



# Global Channel Marketing

E-commerce as a channel



Marketing Distribution Channels change over time  
shaped by the **evolution of technology** and **distribution**



**Corner / General Stores**  
1800s



**Supermarkets**  
1930s



**Discount Chains**  
1950-60s



**Wholesale Clubs**  
1970-80s



Gen Y

Gen X

Babyboomers

Silent Generation

**Department Stores**  
Mid-1800s



**Shopping Malls**  
1950s



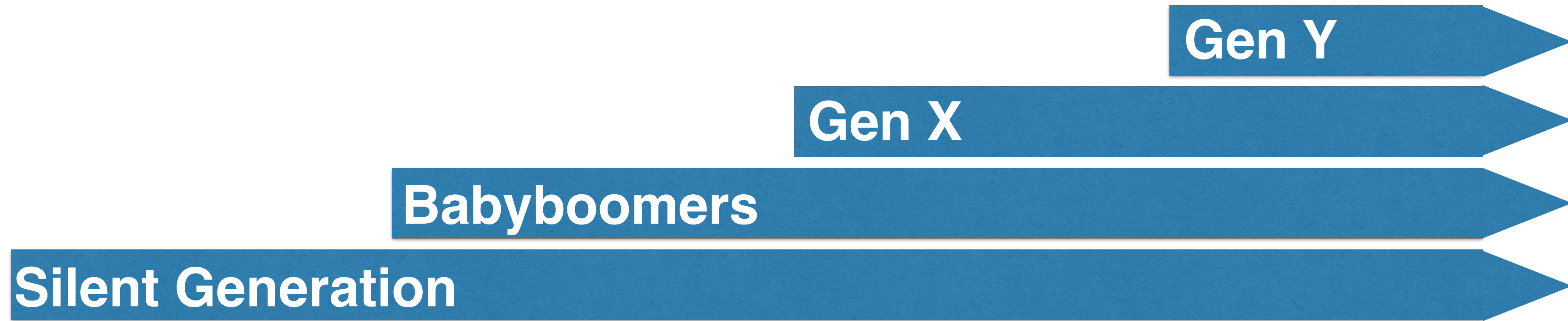
**Superstores**  
1960-80s



**E-Commerce**  
1990s











1900s	1910s	1920s	1930s	1940s	1950s	1960s	1970s	1980s	1990s	2000s	2010s



**E-commerce** (electronic commerce or EC)

is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet.



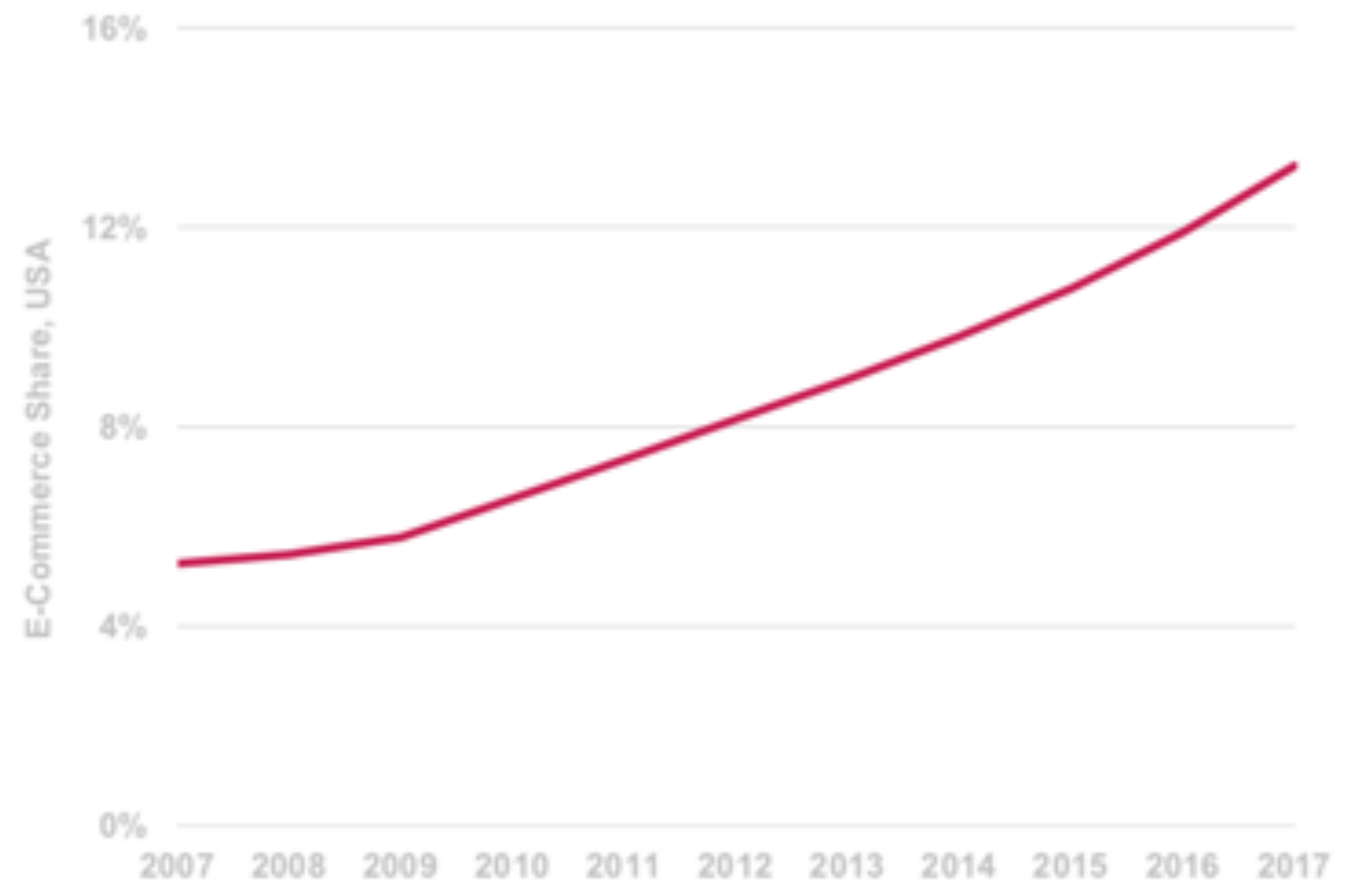
E-Commerce = Acceleration Continues @ +16% vs. +14% Y/Y, USA

E-Commerce vs. Physical Retail = Share Gains Continue @ 13% of Retail

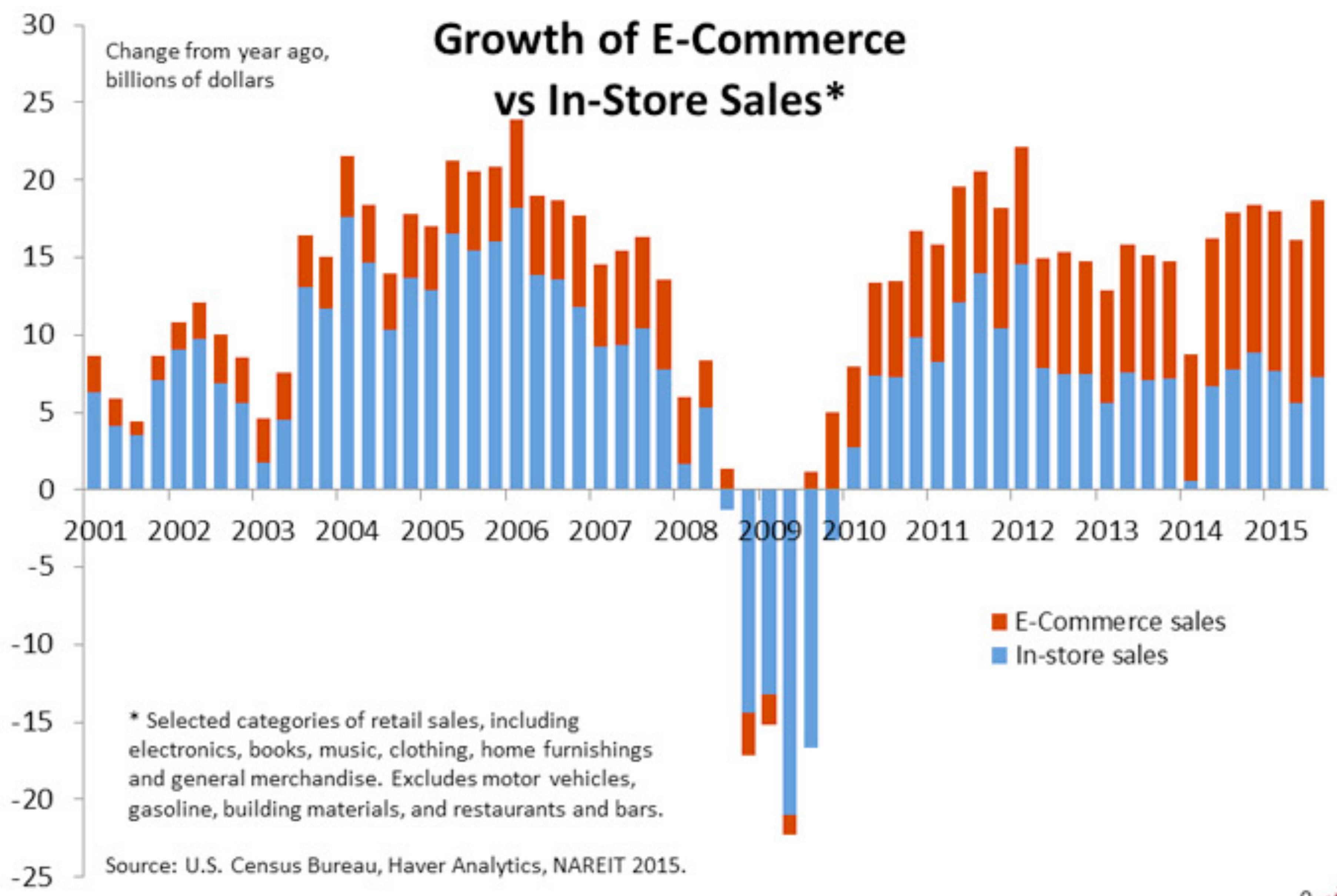
E-Commerce Sales + Y/Y Growth



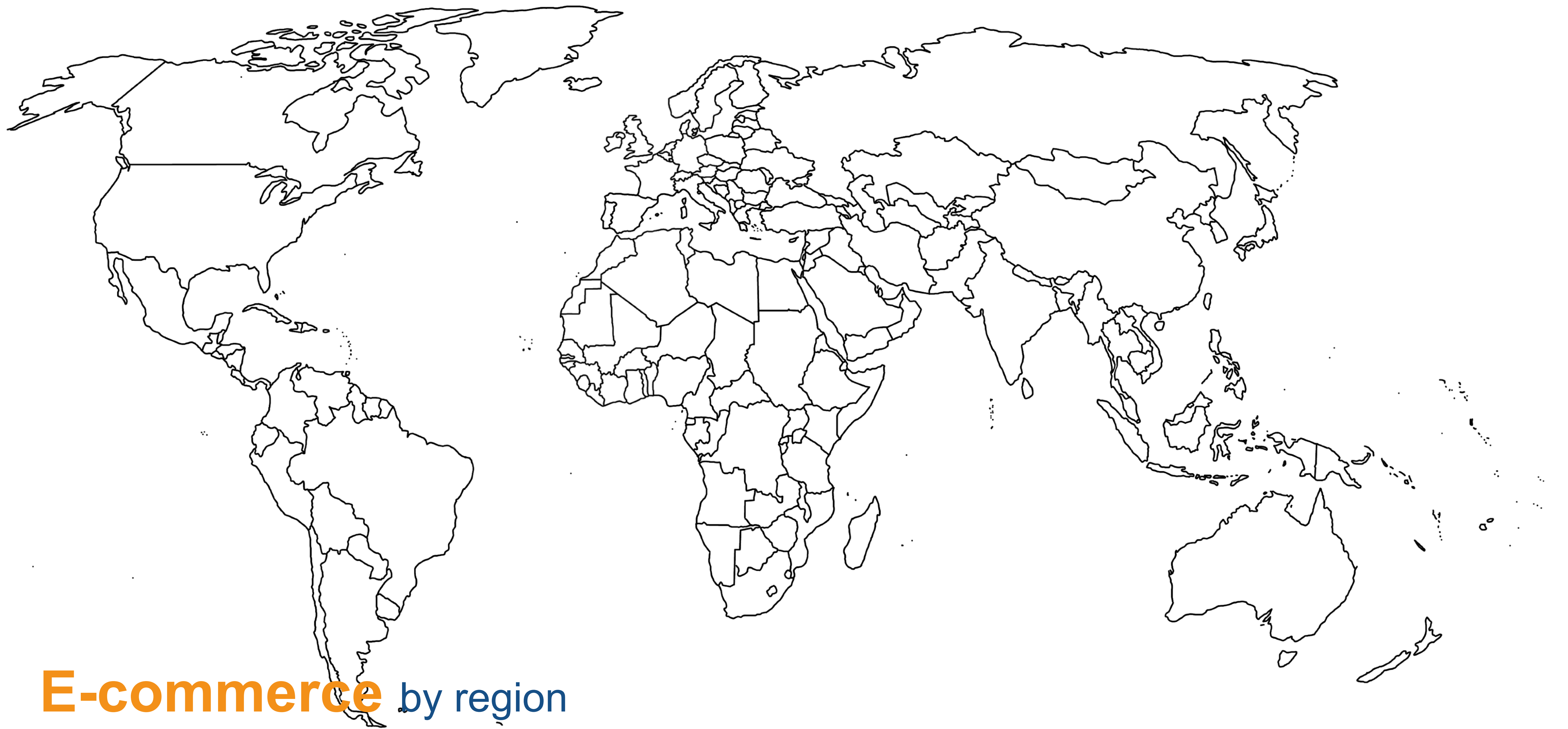
E-Commerce as % of Retail Sales











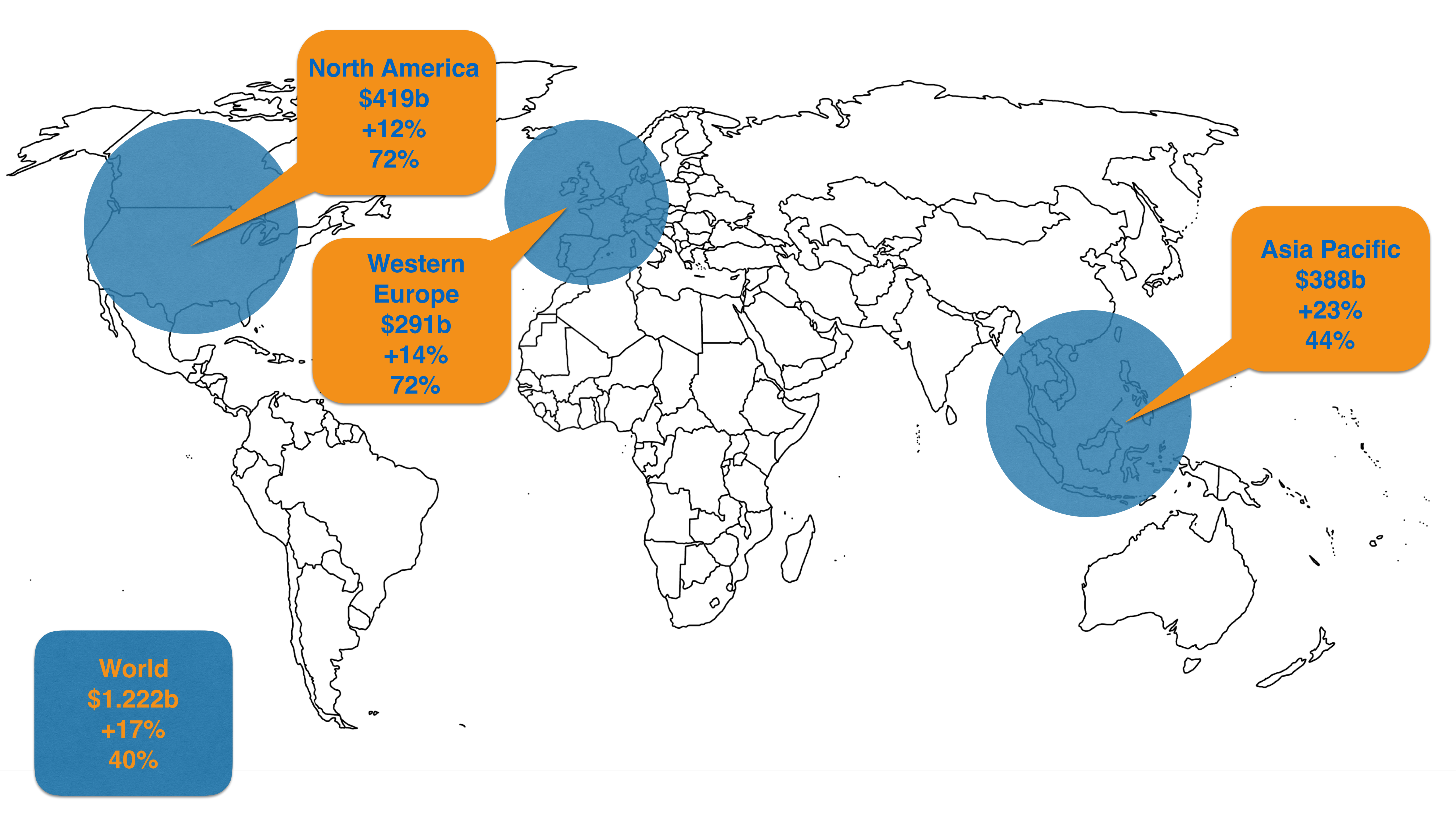
**E-commerce** by region





**World**  
**\$1.222b**  
**+17%**  
**40%**





**North America**  
\$419b  
+12%  
72%

**Western Europe**  
\$291b  
+14%  
72%

**Asia Pacific**  
\$388b  
+23%  
44%

**World**  
\$1.222b  
+17%  
40%



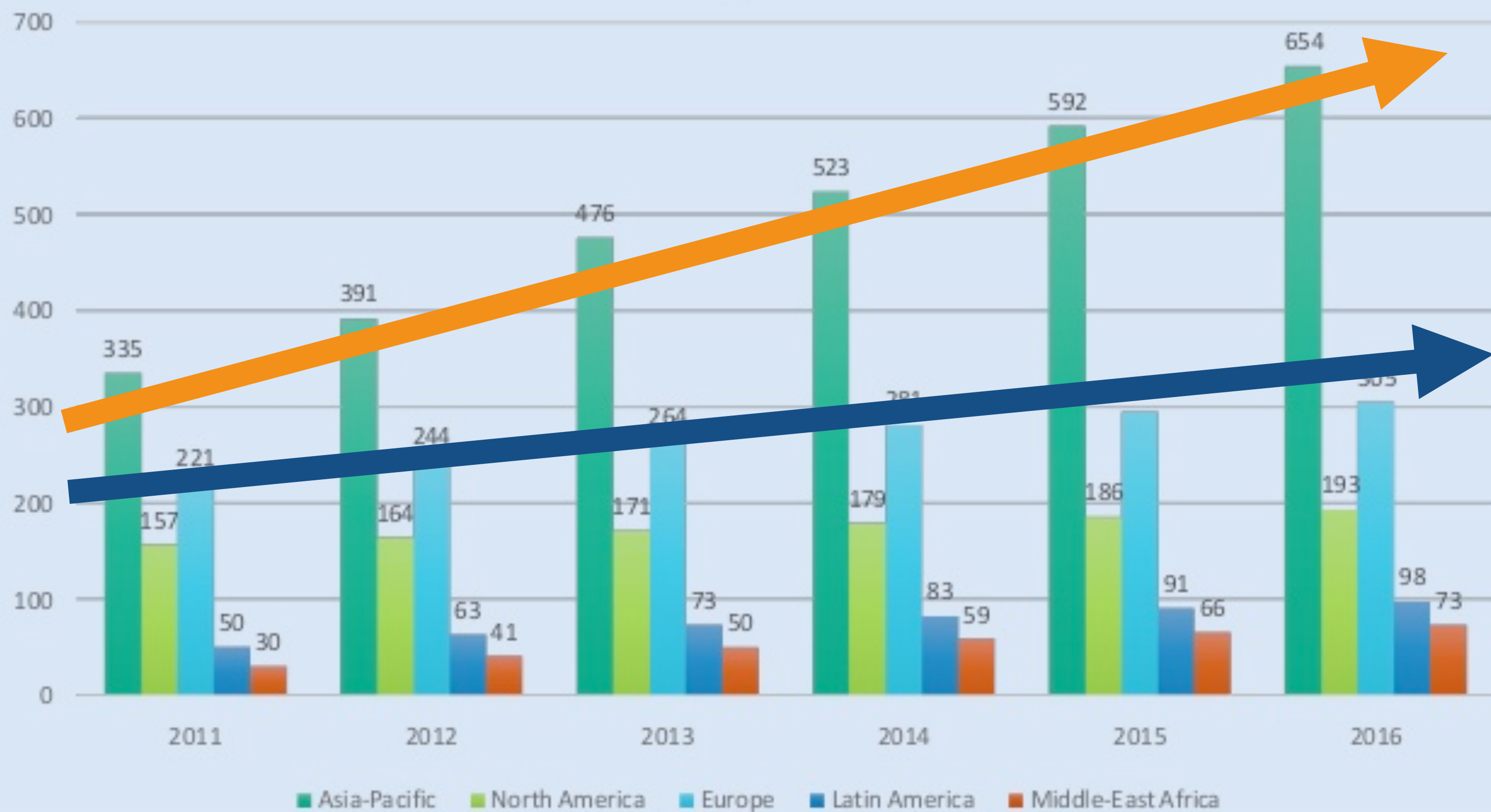


# E-commerce by region

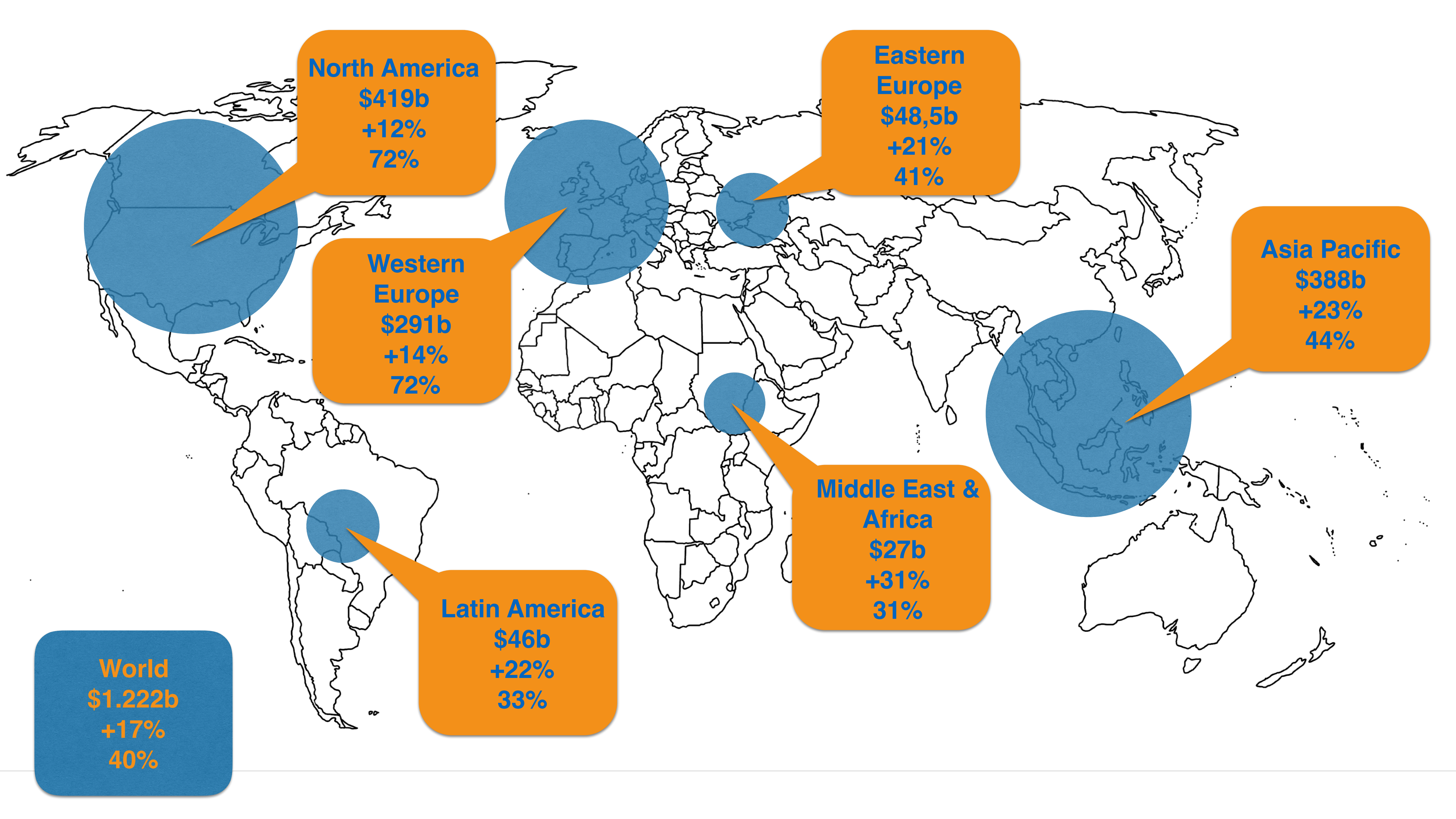
## E-Commerce: Market Overview

How Big is the E-Commerce Market? (Stats and Forecast)

