



Your Customers Expect Digital Convenience



May 2019

RESHIFT MEDIA

Digital marketing company specializing in retail businesses with specific expertise in social media, software development, search and website/mobile development.

#STORE2019  @reshiftmedia



Let's start by talking about the **#1** digital activity people do...

#STORE2019



@reshiftmedia

RE

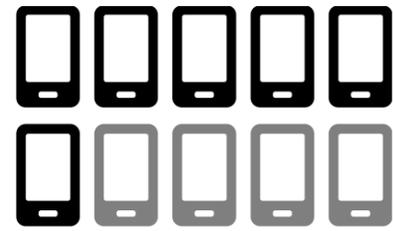


#STORE2019



@reshiftmedia





6 of the top 10 most used apps globally are messaging apps



3.4 billion users



4.1 billion users



1.6 trillion 
searches
on 

72 trillion 
messages



#STORE2019

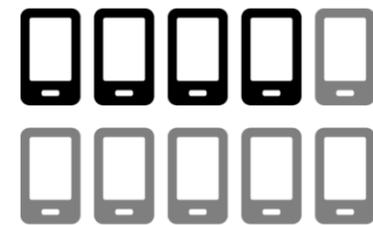


@reshiftmedia





FB Messenger alone has
10 billion
messages/month



4 out of 10 mobile users 
use **Facebook Messenger**



60% Of WeChat users open
the app more than

10x 
everyday

#STORE2019

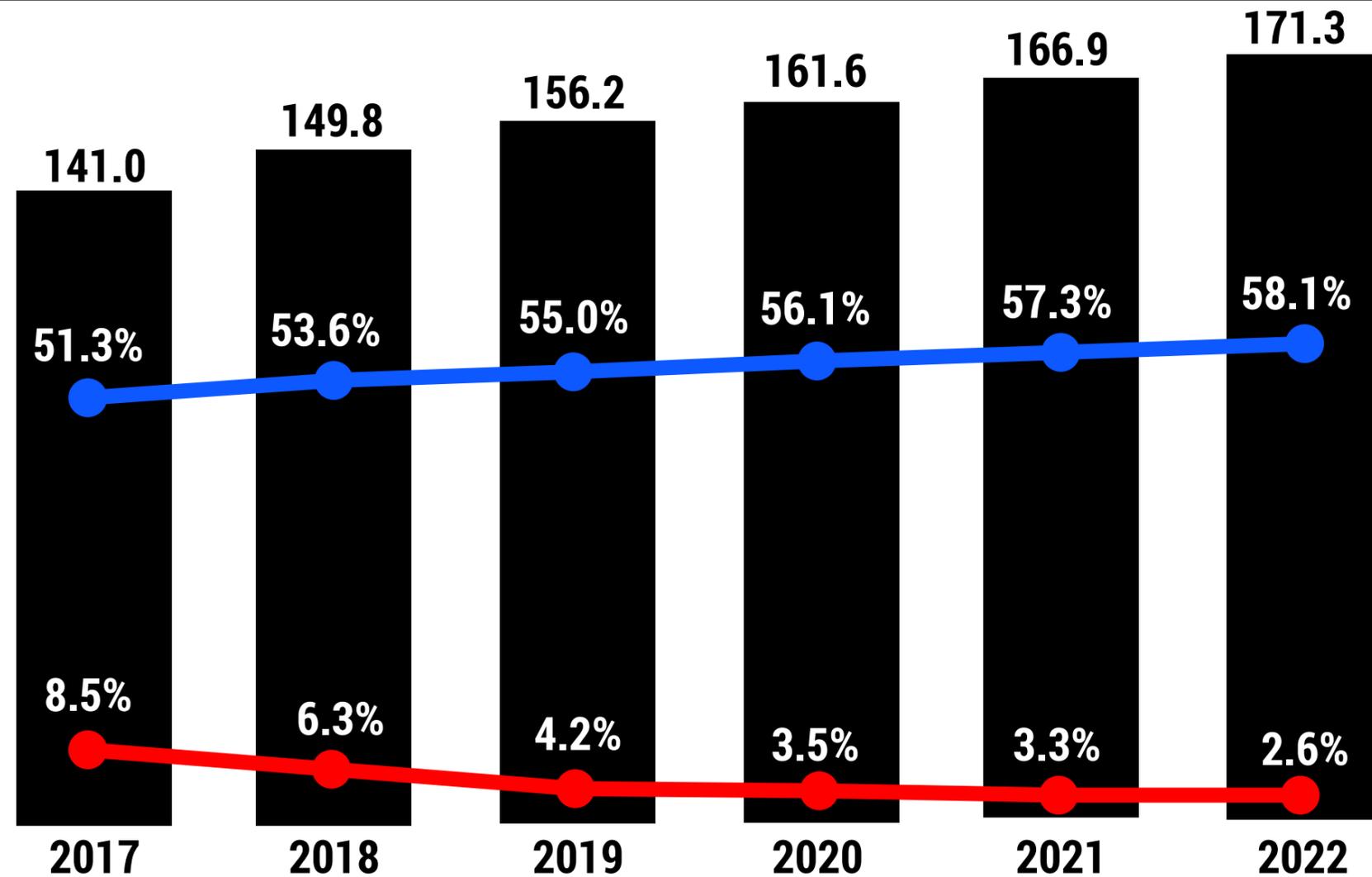


@reshiftmedia



US Mobile Messaging App Users and Penetration, 2017-2022

millions. % change and % of internet users



■ Mobile phone messaging app users
■ % change ■ % of internet users

Note: mobile phone users of any age who use an over-the-top (OTT) messaging app via mobile phone (browser or app) at least once per month
Source: eMarketer, Feb 2018

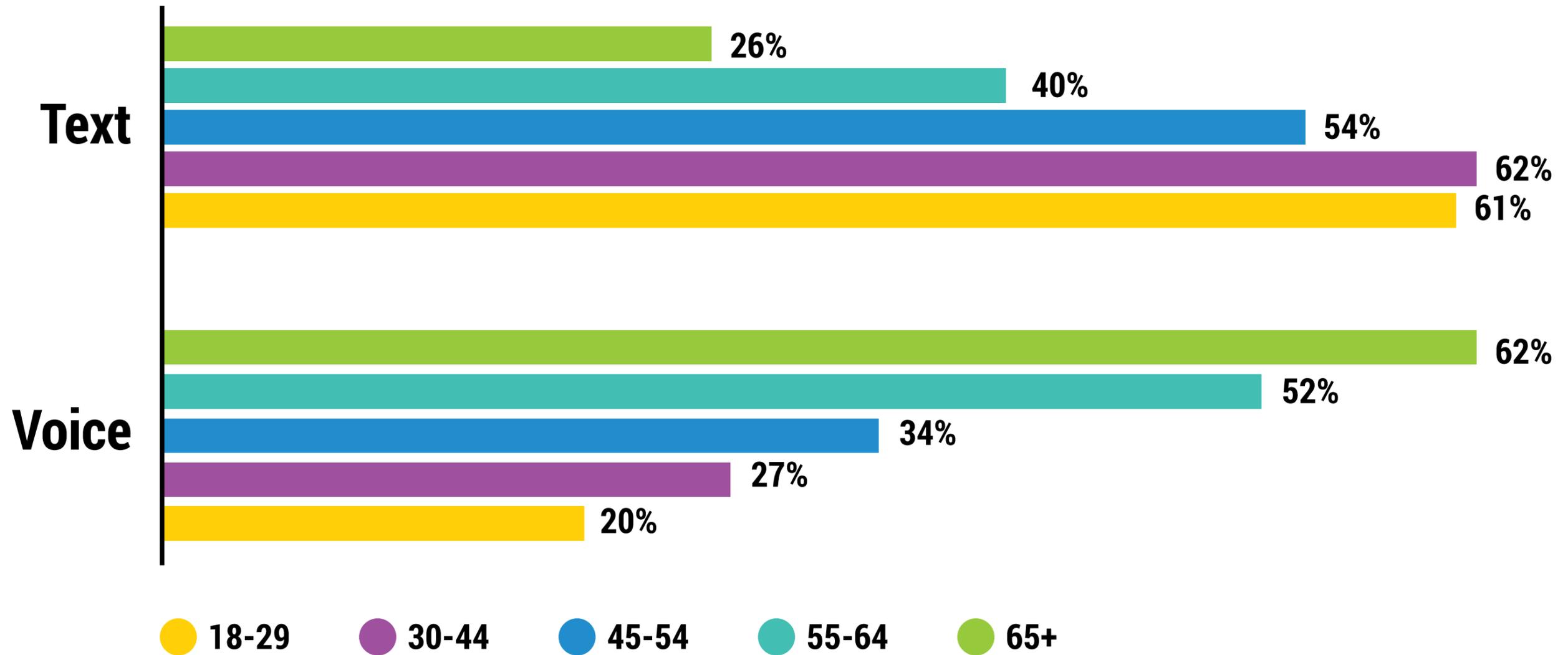
#STORE2019



@reshiftmedia



Mobile Communication Preferences (US, 2018)



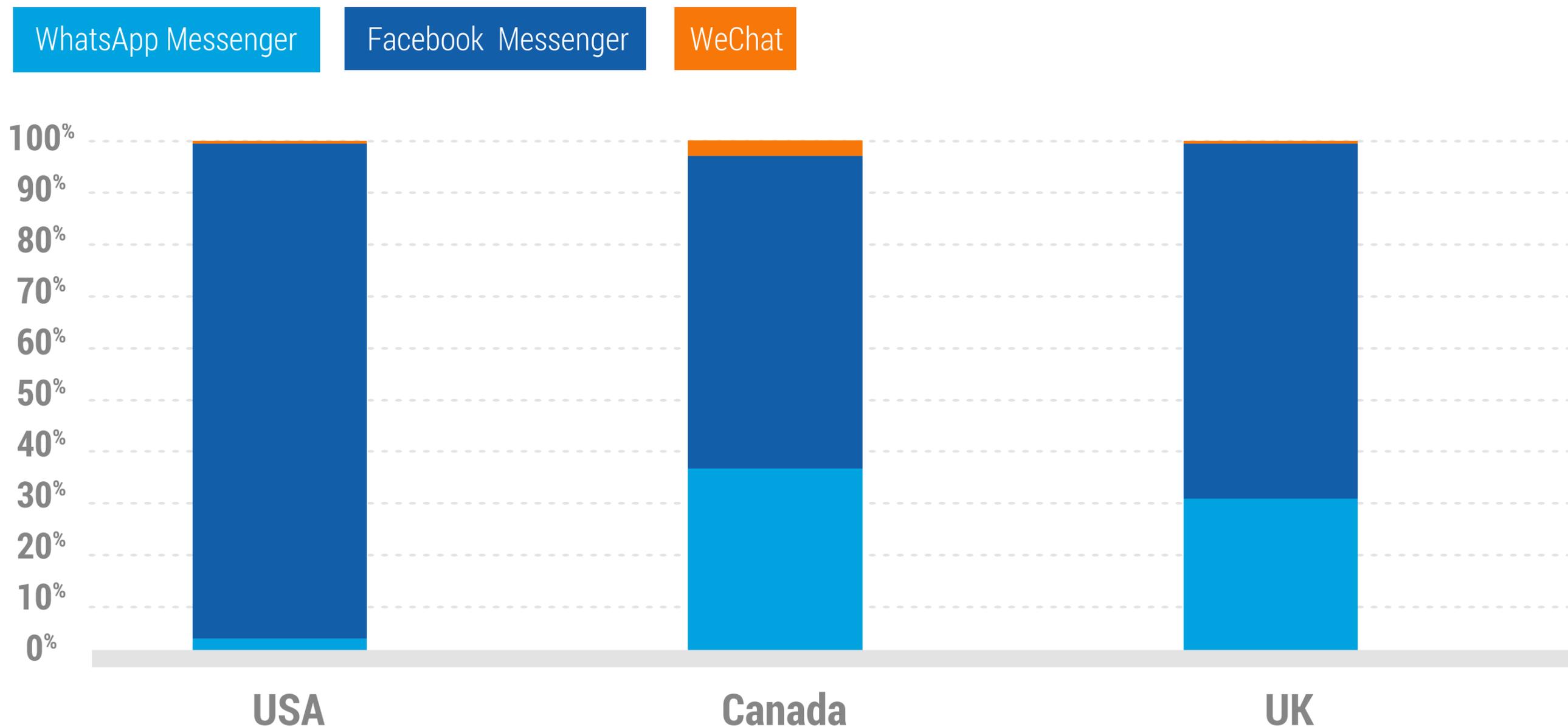
#STORE2019

 @reshiftmedia



Messaging Share of Minutes

Share of Combined Minutes for 3 Major Instant Messaging Apps



#STORE2019



@reshiftmedia





68%

of consumers say that messaging is the most convenient way to stay in touch with businesses



#STORE2019



@reshiftmedia



* - indicates a required field ⓘ - help available for this field 🟢 - a discount may be associated with this field

Cover Details

Who will be driving? * ⓘ 🟢 What date do you require cover from? * ⓘ

Does your spouse/partner have his/her own car? (A discount may apply if there is) * ⓘ 🟢

Your Details

First we need some details about you. These are all needed to work out the cost of your insurance.

