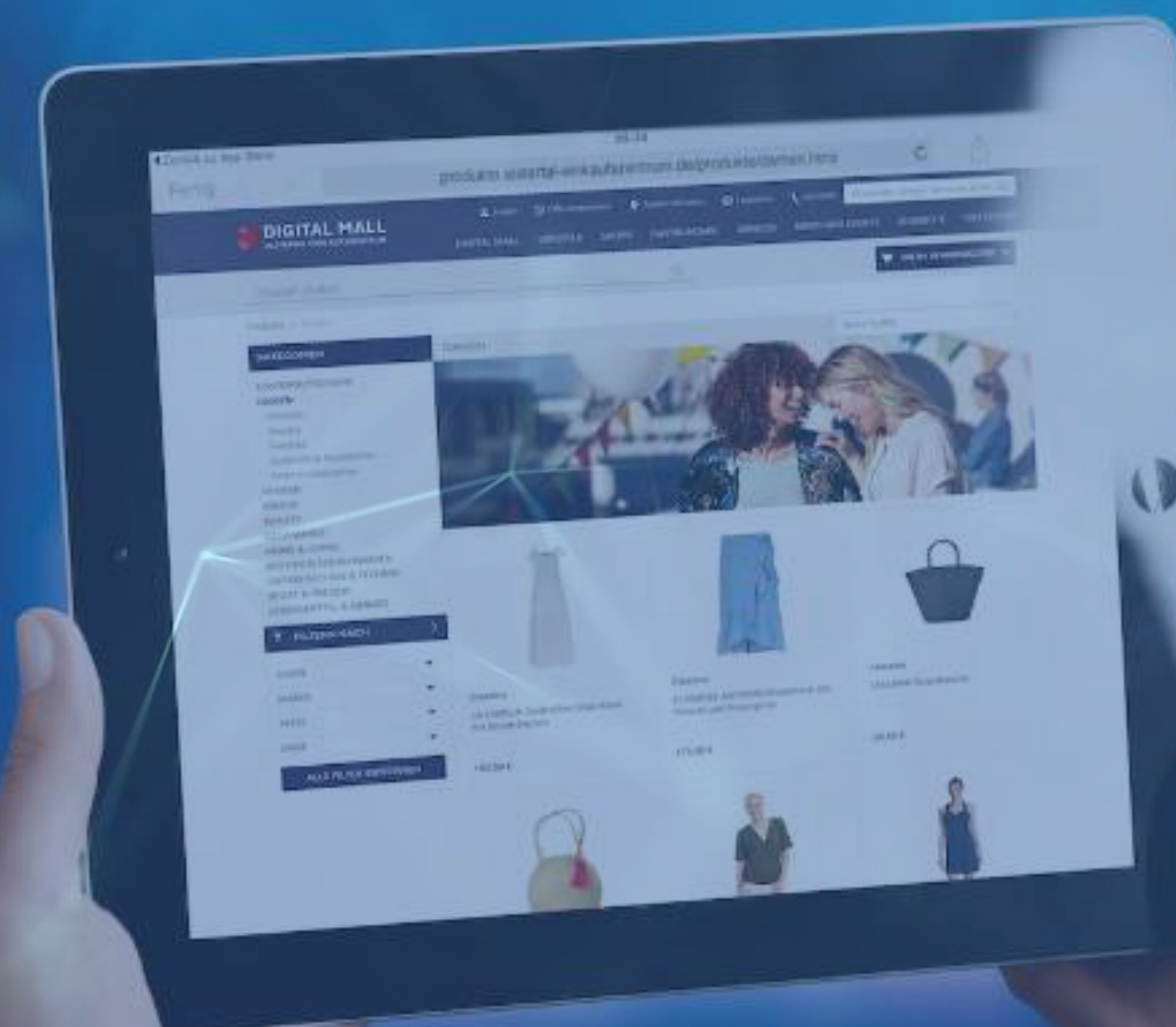


# Connected Commerce

Milestone on the way to the shopping-center 2025

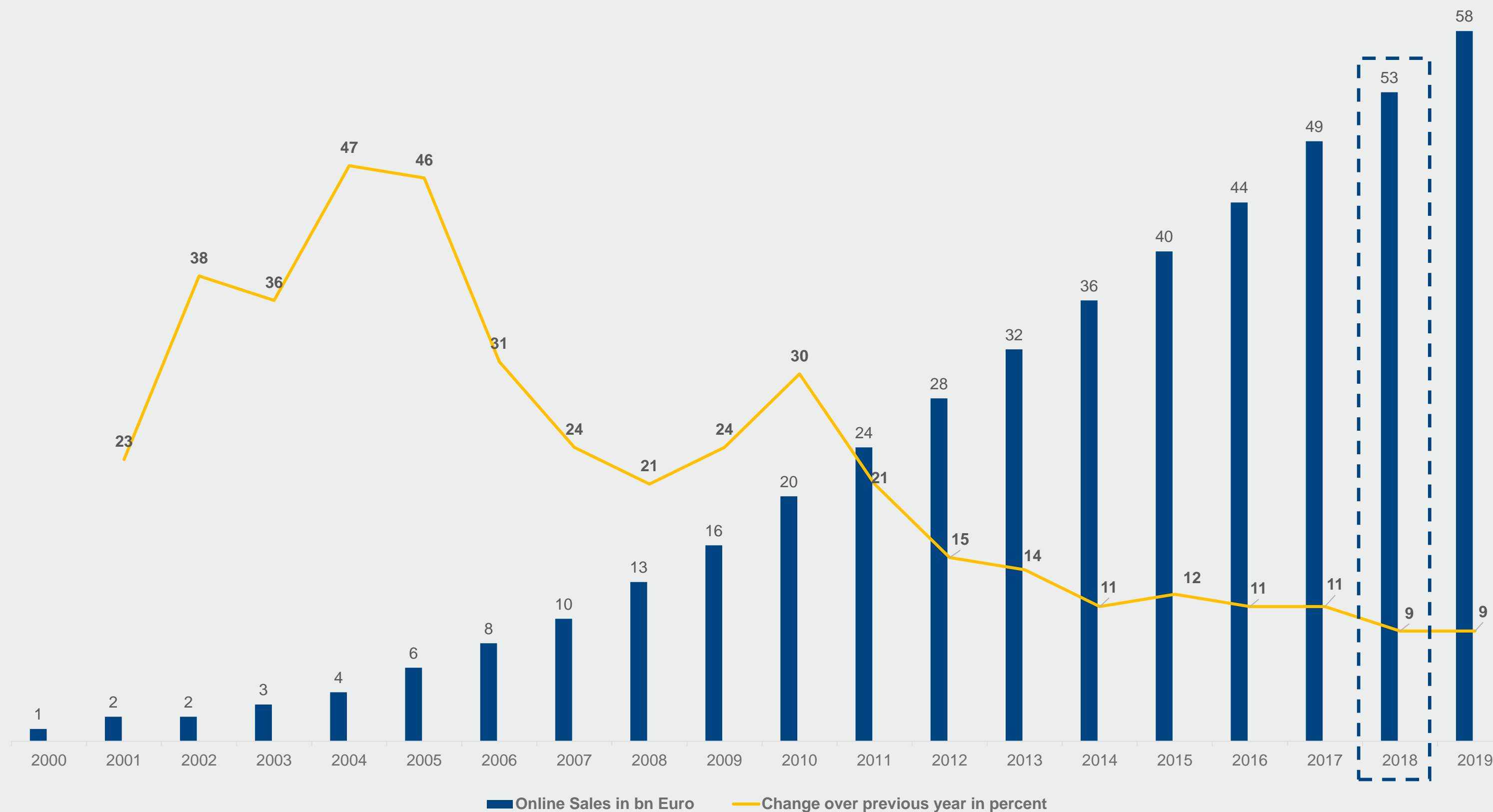
Dr. Philipp Sepehr - Chief Digital Officer