E-Commerce Buyers in MILLIONS







**North America**  
\$419b  
+12%  
72%

**Eastern Europe**  
\$48,5b  
+21%  
41%

**Western Europe**  
\$291b  
+14%  
72%

**Asia Pacific**  
\$388b  
+23%  
44%

**World**  
\$1.222b  
+17%  
40%

**Latin America**  
\$46b  
+22%  
33%

**Middle East & Africa**  
\$27b  
+31%  
31%





**E-commerce** - The big countries





World  
\$1.222b  
+17%  
40%

Average internet user is over 25y  
Shopping is fastest growing online activity



#2 US  
\$349b

#1 China  
\$562b

World  
\$1.222b  
+17%  
40%

72% of small & medium business aren't selling online  
More purchases on desktop than mobile





#2 US  
\$349b

#1 China  
\$562b

#3 UK  
\$93b

World  
\$1.222b  
+17%  
40%

33% of all online sales happen after 6PM  
Online sales represent 30% of the economy



#2 US  
\$349b

#1 China  
\$562b

#3 UK  
\$93b

#4 Japan  
\$79b

World  
\$1.222b  
+17%  
40%

97% of internet users shop online

Favorite online activity is reading e-mail



#2 US  
\$349b

#1 China  
\$562b

#3 UK  
\$93b

#5 Germany  
\$74b

#4 Japan  
\$79b

World  
\$1.222b  
+17%  
40%

Highest open rates occur in the morning  
Amazon & Otto represent 50% of all online sales



#2 US  
\$349b

#1 China  
\$562b

#3 UK  
\$93b

#5 Germany  
\$74b

#4 Japan  
\$79b

#6 France  
\$42b

World  
\$1.222b  
+17%  
40%

Only 68% of the French use the internet  
19% of online sales happen on non-french sites



#2 US  
\$349b

#1 China  
\$562b

#3 UK  
\$93b

#5 Germany  
\$74b

#4 Japan  
\$79b

#7 South Korea  
\$36b

#6 France  
\$42b

World  
\$1.222b  
+17%  
40%

Fastest internet speed in the world  
Most online shoppers shop between 10pm and 12pm



#2 US  
\$349b

#8 Canada  
\$29b

#1 China  
\$562b

#3 UK  
\$93b

#5 Germany  
\$74b

#7 South Korea  
\$36b

#4 Japan  
\$79b

#6 France  
\$42b

World  
\$1.222b  
+17%  
40%

45% of online purchases happen on non Canadian sites  
Nearly 70% of smart-phone users shop online



#2 US  
\$349b

#8 Canada  
\$29b

#9 Russia  
\$20b

#1 China  
\$562b

#3 UK  
\$93b

#5 Germany  
\$74b

#7 South Korea  
\$36b

#4 Japan  
\$79b

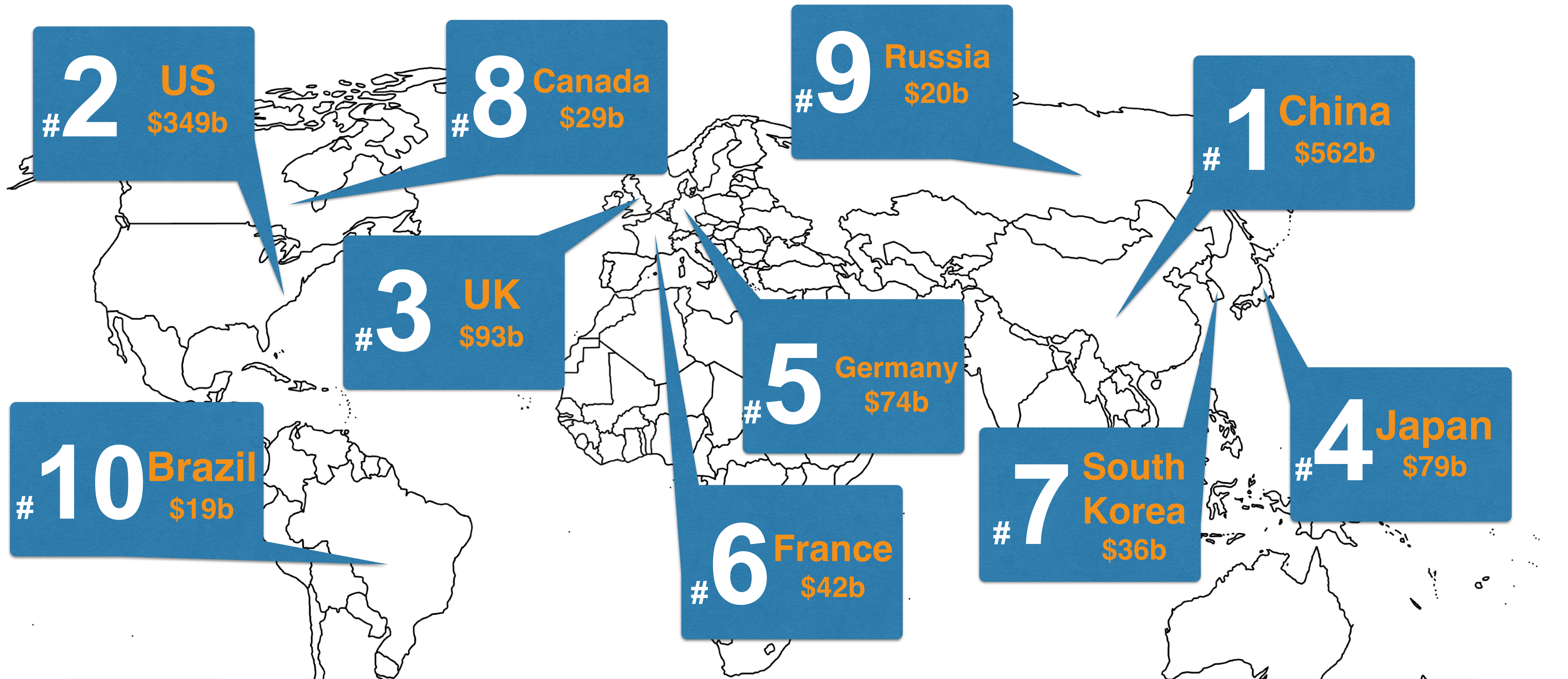
#6 France  
\$42b

World  
\$1.222b  
+17%  
40%

13% of Russians shop online

Most common form of payment is COD

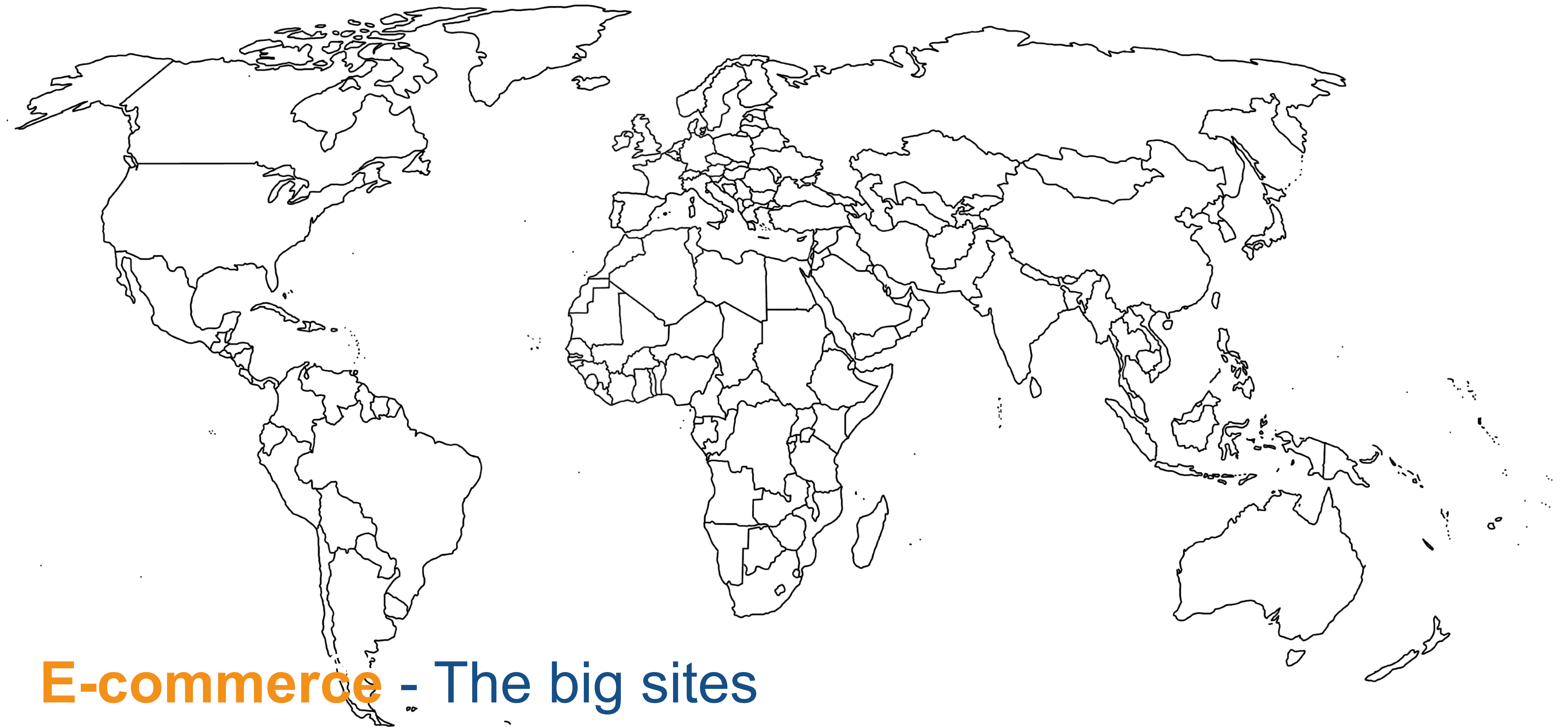




**World**  
\$1.222b  
+17%  
40%

18% of all online sales are fashion (related)  
Only 7% of purchases are made on a smart-phone





**E-commerce** - The big sites





1 淘宝网  
Taobao.com  
601m

Pro anasollectionsbaby@yahoo.com Phone shopping Taobao

Taobao Home My Taobao cart favorites Categories Seller center To contact customer service Sitemap

双11来了 全球华人独享 双11游戏送购物红包

淘宝网 Southeast Asia sea.taobao.com

Product SEARCH

Swimwear summer short T shirt millet mobile power Korean stylish boots miniskirt sling pants Sandals shoes More

Categories Tmall Parcel forwarding

- Clothing > Latest Fashion T-Shirt Bridal Gowns Dress
- bags & shoes > Backpack Straw bag Rain Boots Boots
- Digital > HTC Mobile Accessories Mobile Power Covers
- Home & Garden > Wall Stickers Paintings Blanket Carpet
- Baby > Sandals Sports shoes Kids pants Shirt
- Sporting Goods > Yoga T-shirts Tights Mats

Hot & New

- iphone6 phone sets Price: ¥15 yuan
- Beach slippers Price: ¥16 yuan
- Slim fishtail skirt Price: ¥25 yuan

女汉子的型格目錄

English Chinese (Simplified) Chinese (Traditional) Filipino French Indonesian Khmer Lao Malay Thai Vietnamese

Register now and get a ¥10 Alipay Hongbao! From: 15.10.2014-11.11.2014

Global secure payment by Alipay

支付优惠 Payment Promotions

新用户获¥10红包 New users get ¥10 Hongbao

¥2 国际转运 ¥2 International Parcel Forwarding



2  
amazon  
524m

1  
淘宝网  
Taobao.com  
601m



The screenshot shows the Amazon.com homepage with the following elements:

- Header:** Amazon logo, navigation links (Your Amazon.com, Today's Deals, Gift Cards, Help), and a promotional banner for "FREE Two-Day Shipping" with a link to "Join Amazon Prime Today".
- Search Bar:** Includes "Shop by Department", a search input field with "All" selected, a "Go" button, and links for "Hello. Sign in Your Account", "Cart", and "Wish List".
- Product Promotions:**
  - "Amazon Instant Video: The latest TV shows, available instantly." with a link to "EXPAND TO LEARN MORE".
  - Navigation links for Instant Video, MP3 Store, Cloud Player, Kindle, Cloud Drive, Appstore for Android, Digital Games & Software, and Audible Audiobooks.
  - "The All-New kindle fire HD" advertisement: "The ultimate HD experience. From \$199 > Shop now".
  - "Introducing kindle paperwhite" advertisement: "The world's most advanced e-reader. From \$119 > Shop now".
- Special Offers:**
  - "Friends & Family Gifting" banner with the text "Gift Connections Made Easy > Learn more".
  - "Hundreds of Free Songs" advertisement: "Play on the Web, Android, and Kindle Fire. > Shop now".
- Bottom Section:**
  - "THE AMAZON CLOTHING STORE" banner for "DRESS SHOP" featuring models and text: "The season's biggest trends from Calvin Klein, BCBGMAXAZRIA, Tracy Reese, and more." with links to "> Shop Dresses" and "> Shop All Clothing".
  - "Gold Box Deal of the Day" advertisement for "\$1.99 Kindle Inspirational Memoirs and More".



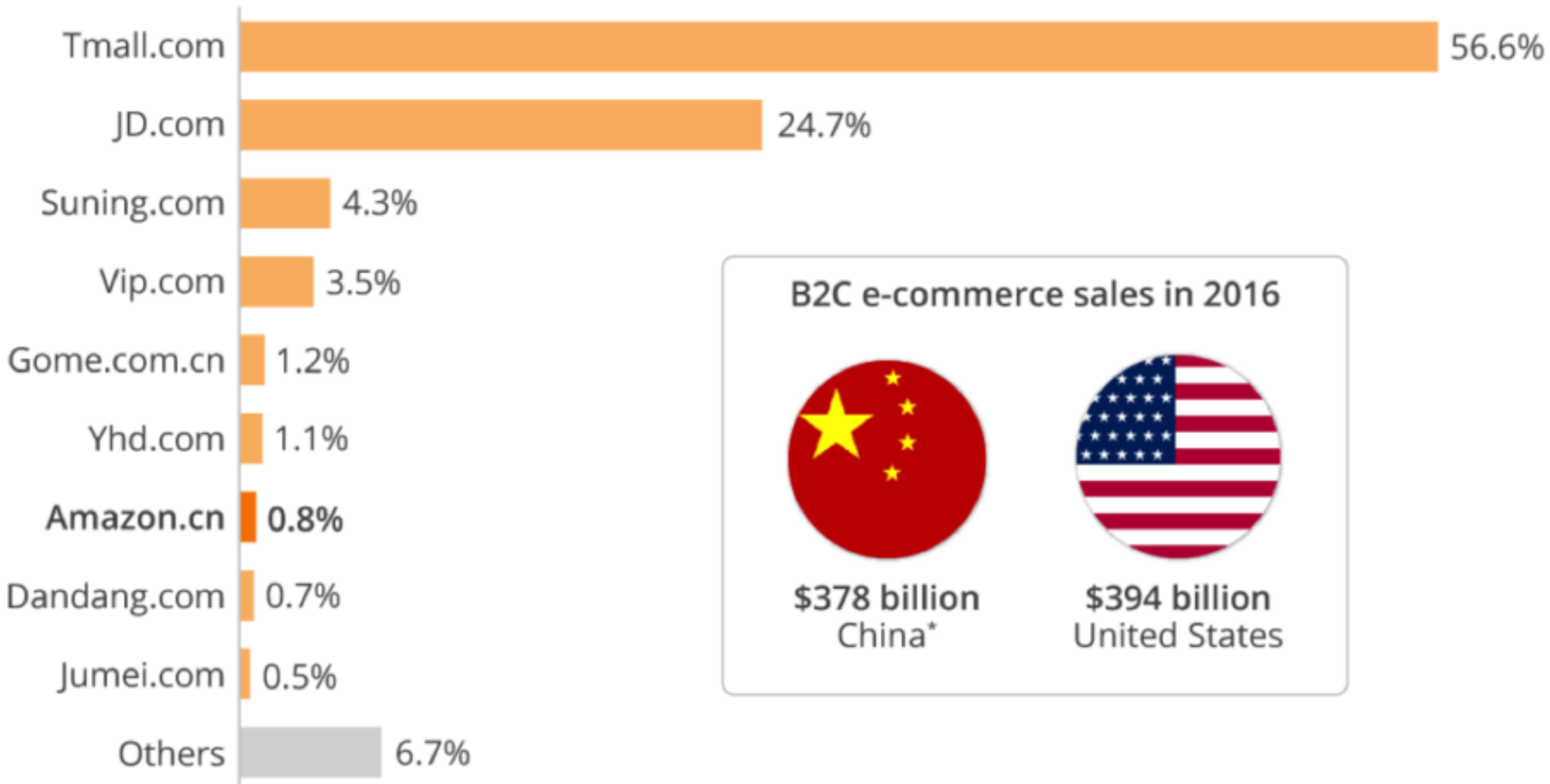
2 amazon  
524m

Tech Chart of the Day

# Amazon Has Yet to Crack the Chinese Market

Market share of e-commerce websites in China in 2016 (% of B2C sales)

1 淘宝网  
Taobao.com  
601m



\* converted from Chinese yuan to U.S. dollars at the following rate: 1 CNY = 0.145386 USD

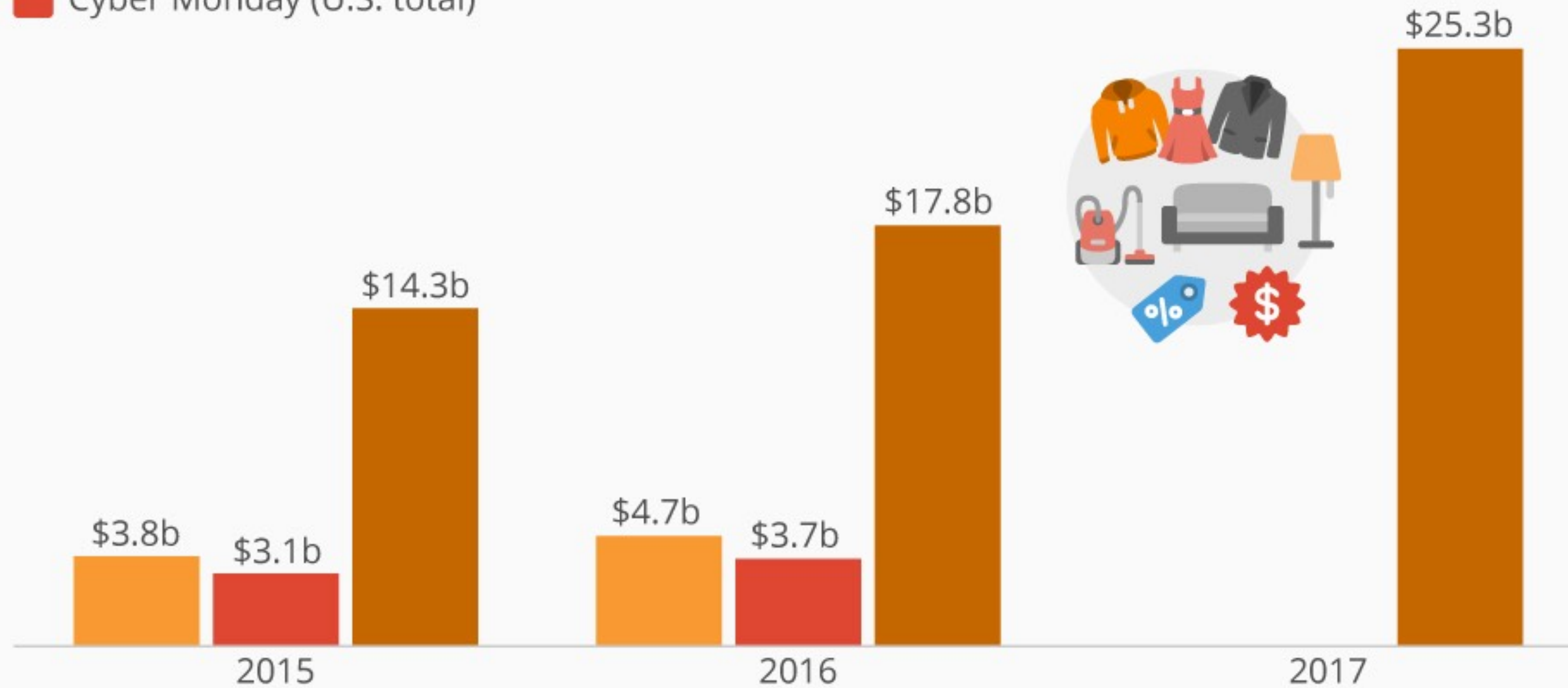


2 amazon  
524m

## Chinese Singles' Day Eats Cyber Monday for Breakfast

Alibaba's GMV\* on Singles' Day vs. U.S. e-commerce sales on Thanksgiving weekend

■ Thanksgiving Day + Black Friday (U.S. total)
 ■ Singles' Day (Alibaba)
 ■ Cyber Monday (U.S. total)



1 淘宝网  
Taobao.com  
601m

@StatistaCharts

\* GMV = gross merchandise volume measuring the dollar value of all goods sold on Alibaba's platforms

Sources: Alibaba, comScore, media reports

statista



2 amazon  
524m

3 ebay  
268m

1 淘宝网  
Taobao.com  
601m

The screenshot shows an eBay auction page for an antique watch. The page includes the eBay logo, user information, navigation menus, and a detailed product listing. The product is titled "NCN ANTIQUE BRONZE MEN CHINESE DRAGON PENDANT QUARTZ POCKET NECKLACE WATCH" and is currently at a bid of US \$0.99. The listing includes shipping and payment details, a seller information section for "dailytrade", and a promotional banner for a 30-day review and cash back offer. The page also features a gallery of images and a "Sell one like this" button.