Are you an AA Member? * ⓘ 🟢 <input type="text" value="Select"/>	Male or Female * <input type="text" value="Select"/>
Title * <input type="text" value="Select"/>	Date of Birth * (e.g. 08/05/1969) <input type="text"/>
First Name * <input type="text"/>	Occupation * ⓘ <input type="text" value="Select"/>
Surname * <input type="text"/>	Employer's Business * ⓘ <input type="text" value="Select"/>
County * <input type="text" value="Please Select Your County."/>	Daytime Number * <input type="text"/>
Sub-area * ⓘ <input type="text" value="Please Select Sub-area"/>	Mobile Number <input type="text"/>
House or Business Name <input type="text"/>	Email Address * ⓘ <input type="text"/>
No&Street/Road Name * <input type="text"/>	<i>We will use your email address to send you confirmation of your car insurance quote.</i>
Area/Estate /Development <input type="text"/>	Is your home insured with the AA? * <input type="text" value="Select"/>
Townland or City/Town <input type="text"/>	

Your Licence Details

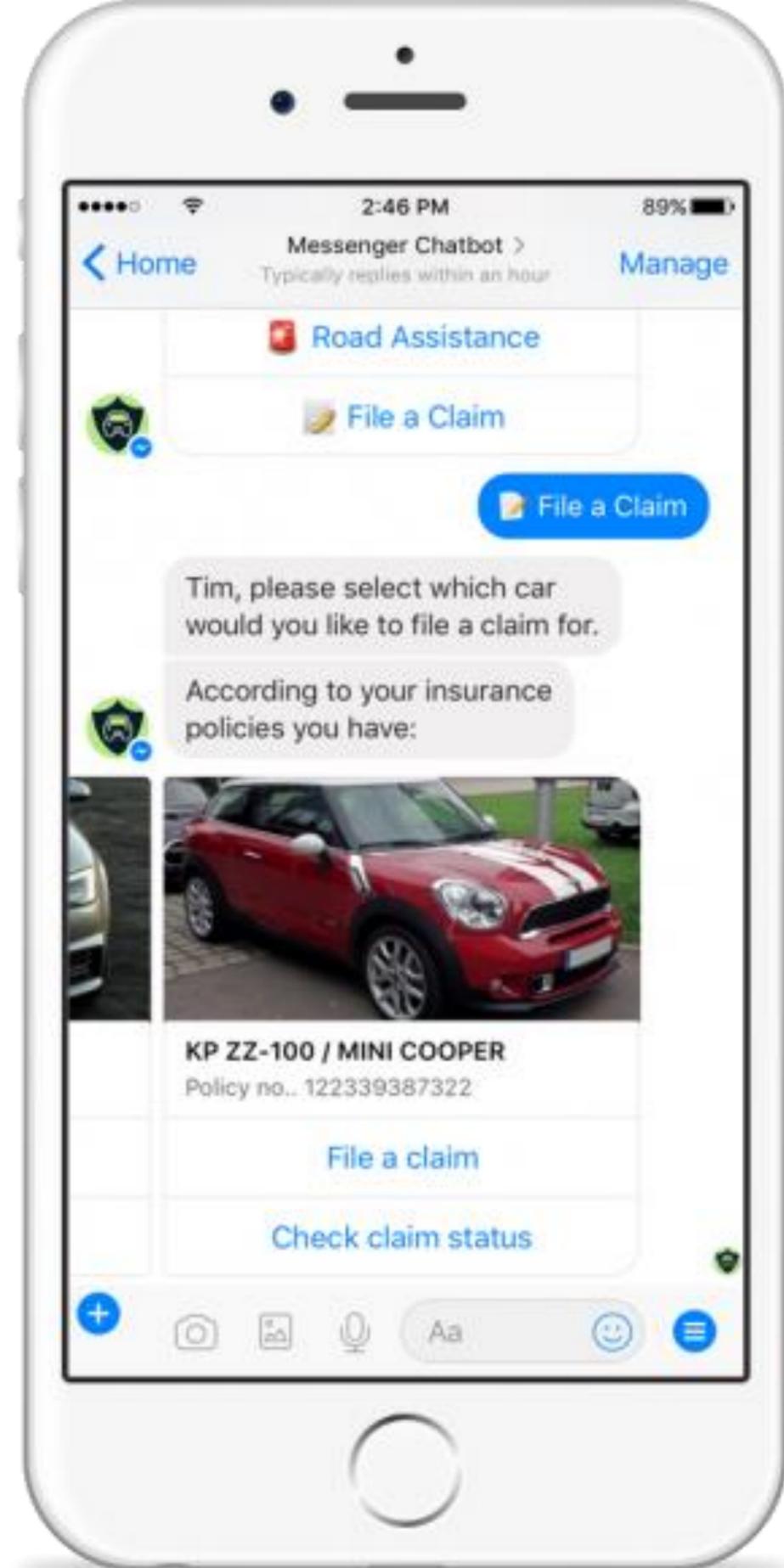
Licence type * ⓘ Licence held for * ⓘ Year(s)

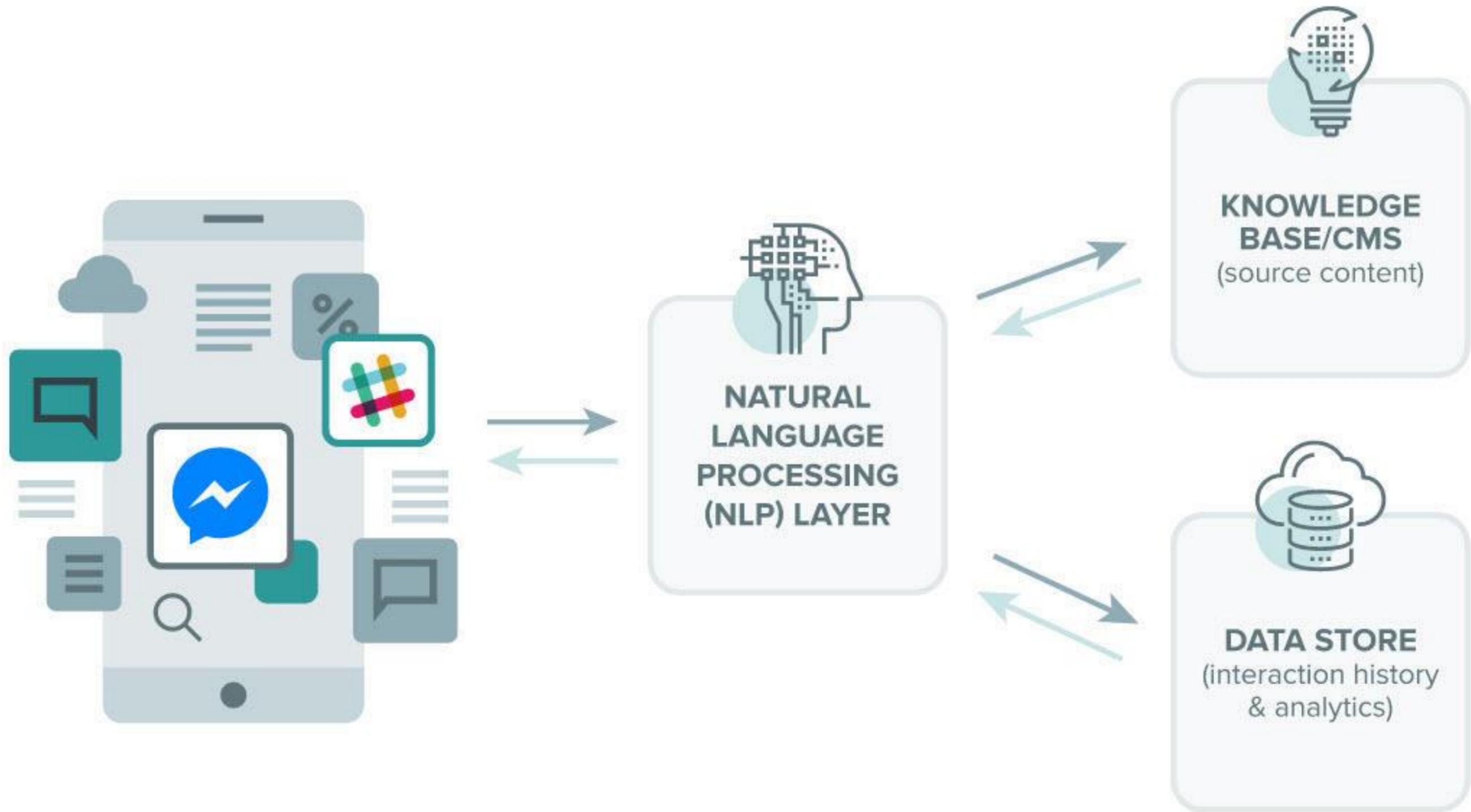
Licence number ⓘ

Your Penalty Point Details

Have you had any penalty points in the last 4 years? * ⓘ 🟢

Your Previous Insurance Details





Now

Recent

Burger King bot
Typically replies within an hour

Block



Burger King bot

0 people like this

Food/Beverages

12:16 PM



Welcome to the BURGER KING® restaurants!



Type a message...

