

# THE FUTURE OF ECOMMERCE

**MAD FISH**  
D I G I T A L



# THE FUTURE OF ECOMMERCE

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.





# LONG TERM ECOMMERCE IMPACTS

43%

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

*GW*

80%

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

*GW*

## 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.

51%

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

*GWJ*

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.

# ECOMMERCE CONSUMER INSIGHTS



# **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](#)

**MAD FISH**  
D I G I T A L