



RETAIL TECHNOLOGY: GROWTH ACCELERATOR REPORT

July 2023



About this report

As the cost-of-living crisis bites and retailers are under increased pressure to find new ways of engaging and connecting with their customers, many brands are increasing their investment in technology.

Research from May 2023 found that of the 500 retail IT decision-makers surveyed, 63% were planning to increase their investment in technology during the next year.

The aim of this report is to educate retail technology vendors on how they can use earned, owned and shared media to capitalise on this growth.

To do so, we take a deep dive into the industry looking at how the fastest-growing brands are using these mediums to accelerate their growth.

Contents

- Who are your buyers?
- Who influences your buyers?
- Which journalists should you be speaking too?
- What topics should you be talking about?
- Key events to be aware of
- How are the fastest growing brands using:
 - Earned-Media
 - Search Engine Marketing
 - LinkedIn

Meet Paul – A Typical UK CIO

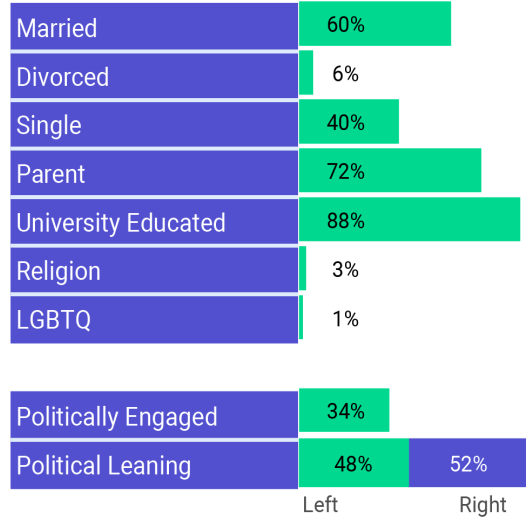
Likely name: Paul


Average age: 41

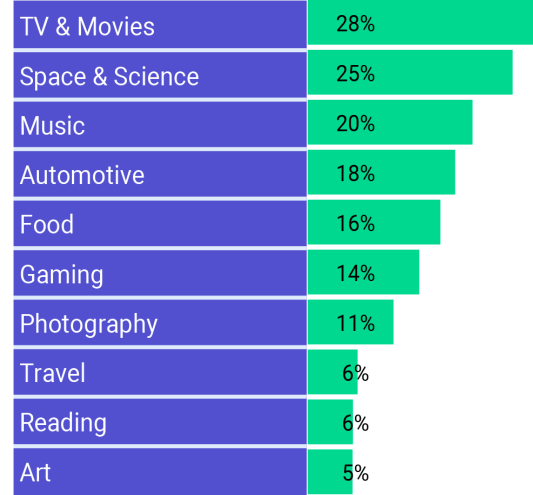
The gender split across the 1,262 UK CIOs was:



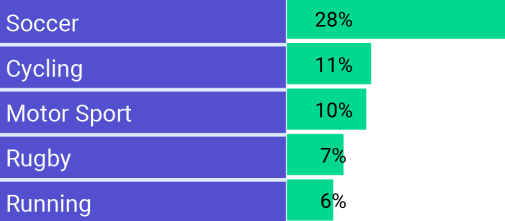
 **GENERAL BACKGROUND**




 **INTERESTS**
what they follow outside work

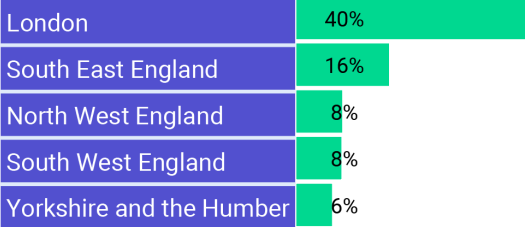


 **SPORT**
participates in or follows



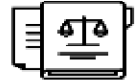
These 5 sports are played or followed by 40% of CIOs in the UK

 **LOCATION**
Lives or usually based



78% of CIOs in the UK live in these 5 regions

Who influences Paul?