Aa



q

w

e

r

t

y

u

i

o

p

a

s

d

f

g

h

j

k

l



z

x

c

v

b

n

m



123



space

return







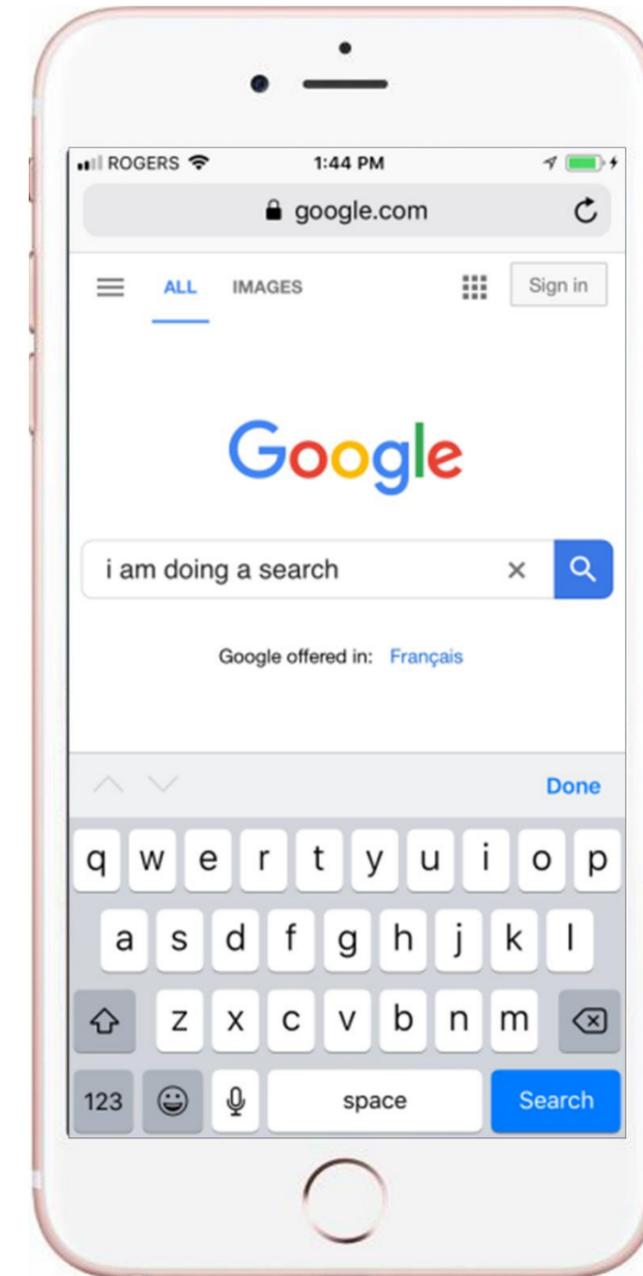
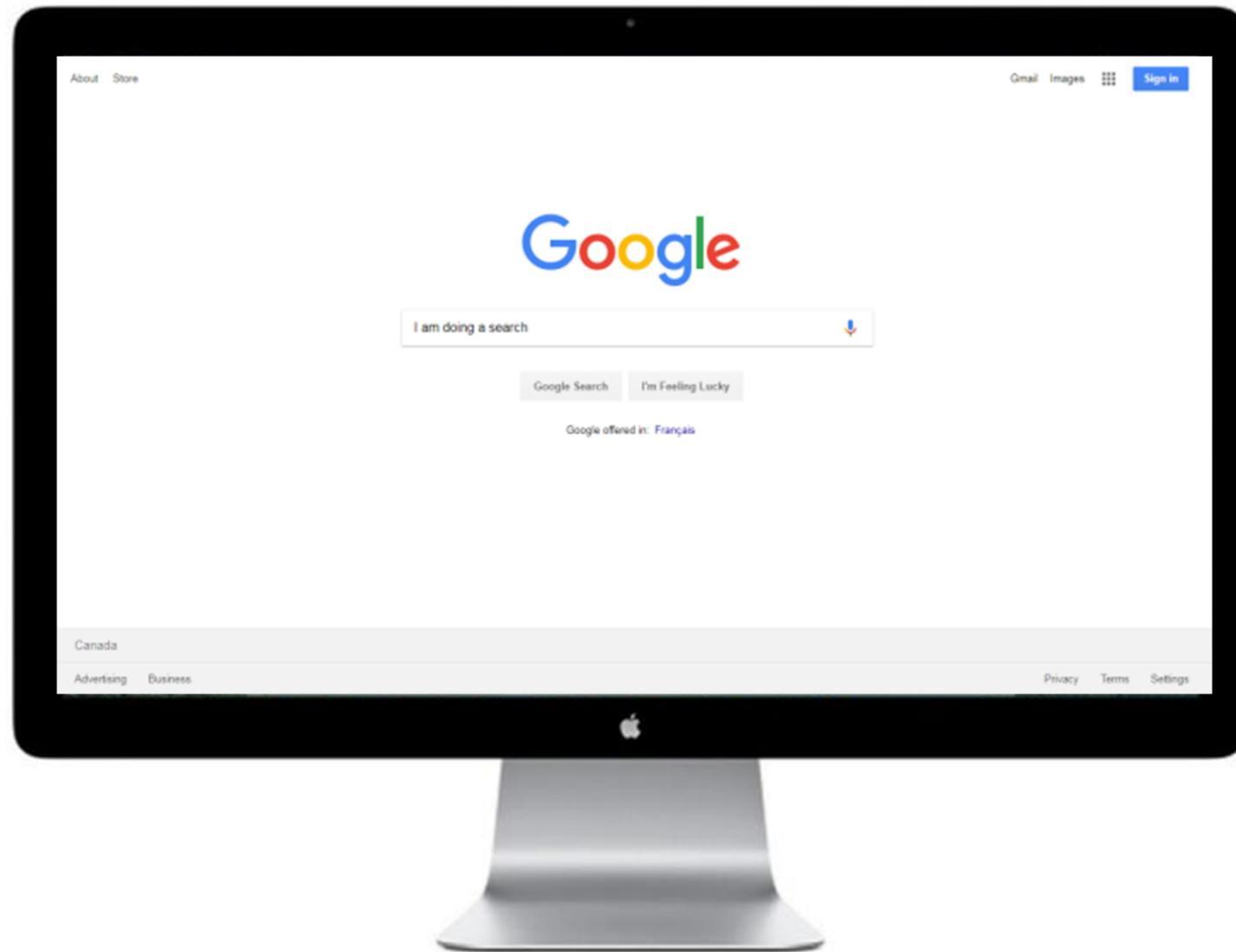
#STORE2019