Hi, brandonramos597! (Sign out)

CATEGORIES ELECTRONICS FASHION MOTORS TICKETS DEALS CLASSIFIEDS eBay Buyer Protection Learn more

Back to My eBay | Listed in category: Jewelry & Watches > Watches > Pocket Watches > Antique

You're the highest bidder. | Increase max bid Win your auctions on the go, get the free eBay mobile app

NCN ANTIQUE BRONZE MEN CHINESE DRAGON PENDANT QUARTZ POCKET NECKLACE WATCH

Like 1 Want Own

Item condition: New without tags

Time left: 59s (Sep 13, 2012 00:44:11 PDT)

Current bid: US \$0.99 [ 1 bid ] 1-click bid

Place bid

Enter US \$1.04 or more Add to Watch list

BillMeLater New customers get \$10 back on 1st purchase Subject to credit approval. See terms

Shipping: \$5.99 Economy Shipping from outside US | See details See details about international shipping here. Item location: Hong Kong, Hong Kong Ships to: Worldwide See exclusions

Delivery: Estimated between Sun. Sep. 30 and Thu. Oct. 11

Payments: PayPal, Bill Me Later | See details

Returns: 30 days money back, buyer pays return shipping | Read details

Start your 30-Day No-Cost Review of freeshipping.com and get \$10 Cash Back on your next eBay order. Click Here

Ad Feedback | AdChoice

ebay Buyer Protection Covers your purchase price plus original shipping. Learn more

Description Shipping and payments

Print | Report item



2 amazon  
524m

3 ebay  
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4 支付宝  
Alipay.com  
104m

1 淘宝网  
Taobao.com  
601m

支付宝钱包 登录 - 注册 我的支付宝 帮助中心

支付宝 首页 个人服务 付款方式 安全中心 商家服务

<p>付款收款</p> <ul style="list-style-type: none"> <li>转账付款</li> <li>转账到银行卡</li> <li>信用卡还款</li> <li>找人代付</li> <li>收款主页</li> <li>AA收款</li> </ul>	<p>生活助手</p> <ul style="list-style-type: none"> <li>水电煤缴费</li> <li>手机充值</li> <li>固话宽带</li> <li>有线电视缴费</li> <li>还贷款</li> <li>校园一卡通</li> </ul>	<p>网购导航</p> <ul style="list-style-type: none"> <li>海淘</li> <li>全球直购</li> <li>海外转运</li> <li>返利商家</li> <li>促销活动</li> <li>一淘比价</li> </ul>	<p>会员账户管理</p> <ul style="list-style-type: none"> <li>账户管理</li> <li>交易记录</li> <li>支付方式管理</li> <li>账户通</li> <li>集分宝</li> <li>余额宝</li> </ul>
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「该出手时就出手」  
支付宝钱包 会帮人

立即体验 ▶

内置爱心捐赠  
公益从此变简单

支付宝服务收费规则 | 支付宝服务协议 | 隐私权规则

登录支付宝

邮箱地址/手机号码

忘记密码?

验证码 1P9K

登录

淘宝会员登录 账户激活 **免费注册**

Click Here



2 amazon  
524m

3 ebay  
268m

4 支付宝  
Alipay.com  
106m

1 淘宝网  
Taobao.com  
601m

5 Alibaba Group  
104m





2 amazon  
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3 ebay  
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4 支付宝  
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6 Rakuten  
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3 ebay  
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7 flipkart.com  
65m

4 支付宝  
Alipay.com  
106m

1 淘宝网  
Taobao.com  
601m

5 Alibaba Group  
104m

6 Rakuten  
65m

The screenshot shows the Flipkart.com website interface. At the top, there is a navigation bar with the Flipkart logo, a search bar containing 'eBooks', and a cart icon showing '0' items. Below the navigation bar, there are several tabs: 'flyte eBooks (Beta)', 'Free eBooks', 'Indian Bestsellers', 'Award Winning', 'Biographies', 'My Library', and 'Digital Cart (0)'. The main content area is titled 'Flyte eBooks' and features a promotional banner for 'Experience eBooks on flyte' with the text 'Over 4,000 free eBooks available' and a 'Google play' app badge. Below the banner, there is a 'Bestsellers' section displaying four book covers with their titles, authors, languages, and prices: 'What Young India Wants' by Chetan Bhagat (Rs. 94), 'Secret of the Nagas' by Amish Tripathi (Rs. 107), 'Fifty Shades of Grey' by E.L. James (Rs. 218), and 'The Sins of the Fathers' by Jeffrey Archer (Rs. 203). A sidebar on the left lists various book categories like 'Literature & Fiction', 'Teens', 'Children', etc.



2 amazon  
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3 ebay  
268m

8 fiverr  
56m

7 flipkart.com  
65m

4 支付宝  
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5 Alibaba Group  
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1 淘宝网  
Taobao.com  
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6 Rakuten  
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2 **amazon**  
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9 **Etsy**  
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3 **ebay**  
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8 **fiverr**  
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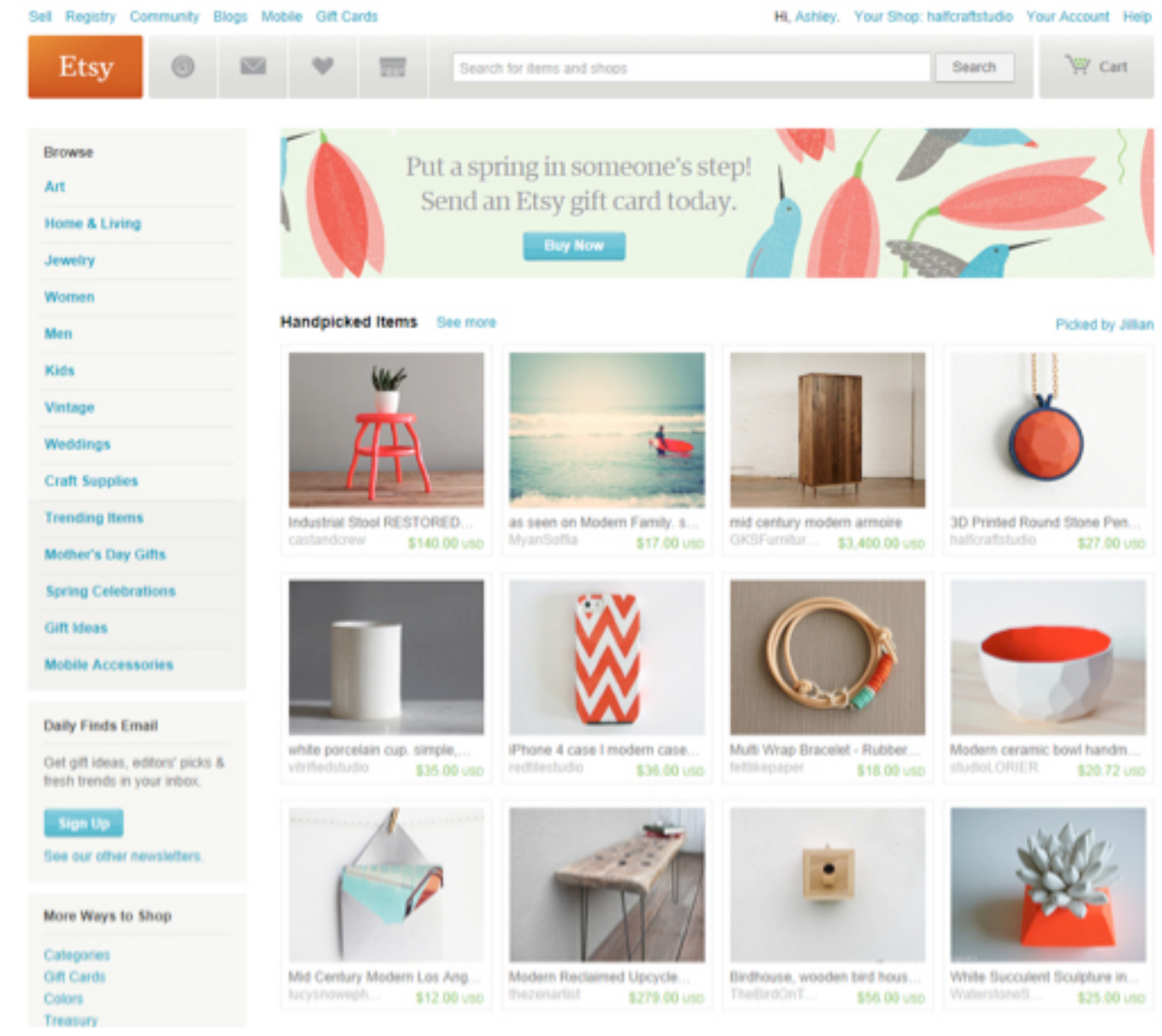
7 **flipkart.com**  
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4 **支付宝**  
Alipay.com  
106m

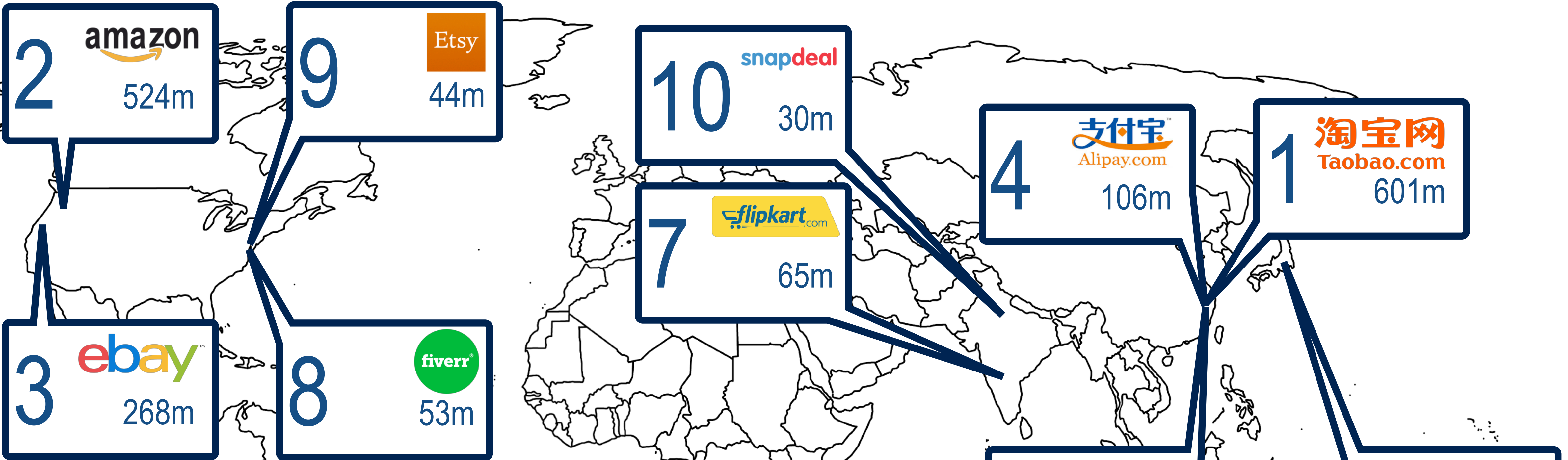
1 **淘宝网**  
Taobao.com  
601m

5 **Alibaba Group**  
104m

6 **Rakuten**  
65m







JOIN THE TEAM TRACK YOUR ORDER SELL ON SNAPDEAL

snapdeal.com

Search for a brand, product or specific item

TOP SEARCHES: Kent Projectors Ipad Mini Helmets Leggings

MY CART CONTACT US LOGIN

SEE ALL CATEGORIES

DIWALI BUMPER SALE

Diwali Bumper Sale

Mobiles & Tablets

Computers & Laptops

TVs, Appliances & Cameras

Home & Living

Women's Fashion

Men's Fashion

Toys, Kids & Babies

Jewellery & Gold Coins

Sports, Health & Gourmet

Travel, Hobbies, e-Learning

Automotive & Apartments

See All Categories

INAUGURAL OFFER

INDIA'S LARGEST SUITINGS & SHIRTINGS STORE

TOP BRANDS EXTRA 25% OFF

PROMOCODE: MENB25

RAYMOND SIVARAMS GIVAIAJOR

SHOP

Promocode Automatically Apply

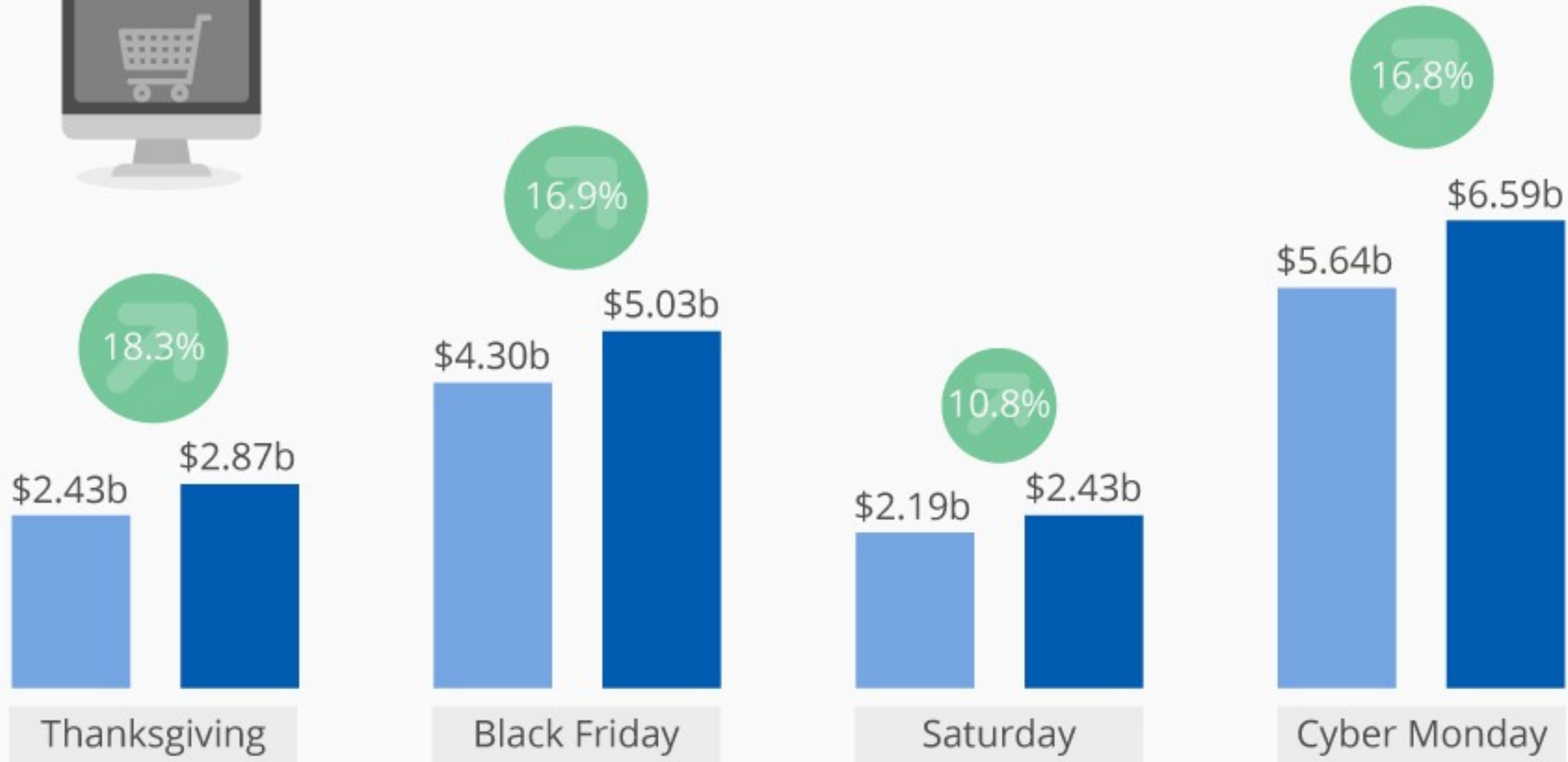
HOURLY OFFERS FASHION HOME SUITING STORE EUREKA FORBES



# Cyber Monday Sets New U.S. Online Shopping Record

Thanksgiving weekend online retail sales in the United States

■ 2016 ■ 2017 ● Year-over-year growth





**Let's go to  
work**



Analyse the VAUDE website/online shop

What influences/triggers online sales?

What creates possible browse or cart abandonment?

Compare both online and mobile experience?



**Let's go to  
work**



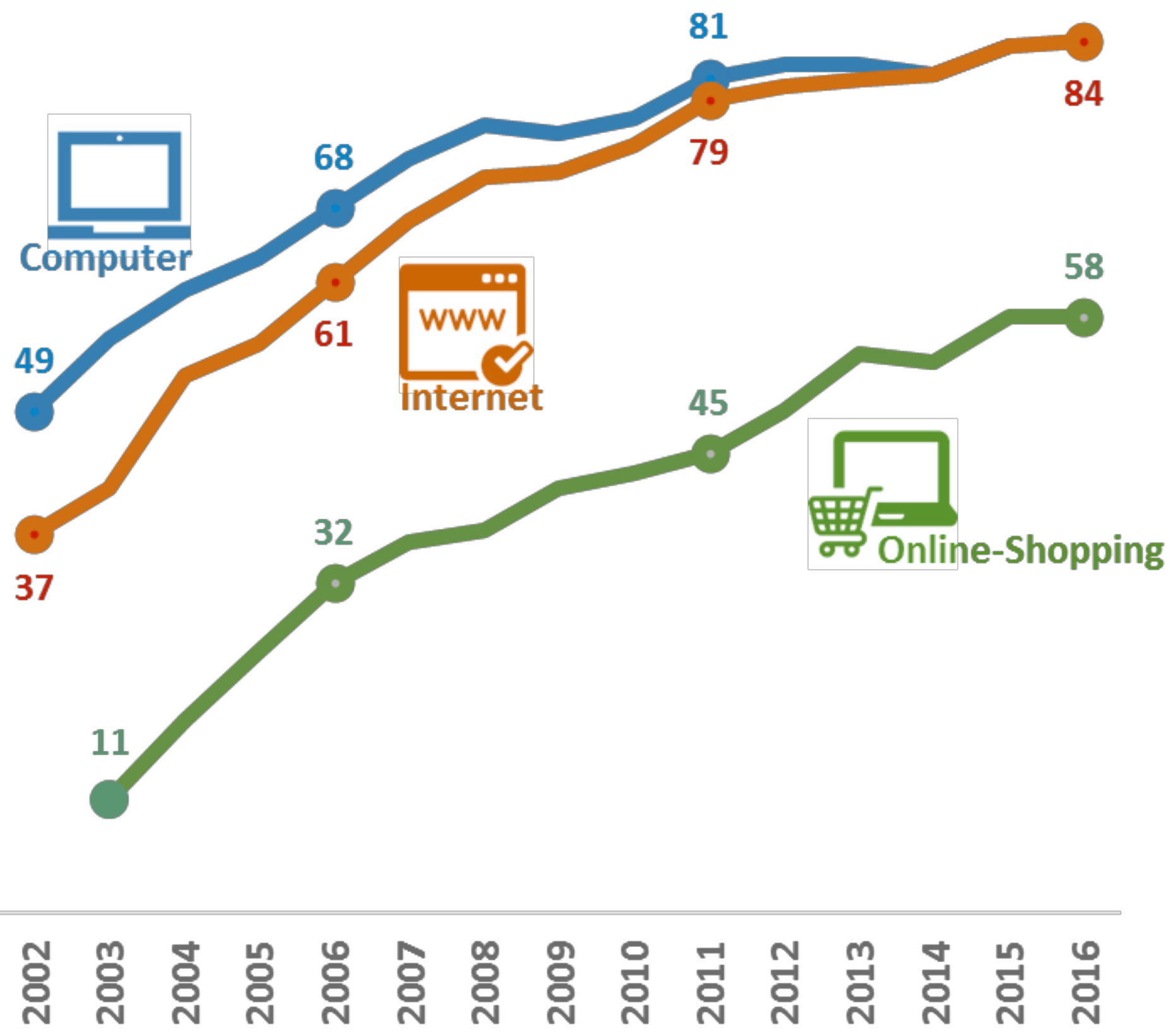
Each group analyses one competitor E-Experience

What influences/triggers online sales?

What creates possible browse or cart abandonment?

Compare both online and mobile experience?

