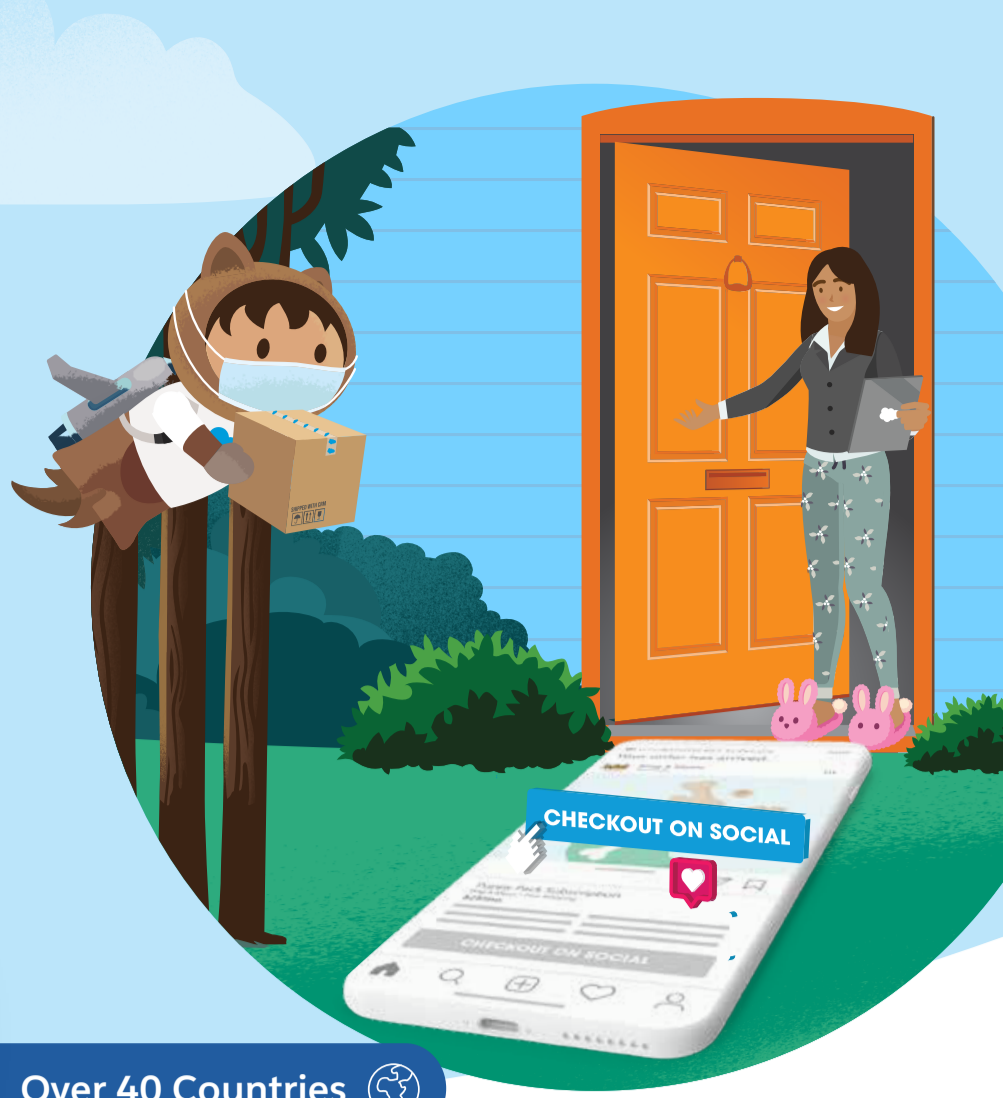




# State of Commerce



Nearly **1,400** commerce leaders surveyed

Shopping data of over **1 billion** consumers analysed worldwide

Over 40 Countries

**200%** Digital purchases surged

Between Mar 2019 & Mar 2020



## Trends in B2C Commerce

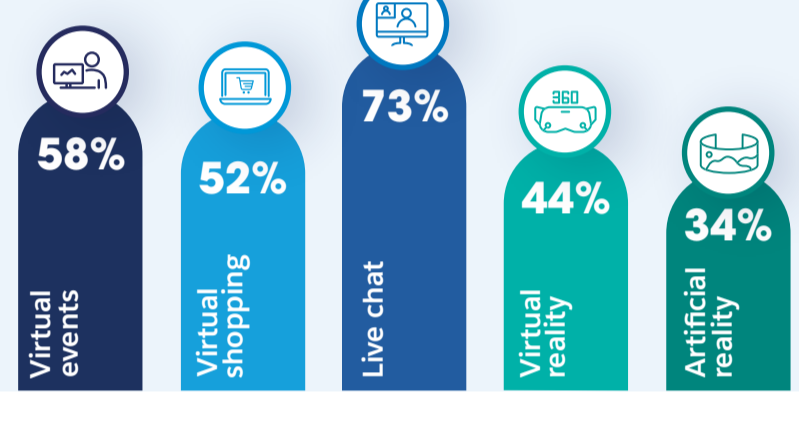
### BUSINESS RAMP UP INVESTMENT IN DIGITAL OFFERINGS

**55%** →

Consumer digital spending grew 55% year over year in Q3 2020

Digital Experiences Being Implemented to Augment In-Store Experiences\*

\* Base: Commerce leaders who indicate their company is replacing in-store experiences with digital experiences.



Stores Expand Contactless Options



**90%** Growth of contactless payment methods

GROWTH IN ADDITIONAL CONTACTLESS METHODS

- Contactless delivery
- Self-service
- Buy online and pick up in store or click & collect

### DIRECT-TO-CONSUMER TAKES OFF

**68%** of Consumers will continue to buy essential goods online after COVID-19



Direct Channels Drive Revenue Growth



