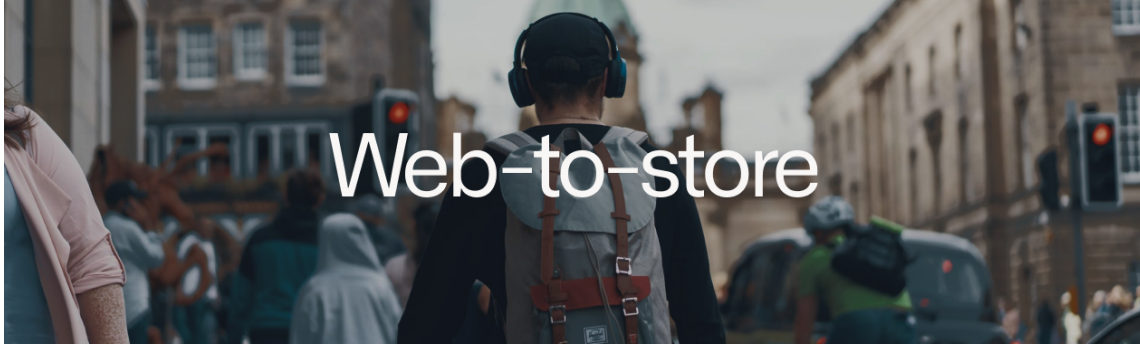




The local marketing newsletter

by DeepReach



What are the objectives of a web-to-store strategy?

The emergence of e-commerce has raised many questions, not least about the future of traditional local shops. But contrary to all expectations, online and in-store shopping have proven to be complementary and have given rise to a new type of customer behaviour: web-to-store. What does this mean? What are the advantages? How can you take advantage of it?

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News

[U.K. agencies share the 3 big questions their clients are asking right now](#) - Brands are having to work out how to pursue short-term efficiencies while navigating changing privacy expectations, sustainability concerns, and the need to secure long-term growth.

[Instagram unveils two new advertising channels](#) - Instagram is adding ads to search results and has a new Reminder Ads feature, but it risks oversaturating an already ad-filled product.

['Brick-and-mortar retail is coming back': How brands are rethinking the store](#) - At Shoptalk in Las Vegas this weekend, AI may have been the most novel concept of focus, but a much more established idea was the subject of many conversations: brick-and-mortar retail.

[Meta Mulling Text-Based Social Network to Rival Elon Musk's Twitter](#) - Meta, parent of Facebook and Instagram, said it is considering launching a new Twitter-like social network.

[Top retailers use AI-powered campaigns to engage their most valuable customers](#) - Here are 4 steps they follow. Holiday shopping's evolution from a five-day extravaganza to a multiseason event is reshaping the strategy of retailers globally.

['Influencers are advertisers': Fashion and beauty brands on the evolution of affiliate marketing](#) - Affiliate marketing, which started as a tiny portion of beauty and fashion brands' marketing strategies, is now a major component of their businesses.

[Have the ads in your Twitter feed changed? There's a reason for that](#) - Direct-response advertisers are spending more on Twitter as recent turmoil under Elon Musk dovetails with a long-term company effort.

[Brands scrutinize video ad budgets as upfronts approach](#) - Less than half (49%) of marketers' video advertising budgets will be allocated during this year's upfronts season, continuing the decline of the annual buying season...

[A look at the 2023 Top 50 Global Retailers](#) - The Top 50 Global Retailers is a fresh look at the 50 most impactful international retailers based on their operations from the start of 2022.

[The digital media rollout dream is dead for the moment — now it's all about core brand strength](#) - When a marriage or an engagement fails, it's common for the participants to take time to work on themselves. That's where the digital media industry finds itself today.

[Turning brick and mortar stores into a competitive advantage](#) - New technologies and business models are prioritizing internet sales channels in retail, but hybrid models that incorporate the advantages of physical storefronts are the best methods for meeting the modern expectations of customers.

[Online sales fell during February as total sales grew by less than level of inflation](#) - Online sales have fallen again in February, as total retail sales on the whole grew by less than the level of inflation. Shopper spending also slowed year-on-year.

[Walmart V. Amazon: advertising, inflation, and the battle for ecommerce brands](#) - Two trends have emerged from big retailers' Q4 earnings calls over the last several weeks...

[Amazon CEO: We're going big on physical stores](#) - Despite acquiring Whole Foods for \$13.7 billion five years ago, Amazon has yet to make significant gains in the \$1.6 trillion US grocery sector.



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