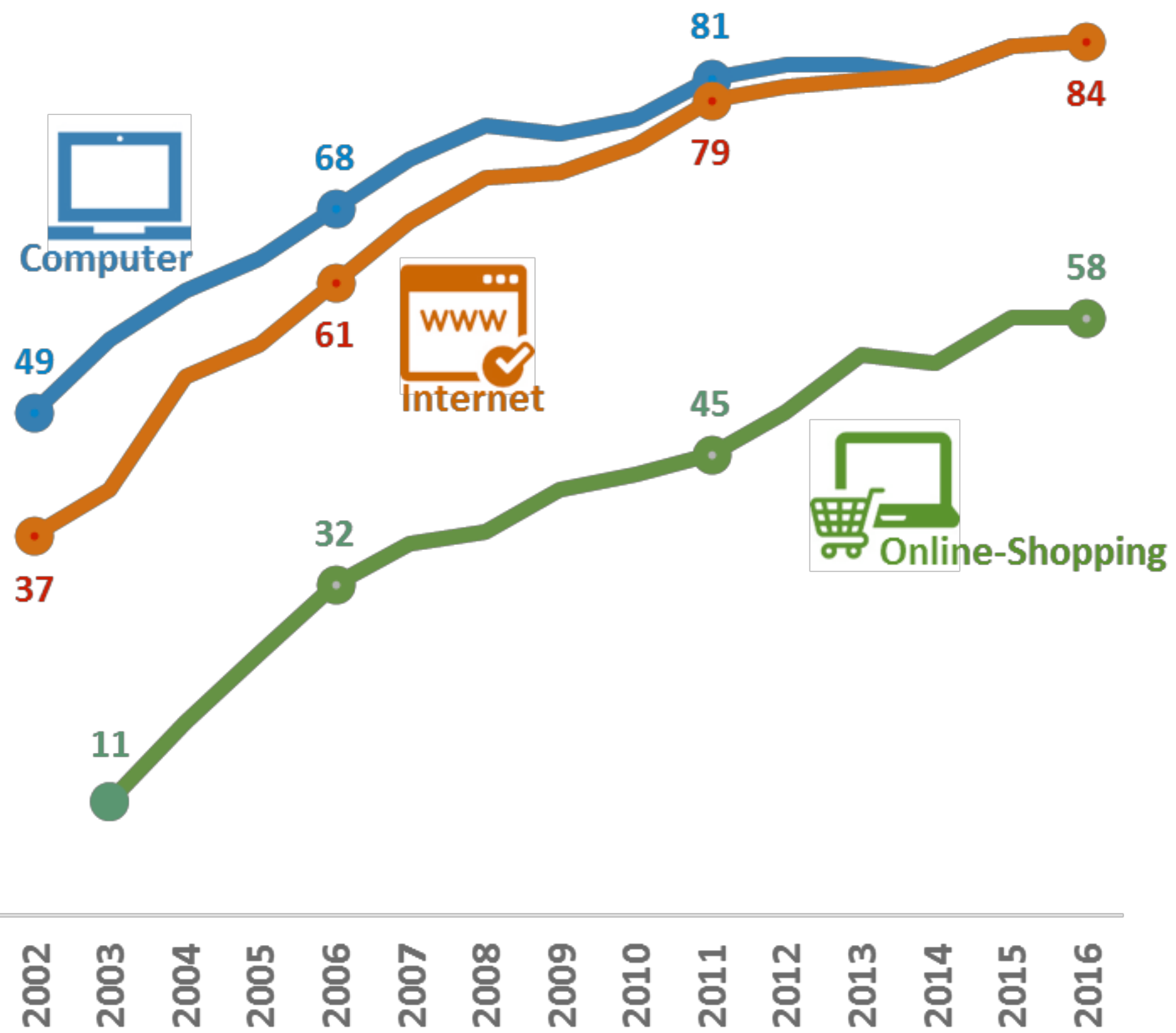




©www.marktmeinungmensch.at 2016  
 Quelle: Umfrage Statistik Austria





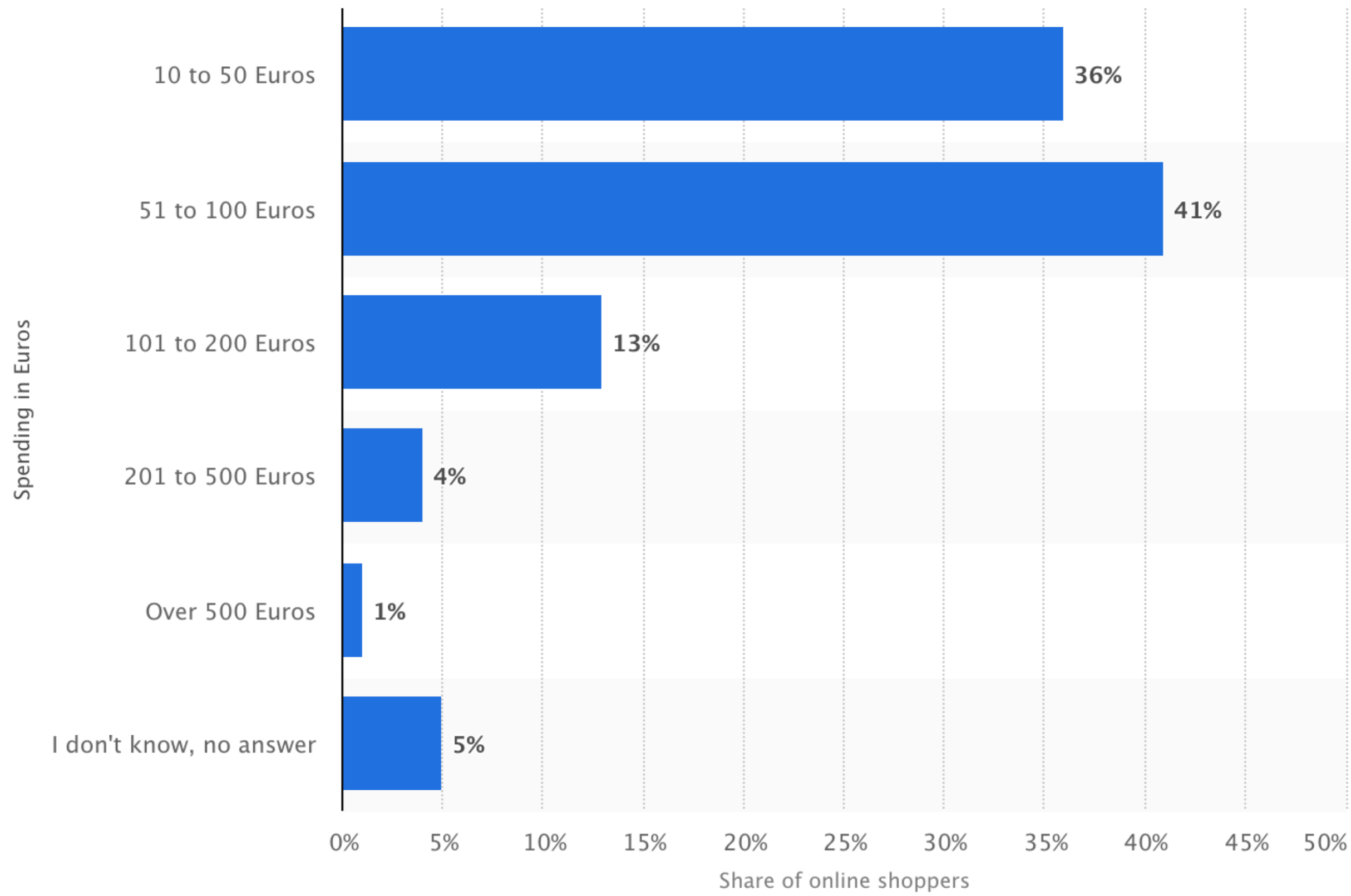


©www.marktmeinungmensch.at 2016  
 Quelle: Umfrage Statistik Austria



**€1759 average online spending**  
**8% growth Y/Y**  
**80% bought abroad at least once**



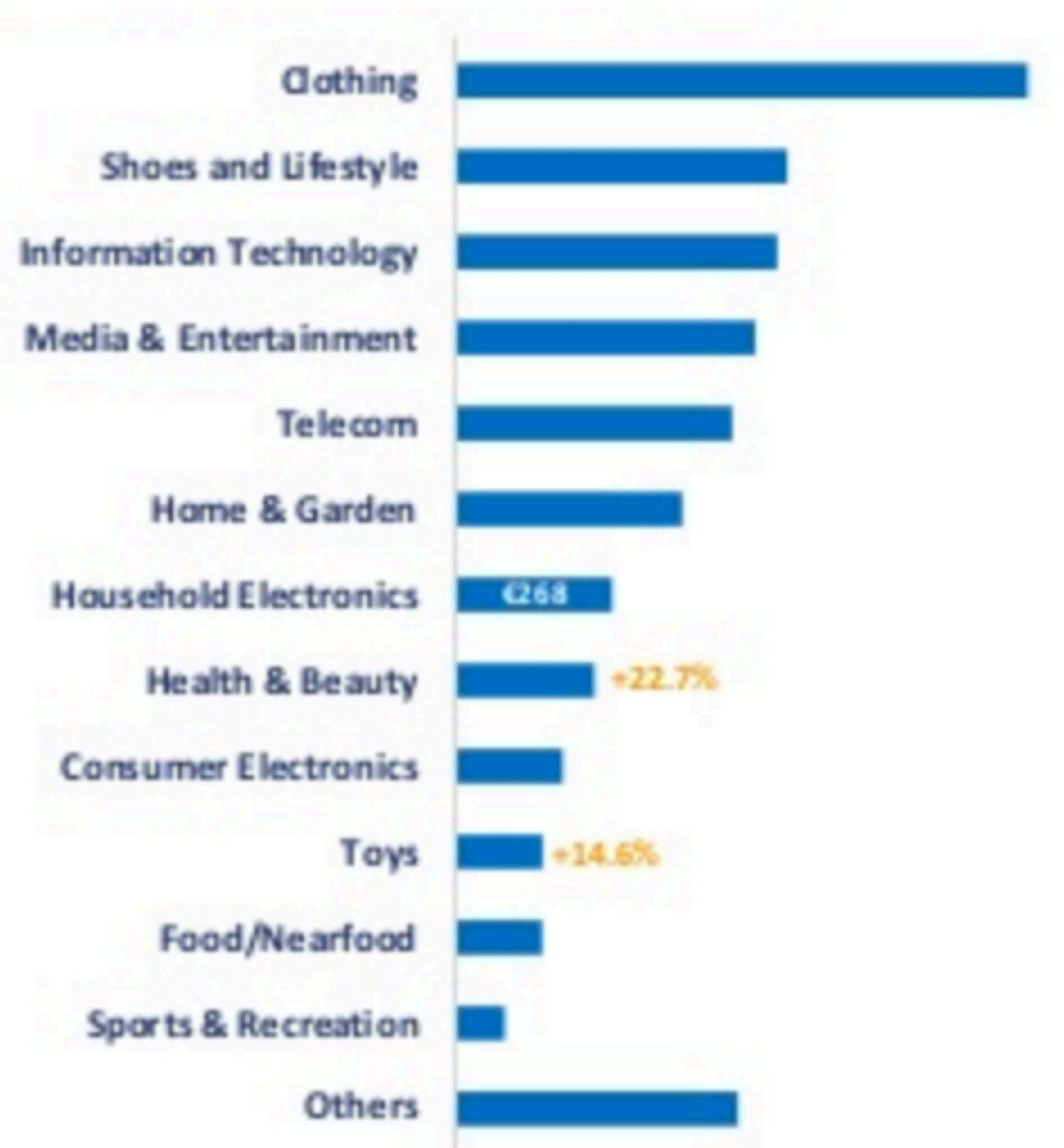


**€1759 average online spending**

**8% growth Y/Y**

**80% bought abroad at least once**



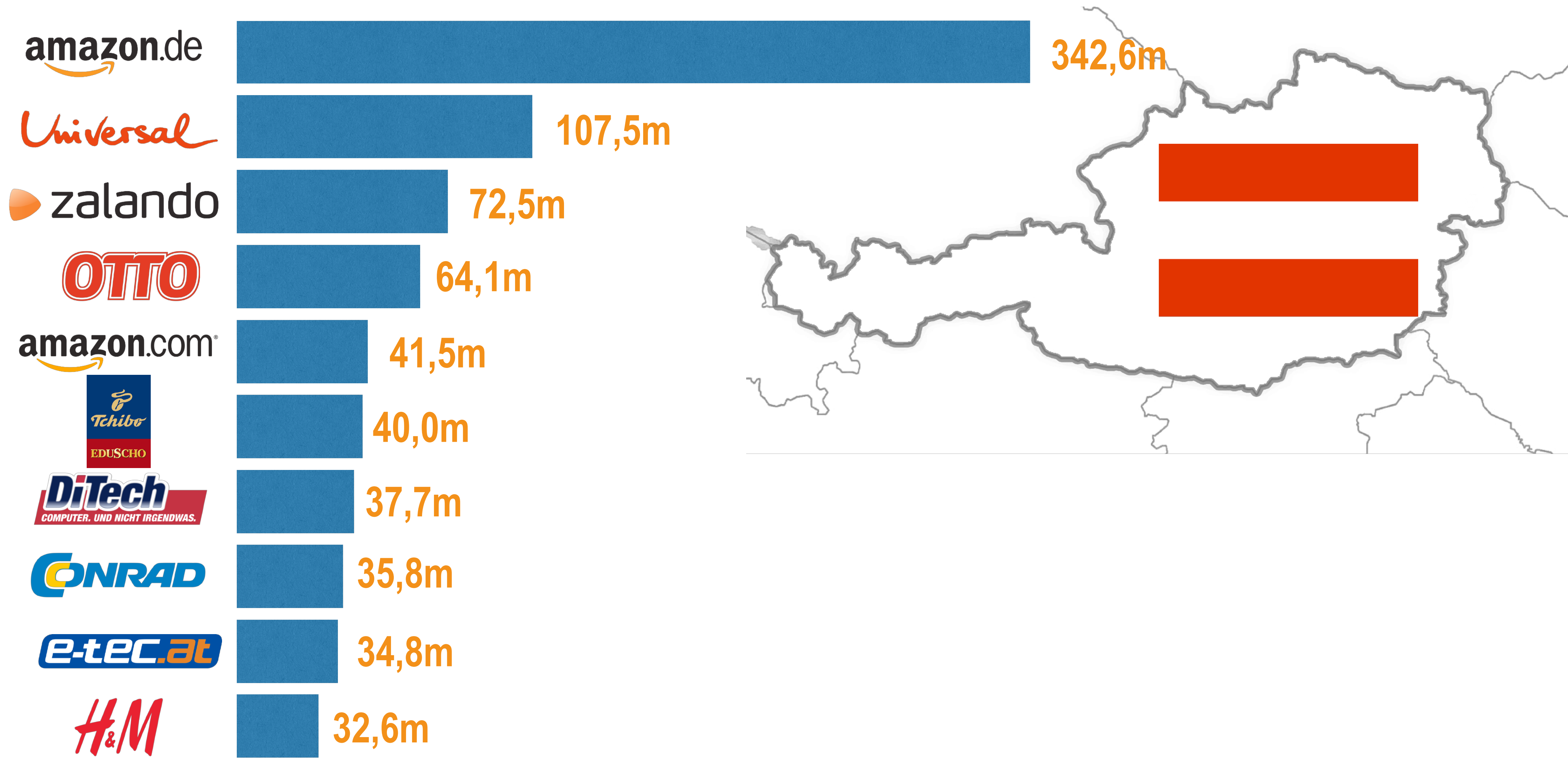


Source: E-commerce Foundation and Statista, 2016



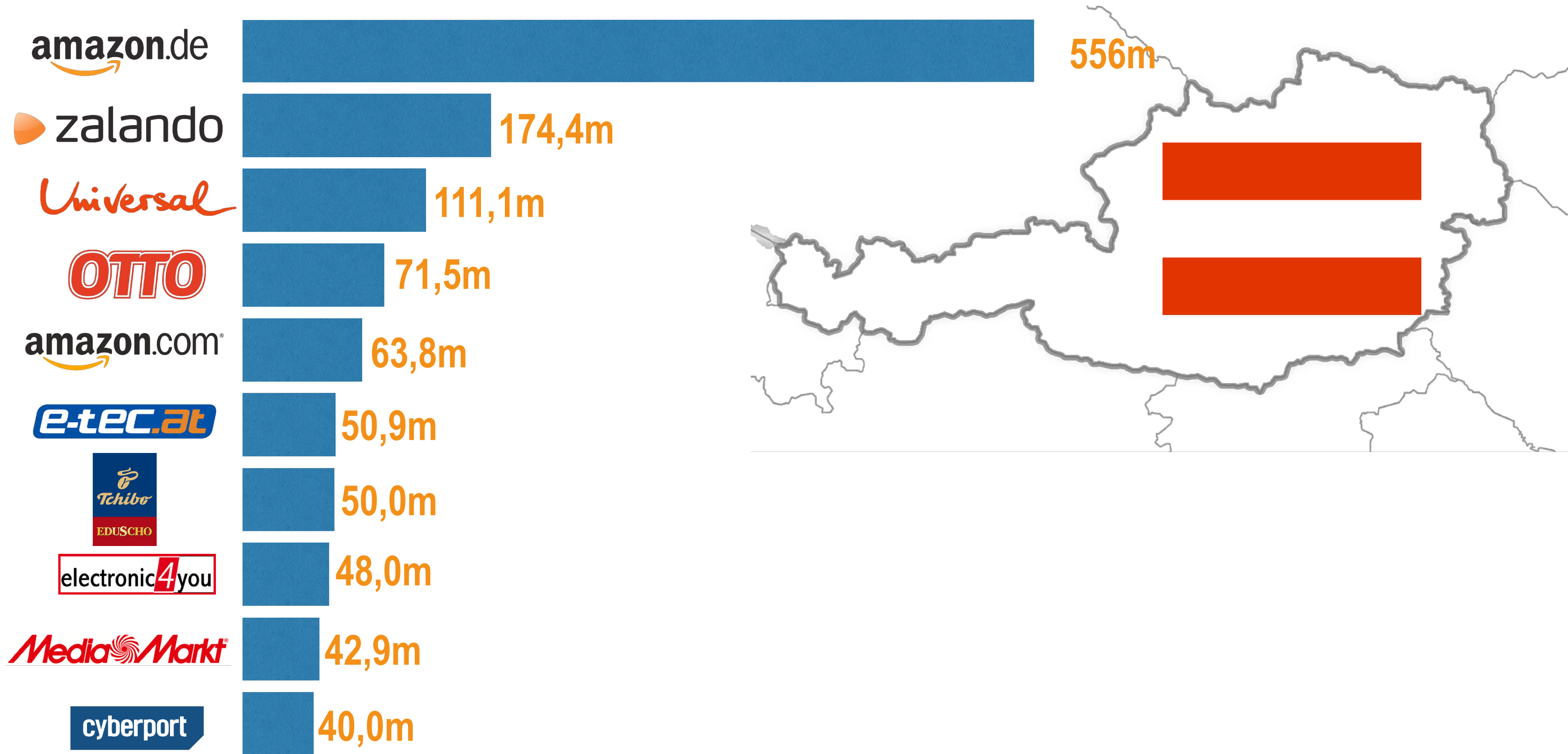
**€1759 average online spending**  
**8% growth Y/Y**  
**80% bought abroad at least once**





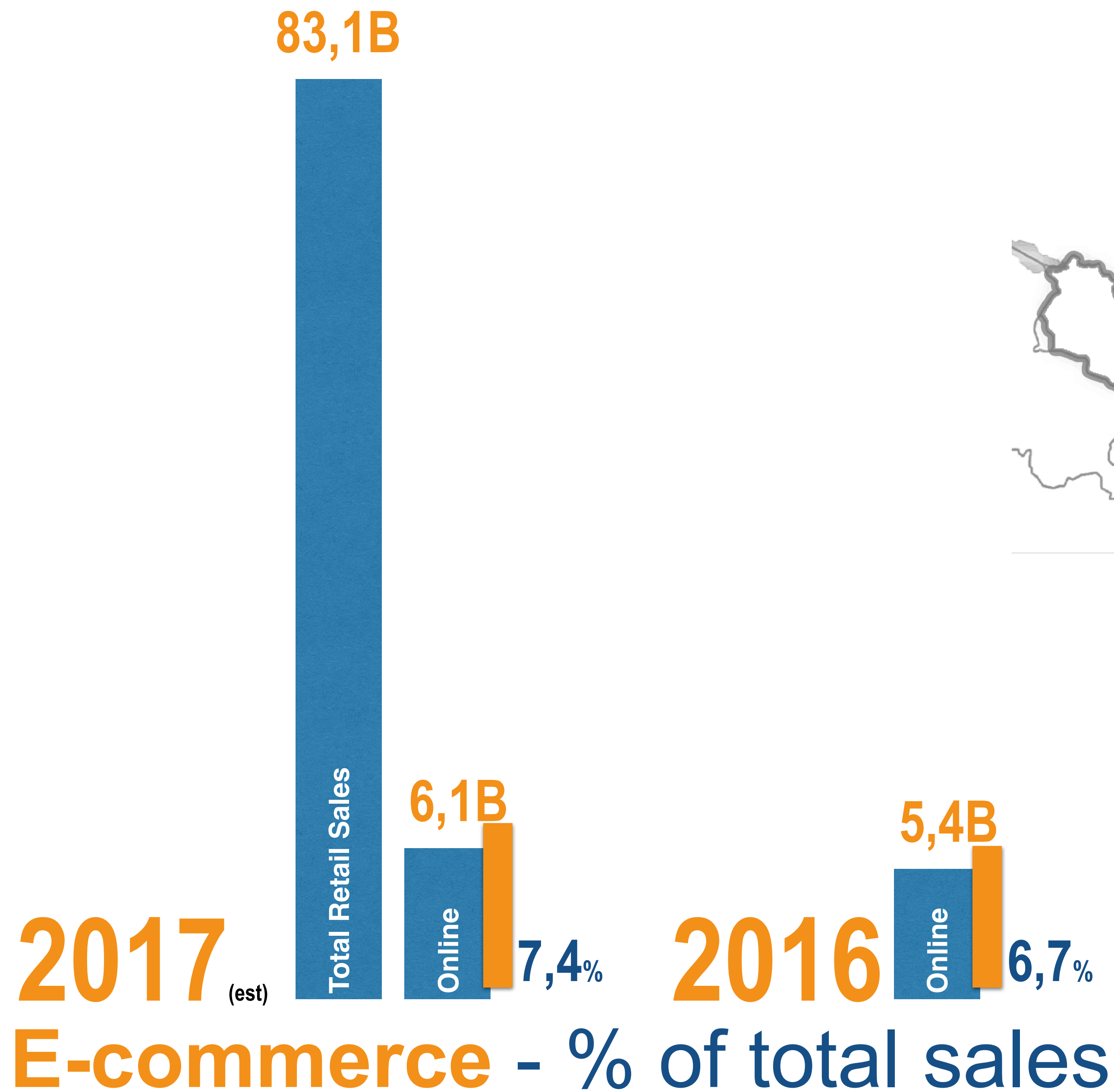
**E-commerce** - TOP 10 of Austrian online shops (2014)





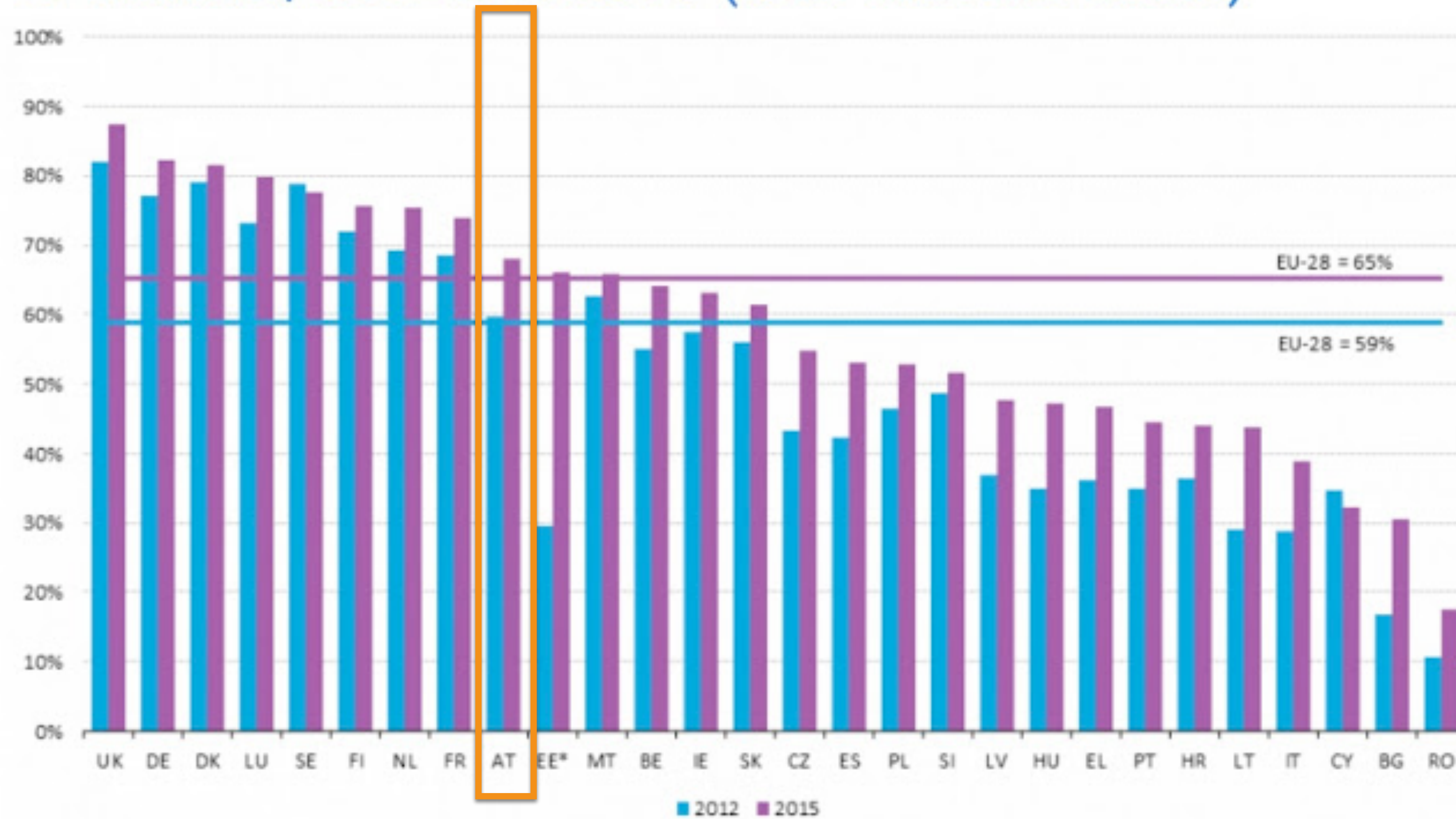
**E-commerce** - TOP 10 of Austrian online shops (2016)