Direct to consumer channels make up 5% of total revenue but 40% of total growth

#### Top Motivations for Leaders to invest in eCommerce

- COVID-19
- Customer demands
- Competitive market pressure

#### Benefits of building D2C relationships

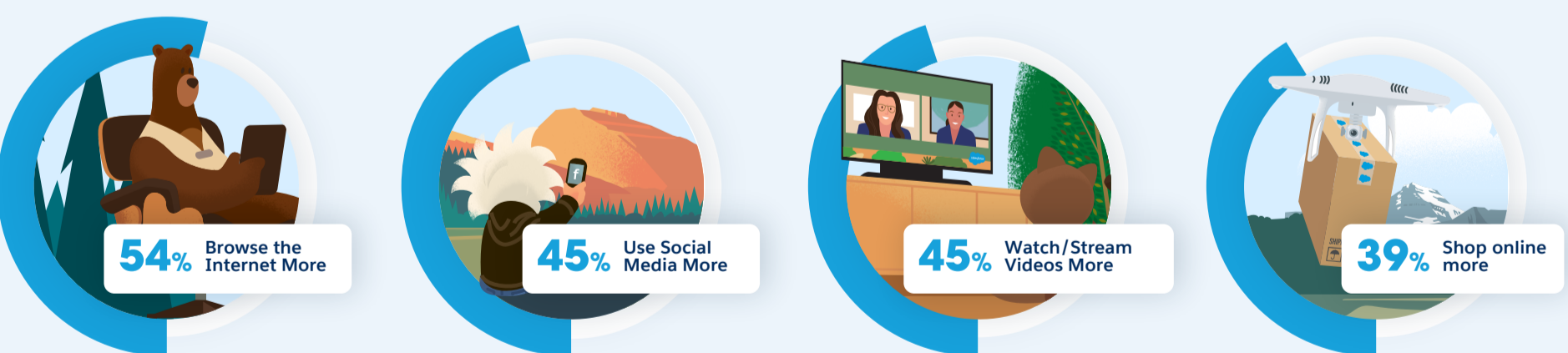
- Meet & exceed consumer expectations
- Visibility into first-party consumer data
- Transforming transactional data into actionable insights

#### Investment Priorities for B2C Leaders

- Top & Moderate performers: Website and social media presence
- Underperformers: Physical stores

### BRANDS RISE TO ENGAGE CONSUMERS ON NEW CHANNELS

Activities that saw the biggest increase in consumers:



#### Social Media Referrals Explode:



**104%** growth in traffic to digital sites from social media and orders generated from social referrals.



**88%**

of High Performers are Investing in Contextual Commerce\*

\*experiences such as social media, gamification, voice, and virtual reality



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