@reshiftmedia



The concept of “search” has changed



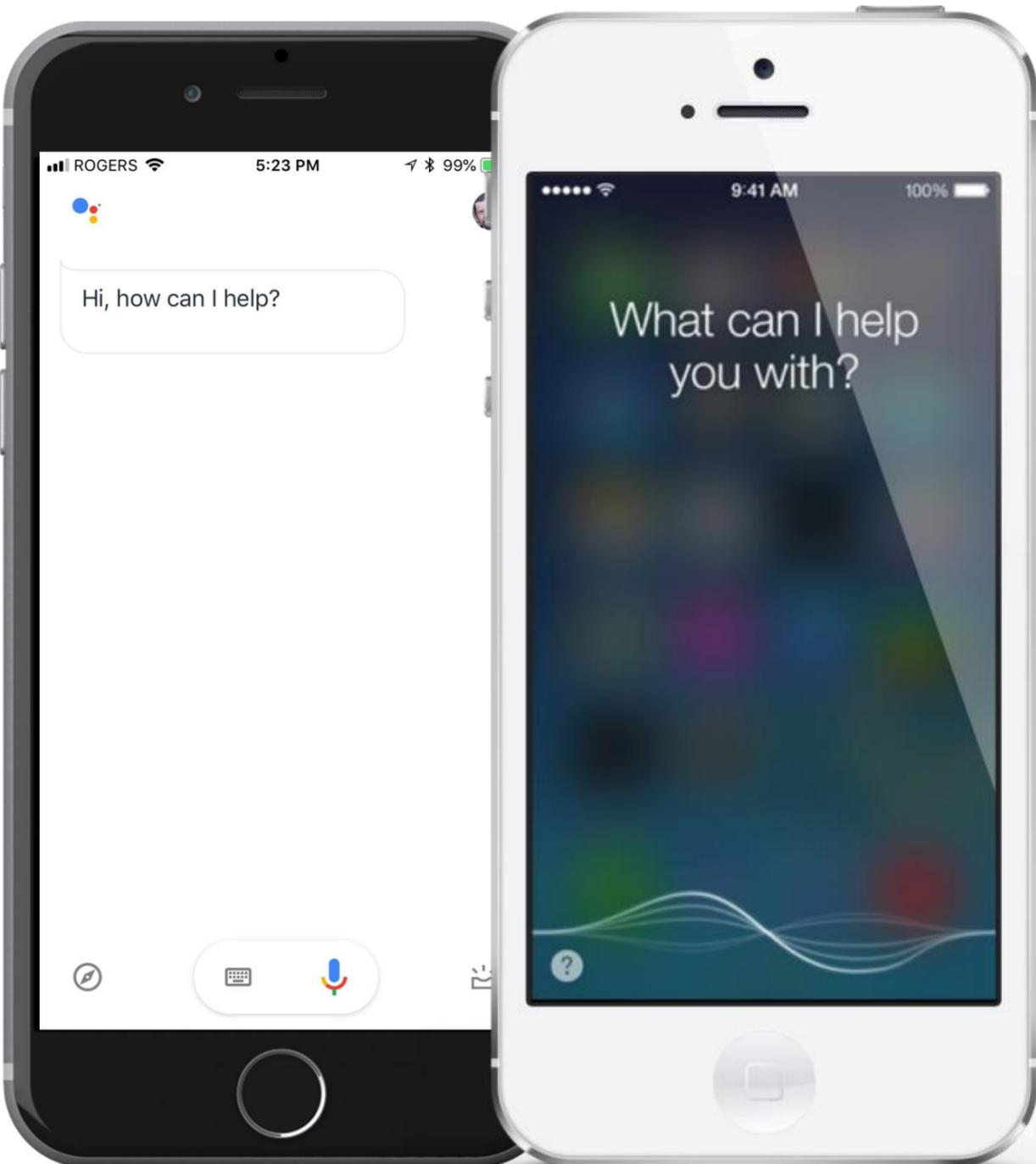
#STORE2019

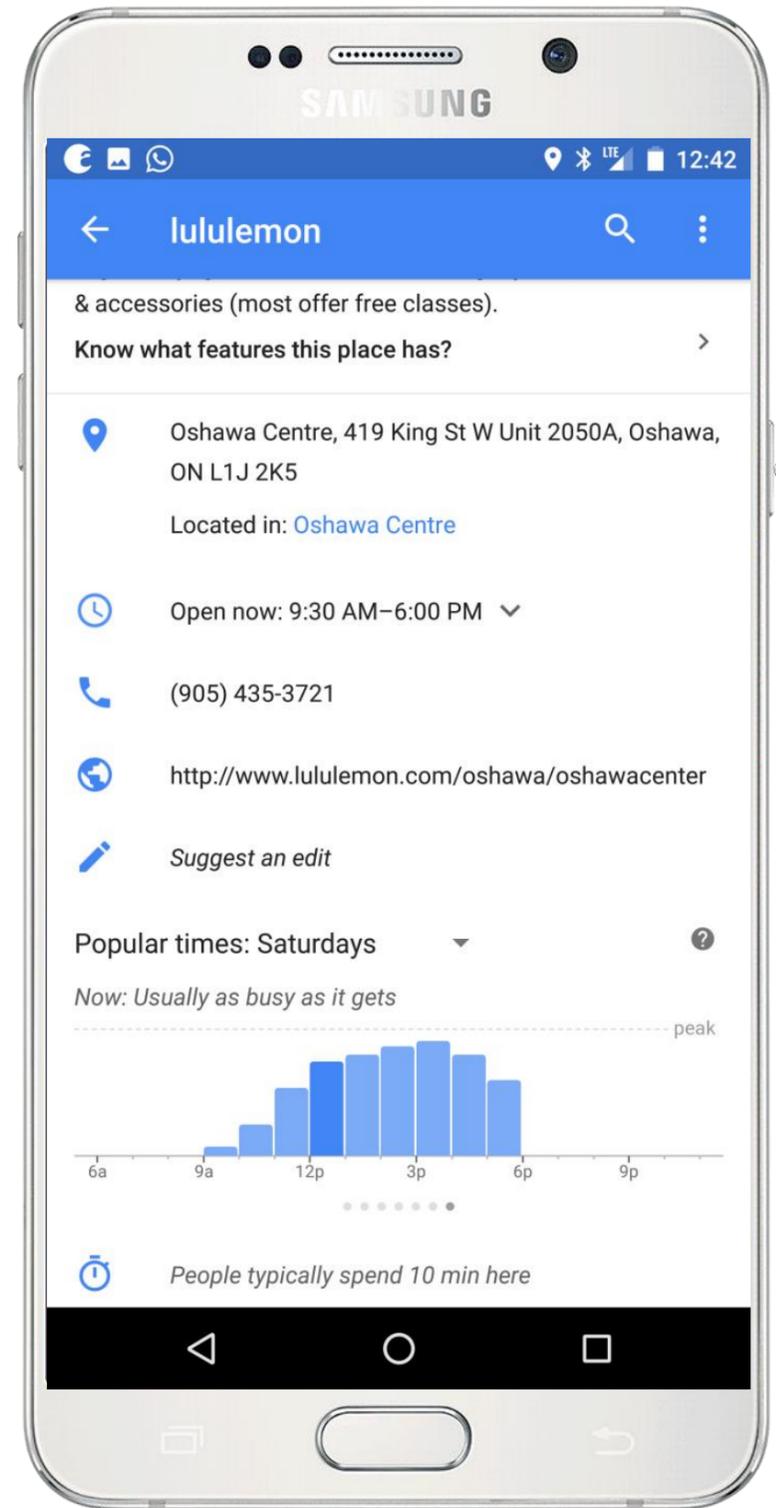
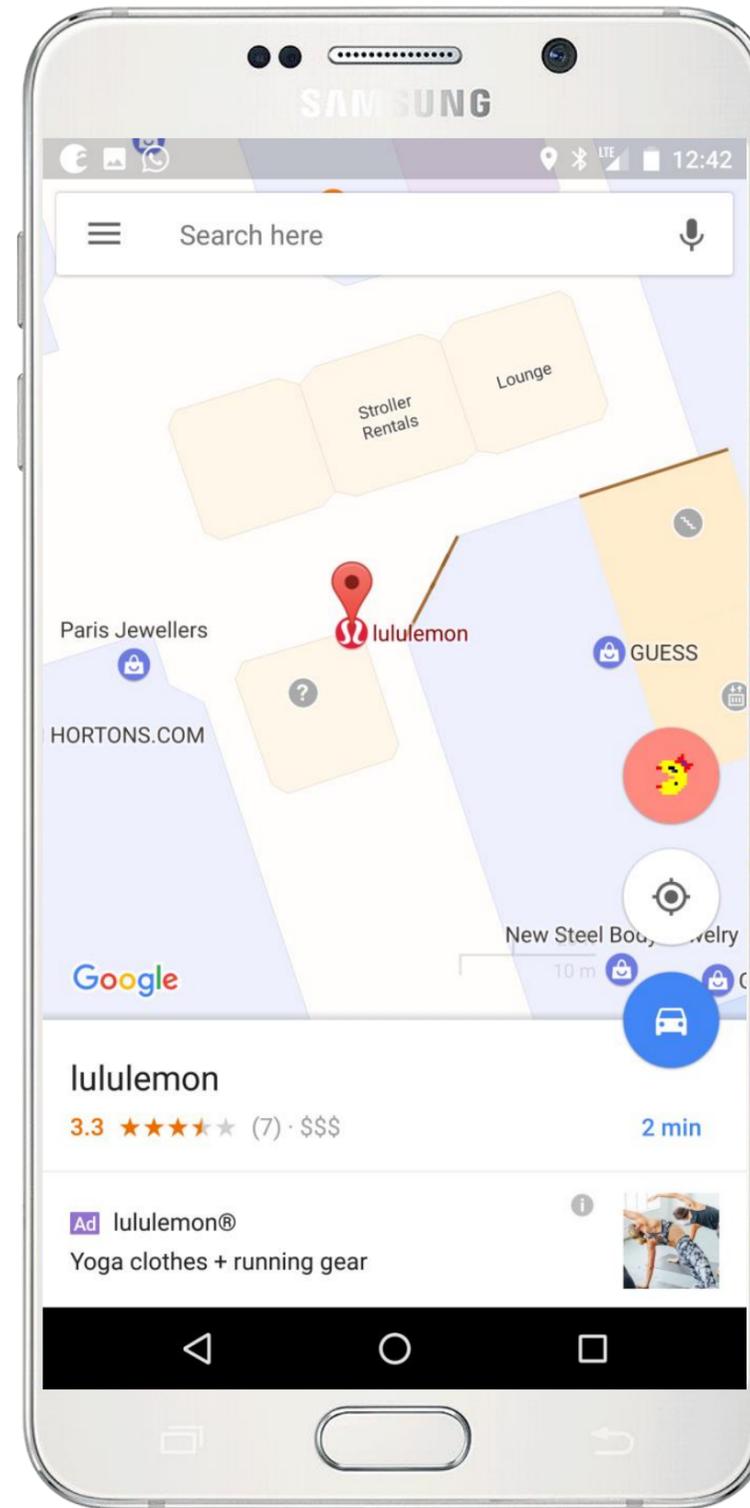
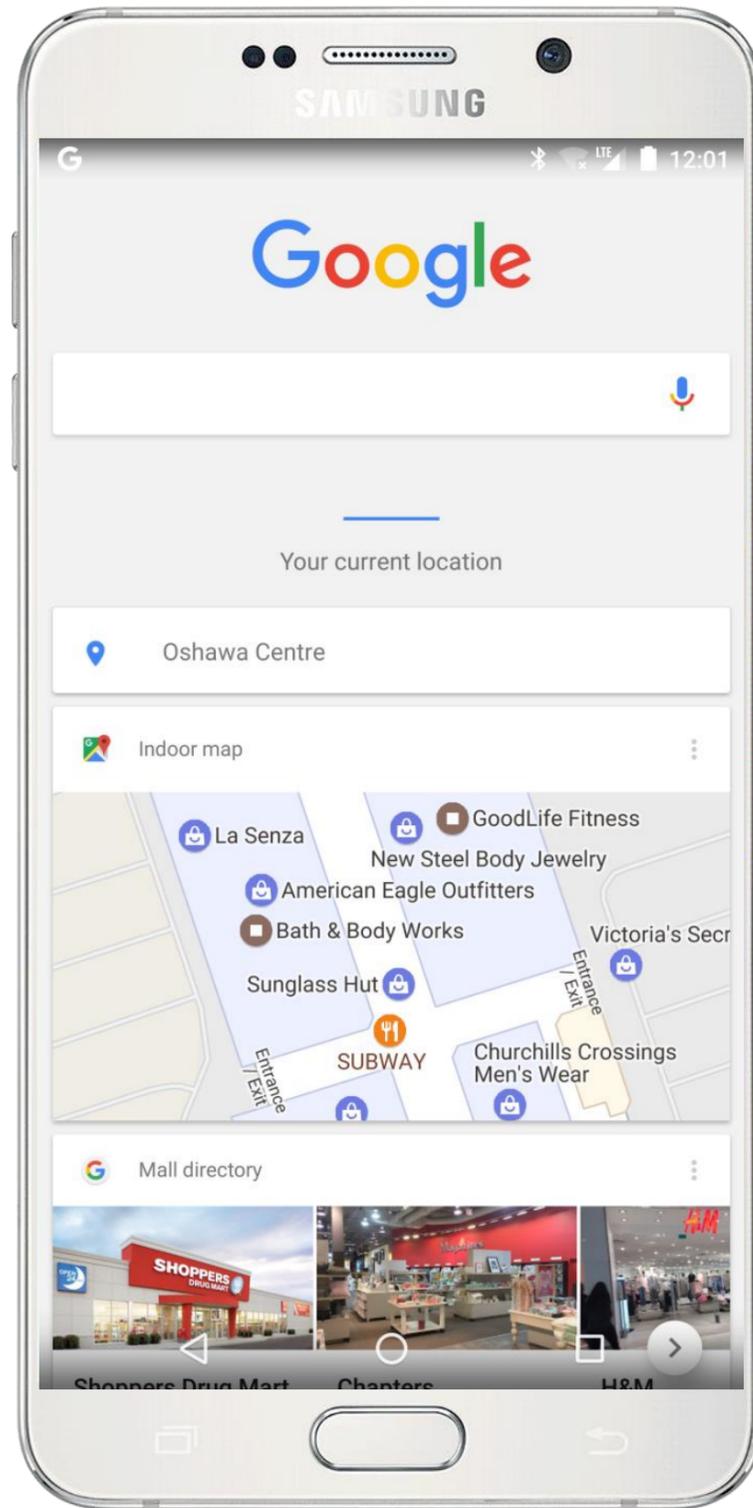
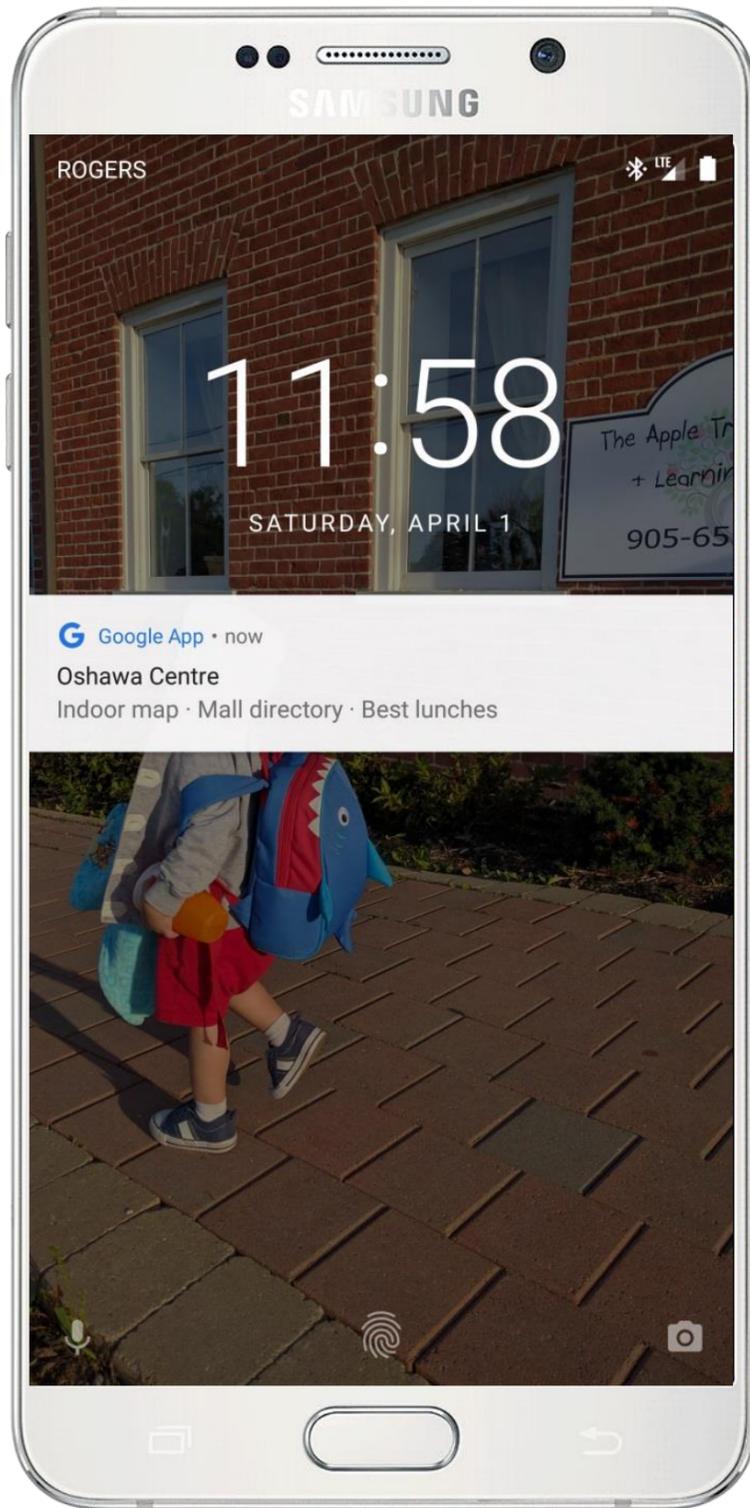


@reshiftmedia



The concept of "search" has changed





#STORE2019



@reshiftmedia





#STORE2019



@reshiftmedia





#STORE2019



@reshiftmedia



Voice search is here

20% of all searches are performed via voice

 Expected to grow to **50%** by 2020

40% of adults and **55%** of teens already use voice search

by 2020

30% of searches won't even involve a screen

13% of US households owned a smart speaker in 2017

 Expected to grow **55%**  by 2022

Voice search is here



36% of millennials use voice assistants at least once a month compared to



10% of baby boomers



41% of people who own a voice-activated speaker say it feels like talking to a friend or another person

