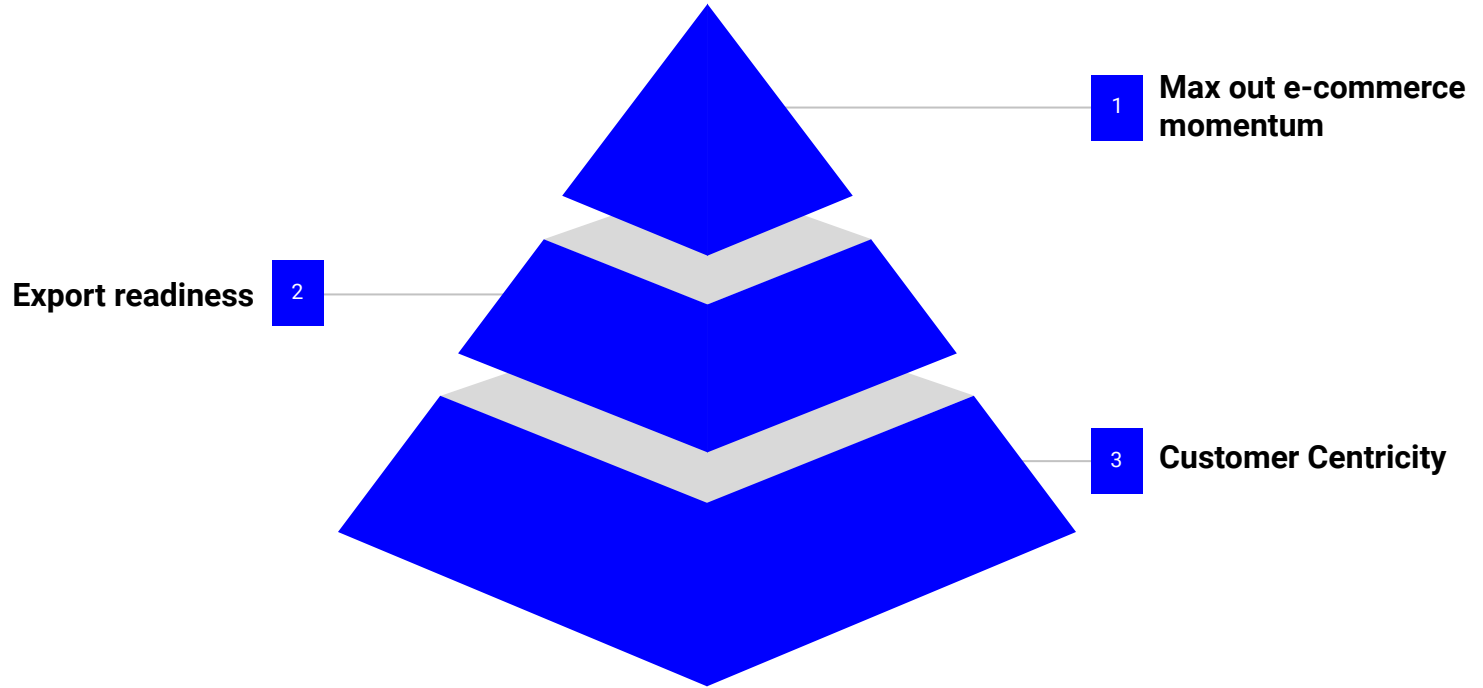




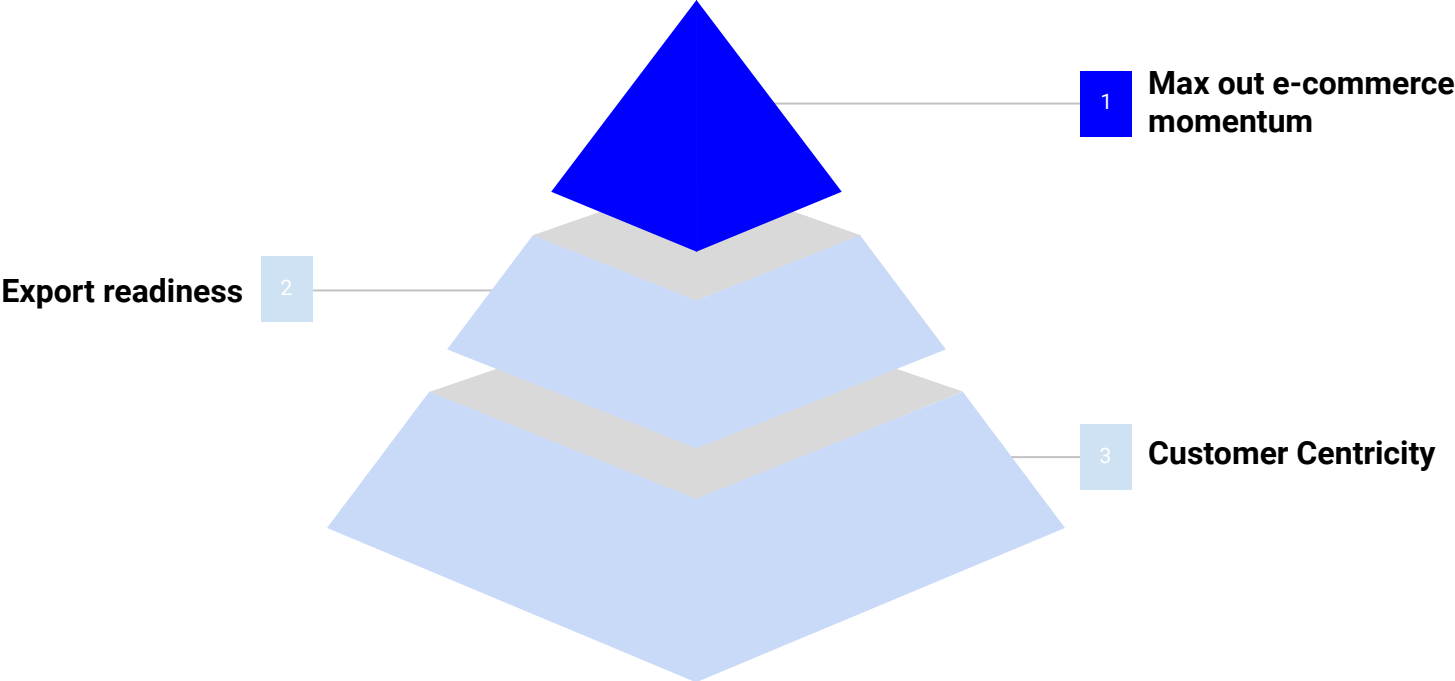
Whatever makes
you uncomfortable
is your biggest
opportunity for
growth.