# Case for Action



E-commerce continues growing and makes up for 10% of total retail sales



Online share of total retail sales

1%

3%

7%

2018

10%

ONLINEGROWTH  
2018



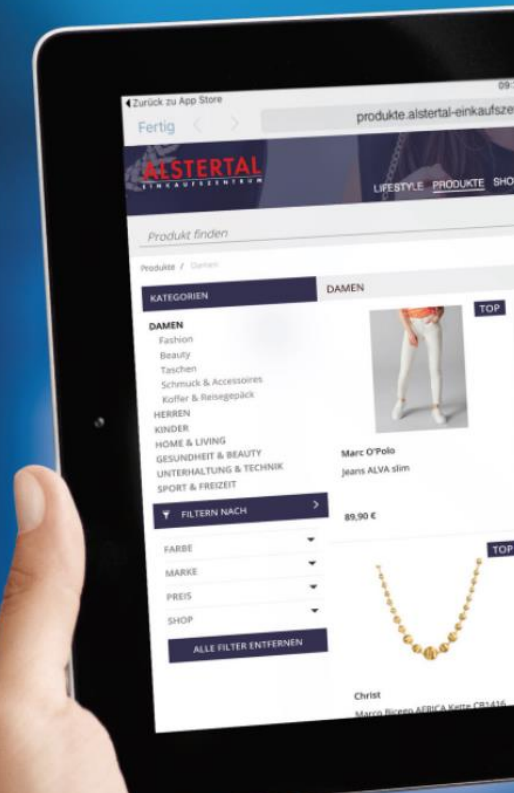
4.4 bn  
Euro



BIGGEST REVENUE DRIVER

amazon marketplace

+2.2 bn Euro



# Sales shift from Offline to Online



The shift is particularly significant in fashion and electronics

## Change rate offline and online 2018 vs. 2017 Comparison by sector

### OFFLINE

Sales shift in percent  
and bn Euro



Fashion & Accessories



- 3.1%

- 1.1 bn Euro

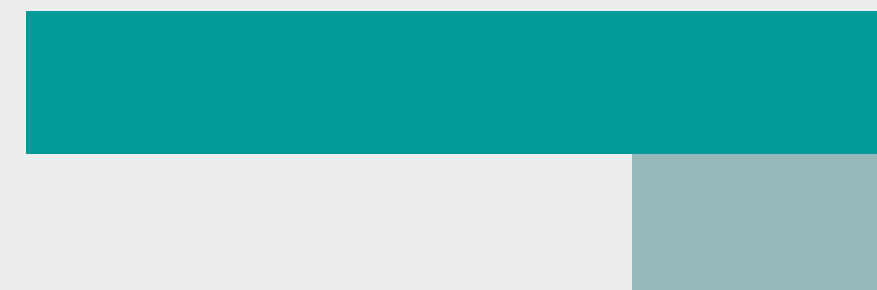


CE / Electronics



- 4.3%

- 1.3 bn Euro



### ONLINE

Sales shift in percent  
and bn Euro



8.1%

1.0 bn Euro



6.4%

0.8 bn Euro



# Shares of Amazon & Marketplaces in E-commerce



Online marketplaces make up for over 1/3 of E-commerce

Shares of Amazon and marketplaces in E-commerce in percent



# Channel Preferences of Consumers



Traditional offline shoppers are decreasing, online shoppers are increasing



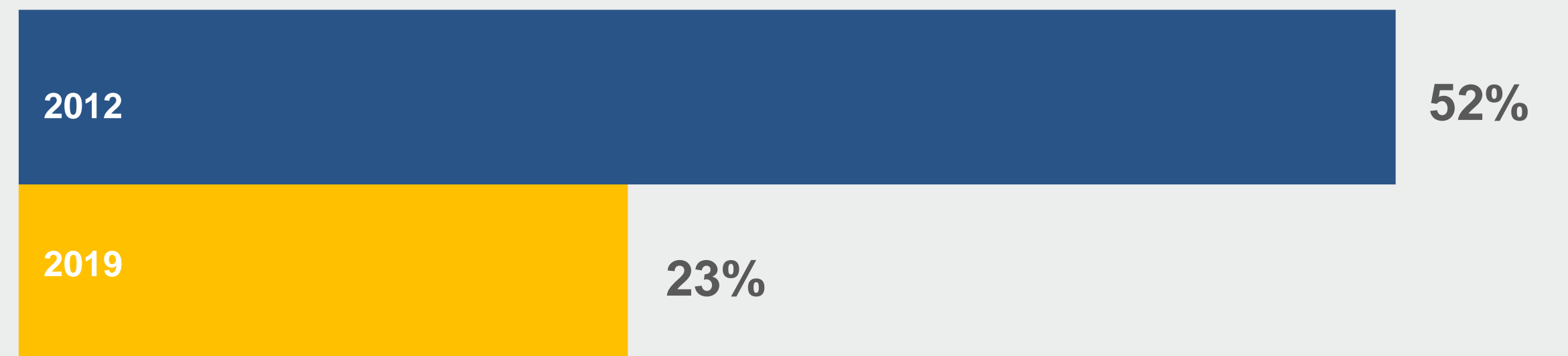
## CHANNEL PREFERENCES



## CONSUMERS

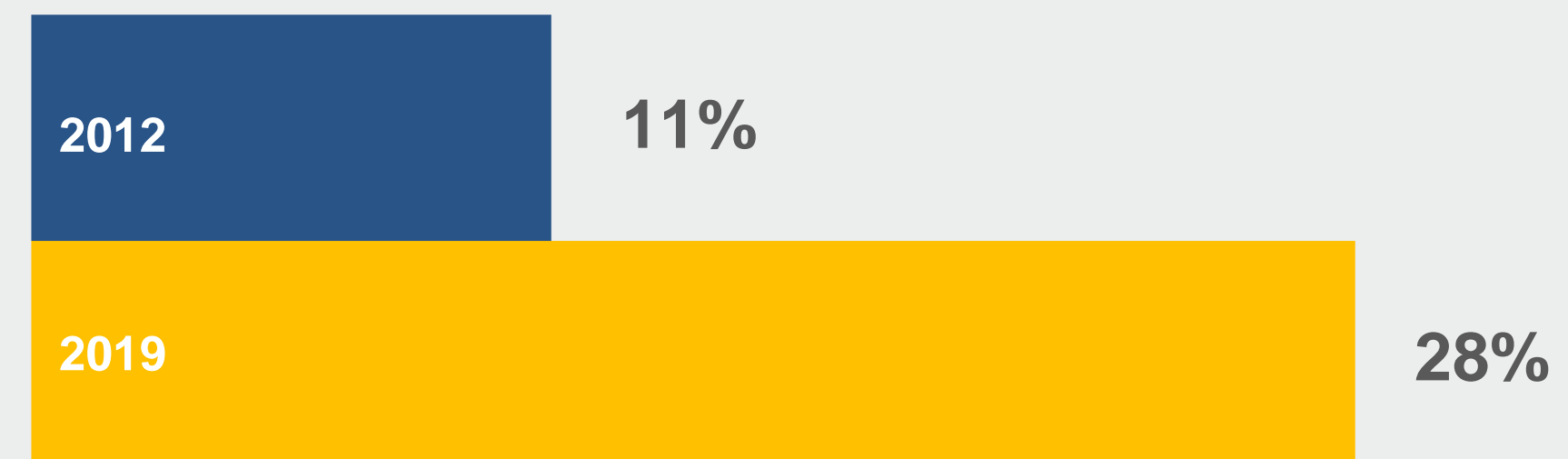
### Traditional offline shoppers

I don't like to shop online. I prefer stores, that allow me to browse and try products as well as seeking advice when necessary.



### Enthusiastic online shoppers

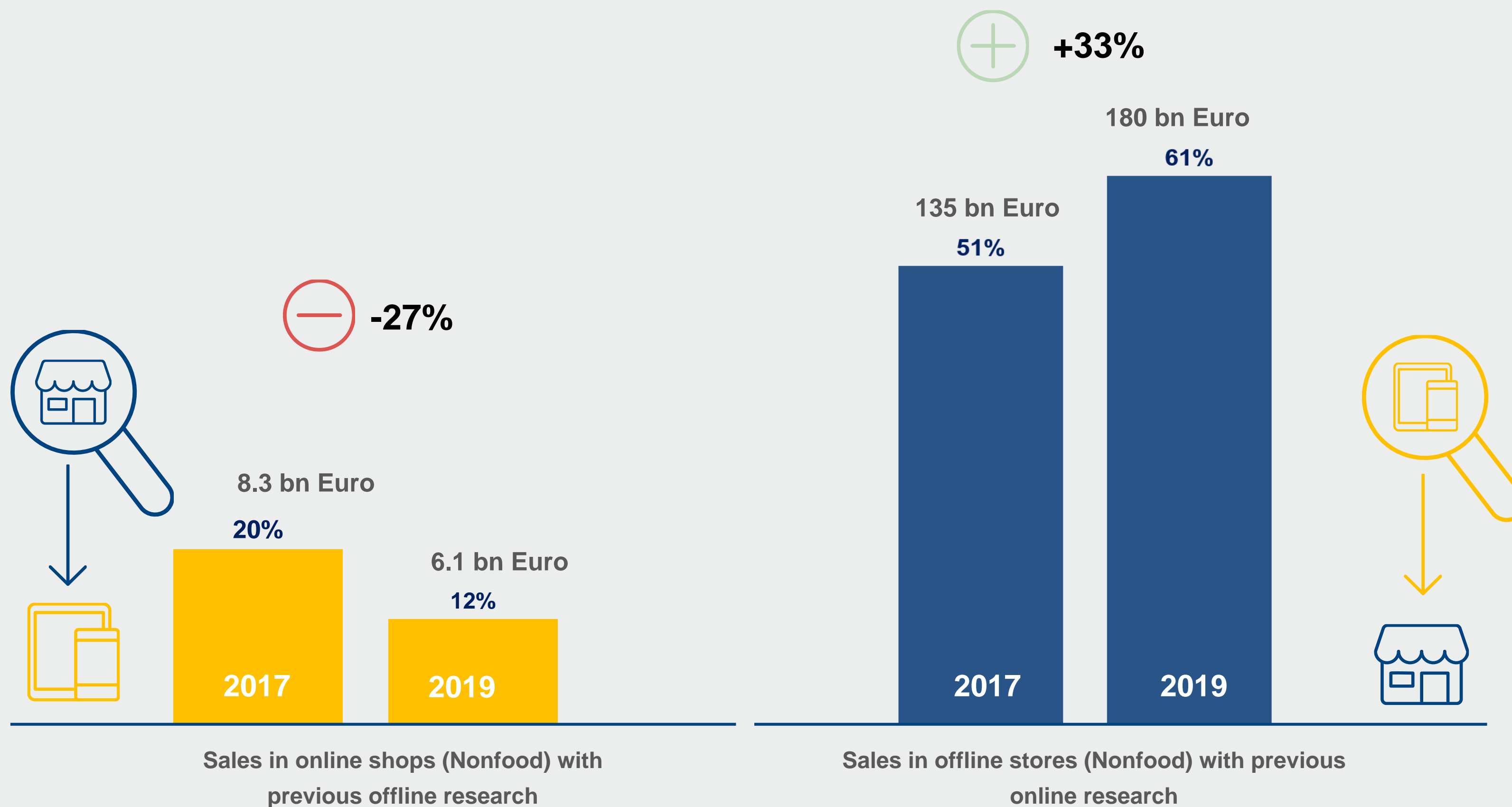
I prefer to shop online. It's time saving and I get a good product overview. That allows me to compare prices and buy selectively.