25-35

year olds represent the highest percentage of smart home device owners



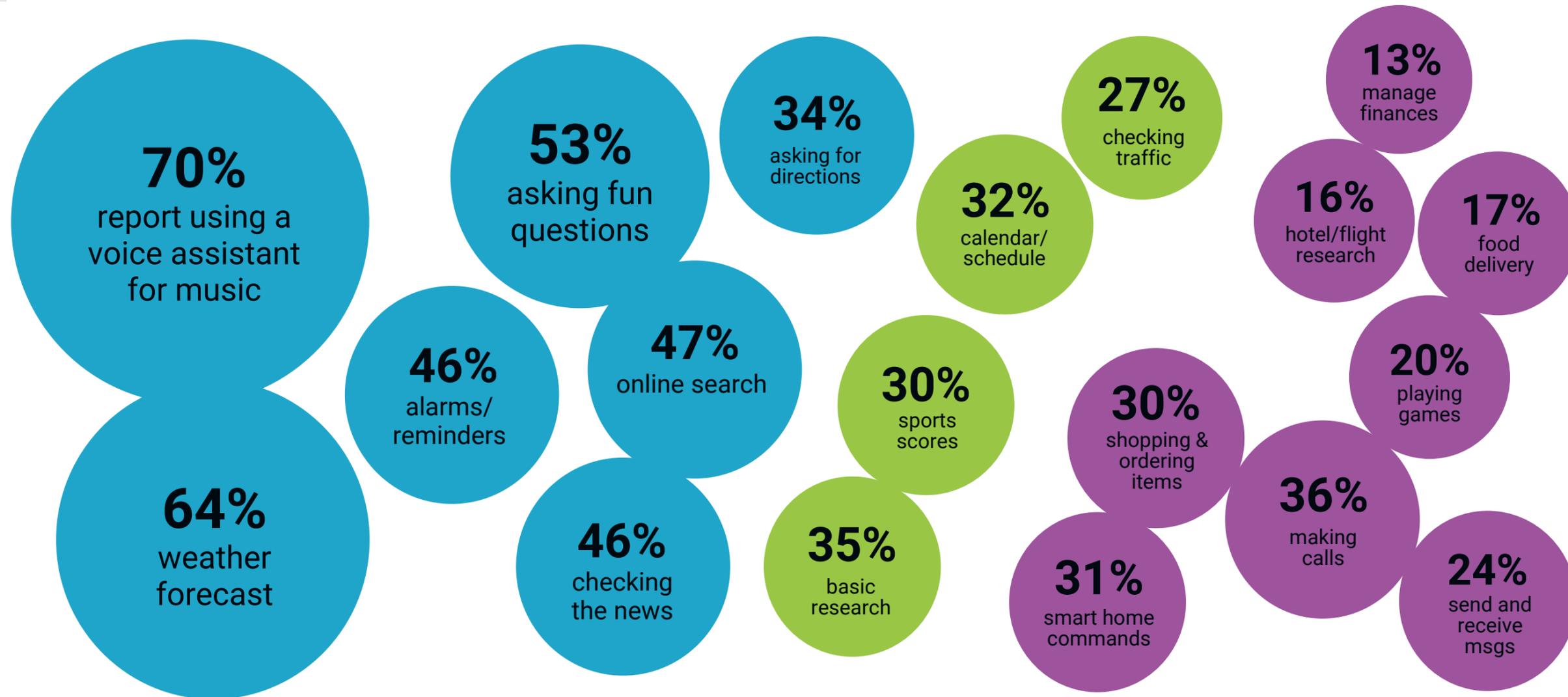
#STORE2019



@reshiftmedia

RE

Voice activities



PRIMARY ACTIVITIES

BITE-SIZED INFORMATION

EMERGING USE CASES

#STORE2019



@reshiftmedia



Remember when we talked about chatbots?