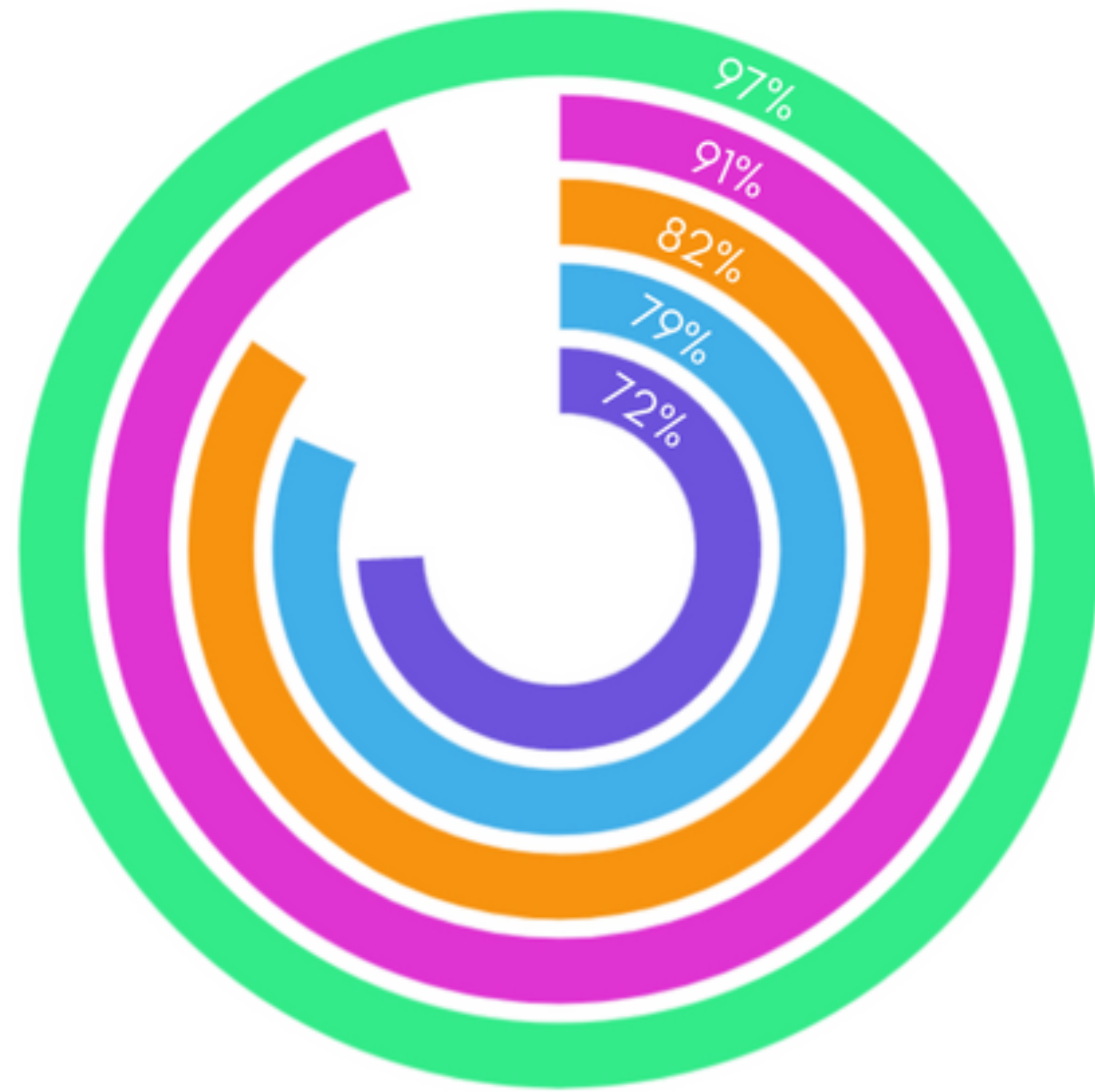




# Internet users who bought or ordered goods or services for private use over the internet in the previous 12 months, 2012 and 2015 (% of internet users)





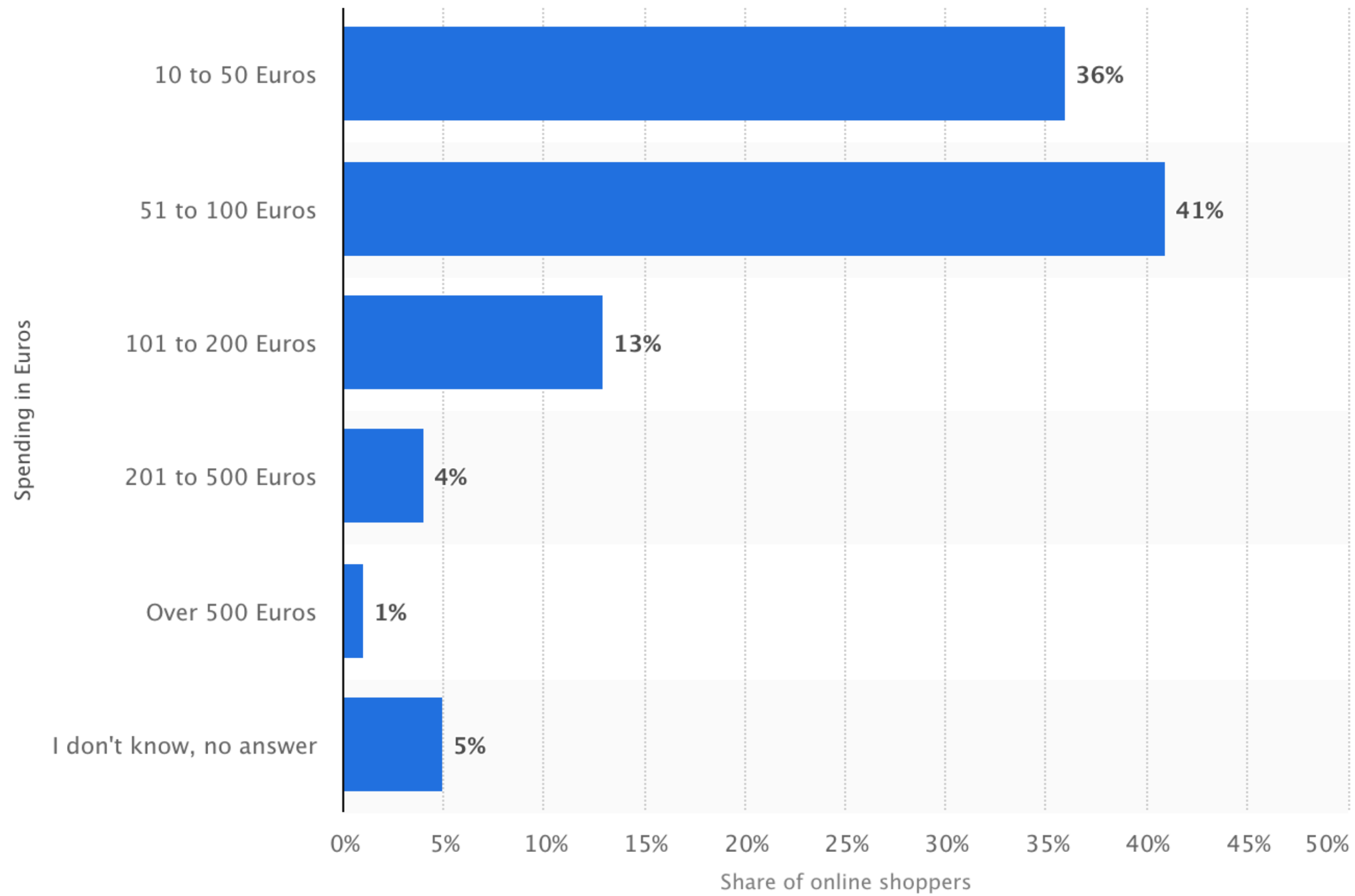


● 16-24 ● 25-34 ● 35-44 ● 45-54 ● 55+



Who is shopping online in Austria?





**How** much do online shoppers spend in Austria?

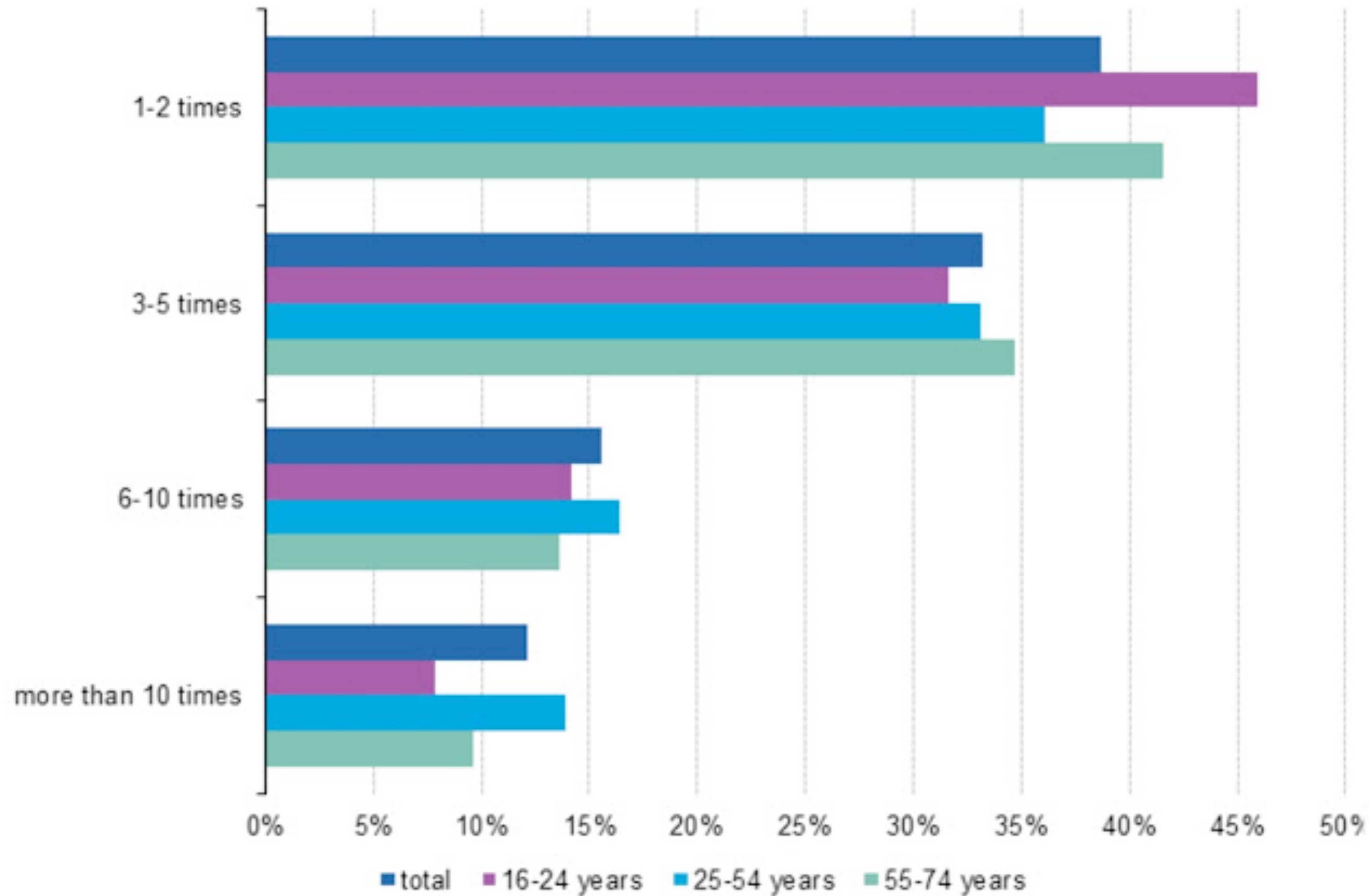




**70%** of e-buyers reports to have no problem when purchasing online

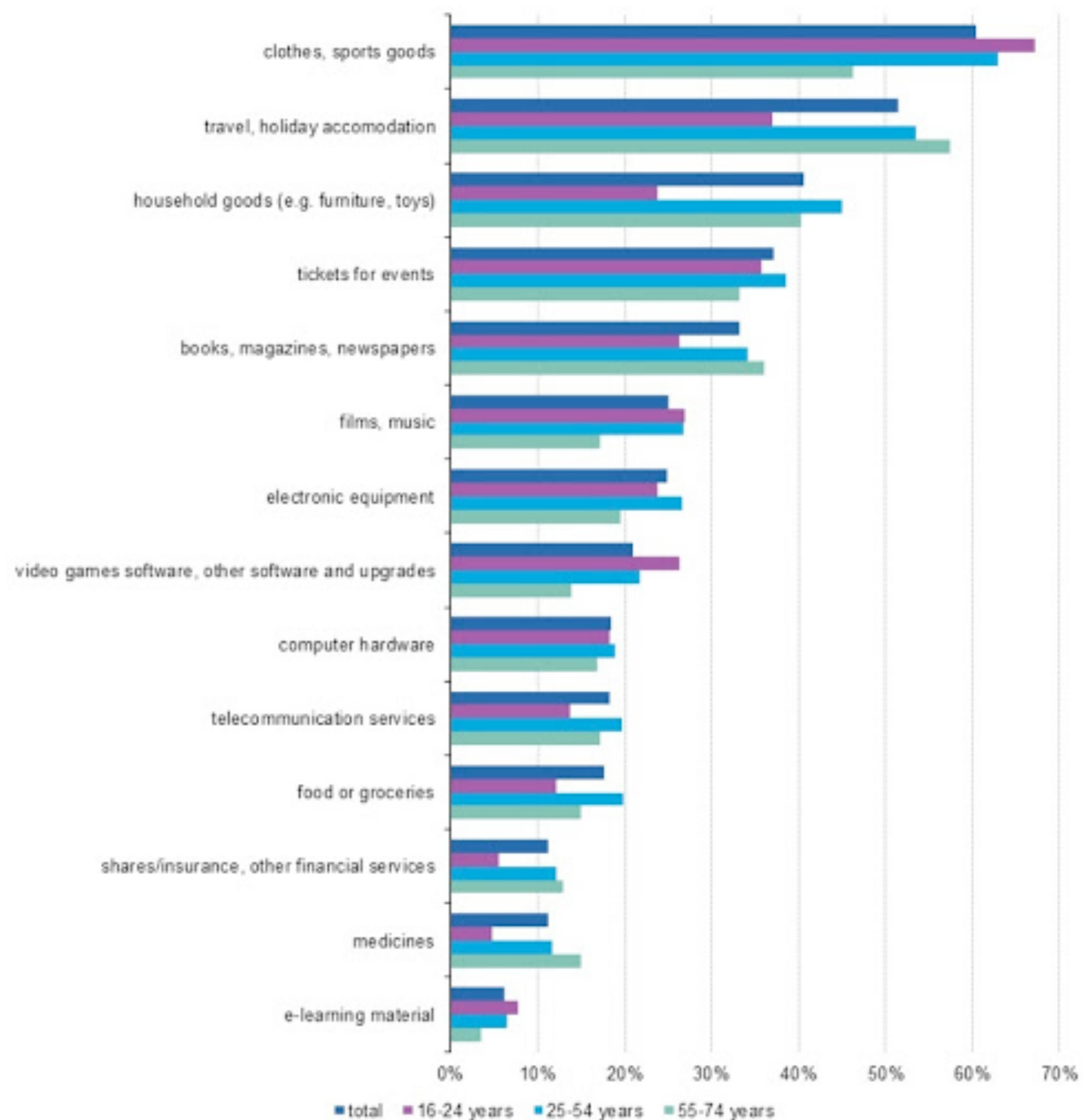


# Number of times people shopped online, EU-28, 2015 (% of individuals who bought or ordered goods or services over the internet for private use in the previous 3 months)

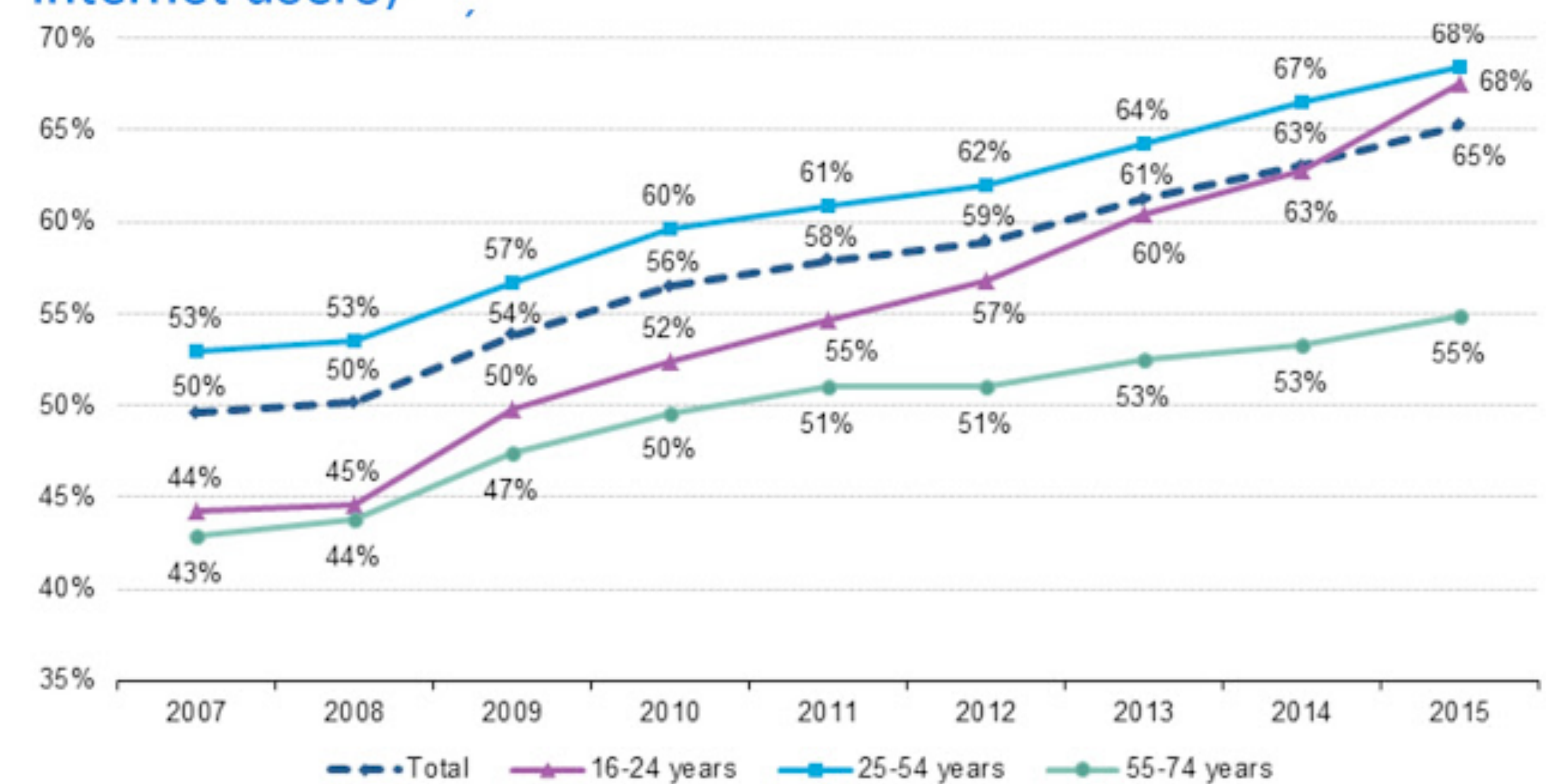




# Online purchases in the previous 12 months, EU28, 2015 (% of individuals who bought or ordered goods or services over the internet for private use in the previous 12 months)



# Internet users who bought or ordered goods or services for private use over the internet in the previous 12 months by age groups, EU-28, 2007-2015 (% of internet users)





**Low  
Prices**

**Shopping  
Convenience**

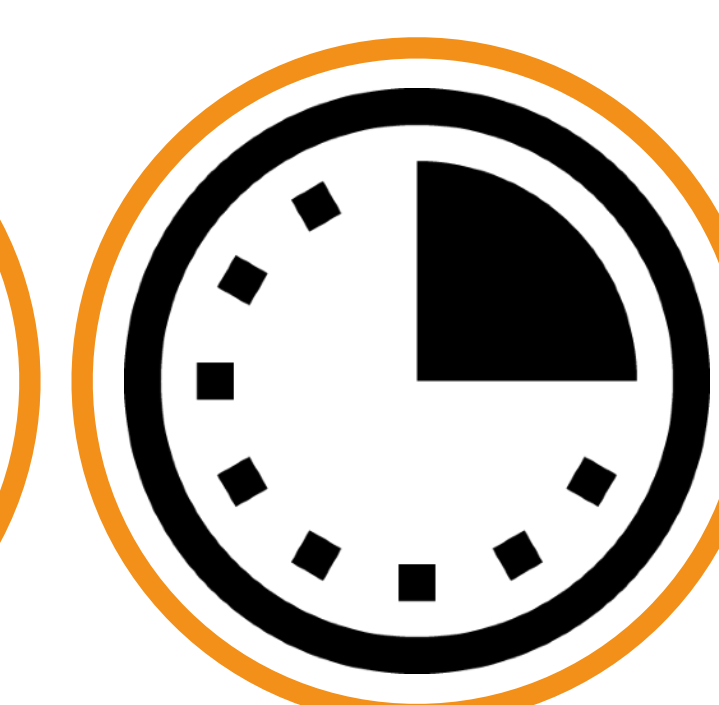
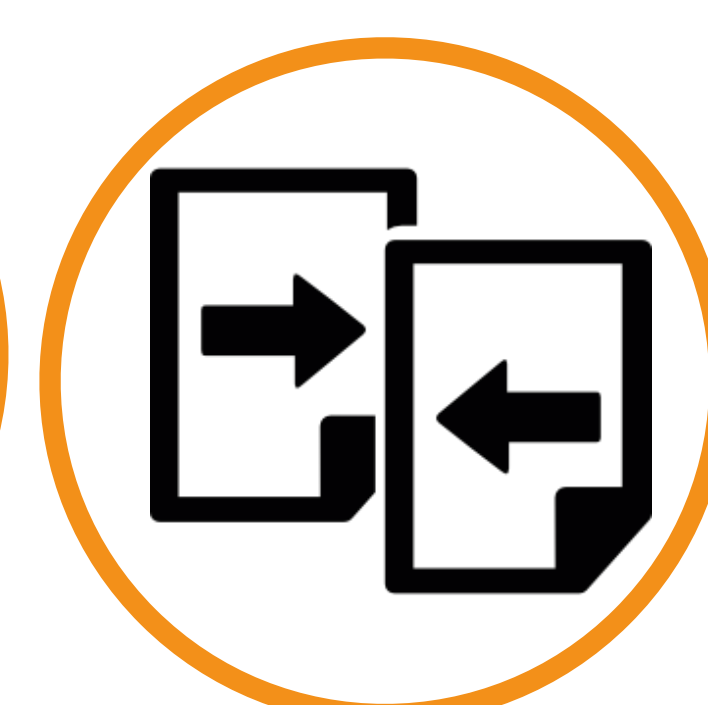
**Easy to  
Compare**