# Changes in the Preparation of Purchase



The online preparation of purchase is gaining further importance



**59%** Wish for online-availability checks

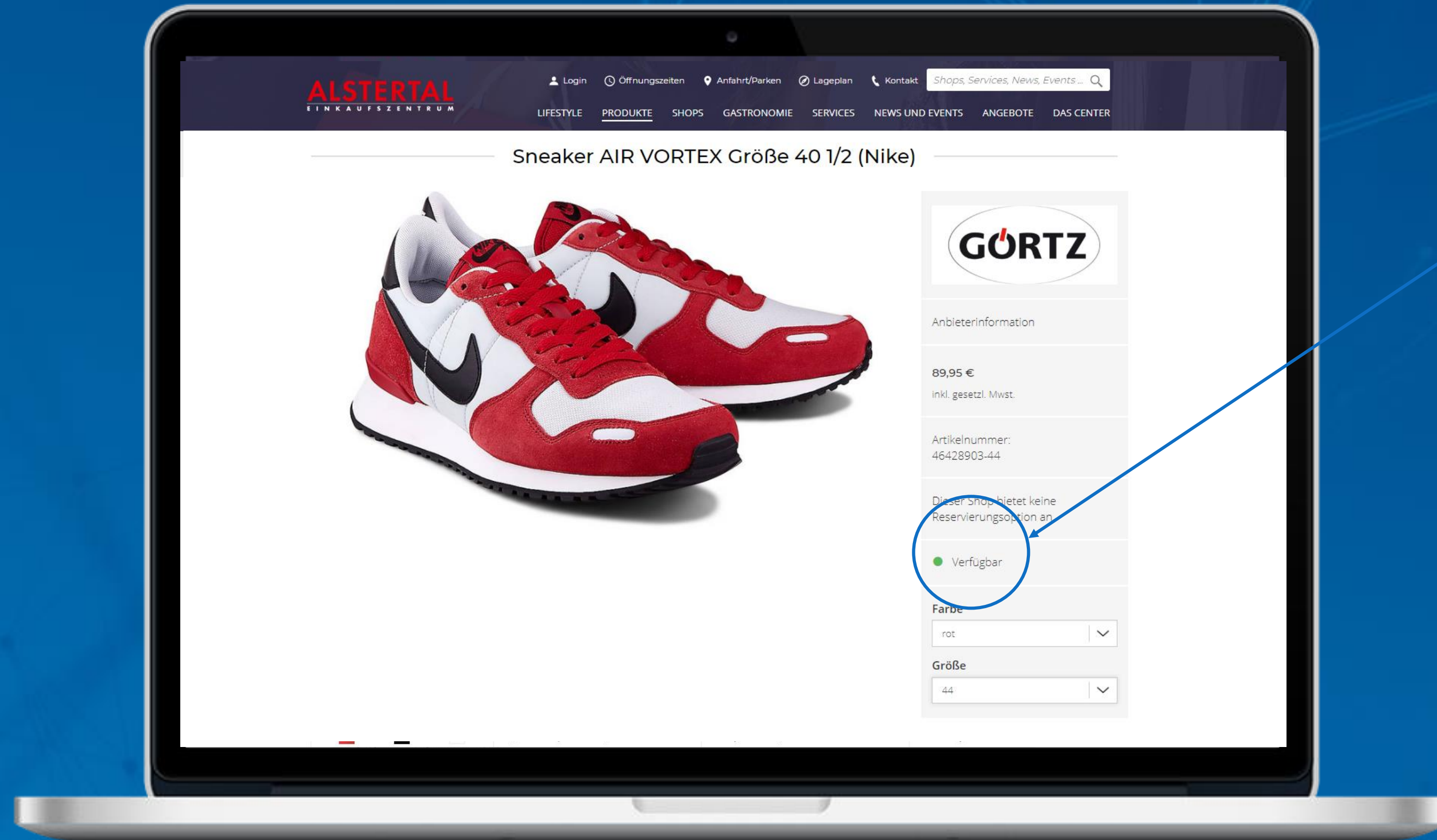
**15%** Of retailers display availabilities online

# Digital Mall by ECE



The Digital Mall allows the conversion of online traffic to offline traffic & offline purchases

## DIGITAL MALL



### CONCEPT



Online Product Search



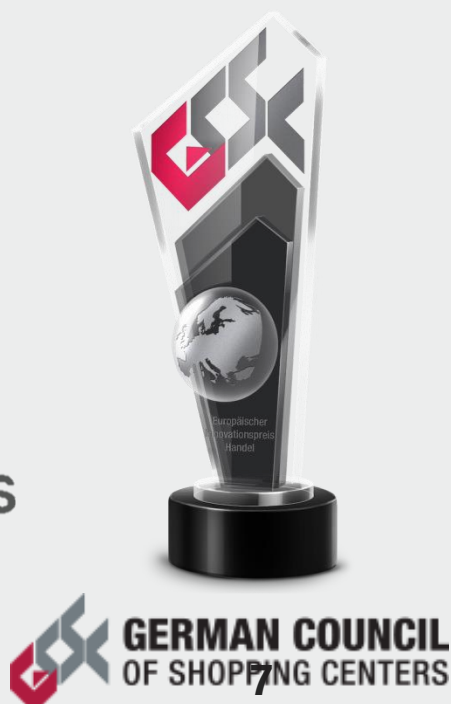
Availability Check in Store



Click & Reserve



Buy in Store



# Digital Mall by ECE



Von der Online Suche bis zur Reservierung der Produkte



[https://www.youtube.com/watch?v=cMhdmMU733k&trk=organization-update-content\\_share-video-embed\\_share\\_article\\_title](https://www.youtube.com/watch?v=cMhdmMU733k&trk=organization-update-content_share-video-embed_share_article_title)





