

ONLINE SHOPPING

EPISERVER FINDINGS:

FROM REIMAGINING COMMERCE 2019 REPORT

TOP 3 MOST WANTED FEATURES:

67%

of online shoppers said that free shipping should be a top feature/priority for brands and retailers



61%

said that shipping tracking should be a second feature/priority for brands and retailers

52%

would like information about returns

FINAL PURCHASES REQUIRE GUIDANCE:

1 in 5

pre-plan all online purchases

SOCIAL MEDIA DRIVES ENGAGEMENT AND PURCHASES:

63%

have clicked on a social media ad

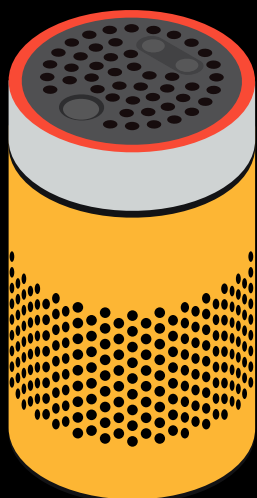
52%

who use social media have clicked on an influencer's post

1 in 3

of those shoppers reported directly purchasing from a post

DIGITAL COMMERCE OVERWHELMS CONSUMERS:



1 in 2

fail to complete a purchase because there were too many options to choose from

1 in 10

view an item at least 5x before purchasing online



VOICE TECHNOLOGY GROWS IN POPULARITY:

17%

use voice devices to make purchases multiple times a month

22%

use voice technology for research multiple times a month