~Bryant McGill

Growth mindset



Growth mindset



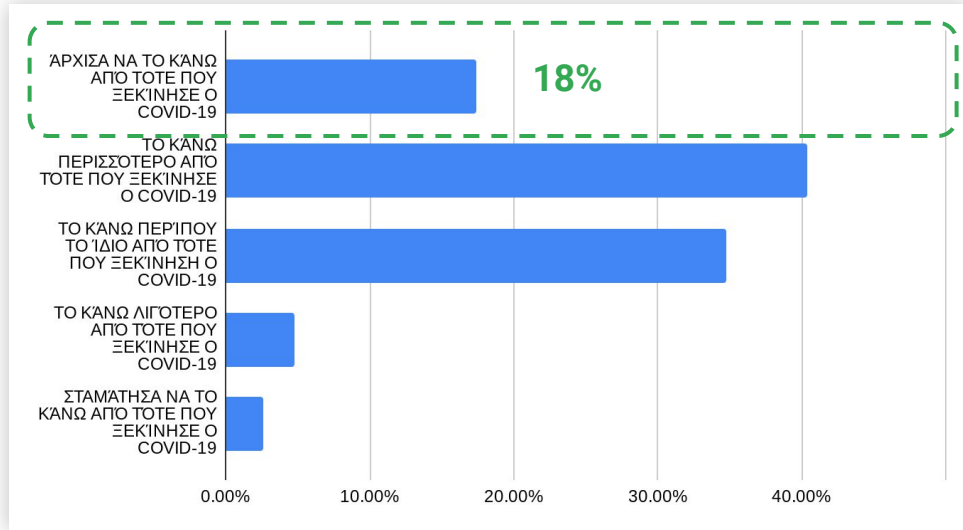
The pandemic has shifted our behavior towards online shopping