# Digital Mall by ECE



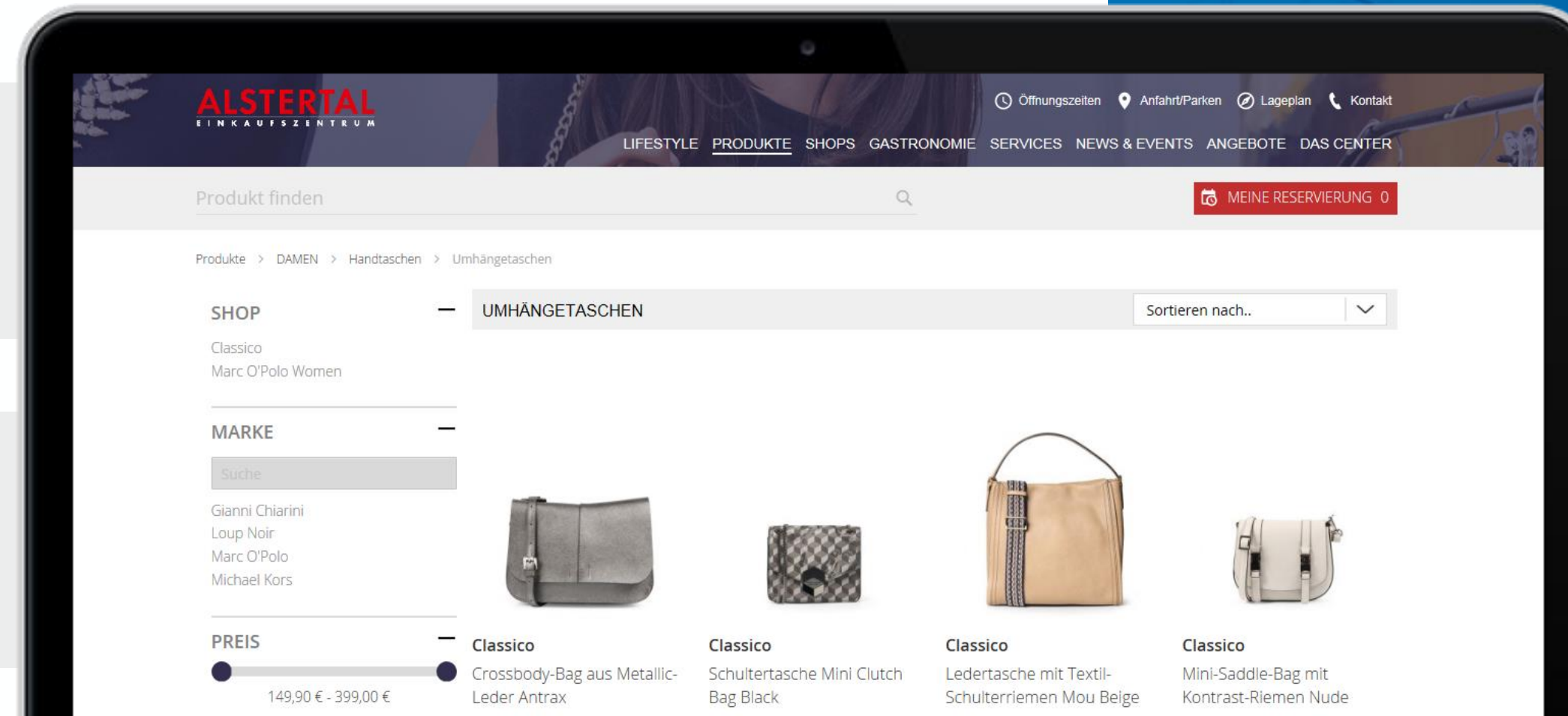
Products and Partners – Status quo

460

RETAILERS  
IN ACQUISITION

200

SHOPS



MALLS  
LIVE

18

ITEMS  
AVAILABLE

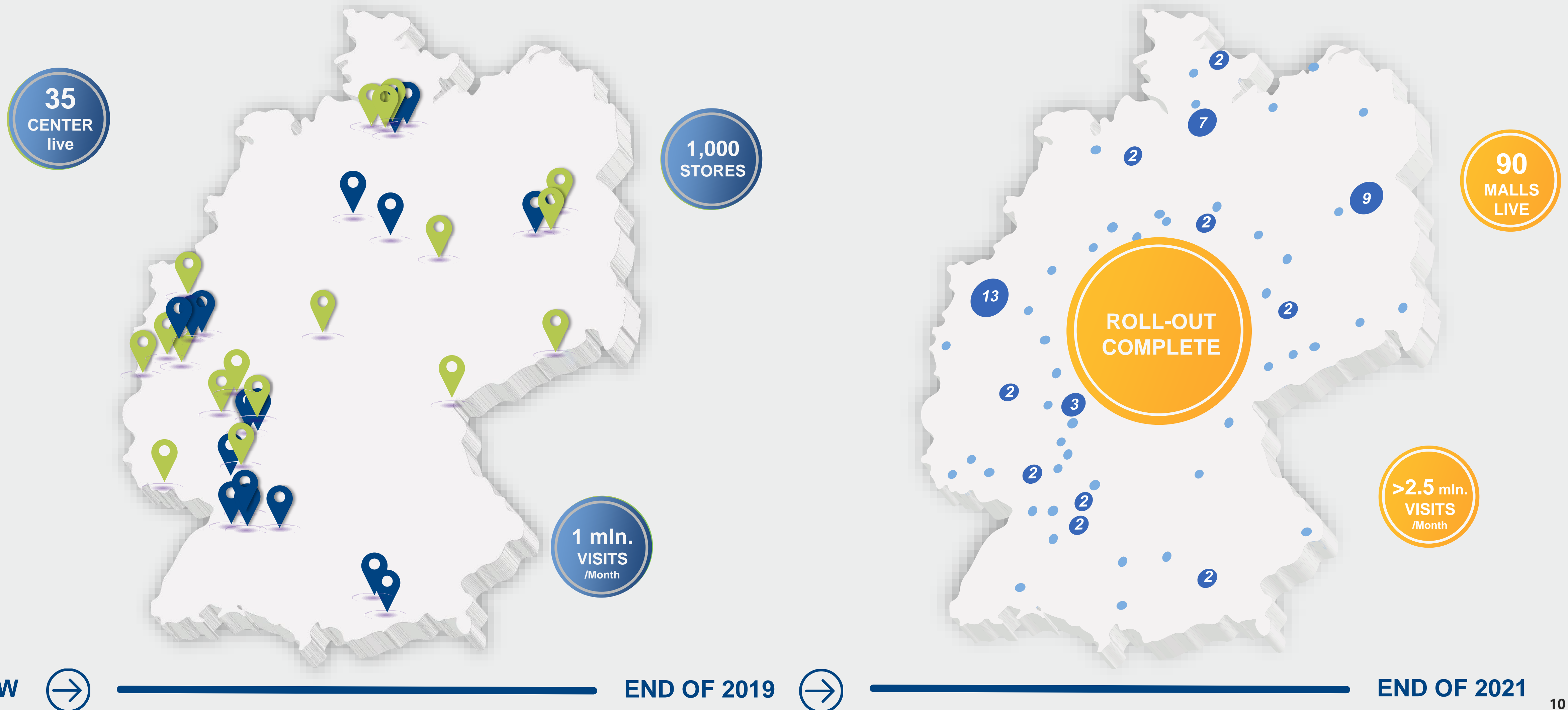
1.2 MLN.



# Scaling the Digital Mall



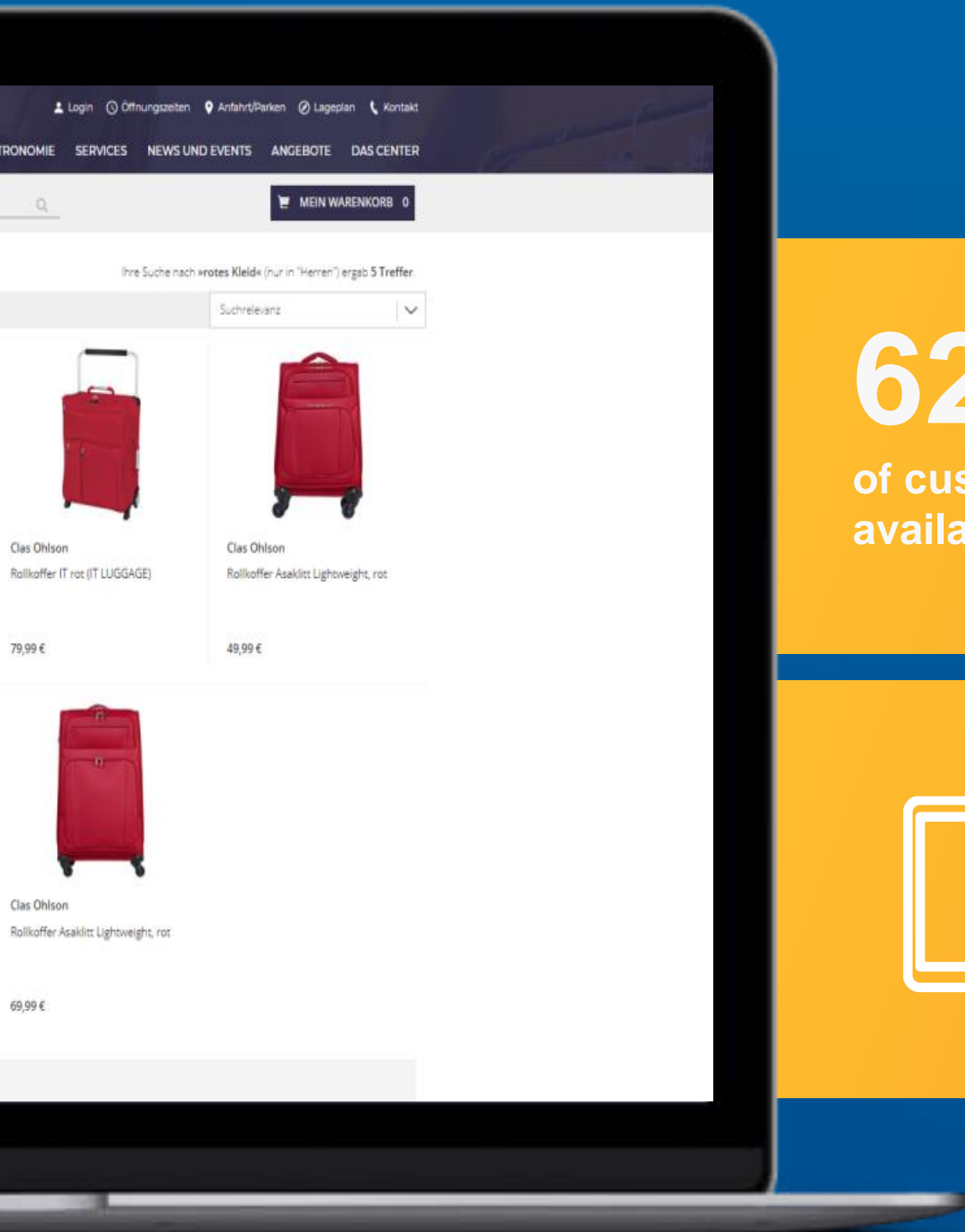
Expanding the pilot across all ECE-centers