**Free  
Shipping**

**Time  
Saving**

**Easy  
to Buy**

**Range of  
Products**



**38%**

**35%**

**33%**

**31%**

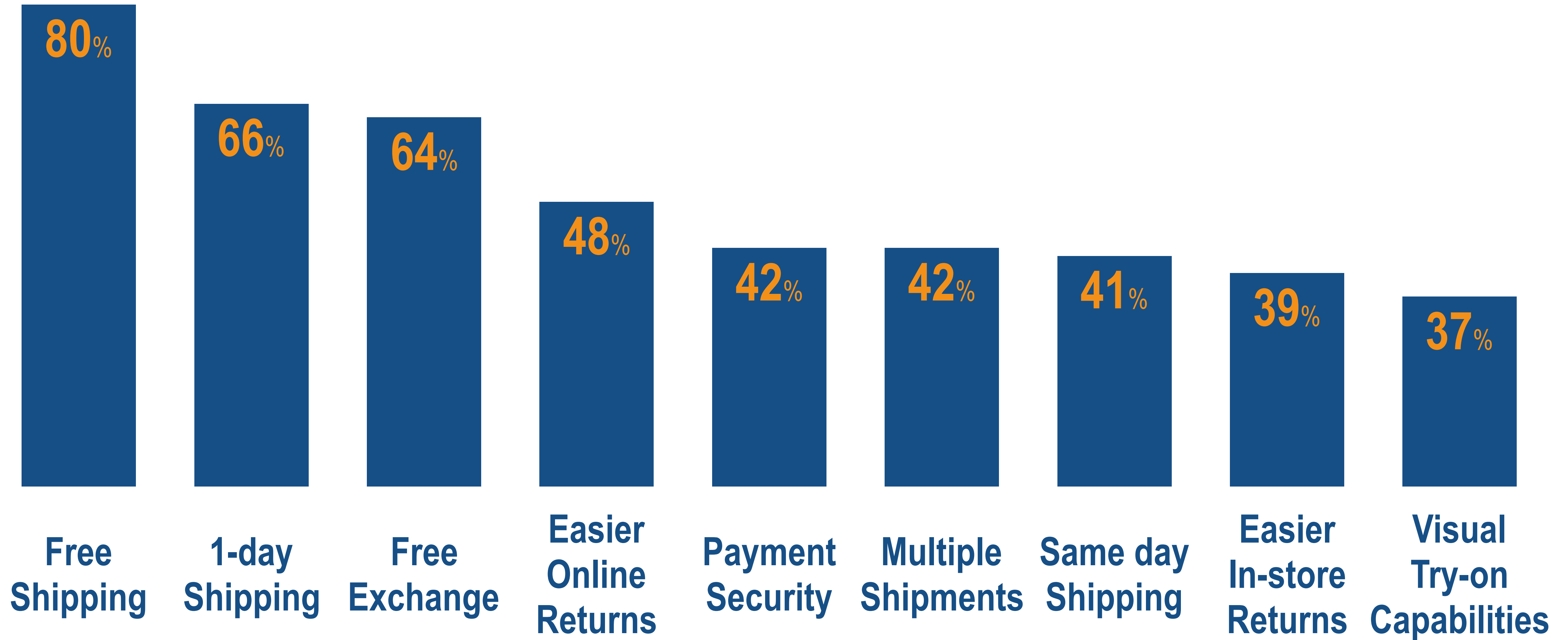
**30%**

**29%**

**17%**

**E-commerce** - Why are people buying online?





**E-commerce** - What makes you more likely to buy online?





60%

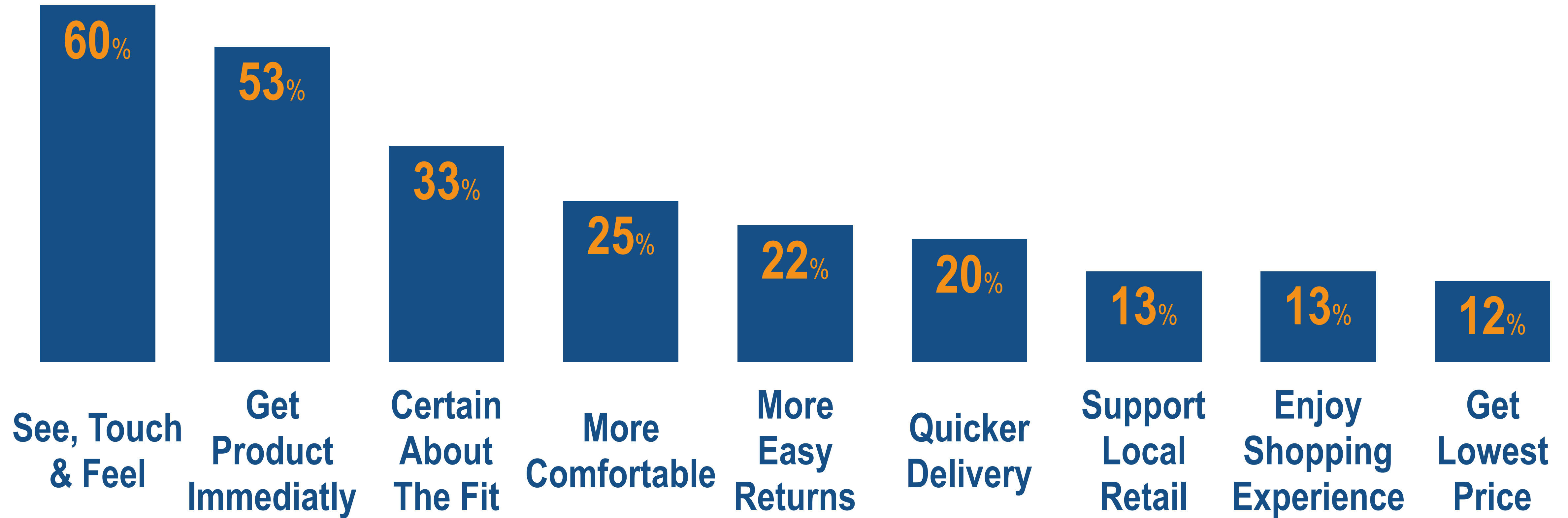
See, Touch  
& Feel

**E-commerce** - What are barriers to buy online?



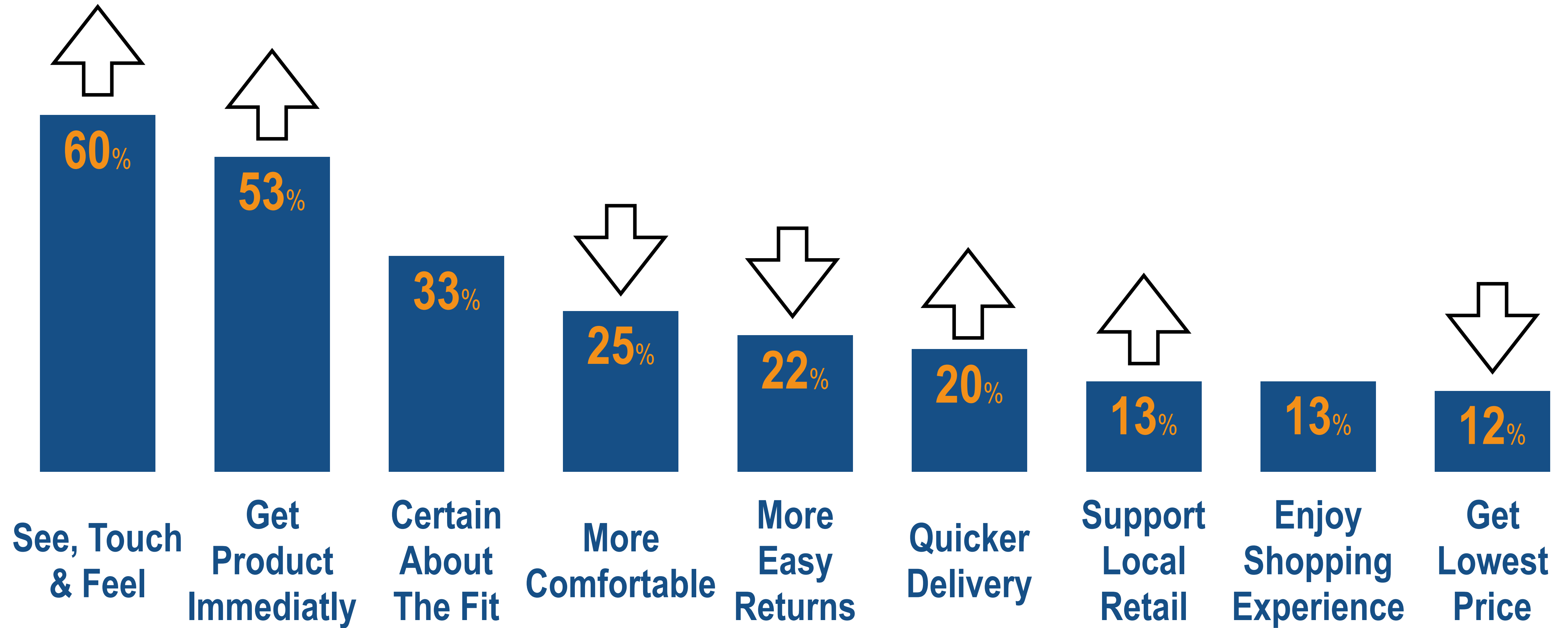






## **E-commerce** - What are barriers to buy online?





## **E-commerce** - What are barriers to buy online?



**STORE CLOSING**

**BLOCKBUSTER®**

ENTIRE  
STORE  
ON  
SALE!

ALL DVD'S  
AND GAMES  
MUST BE  
SOLD!  
**\$5.99**  
OR LESS!

STORE  
CLOSING

ENTIRE  
STORE  
ON  
SALE!

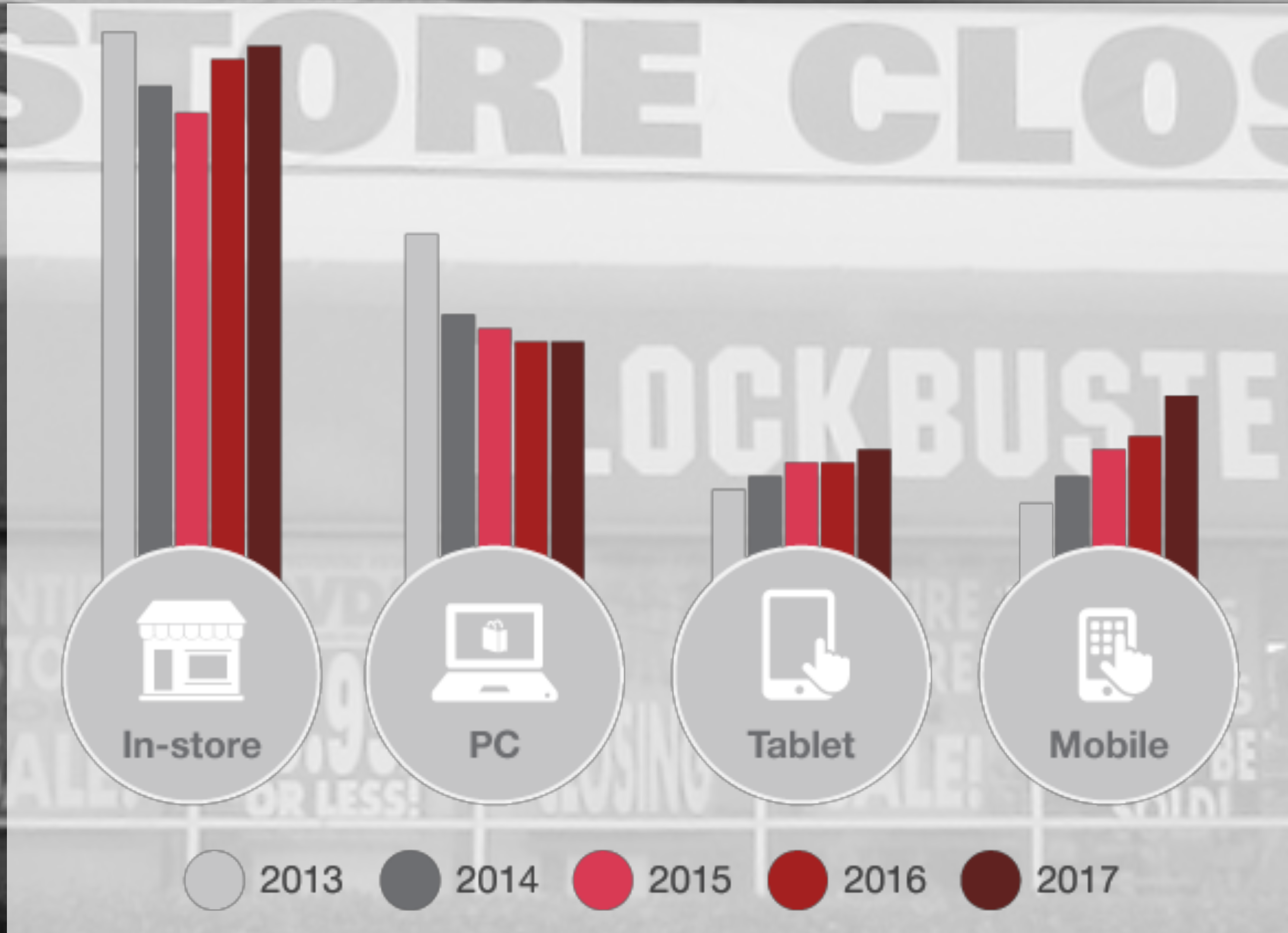
ALL  
DVD'S  
AND  
GAMES  
MUST BE  
SOLD!

ALL DVD'S  
AND GAMES  
MUST BE  
SOLD!  
**\$4.99**

DVD'S  
AND GAMES  
MUST BE  
SOLD!  
**\$5.99**  
OR LESS!

**E-commerce** - The end of brick & mortar?



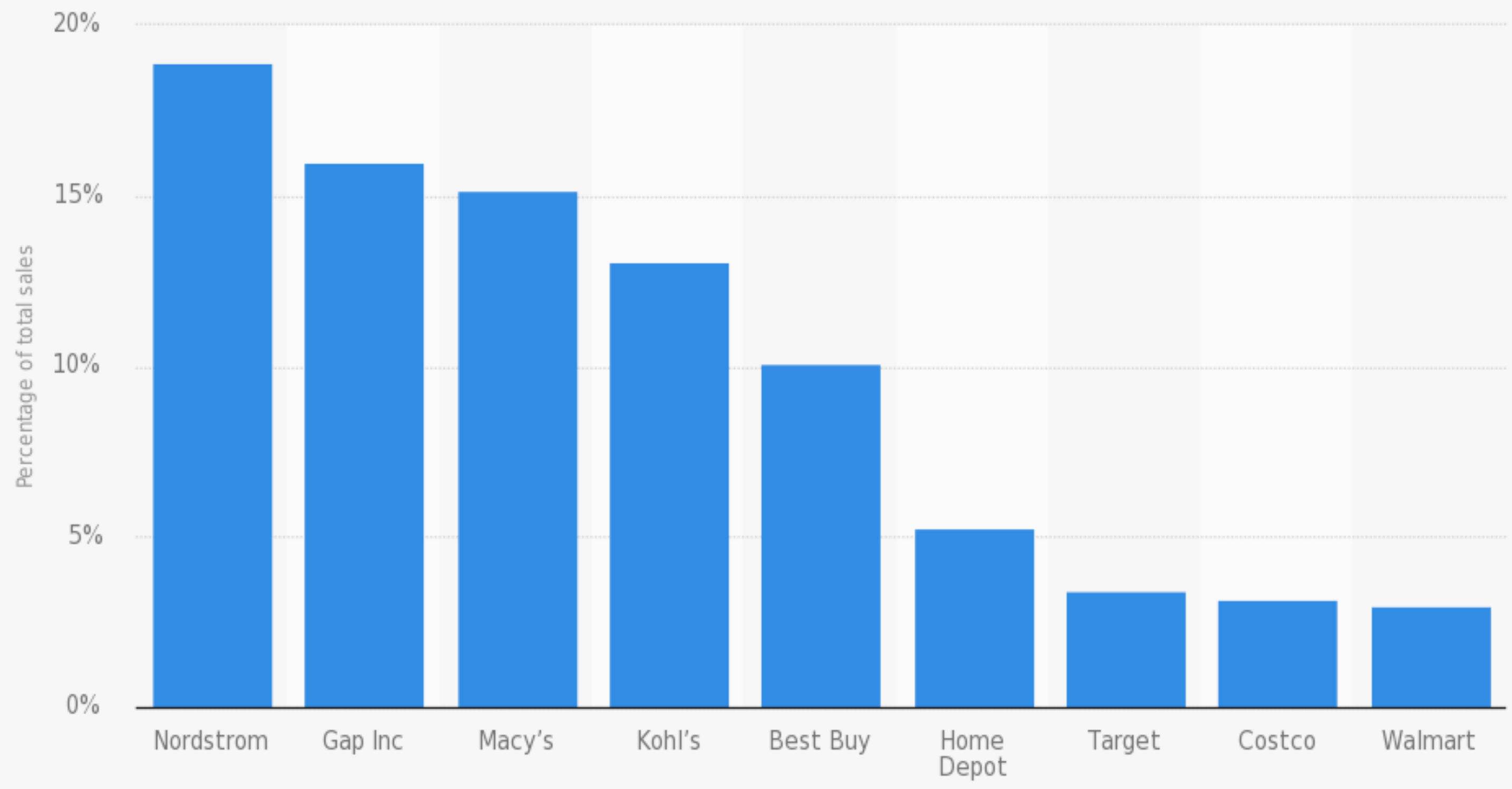


E-commerce - The end of brick & mortar?

**NO**



**E-commerce sales as percentage of total sales of leading retailers in the United States as of May 2016**



Source:  
eMarketer; Fortune  
© Statista 2016

Additional Information:  
United States; eMarketer; May 2016

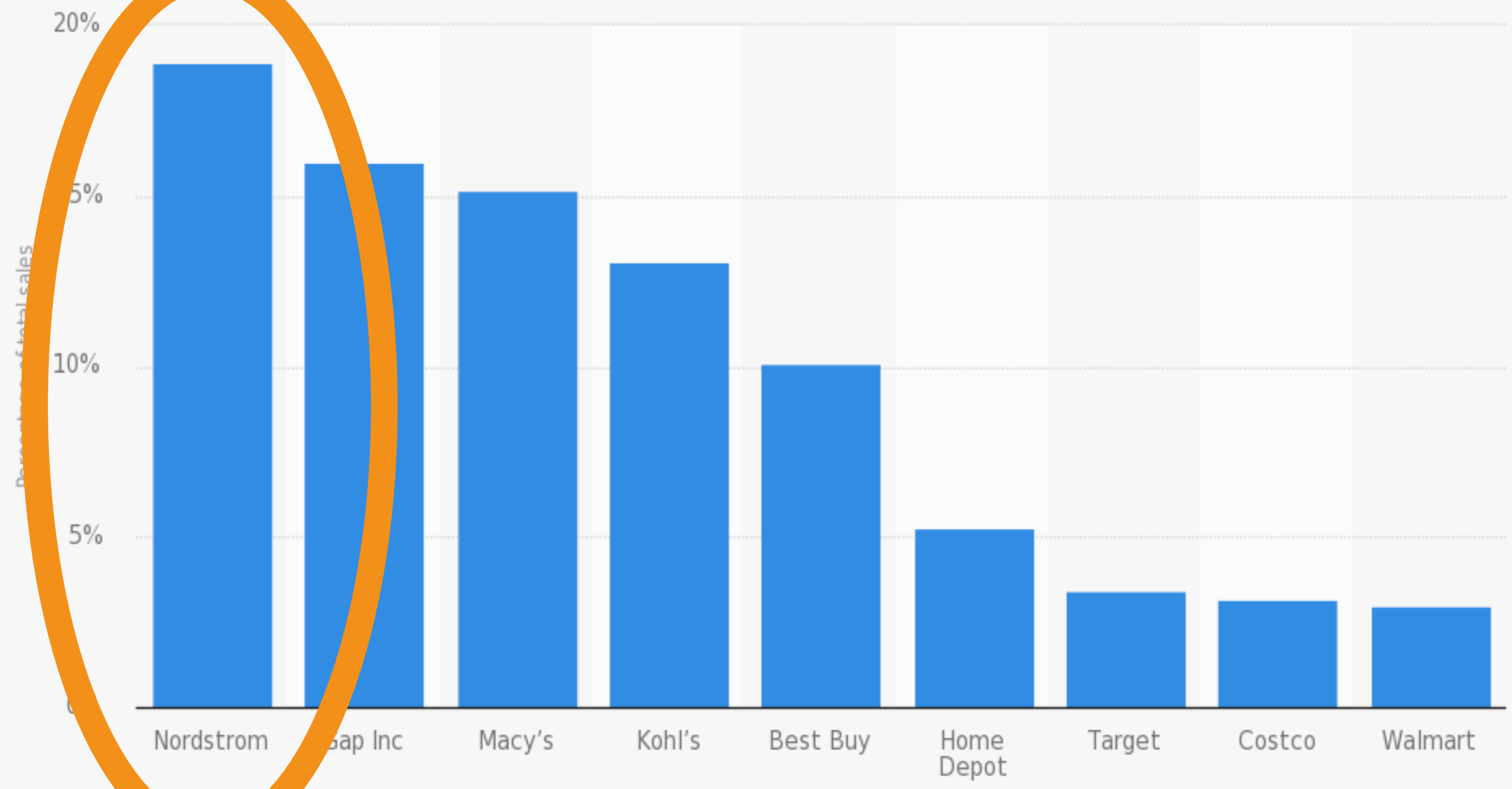


**E-commerce** - The end of brick & mortar?

**NO**



### E-commerce sales as percentage of total sales of leading retailers in the United States as of May 2016



Source: eMarketer, Fortune © Statista 2016

Additional Information: United States; eMarketer; May 2016



**E-commerce** - The end of brick & mortar?

**NO**

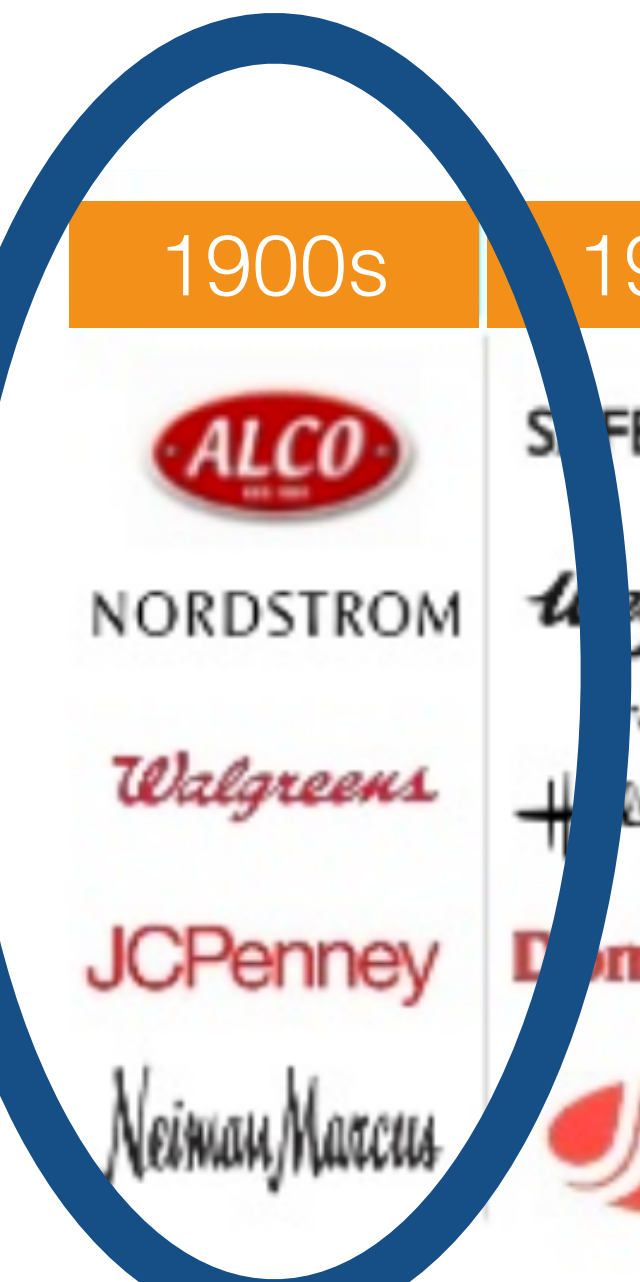


Gen Y

Gen X

Babyboomers

Silent Generation



1900s	1910s	1920s	1930s	1940s	1950s	1960s	1970s	1980s	1990s	2000s	2010s
ALCO	SAFEWAY	Walt Disney	meijer	Carls Jr	Walmart	KOHL'S	BED BATH & BEYOND	COSTCO WHOLESALE	Apple	GoPro	ipsy
NORDSTROM	Wegmans	radio shack	Raley's	LOWE'S	TJX	CVS pharmacy	BORDERS	DELL	Bath & Body Works	BONOBOS	Blue Apron
Walgreens	Hillmark	NAPA	Dillard's	fred's Pharmacy	WILLIAMS-SONOMA	BEST BUY	STARBUCKS COFFEE	GameStop	LUCKY BRAND	BIRCHBOX	Blue Apron
JCPenney	Dominick's	Winn-Dixie	Albertsons	DICK'S SPORTING GOODS	ROSS	BIG LOTS!	Apple	Office DEPOT	amazon	EVERLANE	Blue Apron
Neiman Marcus	Jitney Jungle	7 ELEVEN	DOLLAR GENERAL	city	Toys R Us	GAP	THE HOME DEPOT	PET SMART	WING	WARBY PARKER	Casper