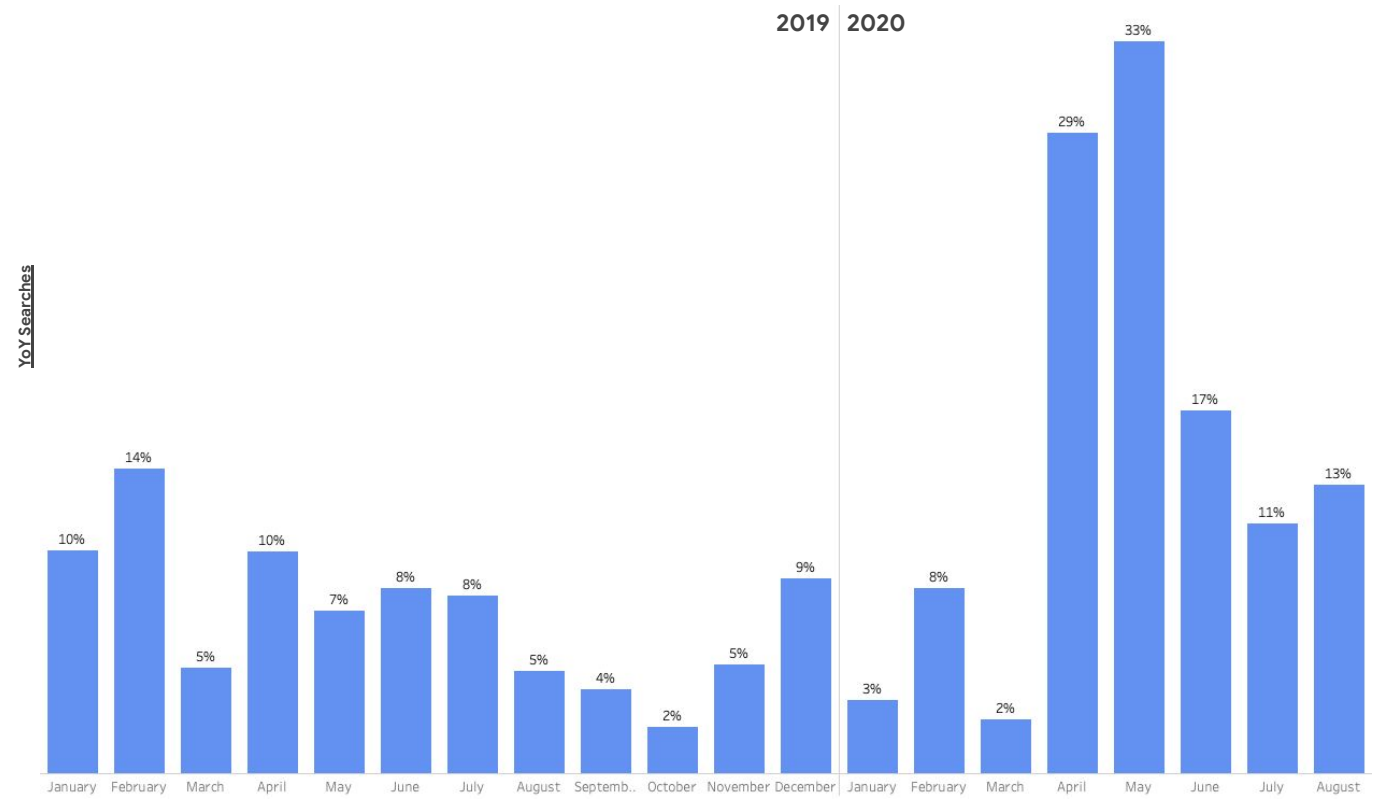
58%

either shopped online for the first time or increased their online shopping frequency

Online Shopping

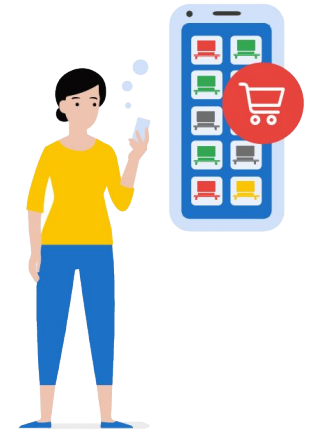


The path forward: What to expect for the upcoming seasonal period



+33%

Amid lockdown Searches YoY growth



Source: Google Internal Data, Google Search, Retail Industry - Greece, 01/2019-08/2020 YoY

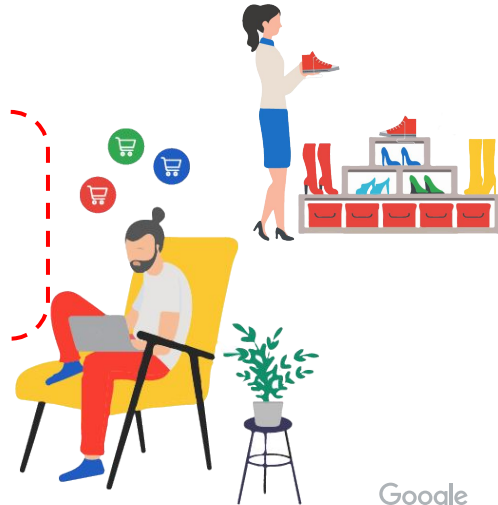
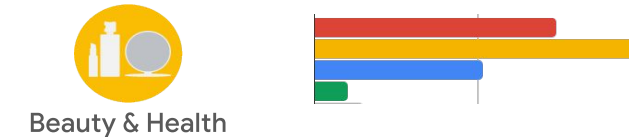
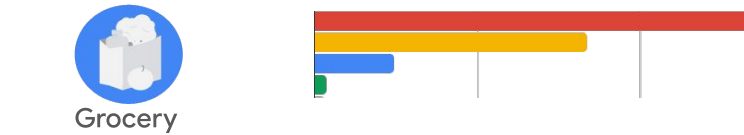
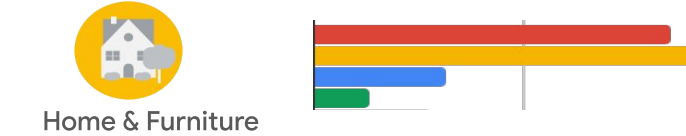
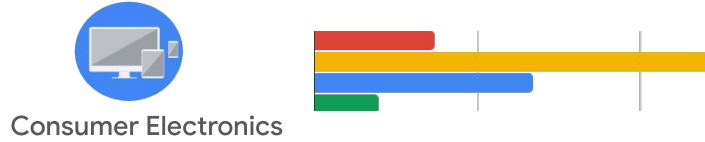


Purchase Phase

- I **never** buy online
- I **sometimes** buy online
- I **mainly** buy online
- I **only** buy online