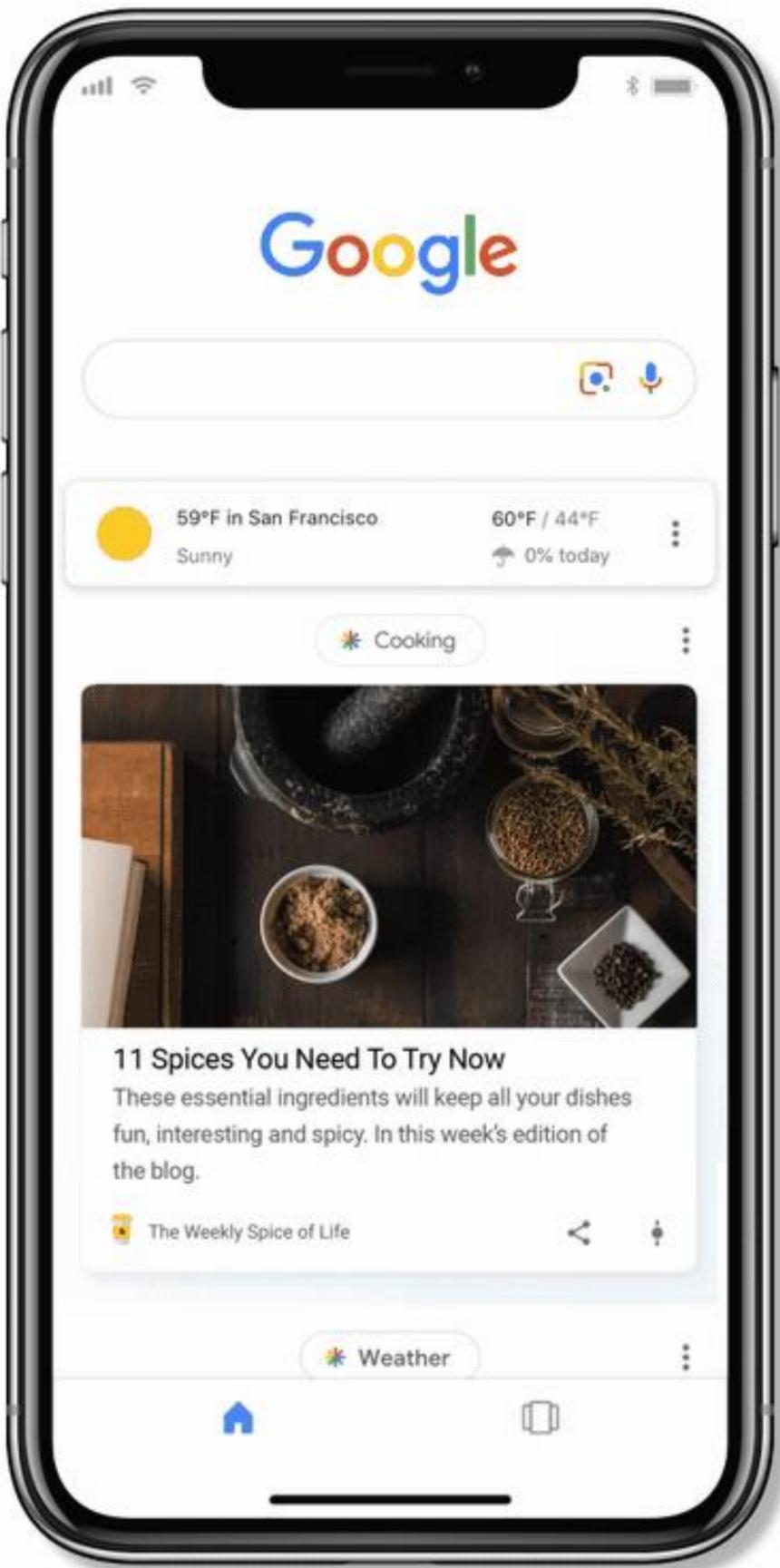
#STORE2019

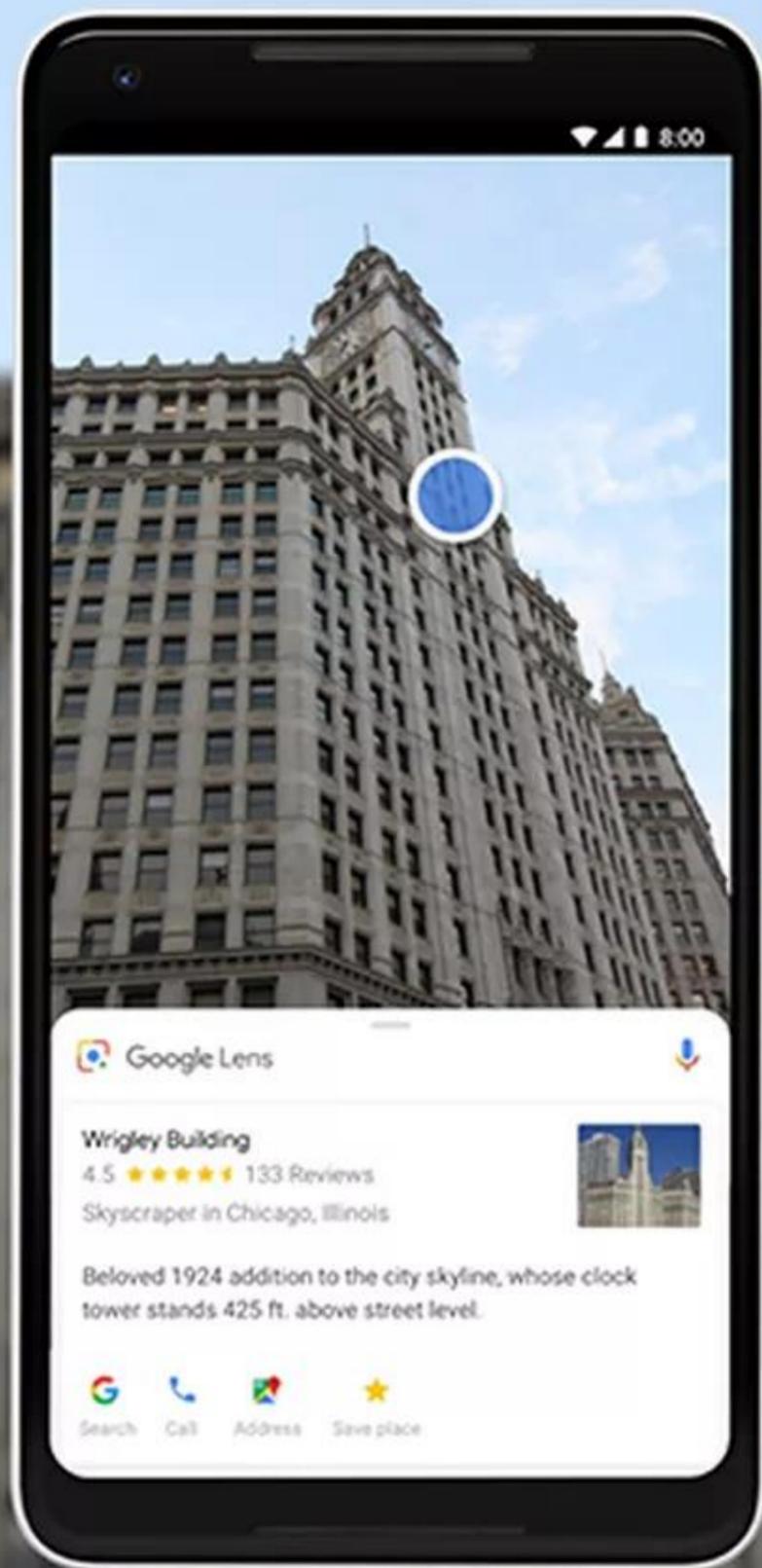


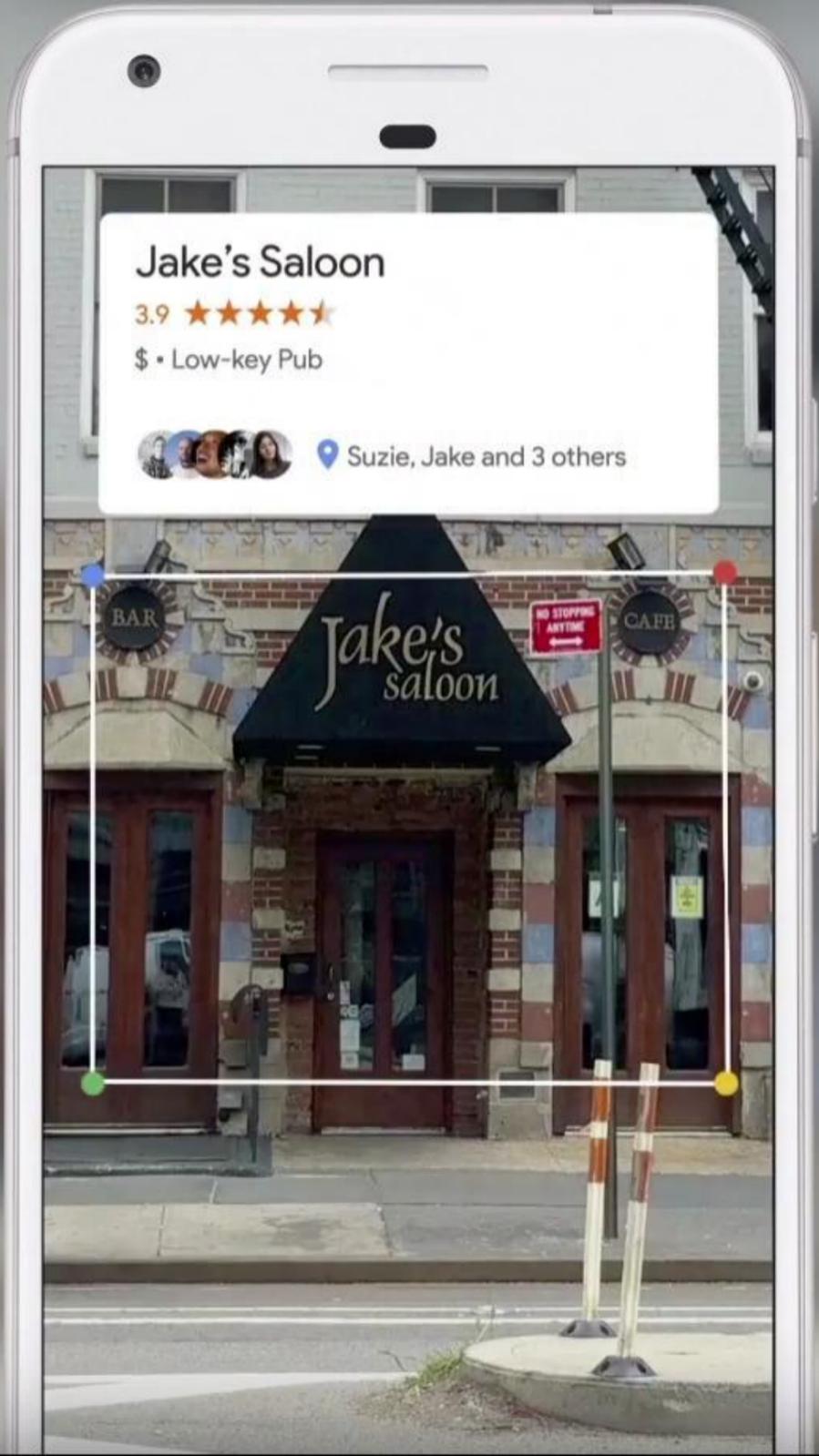
@reshiftmedia











Jake's Saloon

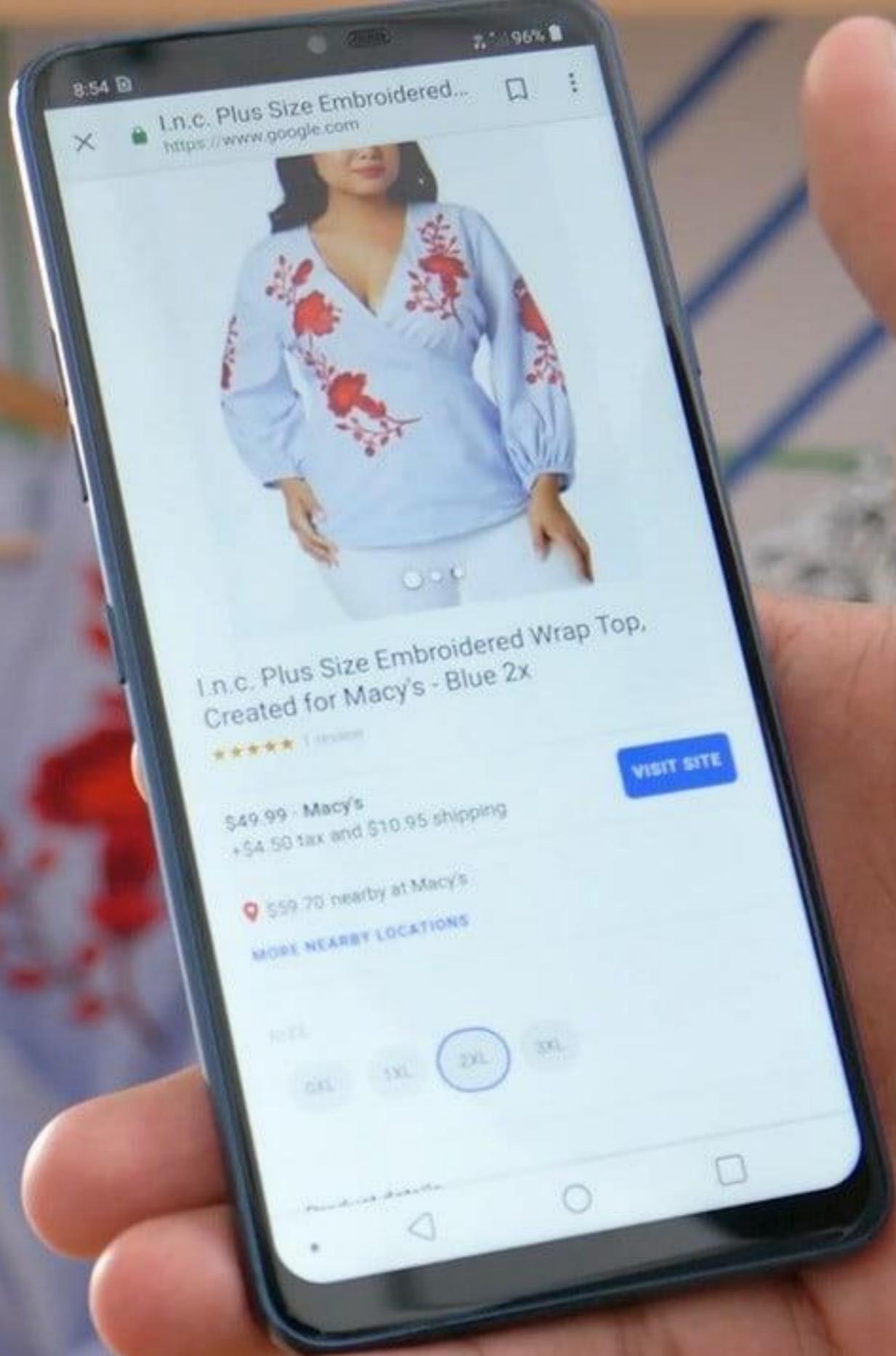
3.9 ★★★★★

\$ • Low-key Pub



📍 Suzie, Jake and 3 others





8:54

96%

I.n.c. Plus Size Embroidered...
https://www.google.com



I.n.c. Plus Size Embroidered Wrap Top,
Created for Macy's - Blue 2x

★★★★★ 1 review

VISIT SITE

\$49.99 - Macy's
+\$4.50 tax and \$10.95 shipping

📍 \$59.70 nearby at Macy's

MORE NEARBY LOCATIONS

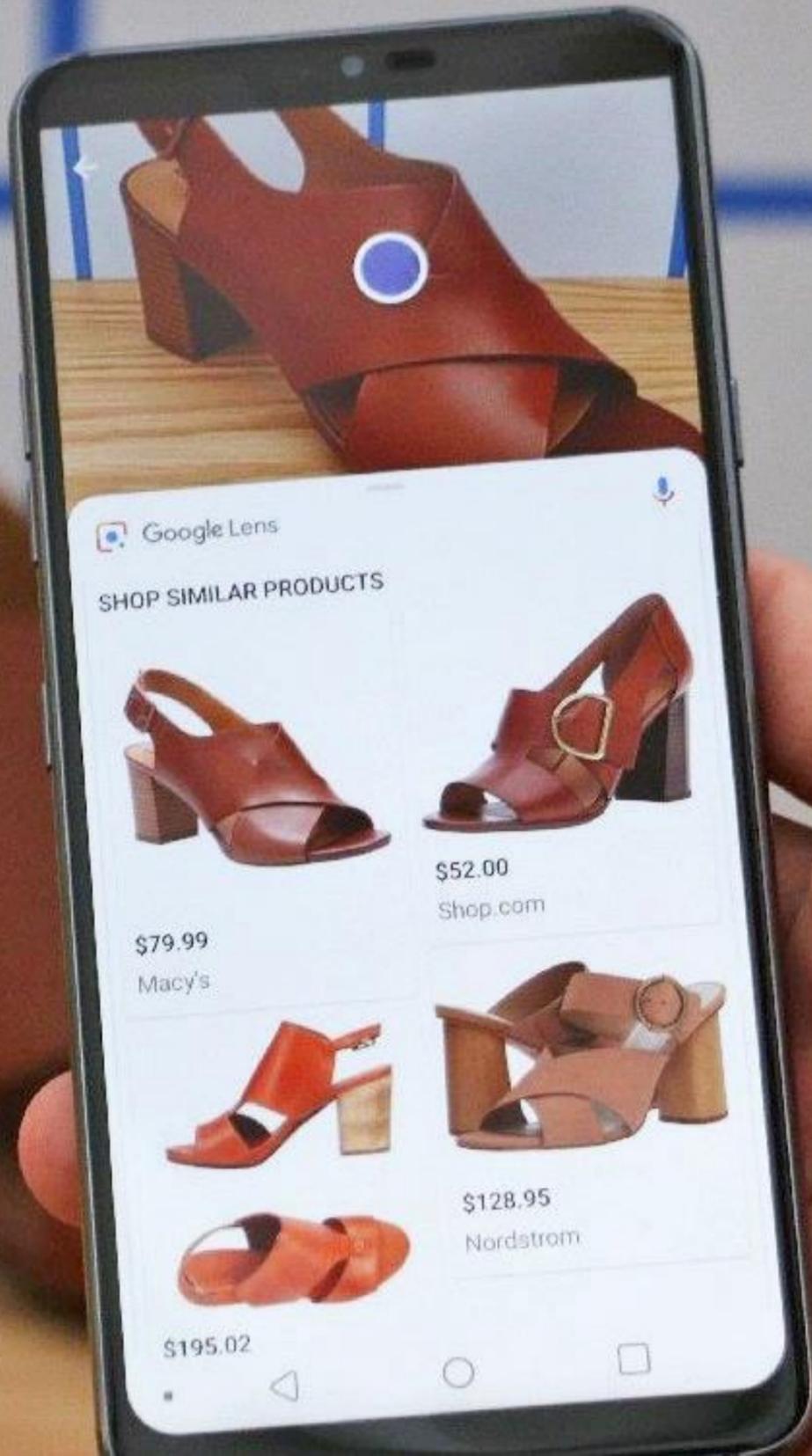
SIZE

0XL

1XL

2XL

3XL



Google Lens

SHOP SIMILAR PRODUCTS



\$79.99
Macy's



\$52.00
Shop.com



\$128.95
Nordstrom



\$195.02

#STORE2019





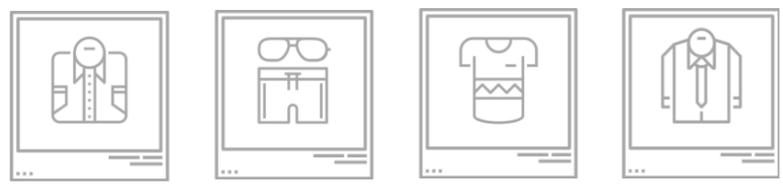
> **1 BILLION** visual searches per month



about **1/2** of those are on Pinterest

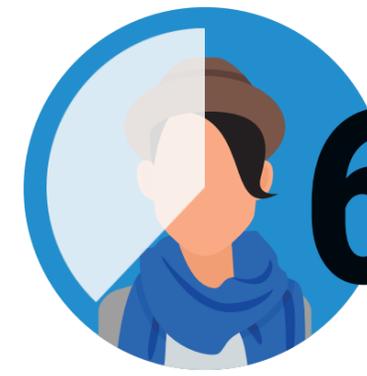
19%

of all searches on Google return image results



36%

of consumers have conducted a visual search on



62%

of millennials want visual search over any other new technology

#STORE2019



@reshiftmedia



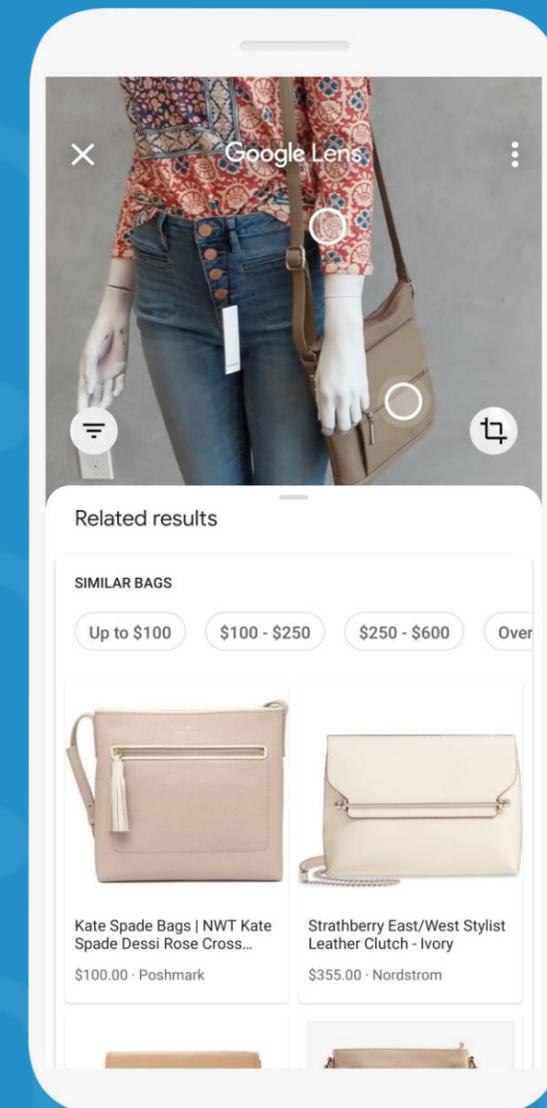
Google Lens can identify more than **ONE BILLION PRODUCTS**



LESS THAN

10%

of retailers are actively optimizing
their web inventory for image search



#STORE2019



@reshiftmedia



A man in a light blue t-shirt and dark shorts is sitting on a large rock, looking out over a vast, hazy mountain range under a clear sky. The scene is captured in a cinematic style with soft lighting, likely during the golden hour.