# Digital Mall by ECE



Marketing-Campaign: Touch-Points along the Customer Journey



**62%**  
of customers regard an online availability check as useful

**DIGITAL MALL**



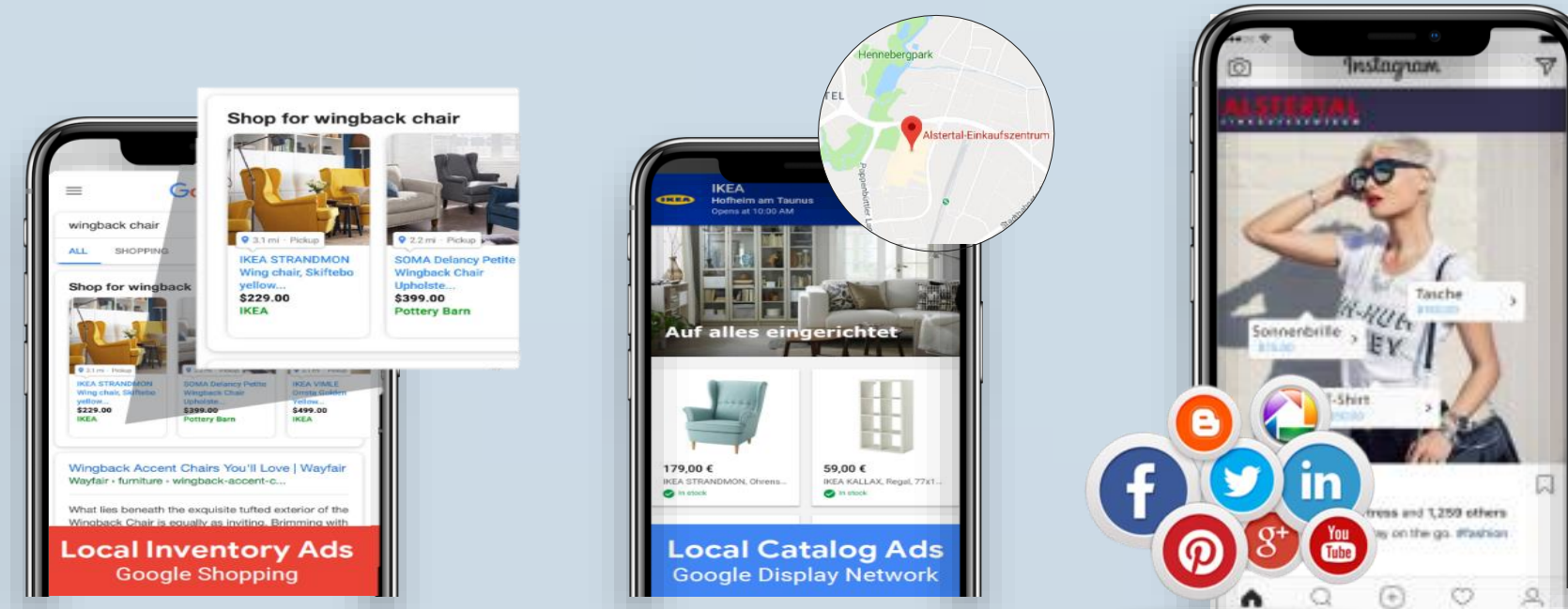
## MARKETING

**OFFLINE**



Offline campaigns per center

**ONLINE**



Push & Pull Marketing

Social Media

## BOOST



\* Omnichannel Readiness Studie and Index, Statista, 2018

# Digital Mall Marketing-Campaign



Offline-Campaign at the Alstertal-Einkaufszentrum Hamburg

## MARKETING

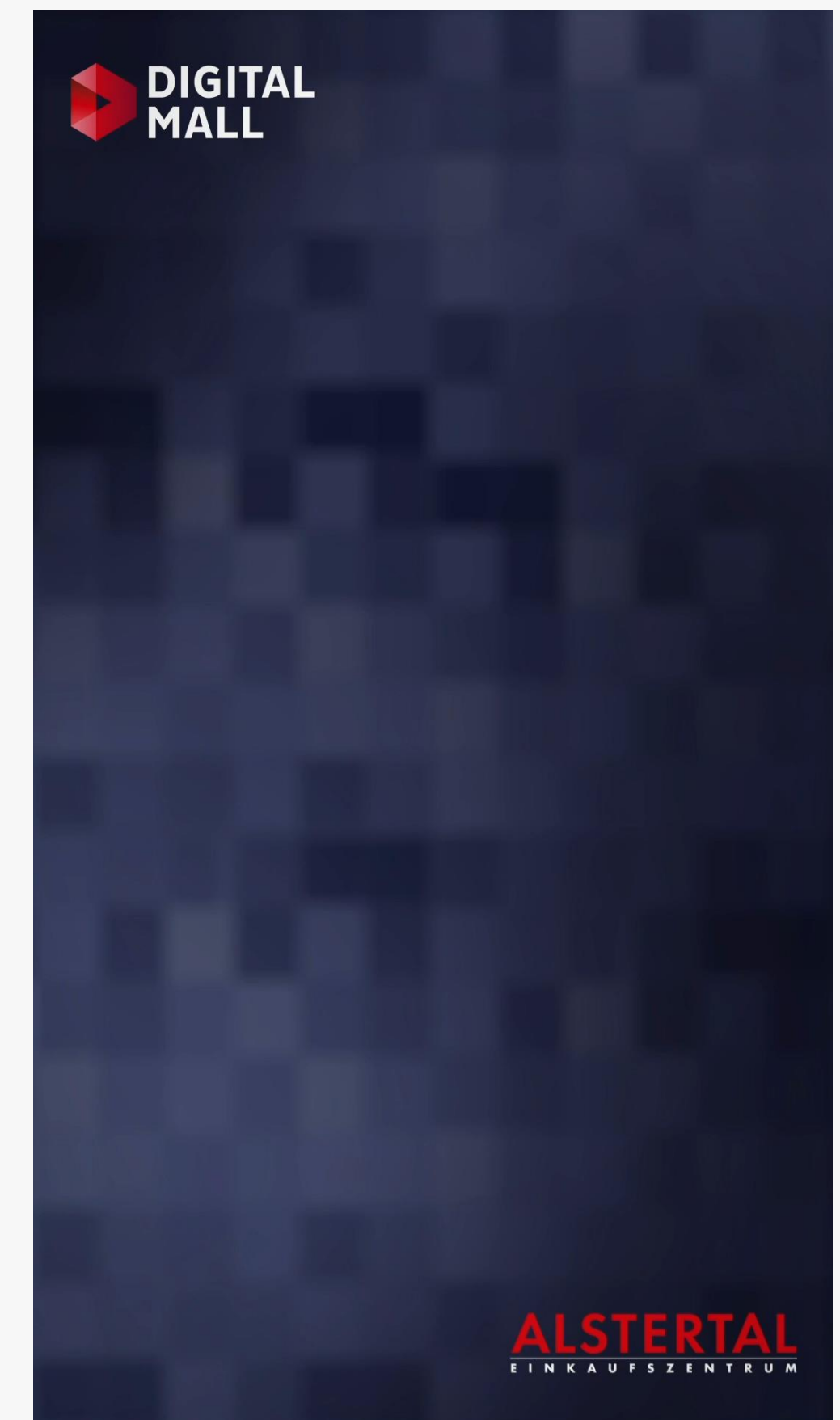
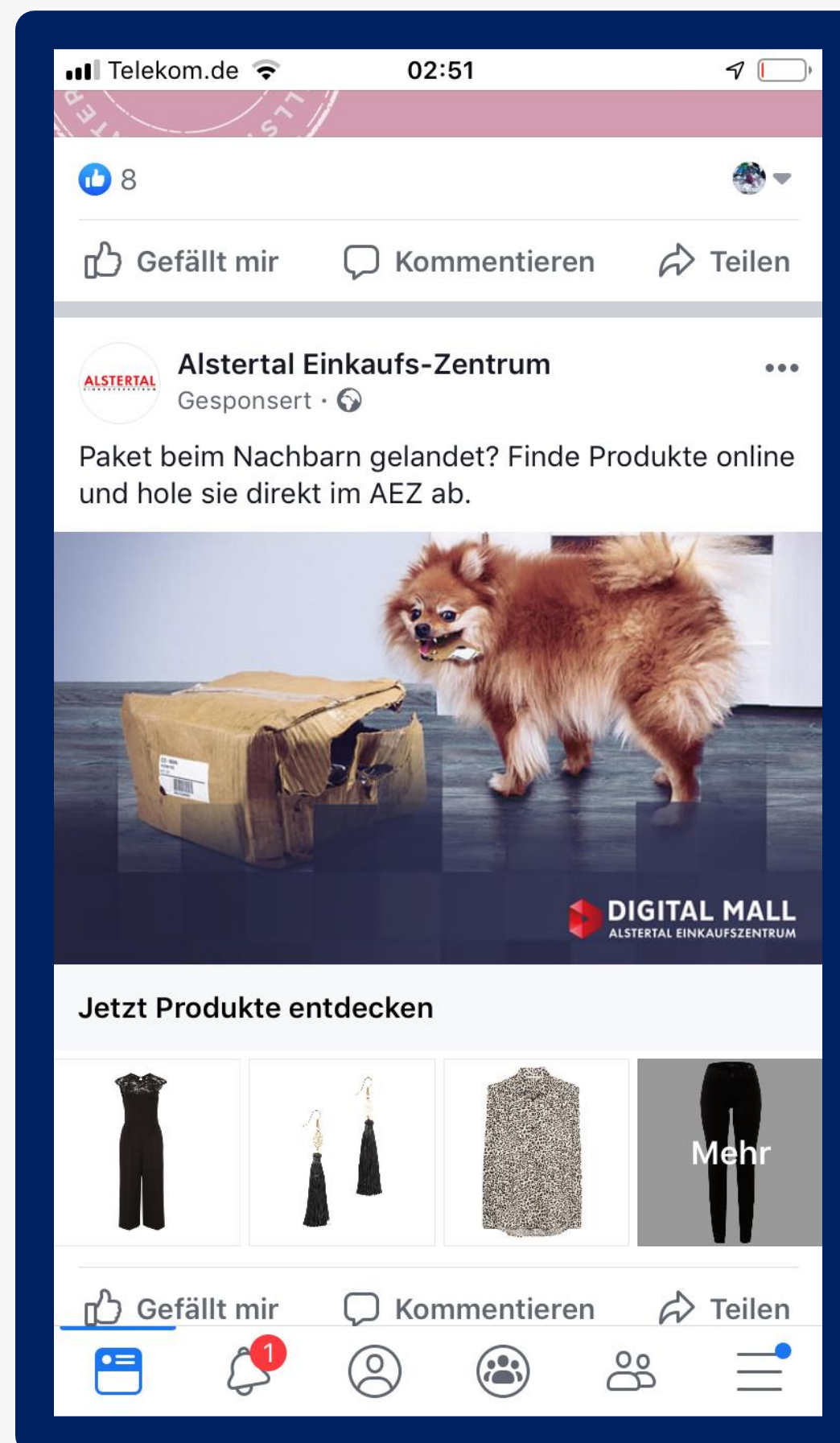