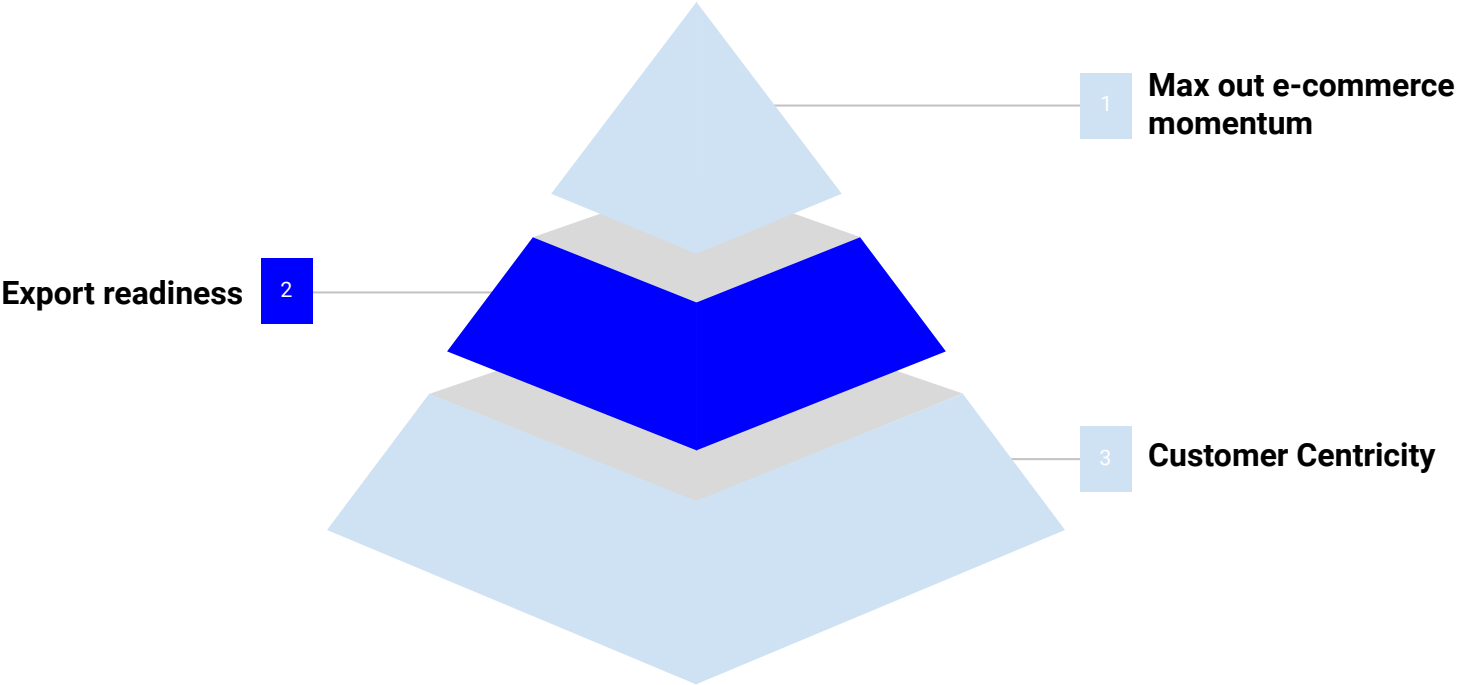
Purchase Online or Offline?

Radical changes due to lockdowns



Source: Declarative study | Q: Σήμερα, κατά πόσο οι αγορές σας στις ακόλουθες κατηγορίες γίνονται online;

Growth mindset



A wide-angle view of Earth from space, showing the curvature of the planet and a bright sunset or sunrise over a large body of water. The sun is low on the horizon, casting a golden glow across the clouds and the surface of the water. The Earth's atmosphere is visible as a thin blue layer against the blackness of space.

Think big.
Think global.

Consumers are ready to forget
country borders.

International

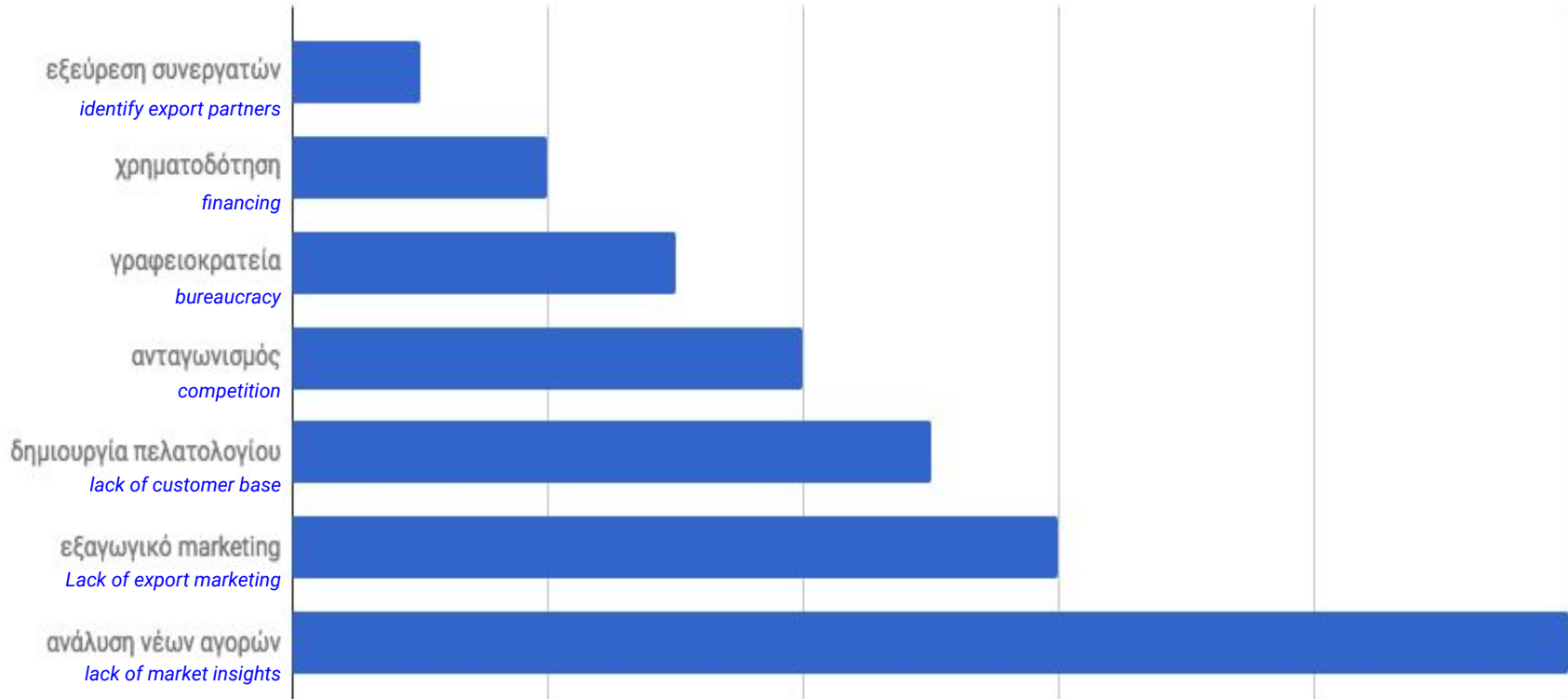
When they're looking to buy,
geography is not limiting

