



Google's Retail Incubation Programme Supports Retail Excellence Members

Google has selected 12 Retail Excellence members to participate in a 12 week Retail Incubation Programme aimed at helping them to maximise revenues by building a vibrant and effective mobile and online presence.

Retail Excellence Ireland is the largest retail representative body in Ireland and has worked with Google to identify member retailers who already have a basic online presence and have the drive and commitment to invest in digital marketing strategies.

In June, Retail Excellence, published a report which showed a 36% Year on Year (yoy) increase in online sales through desktop and mobile devices combined when compared to June in 2016. The report found that mobile usage by consumers browsing with intent to buy is continuing to grow rapidly with a YOY sessions increase of 46%. With more than €602 billion expected to be spent by EU consumers online this year, there are fantastic opportunities for Irish retailers who have a strong multichannel online presence.

David Campbell, eCommerce Manager with Retail Excellence said "We are to the forefront of assisting retailers evolve and develop to be the best they can be online while at the same time driving their sales upwards. To that end we encourage our members to participate in the Google Incubation Programme where they get the opportunity to learn how to increase their sales through the use of AdWords, Analytics, YouTube, and the important steps they must take to prepare for Cyber Week and Christmas which is all ably demonstrated by Google experts".

David Campbell continued by saying that "spending habits are changing – where once pre-Christmas spending peaked in the first week of December, this is now the end of November as people take advantage of Black Friday and Cyber Monday and retailers need to adapt to that".

"We have an excellent group of retailers participating in the programme including Dixons Carphone, Elverys, House of Ireland, Dubray Books and Harry Corry and we will continue to work with them to ensure they get maximum benefit from the programme, so they continue to be supported on their online journey", he added.

Marie Davis, head of Google Marketing Solutions Ireland said; "86% of Irish consumers now own a smartphone so mobile is becoming an increasingly important channel for Irish retailers. Throughout the year, making online purchases are a normal part of the 'every day' for consumers. Investing in digital marketing strategies is no longer an option but a critical part of any retailer's business plan. The skills learnt on our Retail Incubation Programme are designed to help retailers grow multi-channel sales throughout the year – not just at Christmas. Together with Retail Excellence we want to ensure that retailers are strongly positioned to maximise the sustainability of their businesses."

Ends.

For further information please contact:

Retail Excellence: Lorraine Higgins: 087 9034883

Google: Richard Magnier: 086 4670075

About Retail Excellence

Established in 1995, Retail Excellence is owned by the members, for the members. We are an organisation which invests in innovative and exciting learning, market intelligence, human resources services, Government representation and member networking initiatives. Retail Excellence has over 1,750 leading retail companies in Ireland. Our members are the most progressive and innovative retailers. Retail Excellence is by far the largest retail industry body in Ireland.

Editors notes

The Retail Excellence Members on the October 2017 Programme include

Previous attendees include Compu b, Harvey Norman and McElhinneys who have all seen phenomenal improvements in their sales which was enhanced as a consequence of the development of their digital strategies since completing the Programme.