What you can do to be ready

#STORE2019



@reshiftmedia

RE

1.



BE OPEN

To the fact that how you communicate with your customers today is not how you will do so in the future

#STORE2019



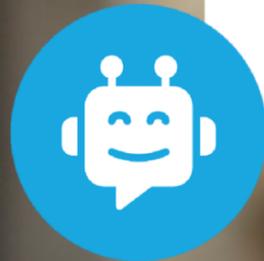
@reshiftmedia



2.

What time are you open until today?

Hi Sara! We are open until 9:00PM.
Hope to see you soon!



CONVERSATIONS, NOT TRANSACTIONS

#STORE2019

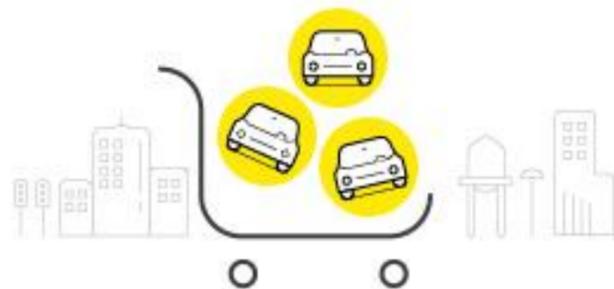


@reshiftmedia

RE



Hi, I'm Lily! I'll get you a quote in minutes :)



Start with a single vehicle.

You can add more after that.

Effective date*

2019-04-13 

+ Add a vehicle

Total premium
\$0.00

Checkout >

3.

CLAIM YOUR DIGITAL REAL ESTATE

#STORE2019



@reshiftmedia

RE

About 28,700,000 results (0.66 seconds)

Hormone Free Hamburgers at 360 Bay St. Toronto, ON | South St ...

https://www.southstburger.com/location/bay-temperance/

Welcome to South St. Burgers Bay + Temperance location! 100% Angus Beef Burgers, with no preservatives. It's real, It's fresh & it's food you can trust.

Burgers & Mains · The Extras



Hours

Sort by

- List of three South St. Burger locations with addresses, phone numbers, and website/directions links.



South St. Burger

Website Directions

4.1 stars 251 Google reviews
\$\$ · Hamburger Restaurant

Foodora Food Delivery

Fresh, high quality food right to your home in 30 minutes
Order Now · foodora.ca



Address: 360 Bay St, Toronto, ON M5H 2V6

Hours: Open · Closes 9 p.m.

Menu: southstburger.com

Order: skipthedishes.com, foodora.ca

Phone: (416) 901-1524

Suggest an edit

Know this place? Answer quick questions

Questions & answers

Be the first to ask a question

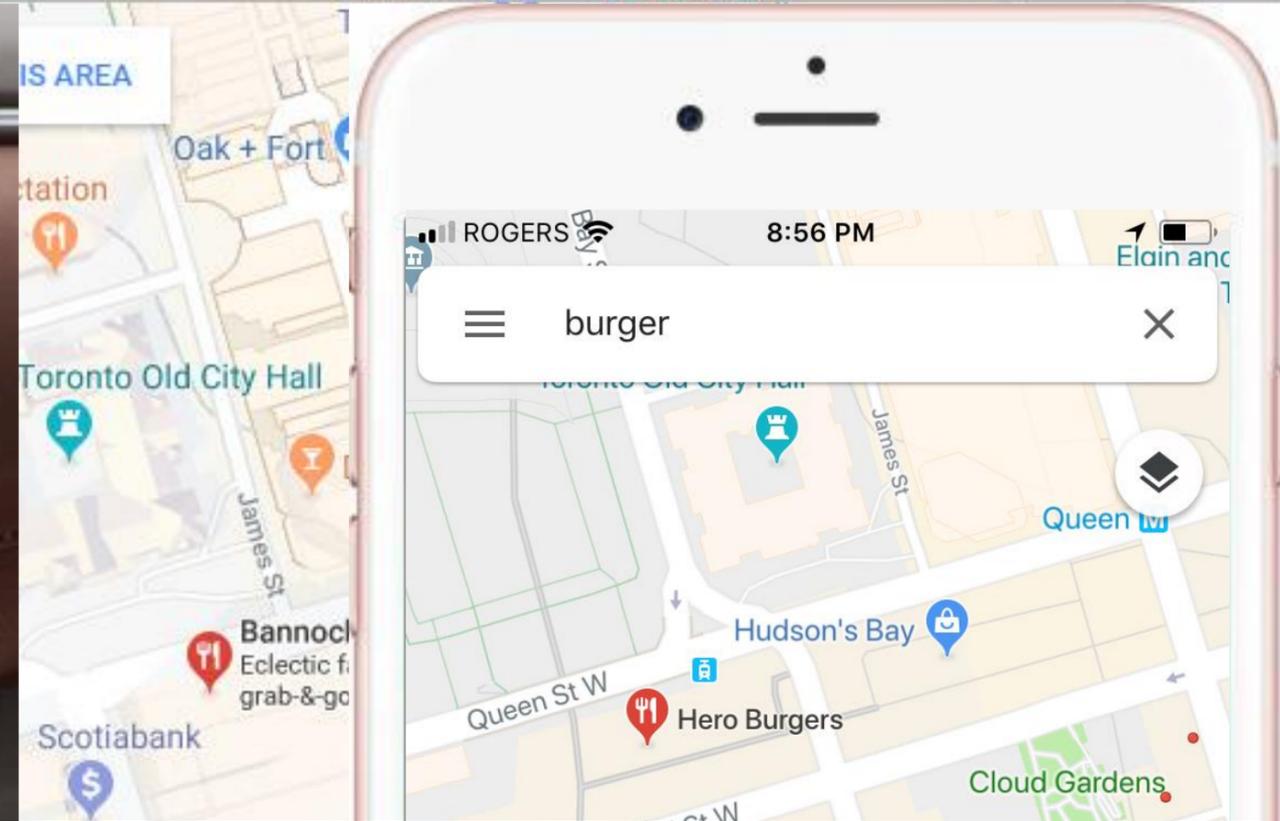
Ask a question

Food delivery from South St. Burger - Bay in Toronto | foodora Canada

https://www.foodora.ca/restaurant/s7qp/south-st-burger-hillcrest

Order from South St. Burger - Bay in Toronto ✓ Fast delivery straight to your home or office ✓ The best food delivery in Canada.





Bay Burger
 3.8 ★★★★★ (33)
 Hamburger · 770 Bay St
 Open until 8:30 p.m.



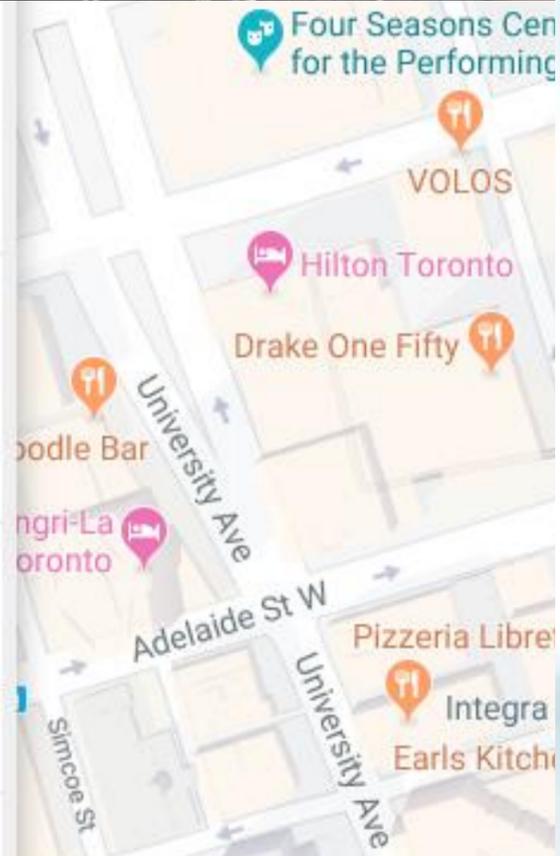
Harvey's
 3.9 ★★★★★ (116)
 \$ · Hamburger · Royal Bank Plaza, 200 Bay St
 Open until 7:00 p.m.



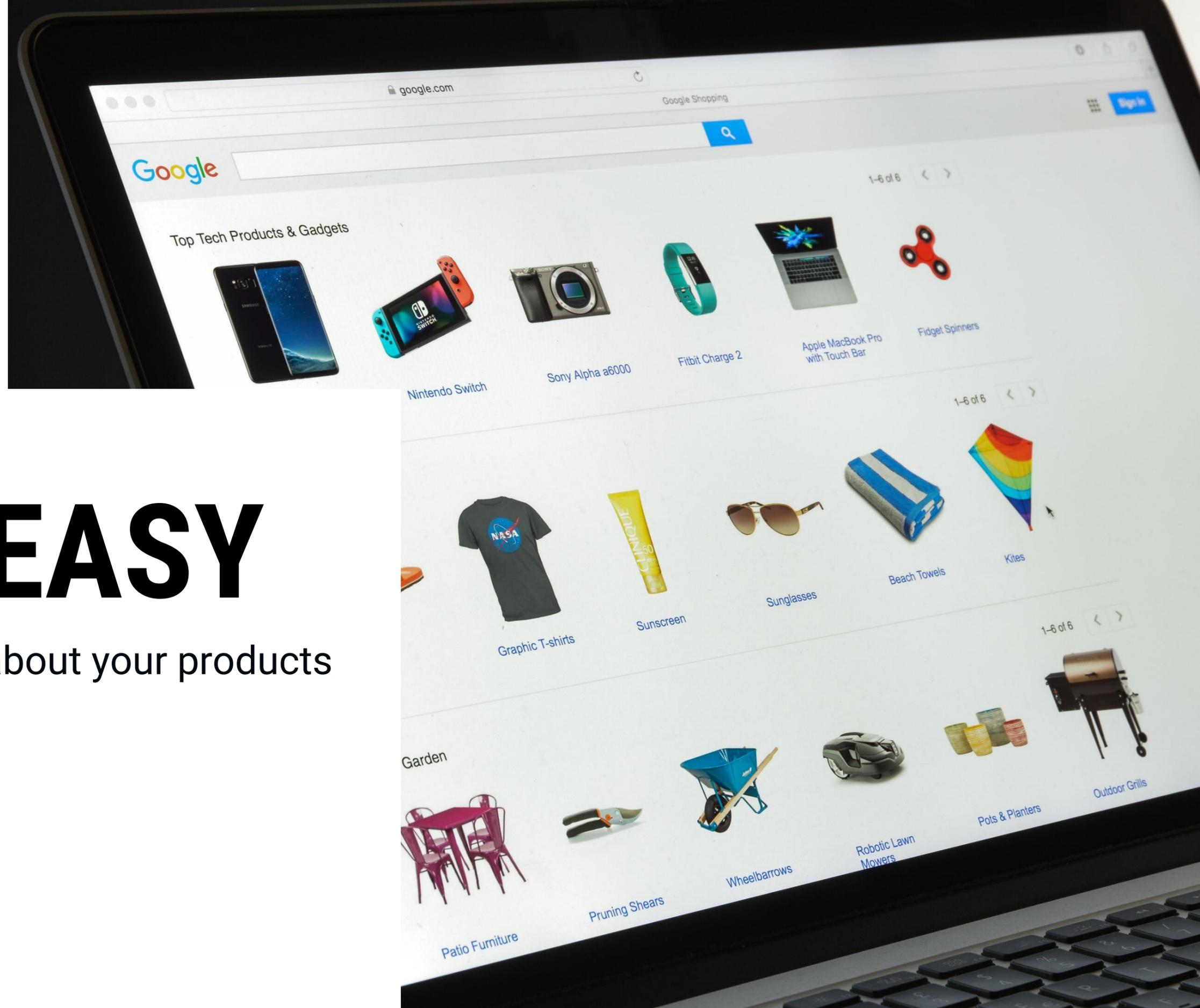
W Burger Bar
 4.1 ★★★★★ (595)
 Hamburger · 10 College St
 Diverse burger selection & drinks
 Open until 11:00 p.m.