# Digital Mall Marketing-Campaign



Online-Campaign at the Alstertal-Einkaufszentrum Hamburg

## MARKETING

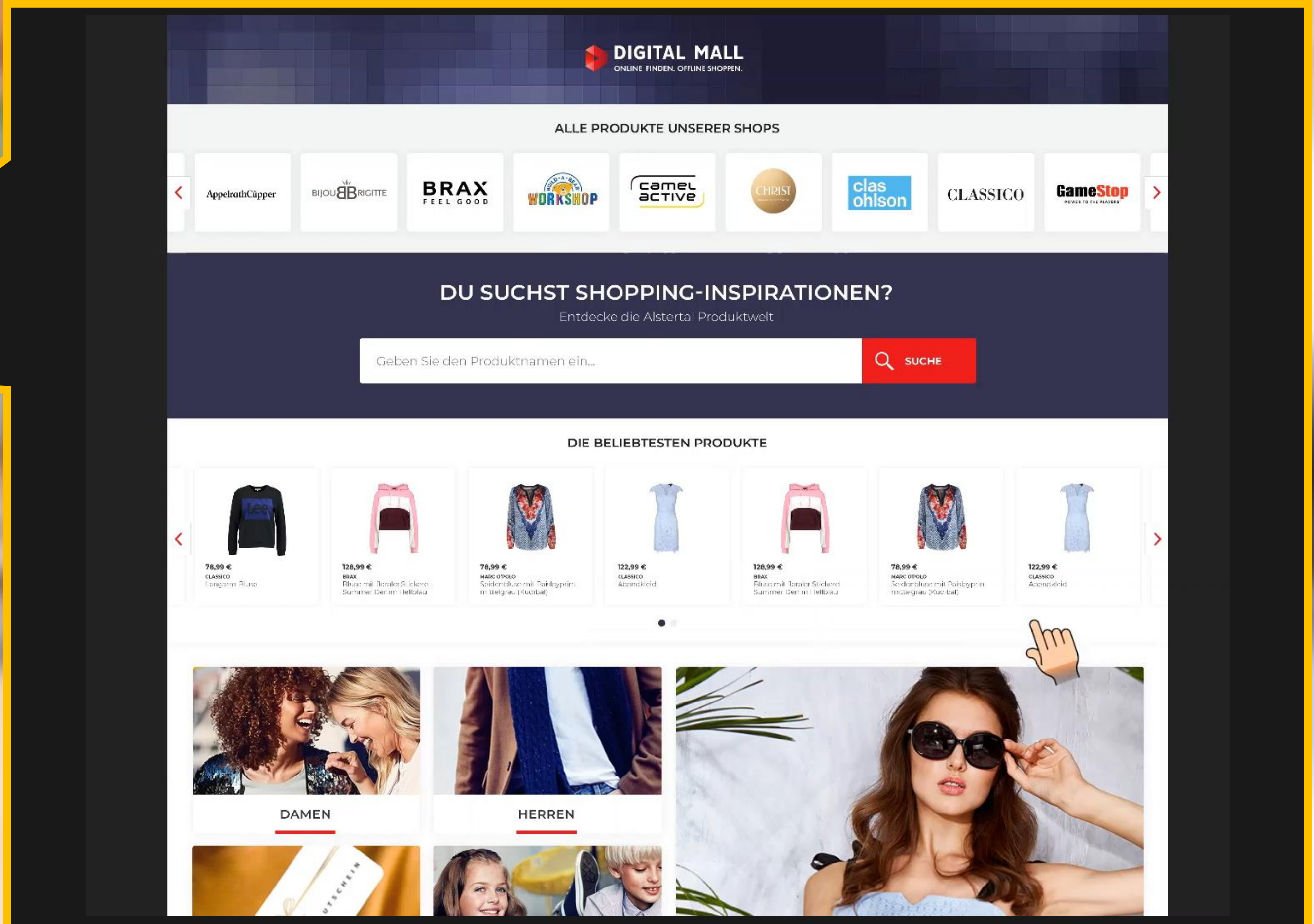
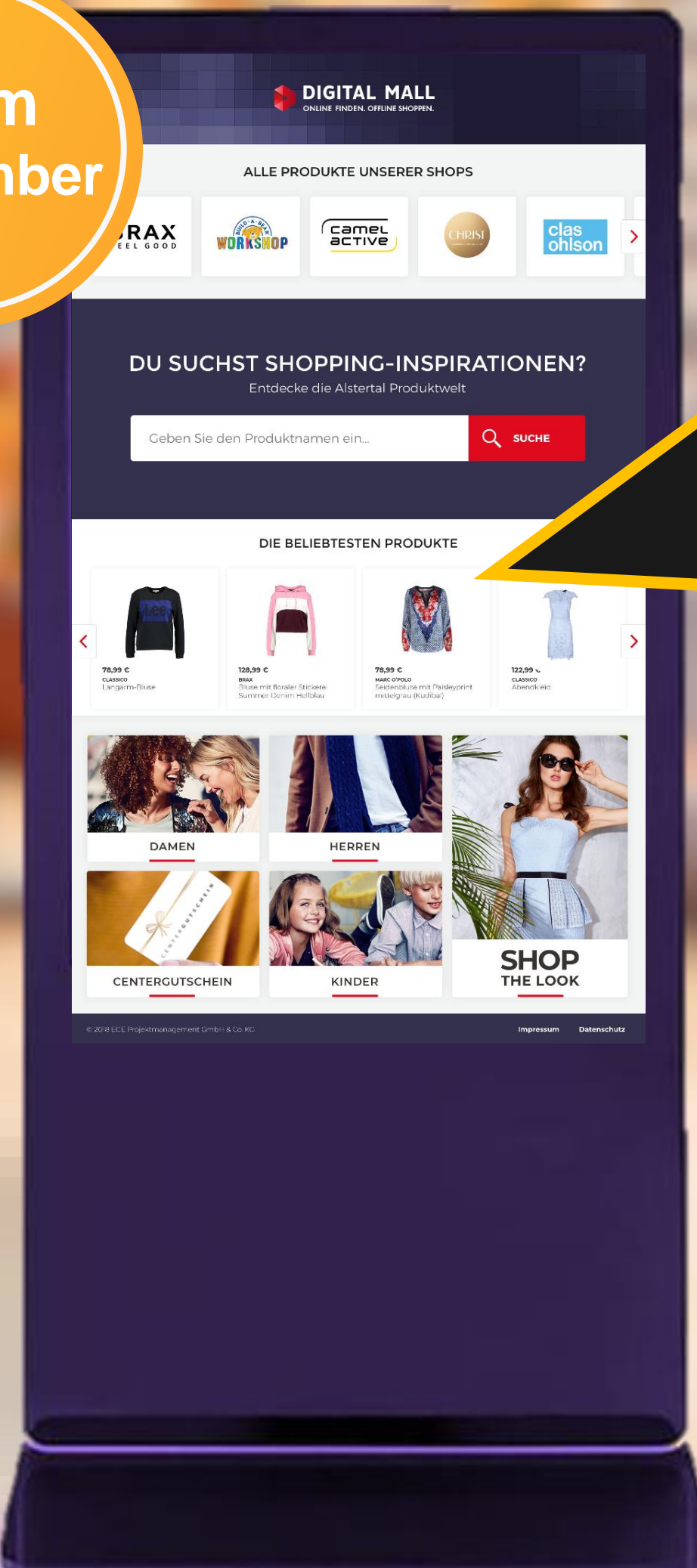