INDUSTRY SPECIFIC

people, events and organisations that influence UK CIOs

CIO WaterCooler	Community of CIOs & IT Leaders	9%
Gartner	Technology analyst firm	8%
Mark Chillingworth	Icon Business Media	6%
Bryan Glick	Editor in chief of Computer Weekly	6%
NCSC UK	Part of UK's intelligence & cyber agency	6%
Digital Leaders	Online space for leaders promoting digital transformation.	6%
NHS Digital	National data and technology partner for the NHS	5%
Mark Samuels	Freelance technology journalist	5%
TechUK	Tech trade association championing UK tech industry	5%
Government Digital Service (GDS)	Government body responsible for digitising government	5%

These are 10 of the people, events, organisations, forums/communities, etc. that CIOs in the UK find interesting and relevant to their jobs but may not be obvious to most marketers.

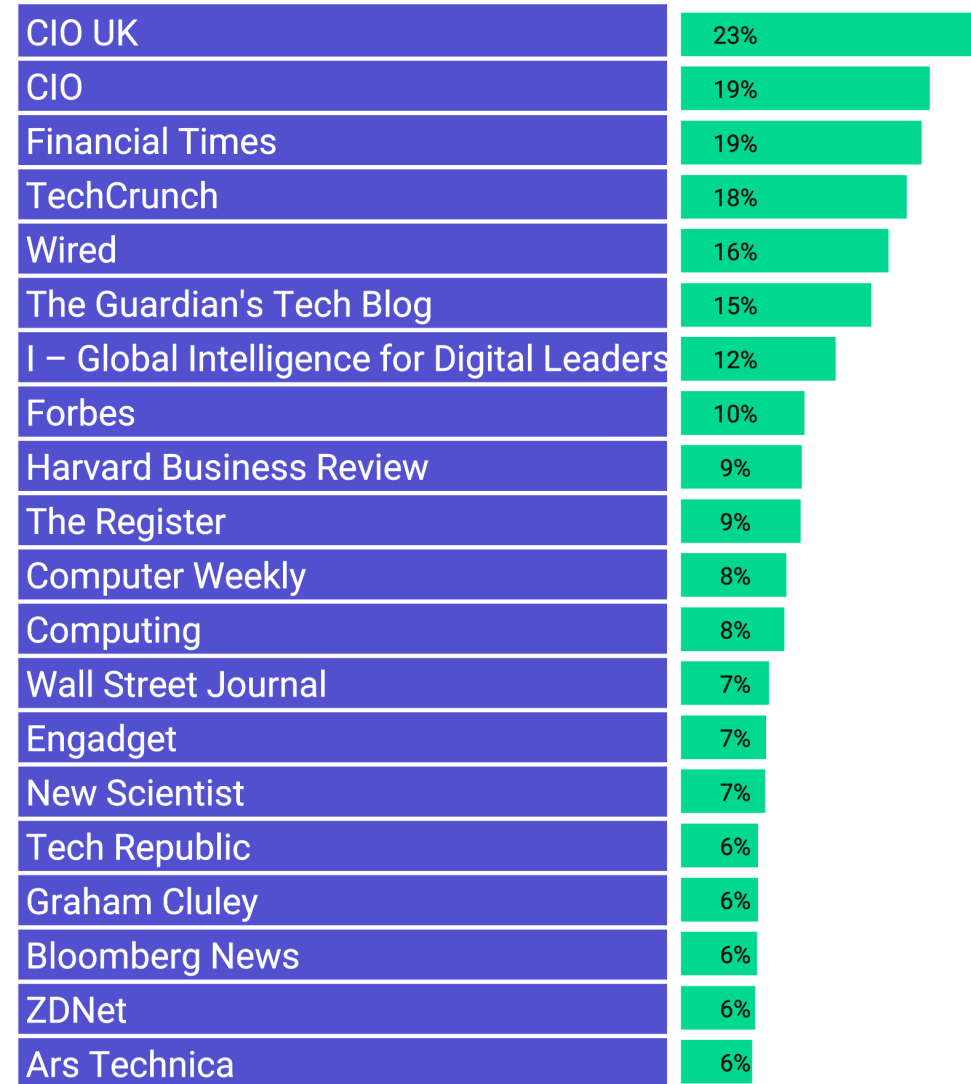
What does Paul read?