# NORDSTROM

**1901** Founded

**65,000** employees





# NORDSTROM

**1901** Founded

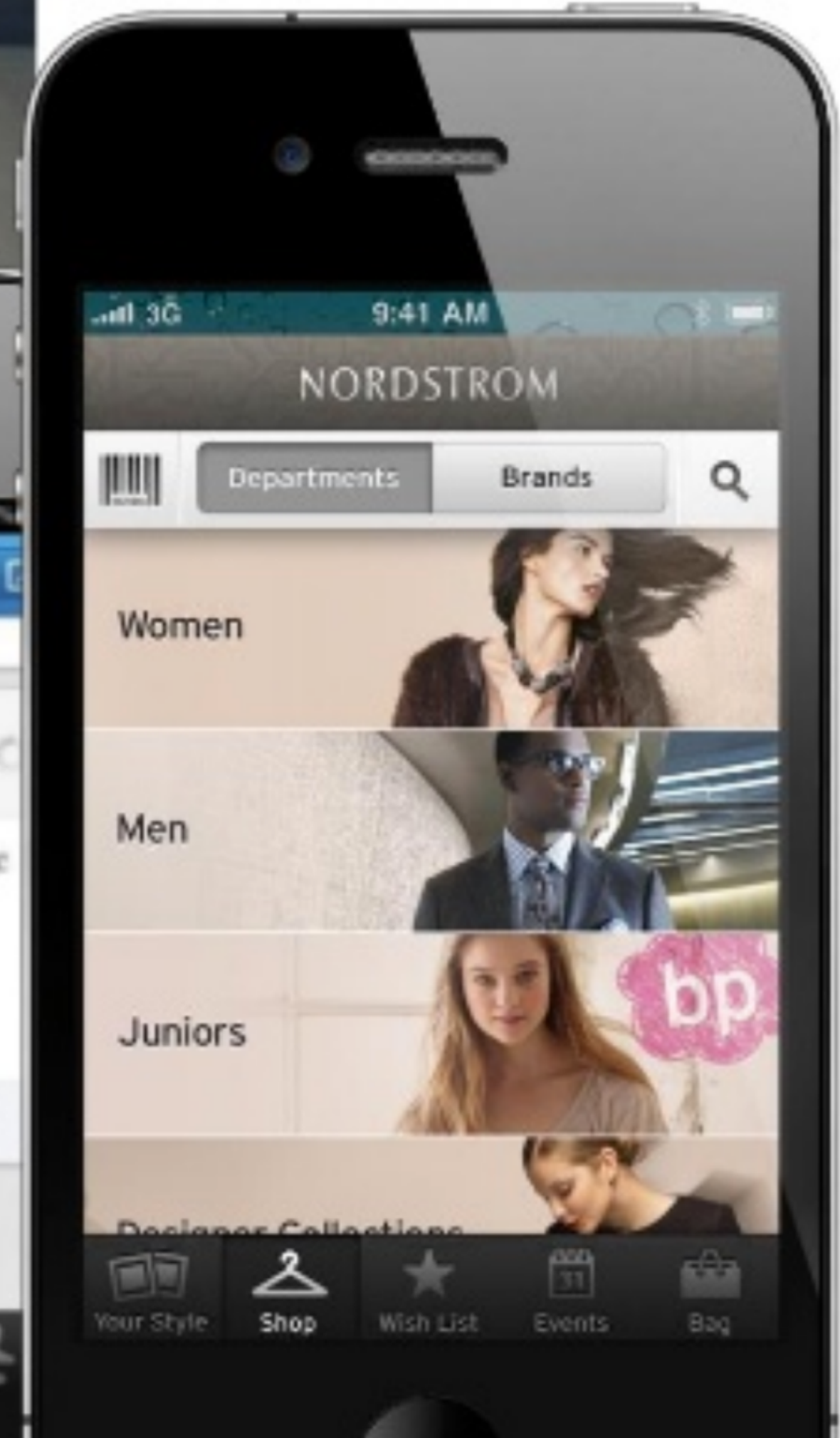
**65,000** employees

**121** Nordstrom stores

**194** Nordstrom Rack stores







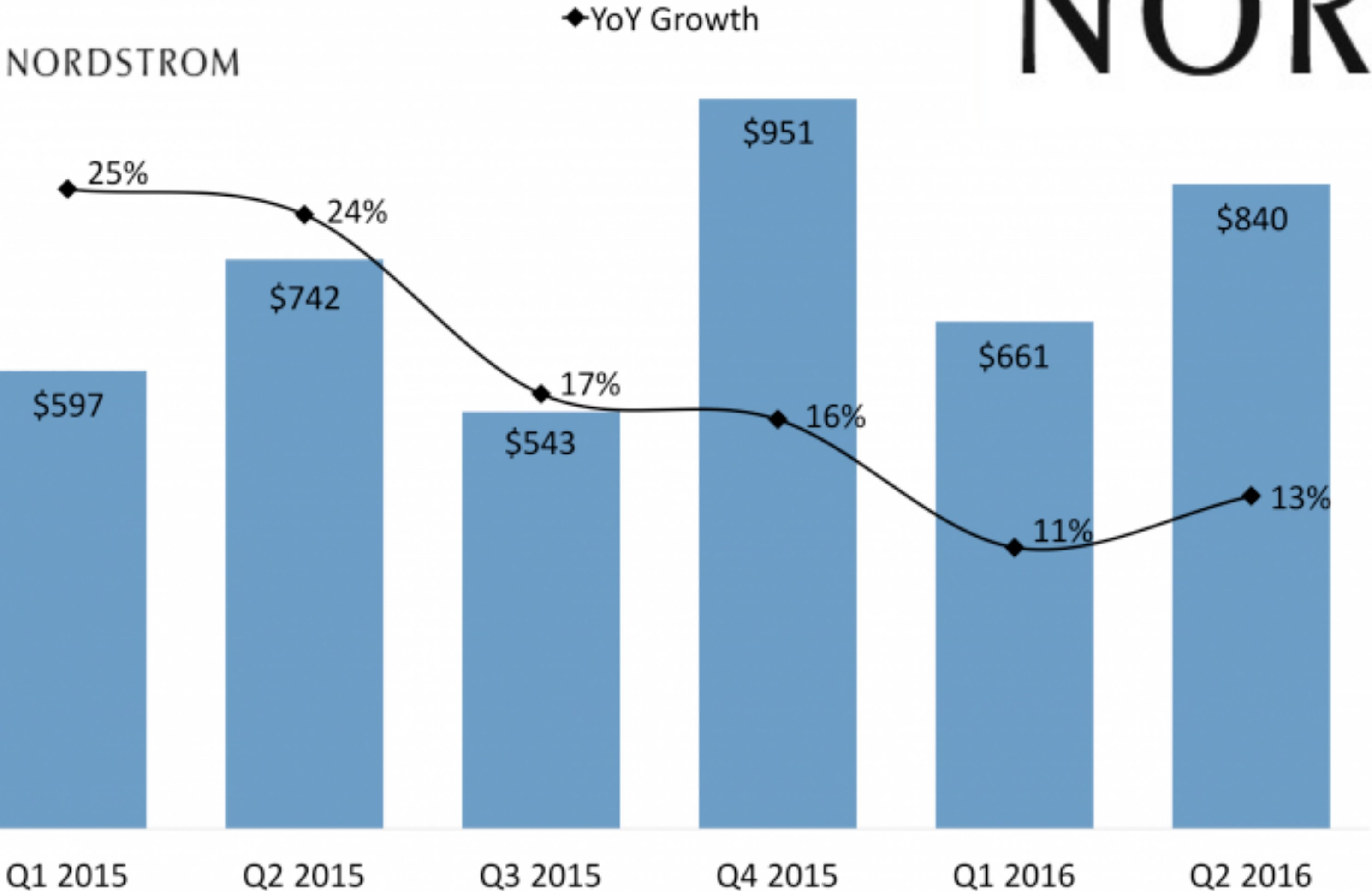
**Many touchpoints, same great experience**



# Nordstrom Total E-Commerce Sales

In millions (\$)

# NORDSTROM



Source: Company filings



Designer Collections

Women

Men

Shoes

Handbags

Accessories

Beauty

Trend

Kids

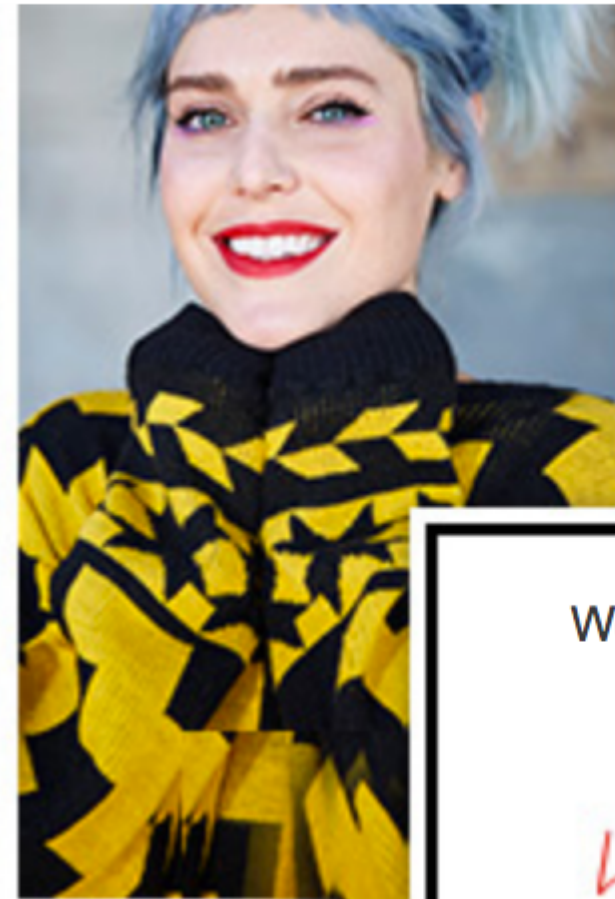
Home

Holiday Gifts

Sale

Brands

Pop-In



We're celebrating our customers.  
[READ THEIR STORIES](#)

Love, NORDSTROM





NORDSTROM

close 

## Shipping to Belgium

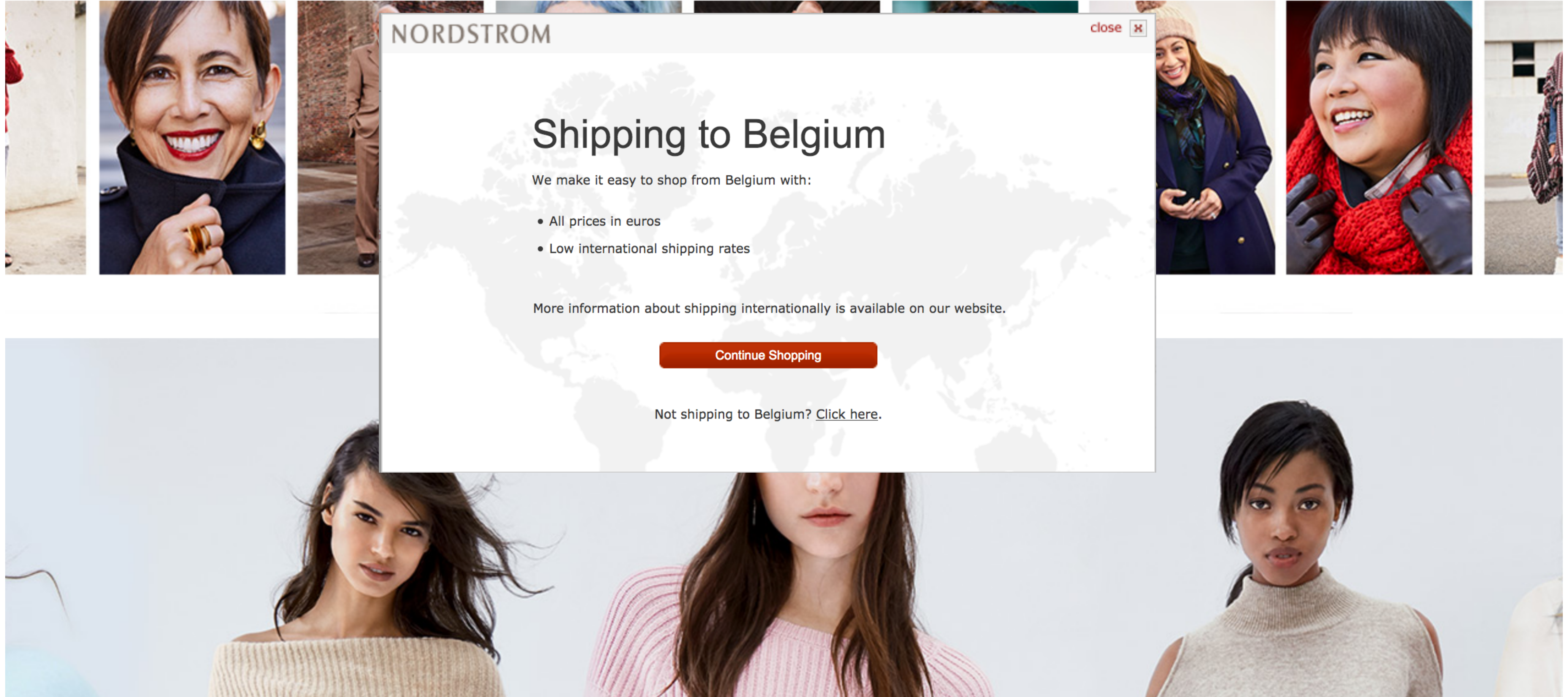
We make it easy to shop from Belgium with:

- All prices in euros
- Low international shipping rates

More information about shipping internationally is available on our website.

[Continue Shopping](#)

Not shipping to Belgium? [Click here.](#)





Designer Collections

Women

Men

Shoes

Handbags

Accessories

Beauty

Trend

Kids

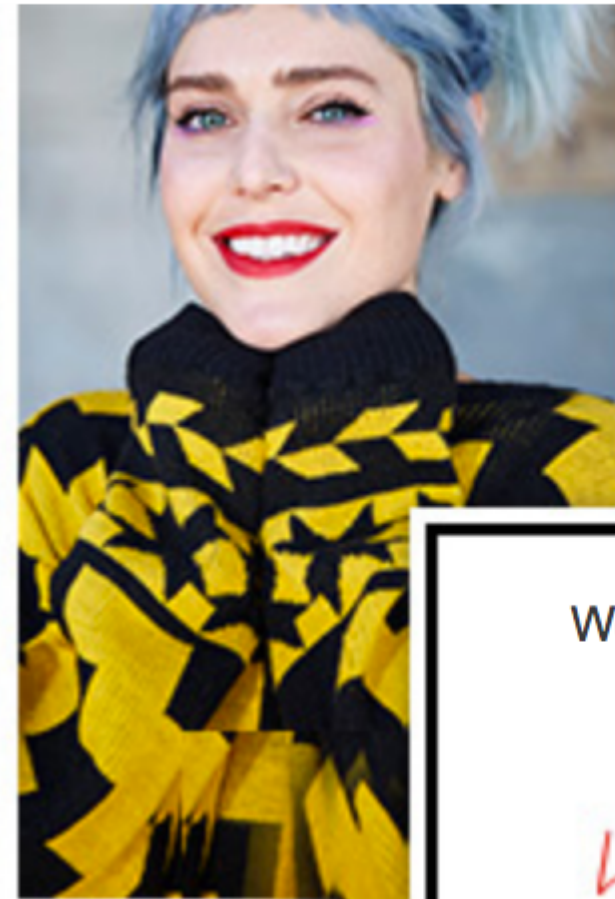
Home

Holiday Gifts

Sale

Brands

Pop-In



We're celebrating our customers.  
[READ THEIR STORIES](#)

Love, NORDSTROM





Free Shipping on Orders Over \$100\*  
90-Day Returns to Nordstrom Rack

# NORDSTROM rack

- WOMEN
- SHOES
- HANDBAGS & ACCESSORIES
- MEN
- KIDS
- HOME
- GIFTS
- CLEARANCE

## DIANE VON FURSTENBERG

LIMITED-TIME ONLINE SALE EVENT

[SHOP CLOTHING](#)

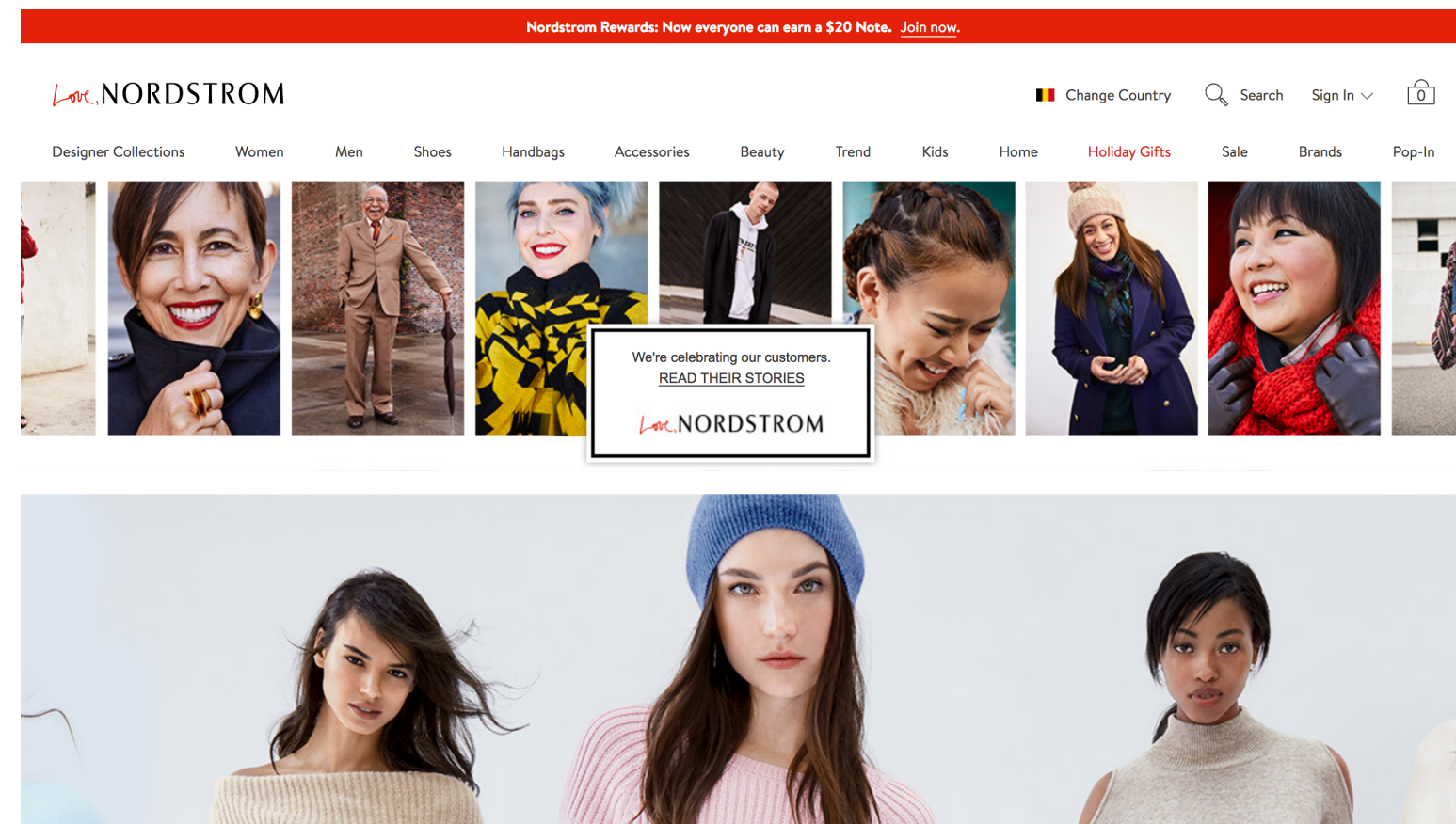
ENDS IN  
3 DAYS

POWERED BY  
HAUTELOOK

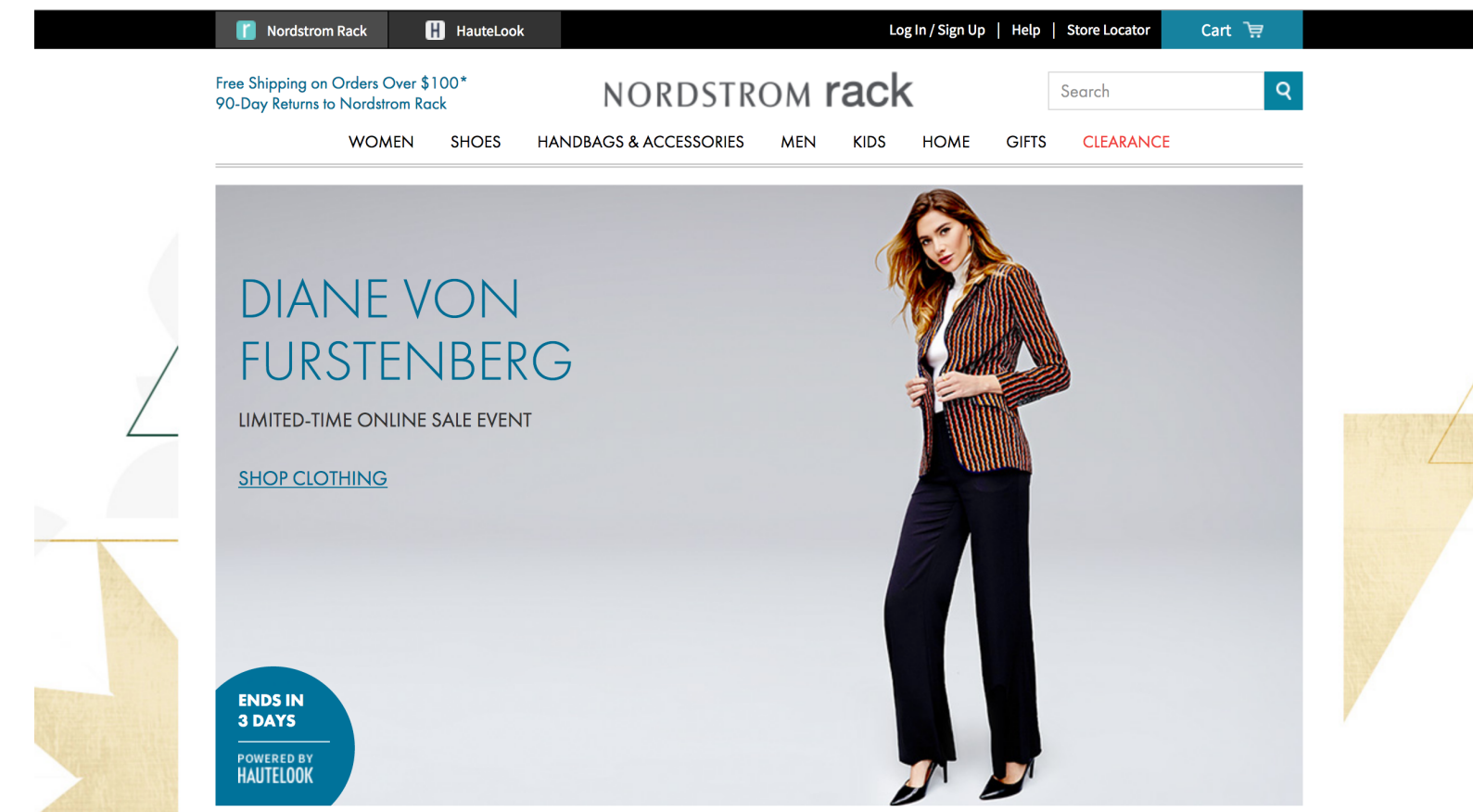




# NORDSTROM



# NORDSTROM RACK





# STORE CLOSING

## BLOCKBUSTER®

ENTIRE  
STORE  
ON  
SALE!

ALL DVD'S  
\$5.99  
OR LESS!

STORE  
CLOSING

ENTIRE  
STORE  
ON  
SALE!

ALL  
DVD'S  
AND  
GAMES  
MUST BE  
SOLD!