# Digital Mall Marketing-Campaign



Mall displays at the Alstertal Einkaufszentrum Hamburg

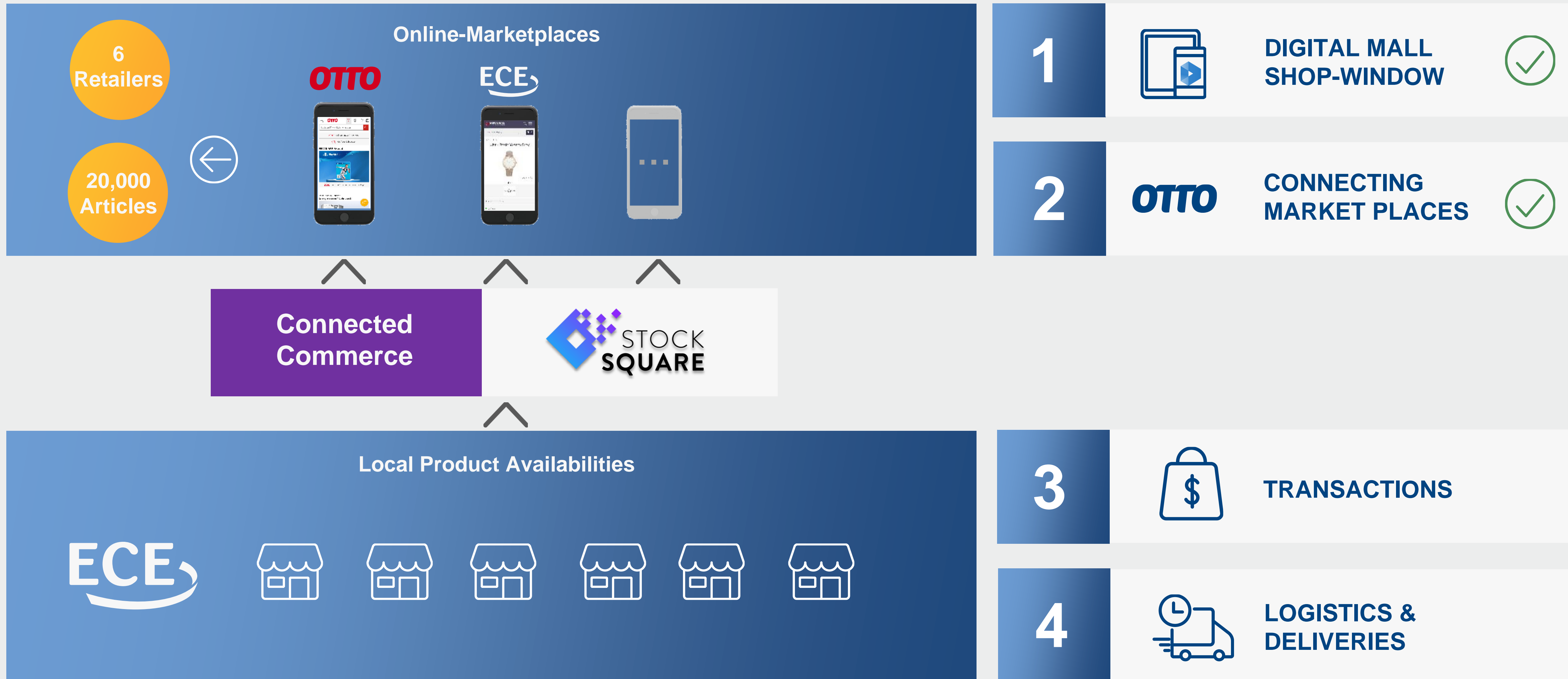
From September



# Connected Commerce



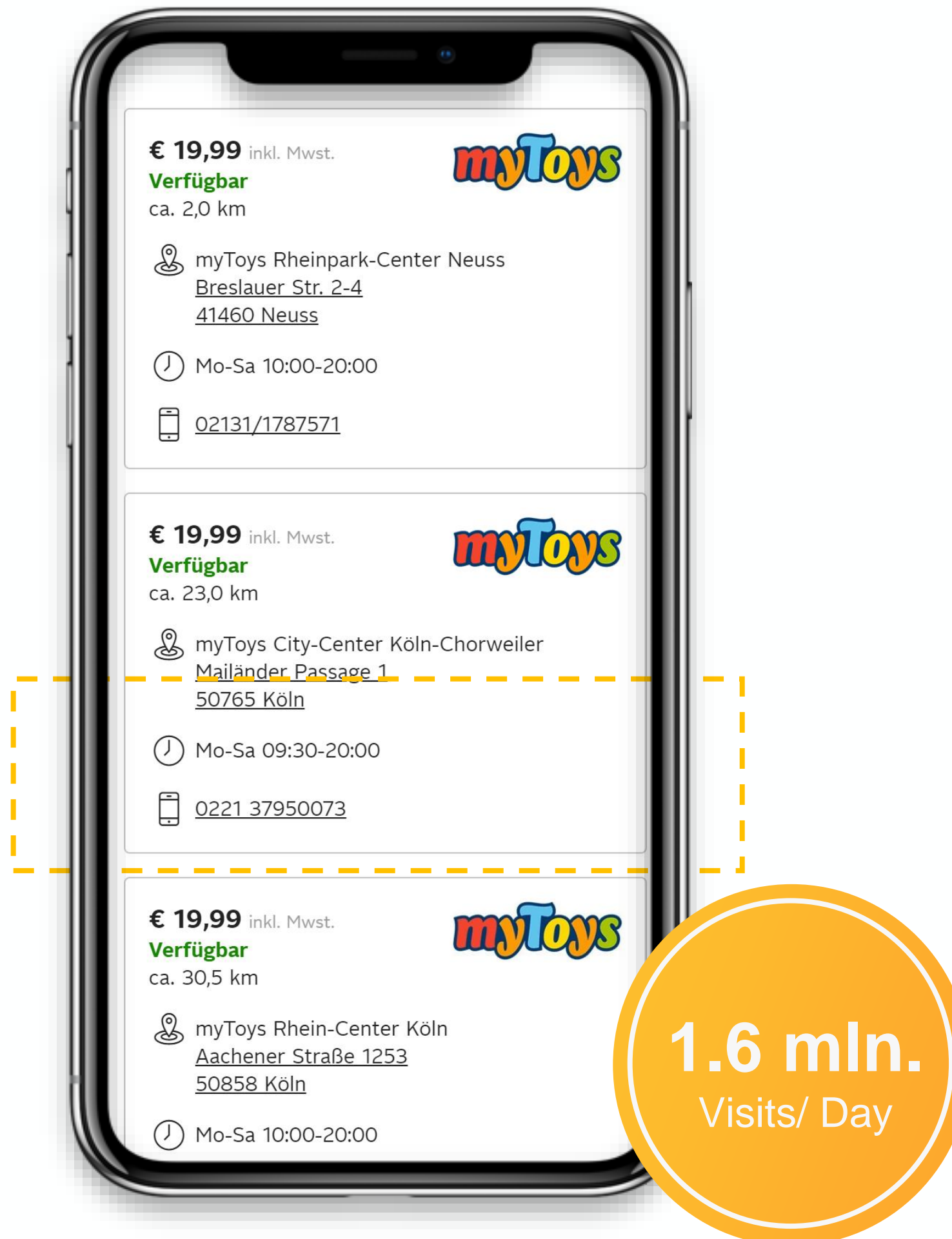
Stocksquare as connector between stationary sales and online marketplaces