23%

Percentage of UK CIOs that read *CIO UK*

62%

Cumulative readership of the top 20 popular news outlets for UK CIOs



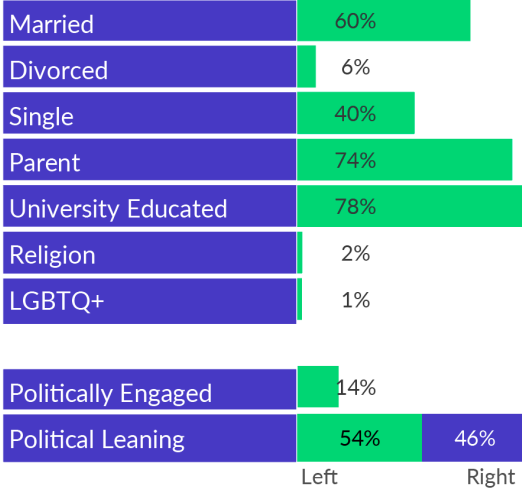
Meet David – A Typical UK CCXO

Likely name **David** Average Age **41**

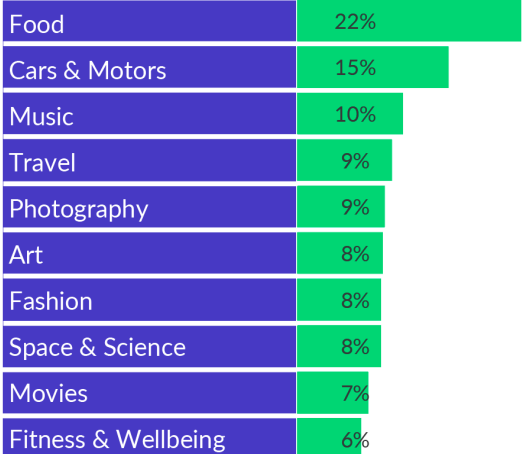
The gender split across the 562 Chief Customer Experience Officers in this study was:



 **GENERAL BACKGROUND**



 **INTERESTS**
what they follow outside work



These 15 interests are followed by 51% of the Chief Customer Experience Officers in this study

Who influences David?



INDUSTRY SPECIFIC

people, events and organisations that influence Chief Customer Experience Officers

Bruce D. Temkin	Head of Qualtrics XM Institute	17%
CX Journey	Customer experience strategy consulting firm	15%
UKCX Awards	UK Customer Experience Awards celebrating excellence in customer	9%
Peter Lavers	Specialist in B2C and B2B customer experience management & CRM	9%
Nancy Porte	VP of Customer Experience at Verint	9%
Nicola Millard	Principal Innovation Partner at BT	8%
The Institute of Customer Service	UK's customer service professional body	8%
Shep Hyken	Customer Service and Experience Expert	8%
Adrian Swinscoe	Customer Experience, advisor, speaker and author	7%
Next Generation Customer Experienc	Conference for Customer Experience professionals	7%

These are 10 of the people, events, organisations, forums/communities, etc. that Chief Customer Experience Officers find interesting and relevant to their jobs but may not obvious to most marketers.