+115%

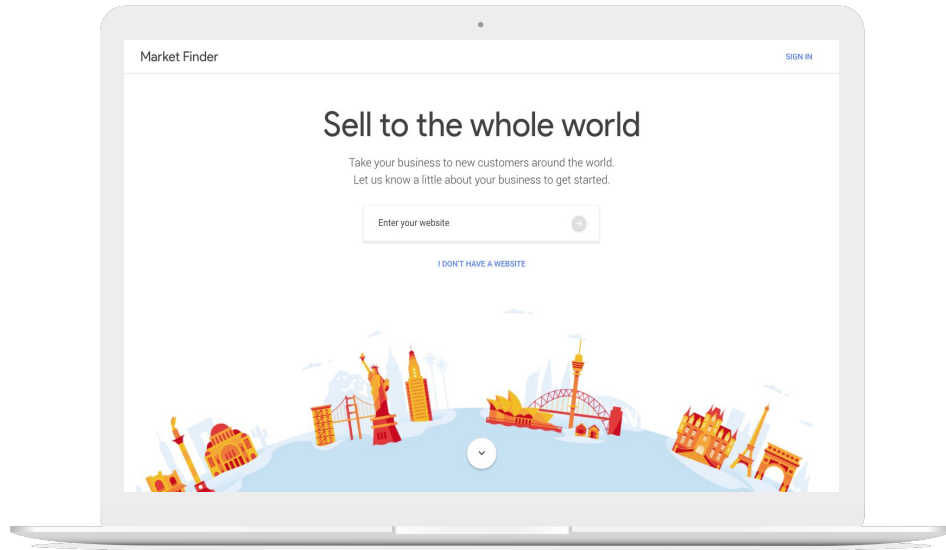
Source: Google Data, EMEA, Jan - Dec 2015 vs Jan-Dec 2017



Which are the difficulties that you face when trying to plan or implement your export strategy?



Market Finder, a free tool that combines the power of our data and our export know-how



3-Step Value proposition:



