



Petit Bateau combines in-store data with Google Analytics to gain a deeper understanding of online-to-offline shopping behaviour

About Petit Bateau

- Clothing and underwear brand for babies, children, women and men
- Online store and an international network of 400 shops
- Founded 1893
- Headquarters in Troyes, France

Goal

- Develop better understanding of online-to-offline behaviour

Approach

- Uploaded 36 days of in-store purchase data into Google Analytics
- Matched traffic from logged-in website users with in-store purchases using loyalty card programme

Results

- 44% of in-store buyers visited the site within seven days of their in-store purchase
- Consumers with the highest in-store basket value conduct up to three times more research online before their purchases
- Mobile visitors convert in-store at an 11% higher rate than desktop visitors, while also spending 8% more on in-store purchases
- With in-store sales incorporated, AdWords return on ad spend found to be six times higher than classic online return on ad spend

Knowing that many people research products online before going into a physical store to make a purchase, French clothing retailer Petit Bateau wanted to develop a better understanding of the online-to-offline behaviour of its customer base. The brand leveraged Google Analytics to initiate an innovative study.

Petit Bateau customers in France can shop in 153 physical stores as well as on Petit-bateau.fr. A significant number of online users log into the website using their loyalty card, which makes it possible to later match the traffic of logged-in users with subsequent in-store transactions made with a loyalty card.

Petit Bateau uploaded 36 days of in-store data into Google Analytics and discovered that digital played a significant role in driving in-store purchases: 44% of in-store buyers had visited the site within the seven days before making their purchases, and 9% of in-store buyers had visited the site on the same day as their purchase in the physical shop. And when the basket value is high, consumers conduct up to three times more research online than when the value is low.

Further analysis revealed the online-to-offline effect was particularly important on mobile. With Petit Bateau's mobile traffic share currently at 34% and still growing, mobile visitors converted within stores at an 11% higher rate than desktop visitors, and their in-store spend was 8% greater.

By using Google Analytics to measure online-to-offline purchase behaviour, Petit Bateau was able to better understand the impact of online marketing on in-store sales and use the data to recalculate AdWords return on ad spend – which proved to be six times higher with in-store sales incorporated.

Taking in-store transactions into consideration in this way is enabling Petit Bateau to optimise the brand's digital marketing programmes, make more informed decisions around media budget allocation and design better experiences for consumers as they move seamlessly between digital and physical shopping environments.

With agency support from Netbooster, Petit Bateau has been shifting budgets from offline to online marketing, with a significant focus on driving new customers through generic search terms. The company has increased investment on Google Search by 60% year over year, mainly financed by the communications team. Mobile bids have been increased by 20%, and mobile's share of search budget has reached 43%, above the current share of mobile traffic. Meanwhile, internal communications are now helping store teams to understand digital's role in the customer journey and to appreciate the importance of encouraging digital shopping, browsing, comparing and buying.