# Availability Display at otto.de



The concept: Local availability check on the article detail pages at Otto.de

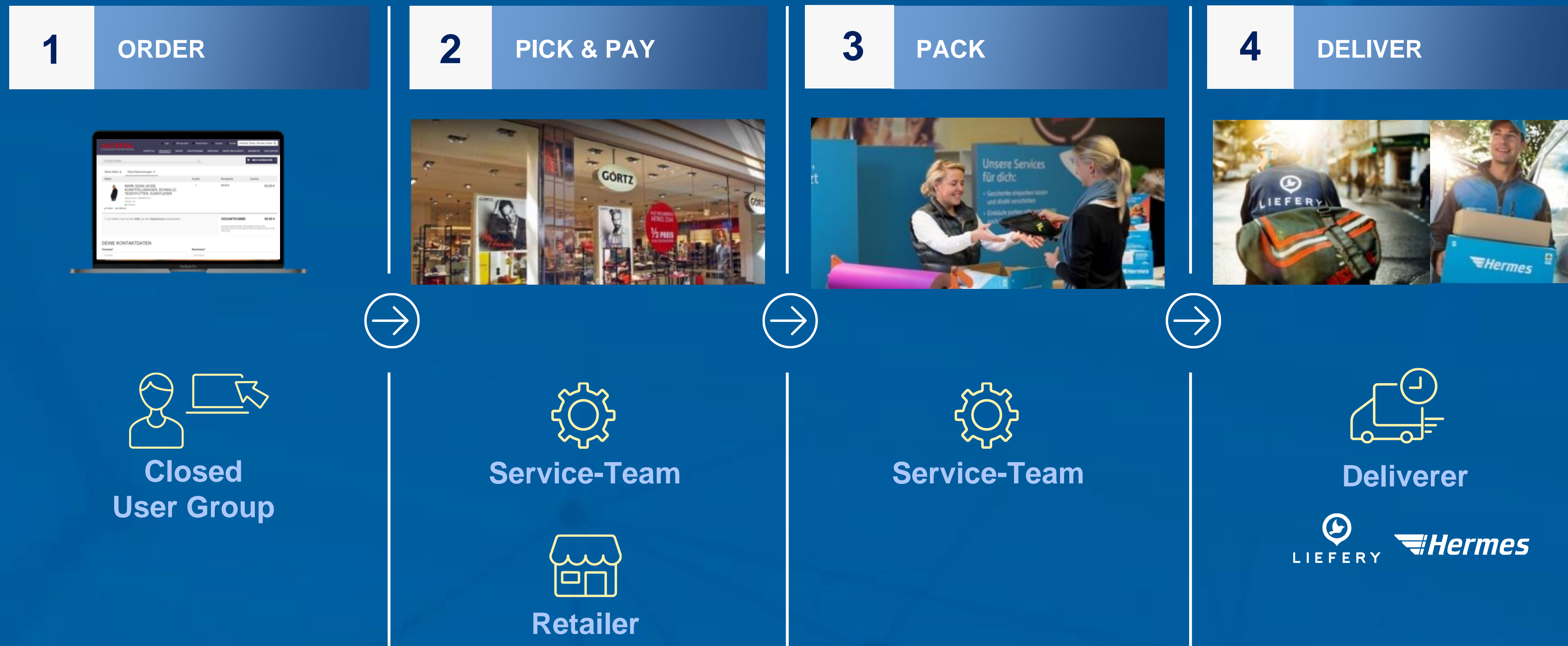




# Transactions, Logistics & Deliveries



Pilot-Delivery-Case at the Alstertal-Einkaufszentrum as of autumn 2019



# Transactions, Logistics & Deliveries



ECE shopping centers as micro hubs: Location advantage through extensive mall network in Germany

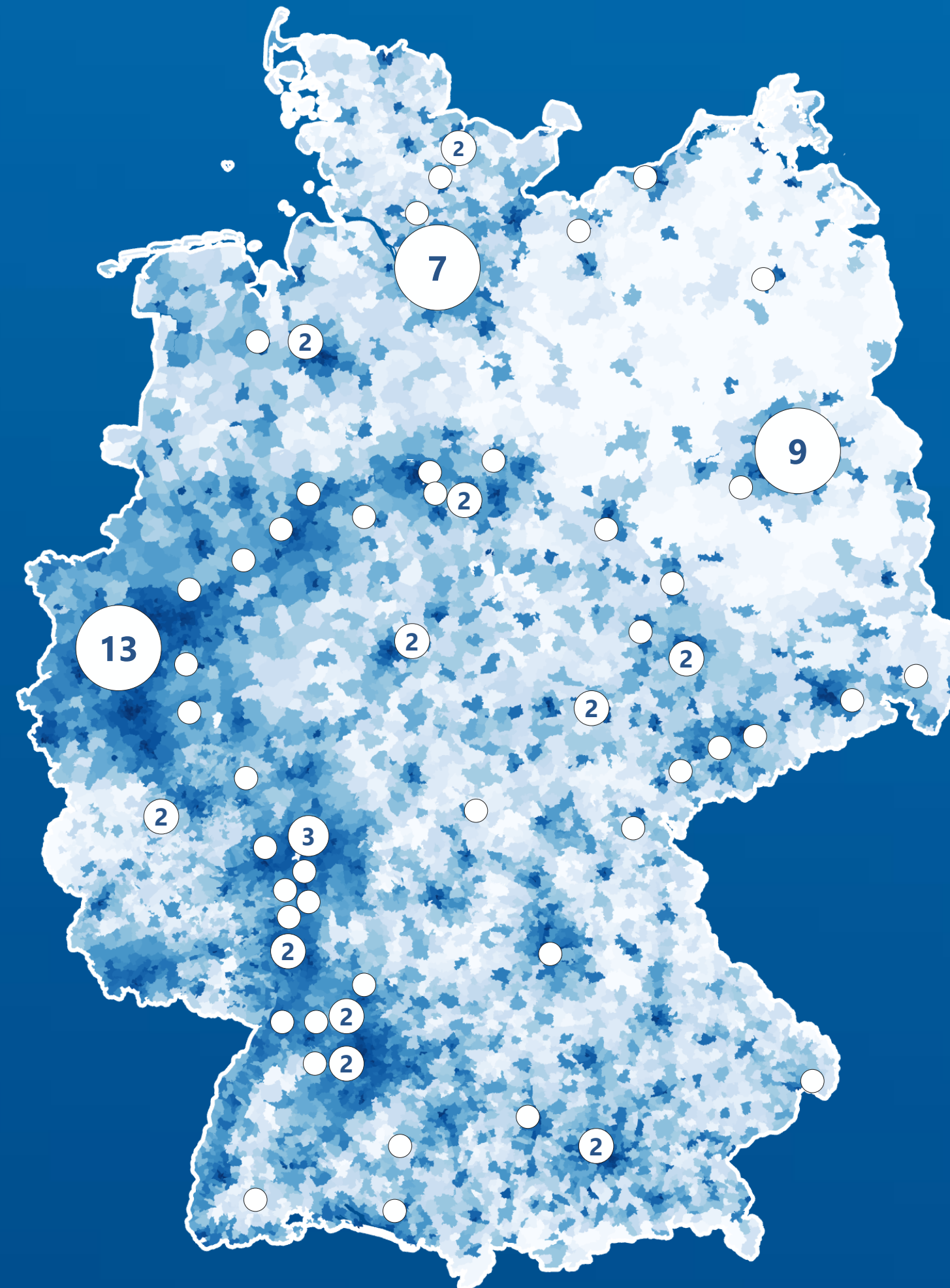
**OTTO**

Every

**6<sup>TH</sup>**

household in Germany shops online at otto.de

The population distribution in Germany



**ECE**

**60%**

of the population in Germany lives 30 car minutes away from an ECE shopping center

More than 100 center-locations in Germany

**Thank you!**

