THE FUTURE OF ECOMMERCE



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With the ecommerce landscape changing rapidly, marketing leaders need to adapt to their consumers needs. Here's how things are changing, and how to craft a strategy that lets you thrive.

ECOMMERCE IS GROWING







44%

of respondents say coronavirus spread has impacted their purchase decisions

Agility PR

52%

increase in ecommerce sales

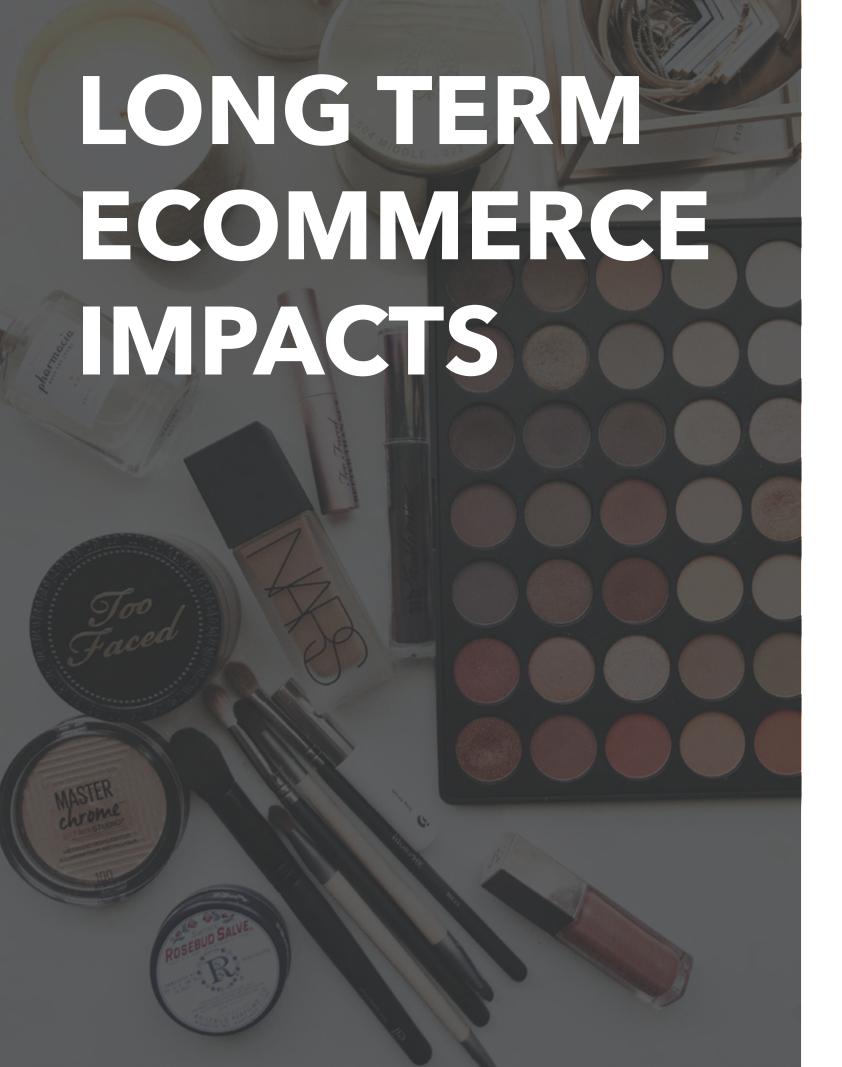
Common Thread Collective

87%

increase in revenue since the start of lockdowns in the United States

Common Thread Collective

Opportunity: Set up ecommerce options for your most frequently purchased products. Instagram and Facebook shops are a great starting point, along with Google Shopping Feeds.





say they will shop online more frequently in all categories after the outbreak

GWI



of consumers do not intend to return to in-person purchases quickly when they re-open

GWI

OVER 20%

expect to shop more frequently for:

- Clothing
- Cosmetics
- Personal Electronics (including smartphones)

Opportunity: Think about how to scale ecommerce for your business. VR, customer experience, and augmented reality may all help you convert customers when they aren't going into traditional retail environments.



said free and reliable delivery are the biggest factors influencing online purchases

GWI

21%

of respondents say they are shopping more frequently online

Agility PR

BRAND SUPPORT

is influenced most strongly by:

- Product availability
- Consumer needs
- Whether a brand helped during the outbreak

Opportunity: Use customer surveys to understand more about what your customers are looking for at this time. Use user interface and user experience testing to see how their journeys may look different, and adjust for the new normal.

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CURIOUS ABOUT HOW MAD FISH DIGITAL CAN HELP YOU OPTIMIZE YOUR ECOMMERCE STRATEGY?

Reach out today for a free consultation.

THANK YOU!

Resources: Common Thread Collective, Global Web Index, Agility PR