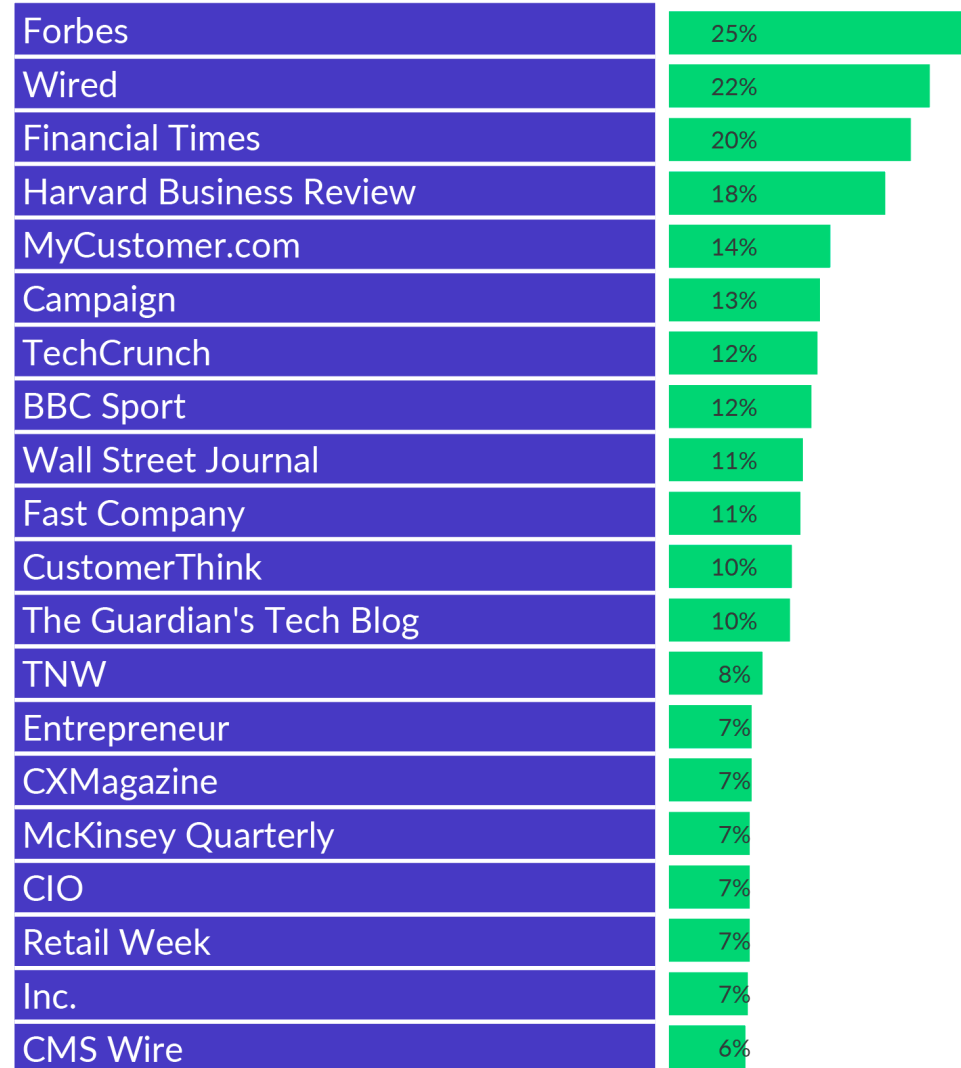
What does David read?

68%

Cumulative readership of the top 20 popular news outlets for Chief Customer Experience Officers

25%

Percentage of Chief Customer Experience Officers that read *Forbes*



Which topics should you be talking about?

From a speaking to a selection of the journalists that Dave is reading, the below is a sample of the topics that they are currently writing about:

1. The future of retail
2. Consumer experience
3. Consumer shopping habits – ONS data
4. Case studies
5. Omnichannel retail
6. Dark stores

Earned-media?

The below table is a snapshot of how the top retail technology brands are performing across UK earned-media environments. The analysis takes into account the publications that Paul & David are both consuming.

	Shopify	BigCommerce	Commercetools	Spryker	Kibo
Volume of coverage	1 st	2 nd	3 rd	4 th	5 th
Variety of coverage	1 st	2 nd	3 rd	4 th	5 th
Distribution of coverage	1 st	2 nd	3 rd	4 th	5 th
Range of exposure	1 st	2 nd	3 rd	4 th	5 th
Overall rank	1st	2nd	3rd	4th	5th

How can you drive more traffic to your website?

In terms of organic traffic for the UK, the percentage of traffic share directly correlated to the number of organic keywords. The top keywords used by the top brands are:

- 1. Composable commerce
- 2. Headless commerce
- 3. Unified commerce platform
- 4. Order orchestration
- 5. Order management system



kibocommerce.com	2%
spryker.com	2%
bigcommerce.co.uk	91%
commercetools.com	5%



commercetools.com	<1%
spryker.com	<1%
bigcommerce.co.uk	<1%
shopify.com	99%
kibocommerce.com	<1%

LinkedIn: Creating a prospect database

LinkedIn has over 740 million users. It is the largest single database of B2B professionals and is therefore a great way to connect and engage with your prospects. Used correctly, LinkedIn can act as a shop window for your business. The below table outlines how well the leading supply chain technology brands are using LinkedIn.

