DIRECT2BASKET

Banner best practices.

Clarity

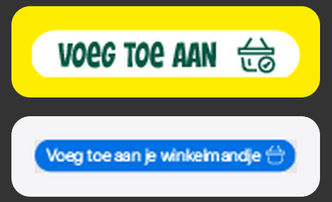
- Add the retailer logo, so the shopper sees which shop this is.
- Name the basket in the call to action, so nobody expects to land on a website.
- Maintain retailer branding when placing the logo.
- Show a price only when it is the price of that retailer.

Run promotions

- Build the offer in the promotion style of the retailer, so it is recognised at once.
- Keep the offer close to the button.
- Follow the promotion calendar of the retailer.
- Keep a clean version ready for the day the promotion ends.

APPLIED

The logo comes from the retailer and keeps its own brand style.



The button names the basket, in the wording of that shop.

The offer carries the promotion style the shopper knows from the shop.

DIRECT2BASKET

From banner to basket.

Good banner design takes the guesswork out. Every step between the banner and the basket stays predictable for the shopper.

1

The banner waits

It shows the product and does nothing else until the shopper acts.

2

One clear action

The button names the basket and carries the basket icon, next to the logo of the shop.

3

Straight to the basket

The click opens the basket of the retailer, with the product already in it.

4

The shopper stays in charge

Checkout stays with the retailer, and the product can be taken out in one click.

Clear shop, clear offer, clear button. No surprises in the basket.

DIRECT2BASKET

Best practices applied.

ALBERT HEIJN, BONDUELLE

120x600

160x600

300x600

300x250

468x60

728x90

PLUS, PHILADELPHIA

120x600

160x600

300x600

300x250

468x60

728x90

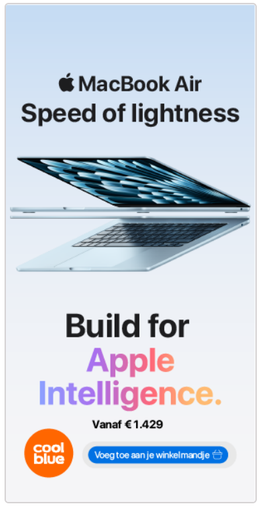
DIRECT2BASKET

Best practices applied.

COOLBLUE, MACBOOK AIR

120x600

160x600



300x600

300x250

468x60

728x90

COOLBLUE, HP ELITEBOOK

120x600

160x600

300x600

300x250

468x60

728x90