1: Insight - Market recommendations



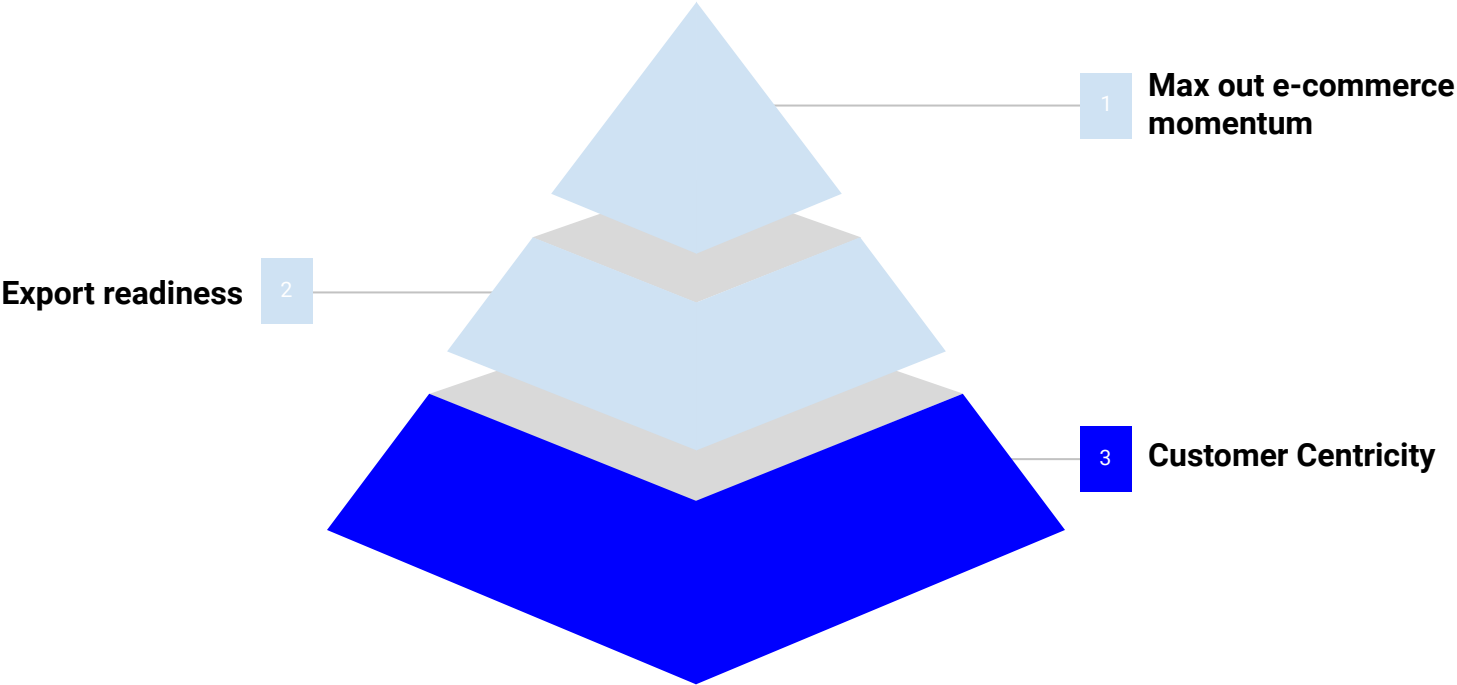
2: Operational know-how



3: Marketing solutions



Growth mindset





Customer centricity



In every touchpoint: paid & owned channels

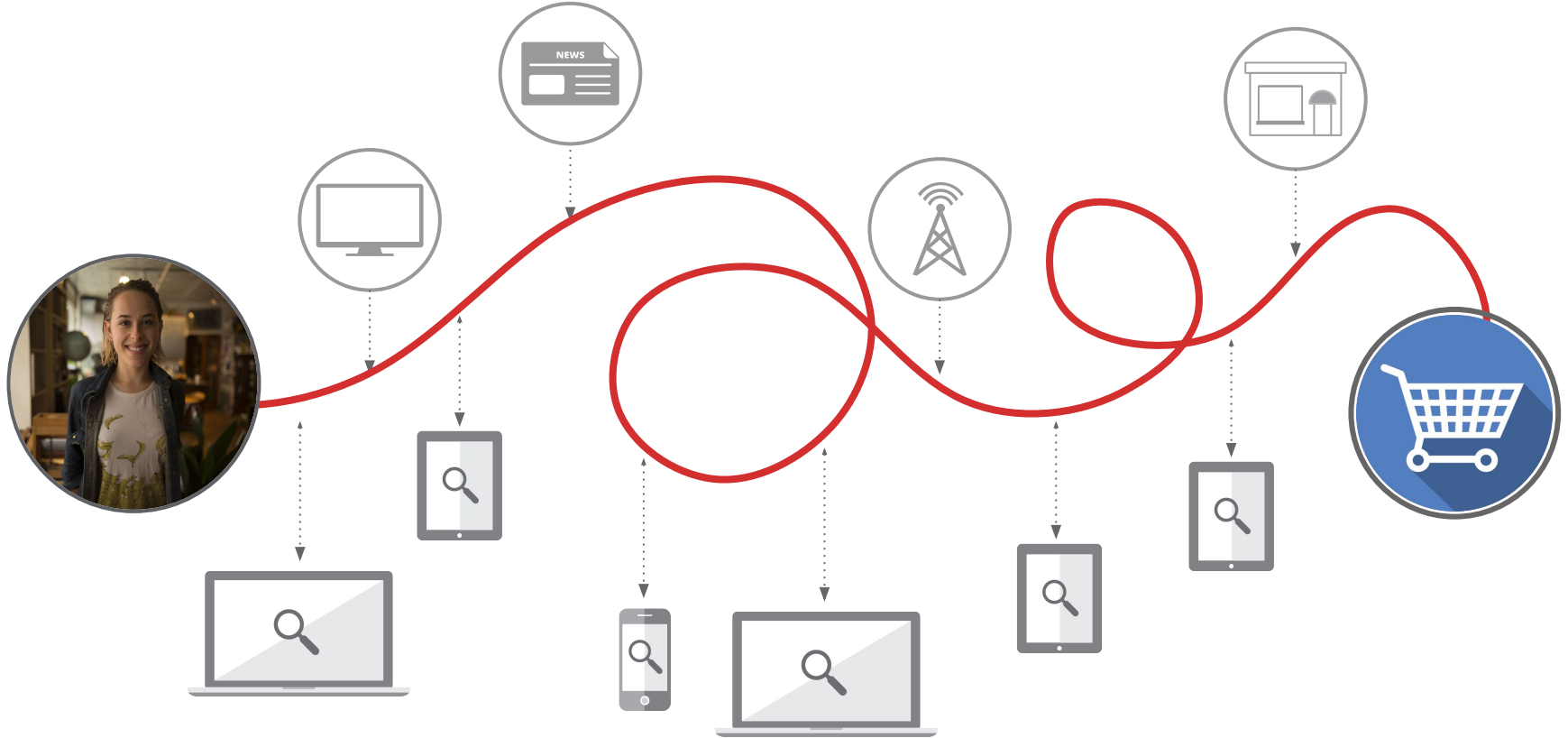
UX / UI
After sales support

Logistics to serve different needs

Preferred payment leads to low cart abandonment

Loyalty

Path to purchase is more complicated than ever



Google audience targeting

Strong audience signals, to reach effectively the right **person** at the right time

PAST



Demo

- Male
- 35-44



Google Ads

PRESENT



Demo

- Male
- 35-44
- Parent

Interests

- Family focused
- Auto enthusiast
- Football lover
- Coffee aficionado
- ...