	Shopify	BigCommerce	commercetools	Spryker	Kibo
Followers	720.3K	87.3K	28.2K	24.8K	7.4K
Post frequency	Once a week	5 times a week	3–4 times a day	4–6 times a week	5–6 times a week
Engagement	Typically between 150–350 usually around 200	Typically between 50–150 usually around 90	Typically between 5–60 usually around 12	Typically between 20–100 usually around 45	Typically between 30–80 usually around 50
Content	A mixture of video interviews, blog posts, how-to-guides, partnerships, polls, video tutorials	A mixture of partnerships, blog posts, event attendance, podcast videos, awareness month posts, product announcements	A mixture of event attendance, awareness month posts, blog posts, webinars, how-to-guides, employee posts, some earned media	A mixture of whitepapers, partnerships, awareness month posts, webinars, event attendance posts	A mixture of partnerships, webinars, blog posts, employee updates, case studies, video interviews, event attendance
Overall rank	1 st	2 nd	5 th	4 th	3 rd

Using LinkedIn to engage with your prospects

In order to make the most of LinkedIn and engage with your prospects, these are the recommendations we would make:

- Make the content-prospect centric. Focus on the issues keeping your buyers up at night and demonstrate how you can help.
- Use case studies. Each of the leading brands received high engagement on their case study videos.
- Use multimedia formats: video content, interactive reports and slideshows.
- Invite prospects to interact with your content by asking questions and using polls.

Key Dates for Retail Technology Vendors

Seasonal peaks and troughs have always been key drivers of editorial for the retail press. Journalists typically look for articles that look at how retailers are preparing for seasonal peaks and how they plan to beat their competitors by offering a superior consumer experience.

- **Black Friday – November 24th**
- **Cyber Monday – November 27th**
- **Christmas – December 2023**
- **Boxing Day/January Sales – January 2024**
- **Easter – April 1st 2024**