Hidden Burger

4.



MAKE IT EASY

For search engines to learn about your products

CHUCK TAYLOR ALL STAR SEASONAL COLOURS LOW TOP

~~CAD \$65.00~~

CAD \$48.75

Blue Hero (161422C)

CLASSIC KICKS, FRESH COLOURS. The Chuck Taylor All Star Low Top sneaker is always a favourite, but have you seen these colours? Th... [more](#)

[Shipping and Returns >](#)



CHUCK TAYLOR ALL STAR SEASONAL COLOURS LOW TOP

CLASSIC KICKS, FRESH COLOURS. The Chuck Taylor All Star Low Top sneaker is always a favourite, but have you seen these colours? They're fresh for the season and ready to be rocked. With a durable canvas upper, rubber sole and Smart Foam sock liner for cushioning, these hot-coloured kicks won't be

[Home](#) > [Converse Chuck Taylor All Star Low Top Blue Hero](#)

CONVERSE CHUCK TAYLOR ALL STAR LOW TOP BLUE HERO

Be the first to review this product

CA\$65.00 In Stock

SKU 1614220

Save your feet from discomfort with these "Converse Chuck Taylor All Star Low Top Blue Hero" No need to be blue like this shoe, featuring a custom Converse foot bed and covered toe cap, they are the shoes you know and love!

Choose your color



Fit - A bit large, ordering a half size smaller is recommended

Size *

Choose an Option...



Qty: 1

[ADD TO CART](#)

[View Size Chart](#) ↔



CA | EN Get the gift that always fits.

CONVERSE → Women Men

CHUCK TAYLOR ALL STAR SEASONAL COLOURS LOW TOP

~~CAD \$65.00~~
CAD \$48.75

CLASSIC KICKS, FRESH COLOURS. The Chuck Taylor All Star Low Top sneaker is always a favourite, but have you seen these colours? They're fresh for the season and ready to be rocked. With a durable

Shipping and Returns >

CHUCK TAYLOR
CLASSIC KICKS, FRESH COLOURS. The Chuck T



Google

buy converse low top blue hero

All Shopping Images News Videos More Settings Tools

About 23,800,000 results (0.39 seconds)

See buy converse low top blue hero

Sponsored

Converse Chuck Taylor All Star... \$65.00 Baggins Shoes ★★★★★ (1k+)	Converse Women's Chuc... \$35.98 Designer Shoe... Free delivery	Converse Women's Chuc... \$41.98 The Shoe Com... Free delivery	Converse Orange Leathe... \$95.00 ssense.com Free delivery	Converse Chuck Taylor All Star... \$154.68 Bydepot Free delivery

Converse Chuck Taylor All Star Low Top Blue Hero 161422C

<https://bagginsshoes.com/converse-ctas-ox-blue-hero-161422c.html>

Save your feet from discomfort with these Converse Chuck Taylor All Star Low Top Blue Hero No need to be blue like this shoe, featuring a custom Converse ...

Converse Chuck Taylor All Star Blue Hero Low TOP: Amazon.ca ...

<https://www.amazon.ca/Converse-Chuck-Taylor-Star-Blue/dp/B07GV4287D>

Converse Chuck Taylor All Star Blue Hero Low TOP: Amazon.ca: Shoes & Handbags. ... Converse heel patch; Runs a half size large. To buy, select Size.

Chuck Taylor All Star Seasonal Colours Low Top in Blue Hero ...

<https://www.converse.ca/chuck-taylor-all-star-seasonal-colours-low-top-161422c.html>

\$48.75 - Out of stock

CLASSIC KICKS, FRESH COLOURS. The Chuck Taylor All Star Low Top sneaker is always a favourite, but have you seen these colours? They're fresh for the ...

Images for buy converse low top blue hero



→ More images for buy converse low top blue hero

Report images

Search entire store here... CANADA STORE Cart

NS WOMENS KIDS ACCESSORIES SALE CUSTOM REVIEWS BLOG CONTACT VIP SIGN IN / SIGN UP

CONVERSE CHUCK TAYLOR ALL STAR LOW TOP BLUE HERO

Be the first to review this product

CA\$65.00 In Stock SKU 161422

Save your feet from discomfort with these "Converse Chuck Taylor All Star Low Top Blue Hero" No need to be blue like this shoe, featuring a custom Converse foot bed and covered toe cap, they are the shoes you know and love!

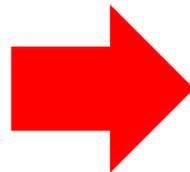
Choose your color

Size - A bit large, ordering a half size smaller is recommended

Choose an Option...

Qty: 1 ADD TO CART

View Size Chart ↔





About 23,800,000 results (0.39 seconds)

See buy converse low top blue hero

Sponsored ⓘ

				
Converse Chuck Taylor All Star... \$65.00 Baggins Shoes ★★★★★ (1k+)	Converse Women's Chuc... \$35.98 Designer Shoe... Free delivery	Converse Women's Chuc... \$41.98 The Shoe Com... Free delivery	Converse Orange Leathe... \$95.00 ssense.com Free delivery	Converse Chuck Taylor All Star... \$154.68 Bydepot Free delivery

Converse Chuck Taylor All Star Low Top Blue Hero 161422C

<https://bagginsshoes.com/converse-ctas-ox-blue-hero-161422c.html>

Save your feet from discomfort with these Converse Chuck Taylor All Star Low Top Blue Hero No need to be blue like this shoe, featuring a custom Converse ...

Converse Chuck Taylor All Star Blue Hero Low TOP: Amazon.ca ...

<https://www.amazon.ca/Converse-Chuck-Taylor-Star-Blue/dp/B07GV4287D>

Converse Chuck Taylor All Star Blue Hero Low TOP: Amazon.ca: Shoes & Handbags. ... Converse heel patch; Runs a half size large. To buy, select Size.

Chuck Taylor All Star Seasonal Colours Low Top in Blue Hero ...

<https://www.converse.ca/chuck-taylor-all-star-seasonal-colours-low-top-161422c.html>

\$48.75 - Out of stock

CLASSIC KICKS, FRESH COLOURS. The Chuck Taylor All Star Low Top sneaker is always a favourite, but have you seen these colours? They're fresh for the ...

Images for buy converse low top blue hero



→ More images for buy converse low top blue hero

Report images

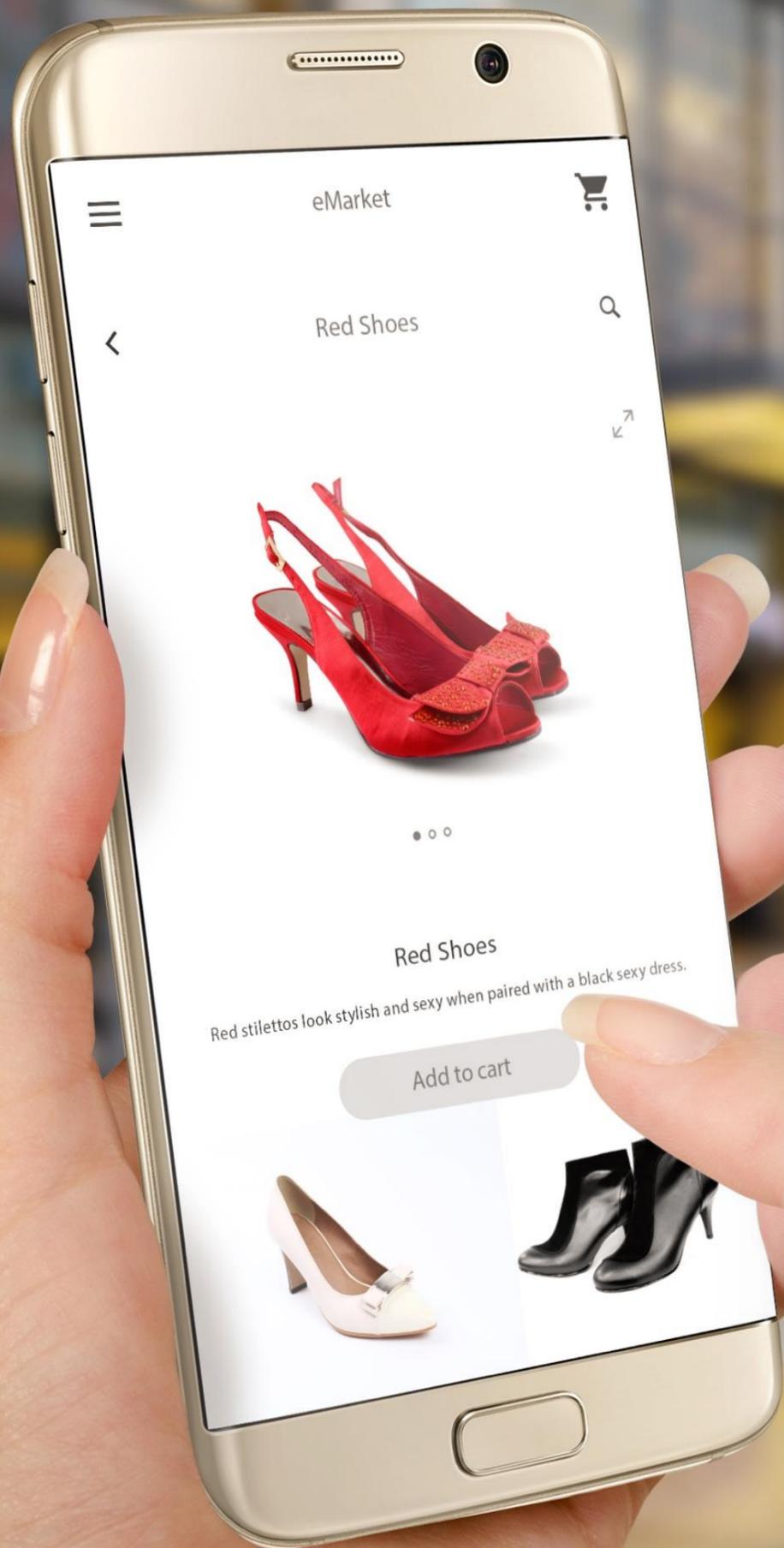


Product

All (2)

Product

@type	Product
name	Converse Chuck Taylor All Star Low Top Blue Hero
image	https://bagginsshoes.com/pub/media/catalog/product/cache/6517c62f5899ad6aa0ba23ceb3eeff97/1/6/161422_standard.jpg
description	Save your feet from discomfort with these "Converse Chuck Taylor All Star Low Top Blue Hero" No need to be blue like this shoe, featuring a custom Converse foot bed and covered toe cap, they are the shoes you know and love!
sku	161422C
offers	
@type	Offer
priceCurrency	CAD
url	https://bagginsshoes.com/converse-ctas-ox-blue-hero-161422c.html?keyword_session_id=vt~adwords kt~ mt~ ta~346372389795&_vsrefdom=wordstream&gclid=EAlalQobChMlvbW83Kit4gIVkVINCh26uQgXEAKYDyABEgIWlvD_BwE
availability	https://schema.org/InStock
price	65.00
priceValidUntil	2019-05-21



Gartner predicts that by 2021, brands that redesign their websites to support visual and voice search



will increase digital commerce revenue by

30%

Thank You

Steve Buors

CEO and Co-Founder



416 317 0162



steve@reshiftmedia.com



reshiftmedia.com



[@reshiftmedia](https://twitter.com/reshiftmedia)



[/reshiftmedia](https://facebook.com/reshiftmedia)



STORE2019



[@reshiftmedia](https://twitter.com/reshiftmedia)

