

Commerce Solutions from Kepler

Commerce media is evolving and has recently become a larger focus for brands and partners. With the explosion of growth in commerce during the pandemic, there are more opportunities than ever for brands to capitalize on changing buyer behavior. Commerce expansion has accelerated as more channels and partners look to capitalize on this growth.

The market is evolving quickly and best-in-class strategy must shift just as fast to keep up.

Navigating this expansion is only becoming more challenging as the market evolves. **The solution is understanding trends and priority platforms, with a standardized evaluation process.**

Kepler provides end-to-end solutions for the best in class omni-channel commerce execution. Our approach balances partner evaluation of both established and emerging partners, using advanced measurement, and proprietary Kepler technology across all media.

Kepler's Expertise in Commerce

Kepler's commerce media approach supports client success across an ecosystem that is rapidly changing.

We deliver omni-channel commerce solutions to help brands by:

- Supporting and leading on client and partner opportunities
- Offering best-in-class and up-to-date process, tools, POVs, partner access, training, and people
- Understanding the gaps in partner offerings and create/vet tools and processes to fill these gaps



A holistic digital commerce strategy should consider these key elements:



CORE PARTNERS

The core of most media plans: Google, Meta, Amazon etc.



SOCIAL COMMERCE

Alternative sales and awareness channels to find new/niche audiences



FEED AND SITE

The foundation of all buying platforms and user experience



EMERGING CHANNELS

Understanding and vetting new partners (retail media networks, etc.)



OMNI-CHANNEL

Holistic strategy incorporating all brand interactions (In-store, social commerce, retail media networks, etc.)



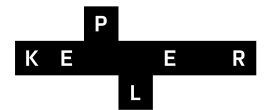
MEASUREMENT AND AUDIENCES

Brand source of truth measurement and the harnessing of audience data



TOOLS AND PROCESS

Understanding how to fill capabilities and process gaps



Kepler helps clients succeed in commerce media by:

- Effectively managing, optimizing and deploying inventory feeds and dynamic ads across various partners
- Achieving clients goals efficiently, driven by a combination of program structure, best practices and data-informed optimization
- Optimizing and deploying best practices with a multitude of third-party and partner feed management platforms
- Utilizing a combination of media and feed data to create standardized and unique analyses that drive further efficiency

Kepler's commerce approach aims to support teams and clients across an ecosystem that is rapidly changing. We have experience working across established Retail Media Networks, as well as emerging partners. With our strong expertise in key retail channels and through partnerships with key platforms, we gain early access to emerging opportunities within these platforms. We are prioritizing partnership with Meta, Google and Amazon as current leaders in commerce and have achieved advanced partner status from Amazon.

Case Study

Scaling cross-channel commerce capabilities for a fashion retailer.

THE CHALLENGE

Sales had been declining due to a customer base that had become highly-concentrated and was rising in median age. Only 10% of total customers accounted for over half of the client's sales.

OUR SOLUTION

We planned and executed the largest digital campaign in the brand's history, featuring a popular celebrity influencer and built on data-backed audience insights that ensured we were serving high-impact placements where our client's core customers were consuming media. We also significantly increased investment in awareness and engagement media to diversify media mix and drive business impact.

Using a video-first approach, we executed a full funnel campaign through social, connected TV, online video and high-impact display.

THE RESULTS

The campaign exceeded business targets, with a 9% increase in sales and 10% increase in traffic targets. The original goal was to reignite the love consumers had for the brand, and the campaign succeeded, driving an over 50% lift in returning customers and a 20% lift in new customers.

Taking the next step



HOW SHOULD BRANDS GET STARTED?

Our Commerce Center of Excellence is composed of subject matter experts who can empower your organization to implement and/or leverage cross-channel commerce capabilities. Get in touch at commercecoe@keplergrp.com

Current clients interested in working more closely with the Commerce COE should reach out to their Kepler account leads.

“The COVID-19 pandemic accelerated U.S. Commerce the equivalent of ten years in a matter of months, forcing all retailers to advance their digital transformation to meet consumer demands. The Commerce COE understands that each client requires unique support whether it’s new opportunities in retail media networks, setting up a social storefront and checkout, optimizing producing feeds, omni-channel retail strategies and much more.”

Alex Fisher, Director, Commerce Center of Excellence, Kepler