Life stage

- About to move house
- Just started his business
- Got new pet

Purchase intent

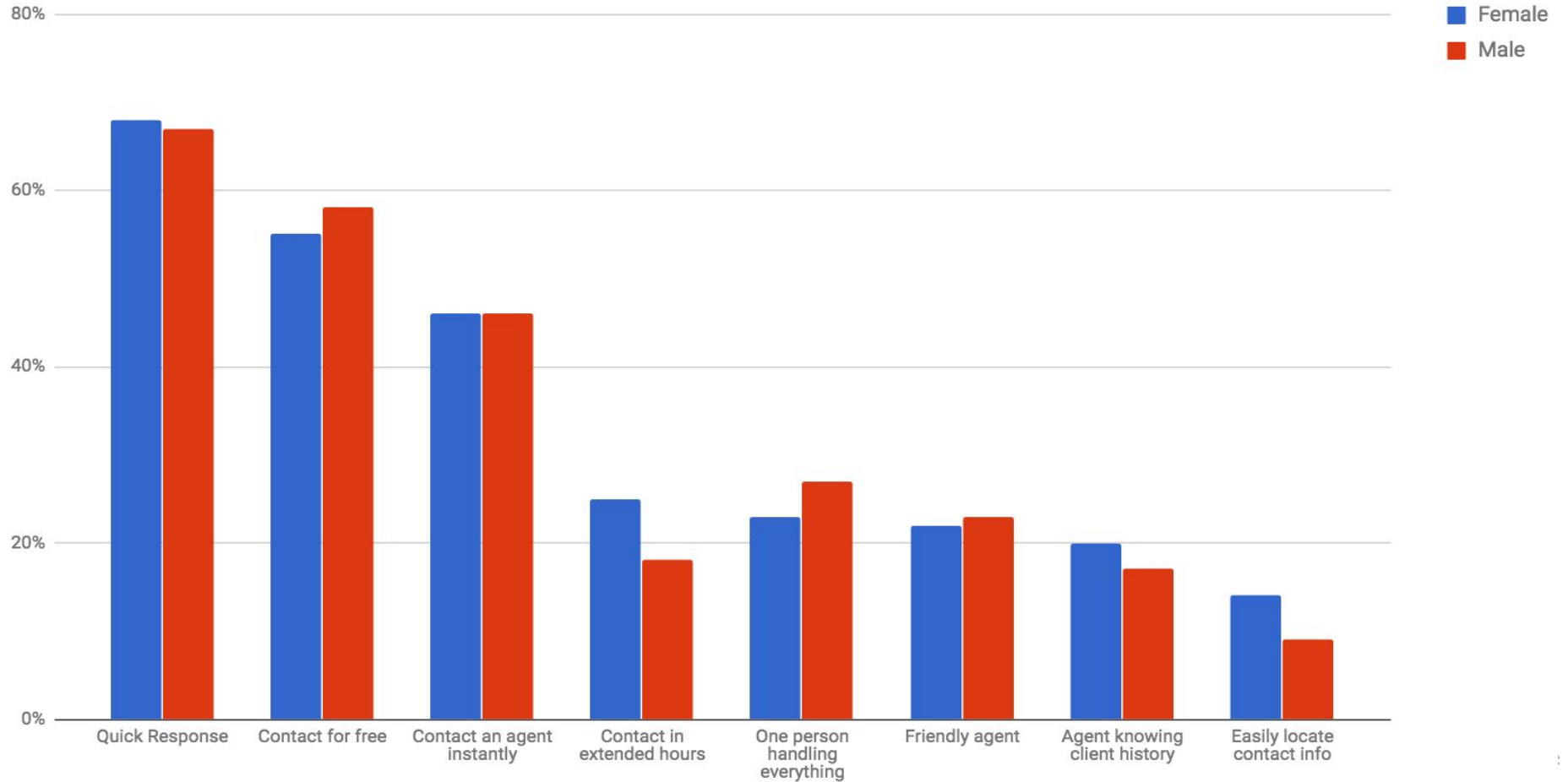
- Looking to buy new car
- Looking to buy baby diapers
- Looking to buy baby food
- ...