GO INSTORE: RESCUING RETAIL

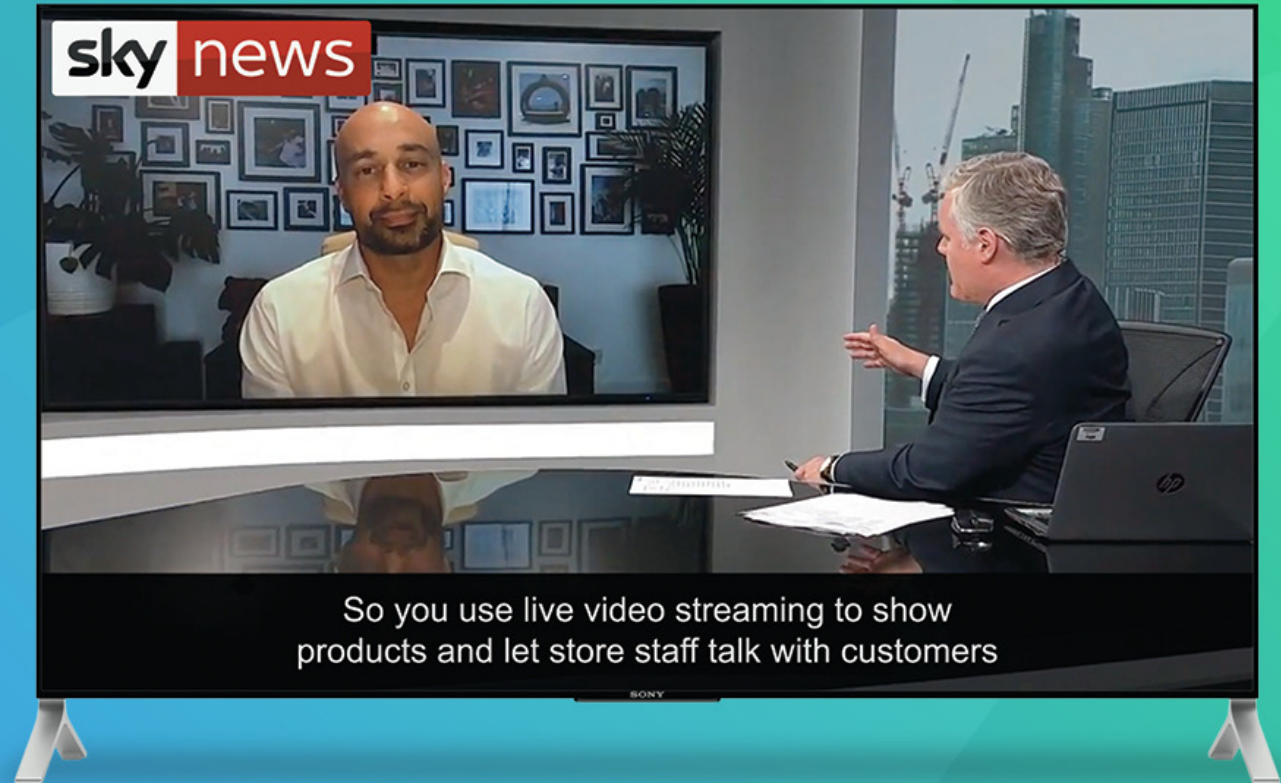


WINNER BEST PR CAMPAIGN

Go Instore offers an innovative live-video shopping experience. The pandemic had the potential to accelerate demand for their service, so they needed to ramp up coverage quickly.

“Champion Communications has gone above and beyond to deliver brilliant coverage from the offset at a crucial time for Go Instore. This is exactly the sort of impact we had hoped for!”

André Hordagoda
Co-Founder and Co-CEO, Go Instore



22

Pieces of coverage achieved in tier-one publications, reaching an audience of 260 million. KPI exceeded by 10%.

4

Pieces of coverage generated in national and broadcast outlets, including Sky News, CNBC, BBC Click and City AM.

52%

SoV achieved during the campaign, thus achieving the KPI.

5

Champion's coverage was directly linked to the sales team booking meetings with 5 new prospects, including Microsoft, IKEA, Kickonomy, Mejuri and Abbot Lyon.



LET'S TALK.

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AN AWARD-WINNING B2B PR CONSULTANCY

🌐 B2B Marketing

WINNER: GOLD – BEST PR CAMPAIGN | GO INSTORE
WINNER: BRONZE – BEST CORPORATE DECISION MAKER
TARGETED CAMPAIGN | IVANTI
FINALIST: BEST CORPORATE DECISION-MAKER TARGETED
CAMPAIGN | MOBILEIRON

🏆 CONTENT AWARDS

WINNER: B2B CONTENT CAMPAIGN OF THE YEAR |
MOBILEIRON
WINNER: BEST USE OF DATA IN A CONTENT CAMPAIGN |
MOBILEIRON

PRCA DARE AWARDS

FINALIST: B2B TECHNOLOGY CAMPAIGN | APTUM
FINALIST: B2B TECHNOLOGY CAMPAIGN | CLAREMONT

PRCA NATIONAL AWARDS

WINNER: BEST B2B TRADE CAMPAIGN | APTUM
WINNER: BEST B2B TRADE CAMPAIGN | IVANTI
WINNER: BEST USE OF DATA | IVANTI

PRmoment Awards

FINALIST: B2B CAMPAIGN OF THE YEAR | APTUM

Corporate Content Awards

WINNER: BEST USE OF DATA | IVANTI
WINNER: BEST ONE-OFF CONTENT CAMPAIGN | IVANTI
WINNER: BEST USE OF DATA | GREENLIGHT COMMERCE
WINNER: BEST CONTENT CAMPAIGN TO ASSIST WITH
CORPORATE POSITIONING | GREENLIGHT COMMERCE
FINALIST: BEST ONE-OFF CONTENT CAMPAIGN | APTUM

Champion Communications
is a member of the PRCA