History with brand

- Has visited brand's website
- Has watched latest ad video

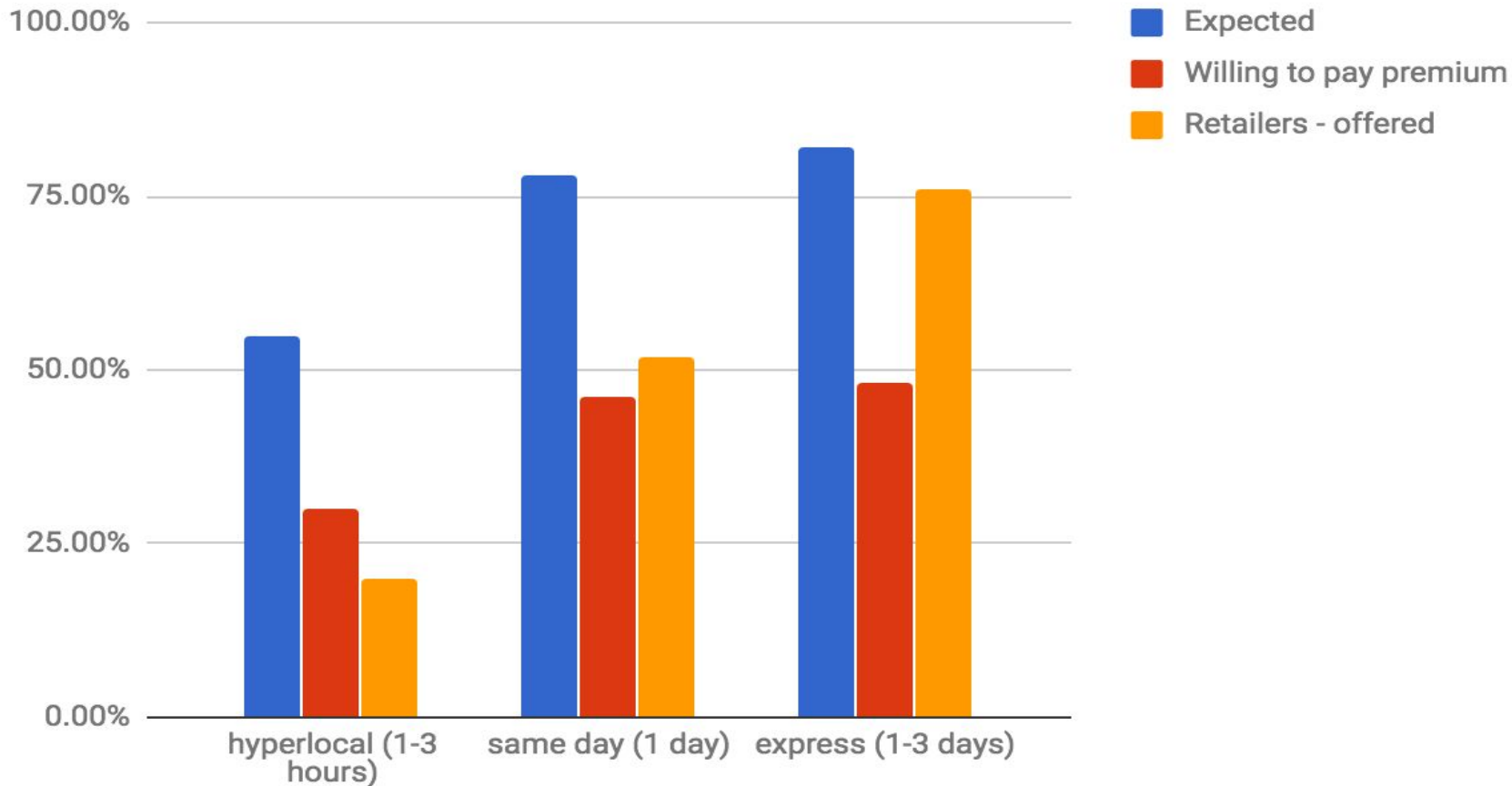
CX: Expectations in customer support

Proprietary + Confidential



Flexibility: Digital buyers are more and more demanding

Proprietary + Confidential

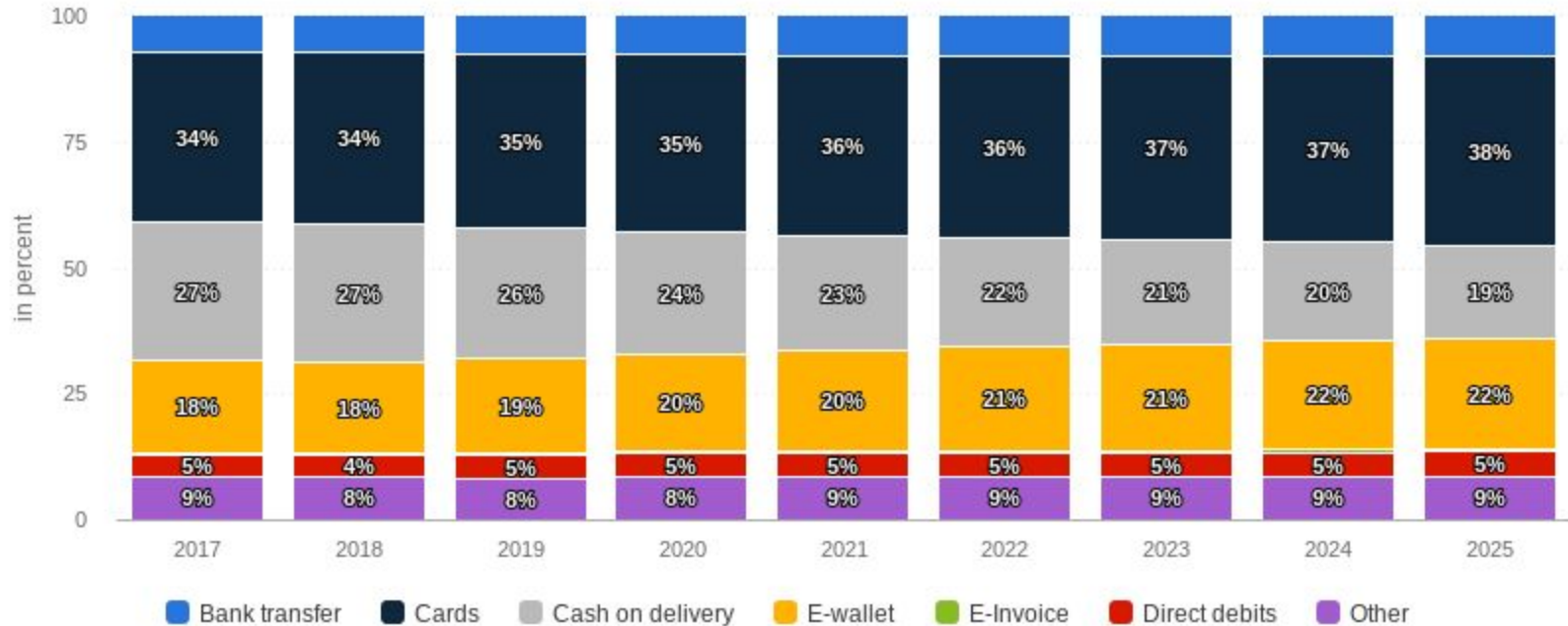


67%

of online shoppers
abandon carts because
a site does not support
local payment methods.



Preferred payment types in Greece



Source: Statista (Forecast adjusted for expected impact of COVID-19), November 2020



**WHAT'S YOUR DEFINITION
OF SUCCESS**

Different objectives based on maturity level

**Growth - increase
customer base**

Profitable growth

Different objectives based on maturity level

Growth - increase customer base

Profitable growth

Export focus on key destination markets to maximize e-commerce momentum

Different objectives based on maturity level

**Growth - increase
customer base**

Export focus on key
destination markets to max
out e-commerce
momentum

Profitable growth

Focus on **P&L
optimisation** via
automation
(operations - customer
acquisition - loyalty)



Search bar containing the text "Thank you" in blue. On the left side of the bar is a magnifying glass icon. On the right side, there is a close button (an 'X' icon) and a microphone icon.

Google Search

I'm Feeling Lucky

Google offered in: [Ελληνικά](#)