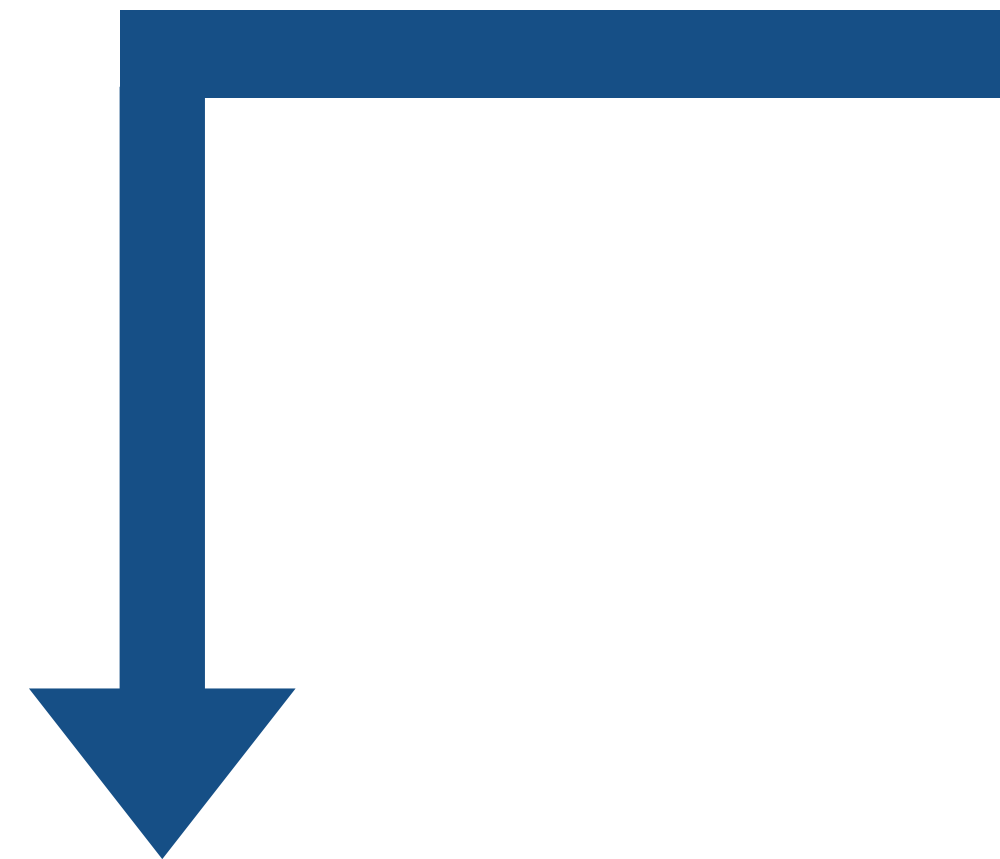
ALL DVD'S  
\$4.99

DVD'S  
\$5.99  
OR LESS!

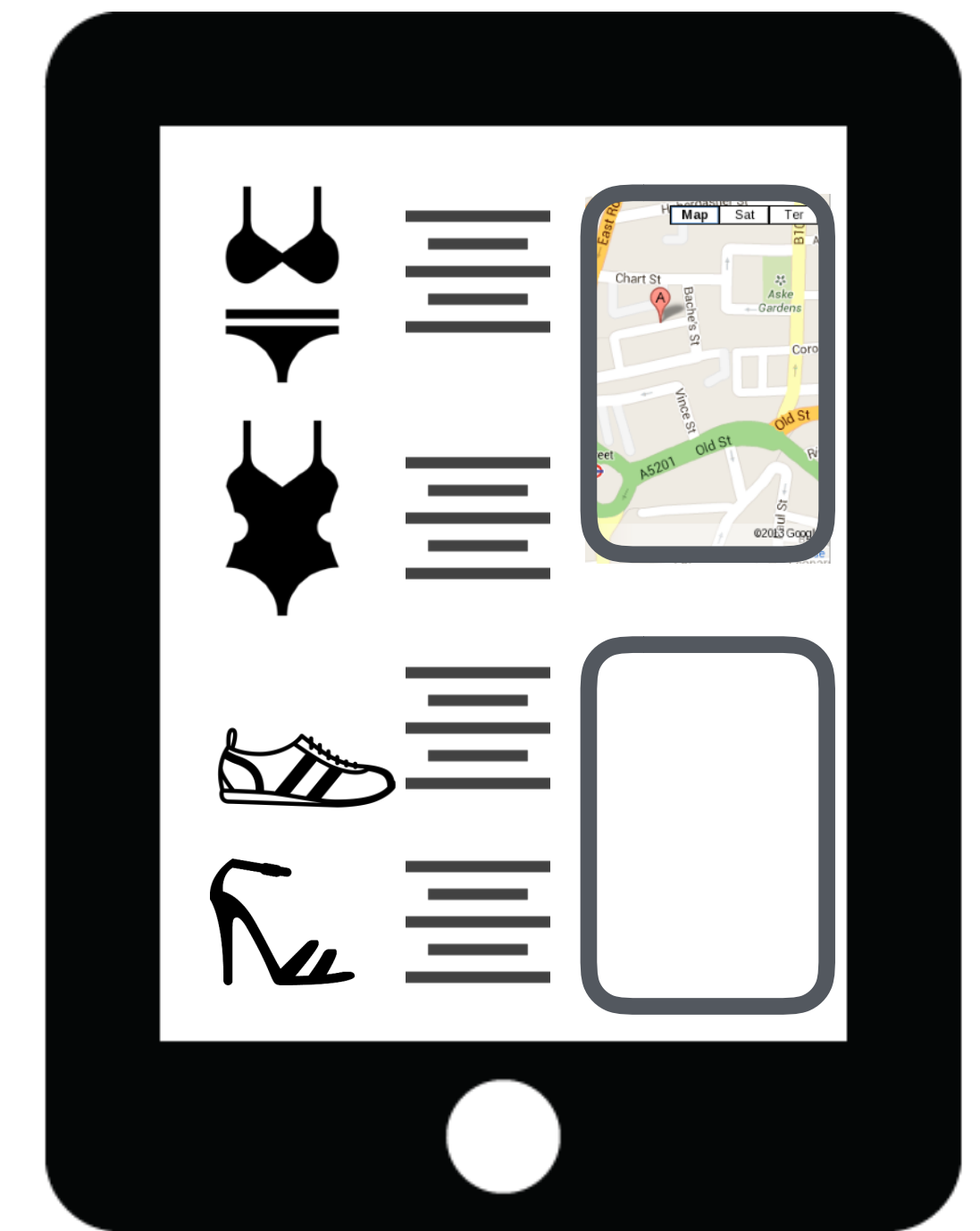
**E-commerce** - A challenge for brick & mortar



Browse online

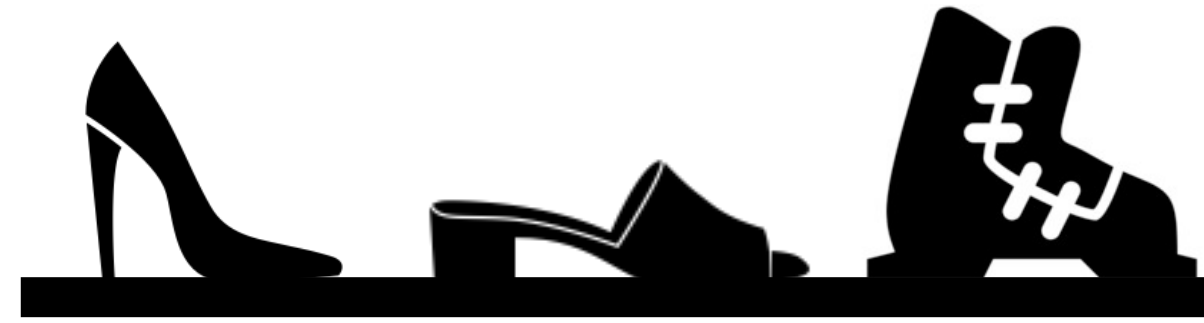


Buy in-store



**Webrooming**





Browse in-store

showrooming



Buy online



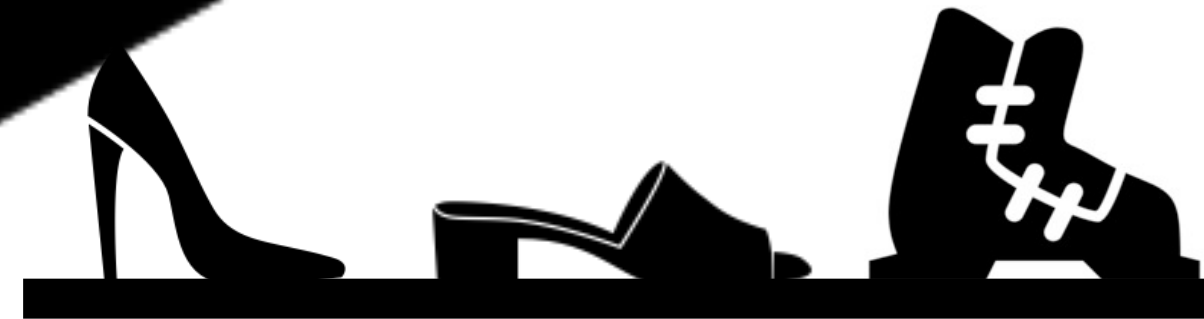


Browse

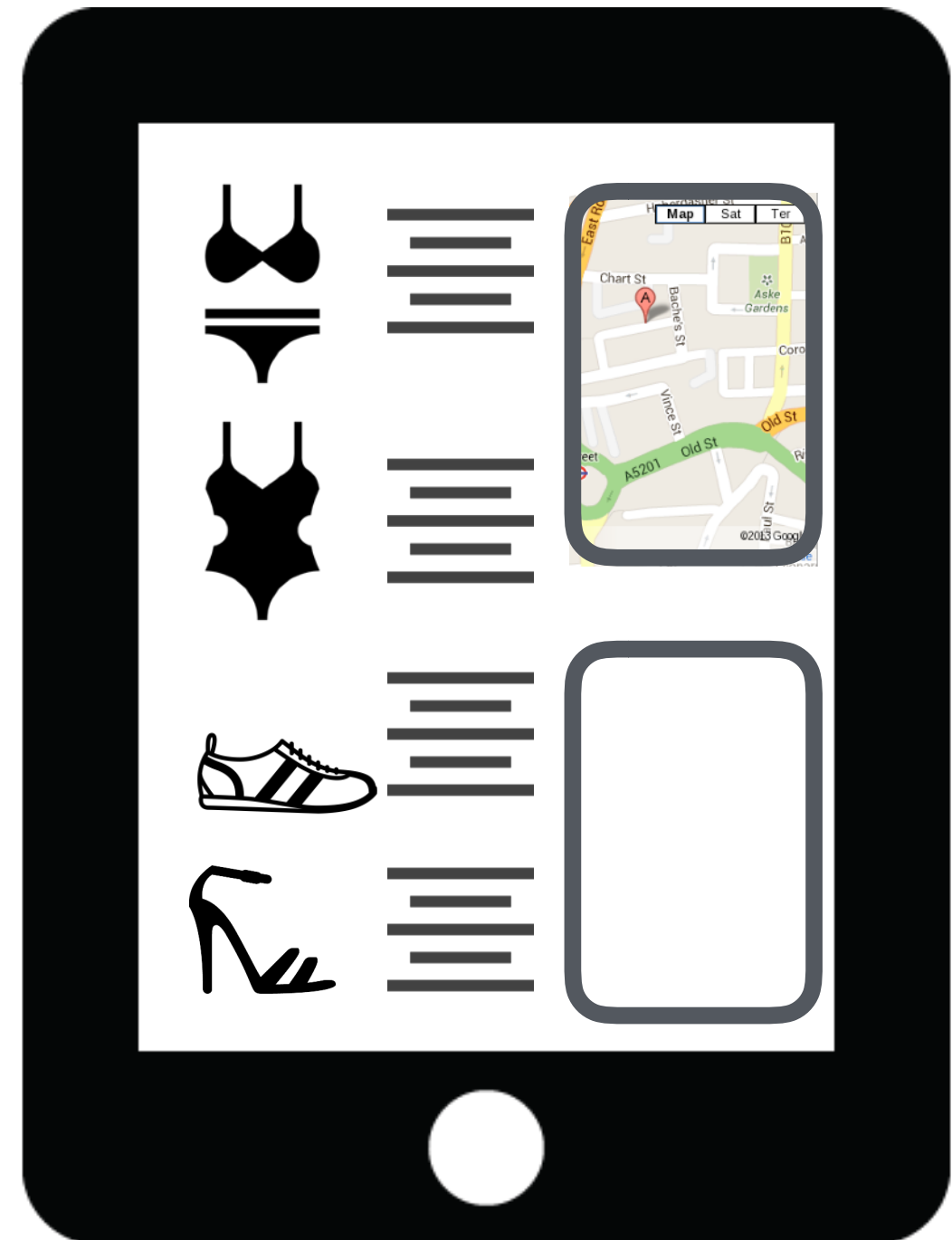
Buy online

Buy in-store

Buy online



Webrooming

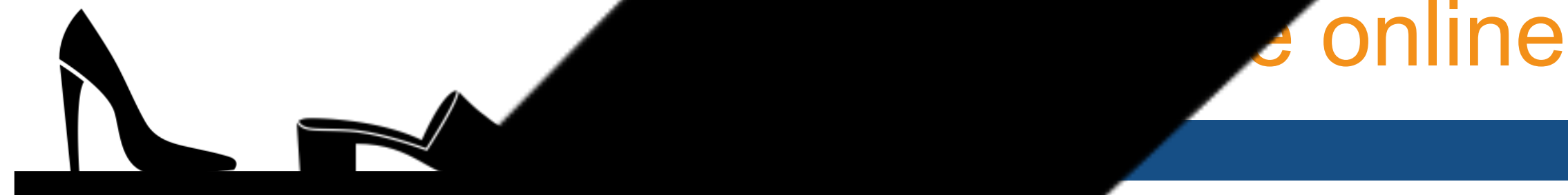


Webrooming



73%

showrooming



Browse

Buy online

Buy in-store

Buy online

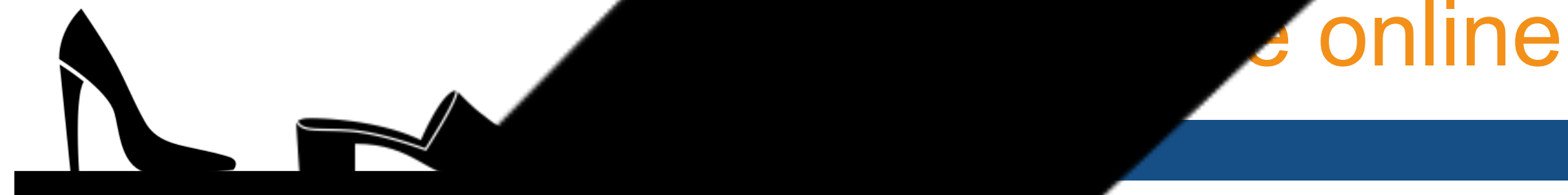
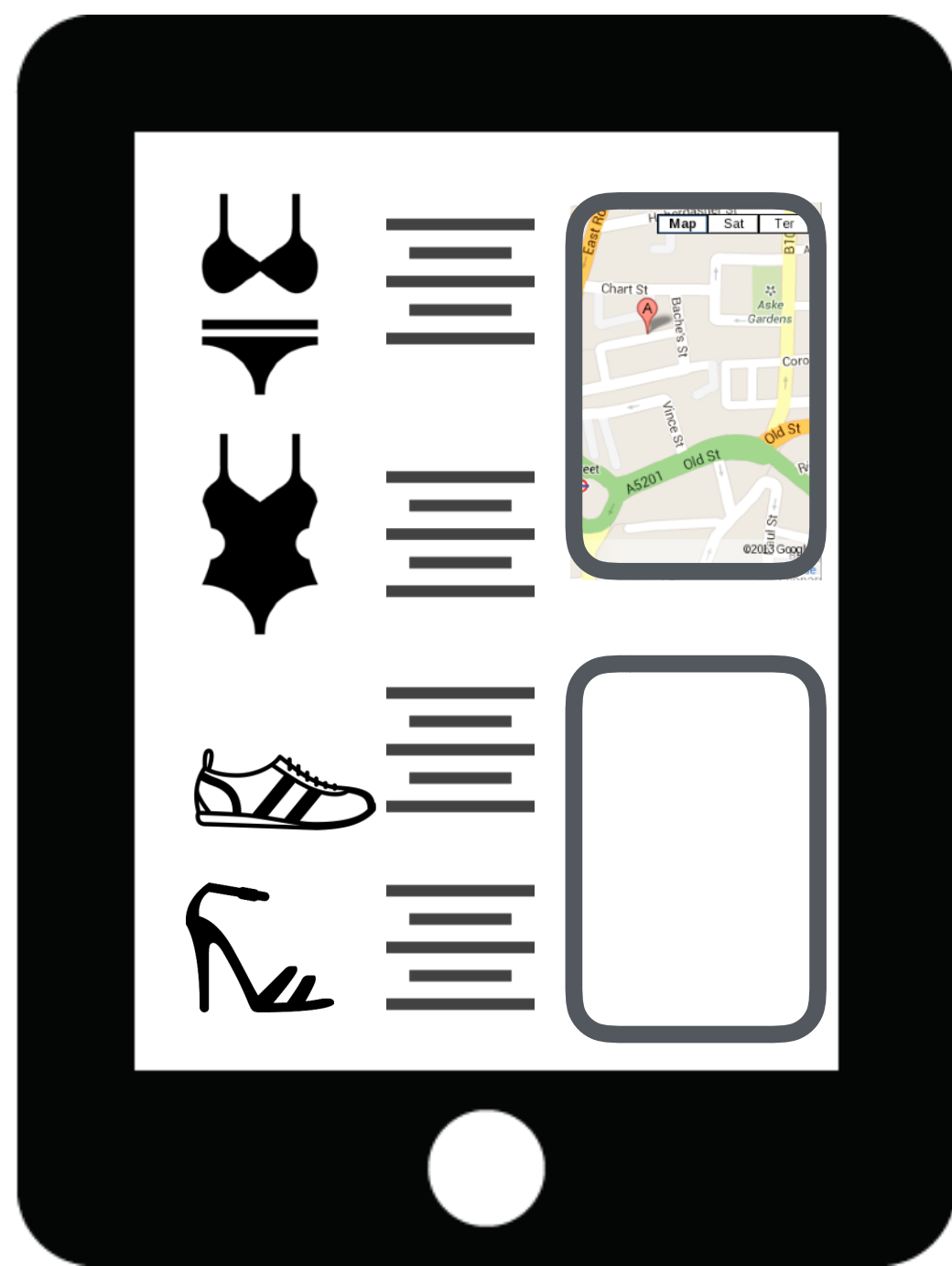


Webrooming



73%

showrooming

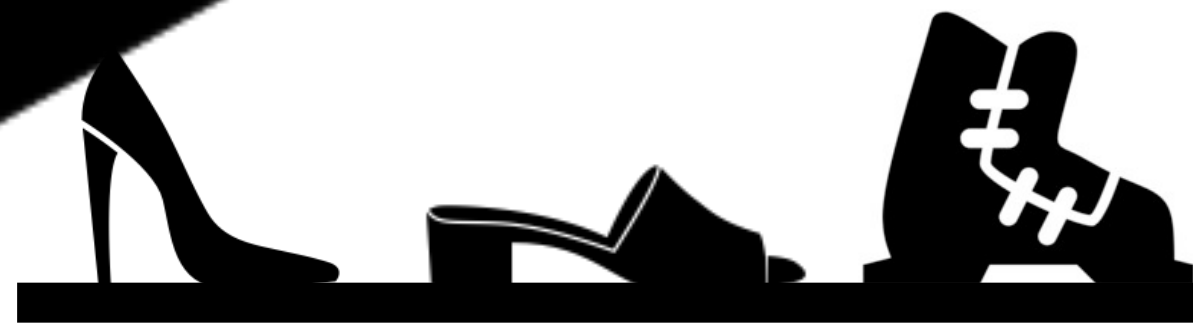


Browse

Buy online

Buy in-store

Buy online



Webrooming

88%





**73%**

## showrooming

**33%** check for competitor pricing in store

**31%** check for product reviews in store

**71%** purchase from a different company  
when they return home



**73%**

## showrooming

**33%** check for competitor pricing in store

**31%** check for product reviews in store

**71%** purchase from a different company  
when they return home

**46%** wants to touch & feel the product

**47%** wants to avoid shipping costs

## Webrooming

**88%**

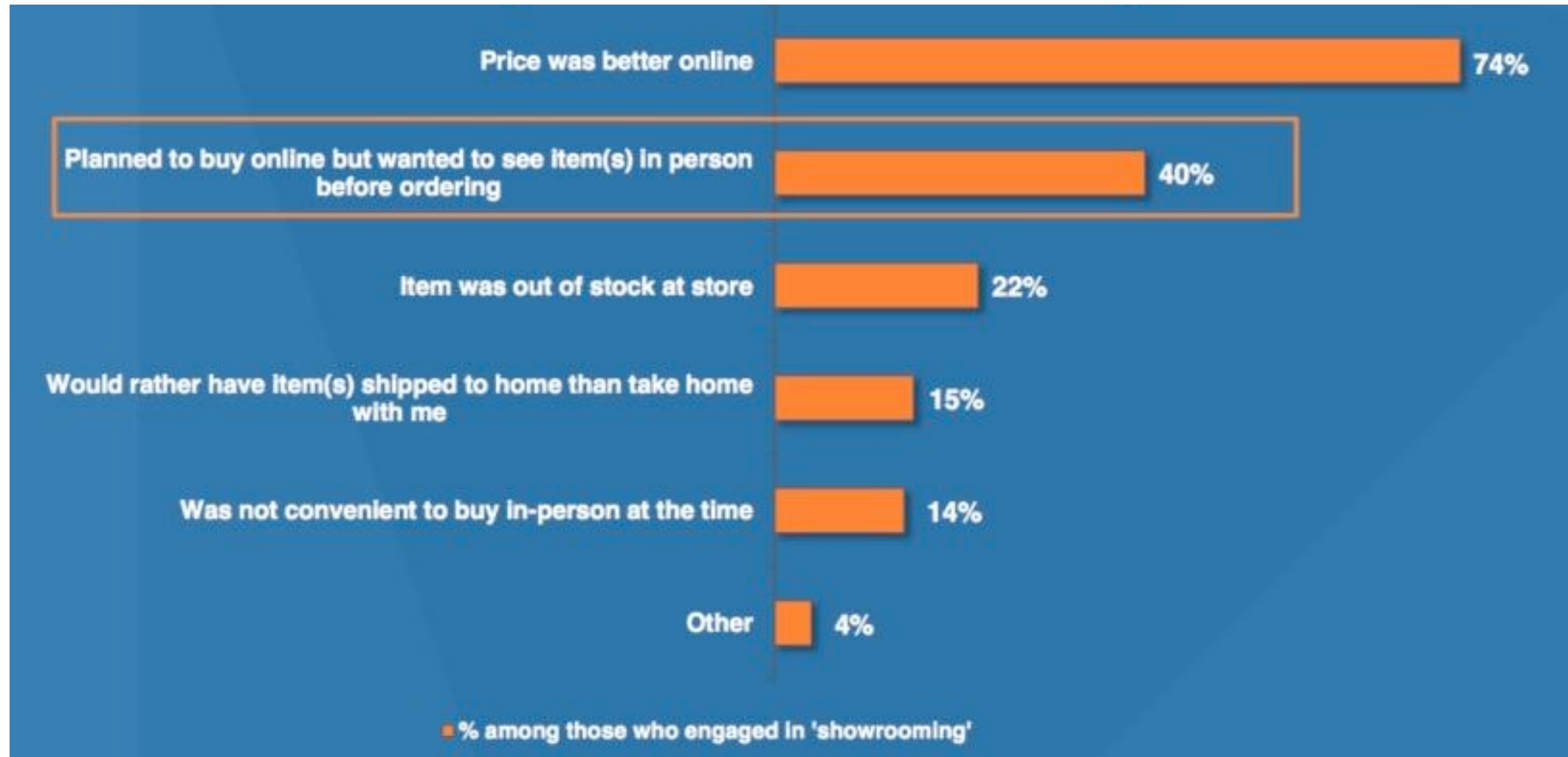




Why are we **showrooming**?

**L**ost of trust in the dealership or sales experience due to previous experiences





Why are we **showrooming**?

Lost of trust in the dealership or sales experience due to previous experiences



**50%** who purchased from

a retailer online had also  
an in-store experience  
in the same period.



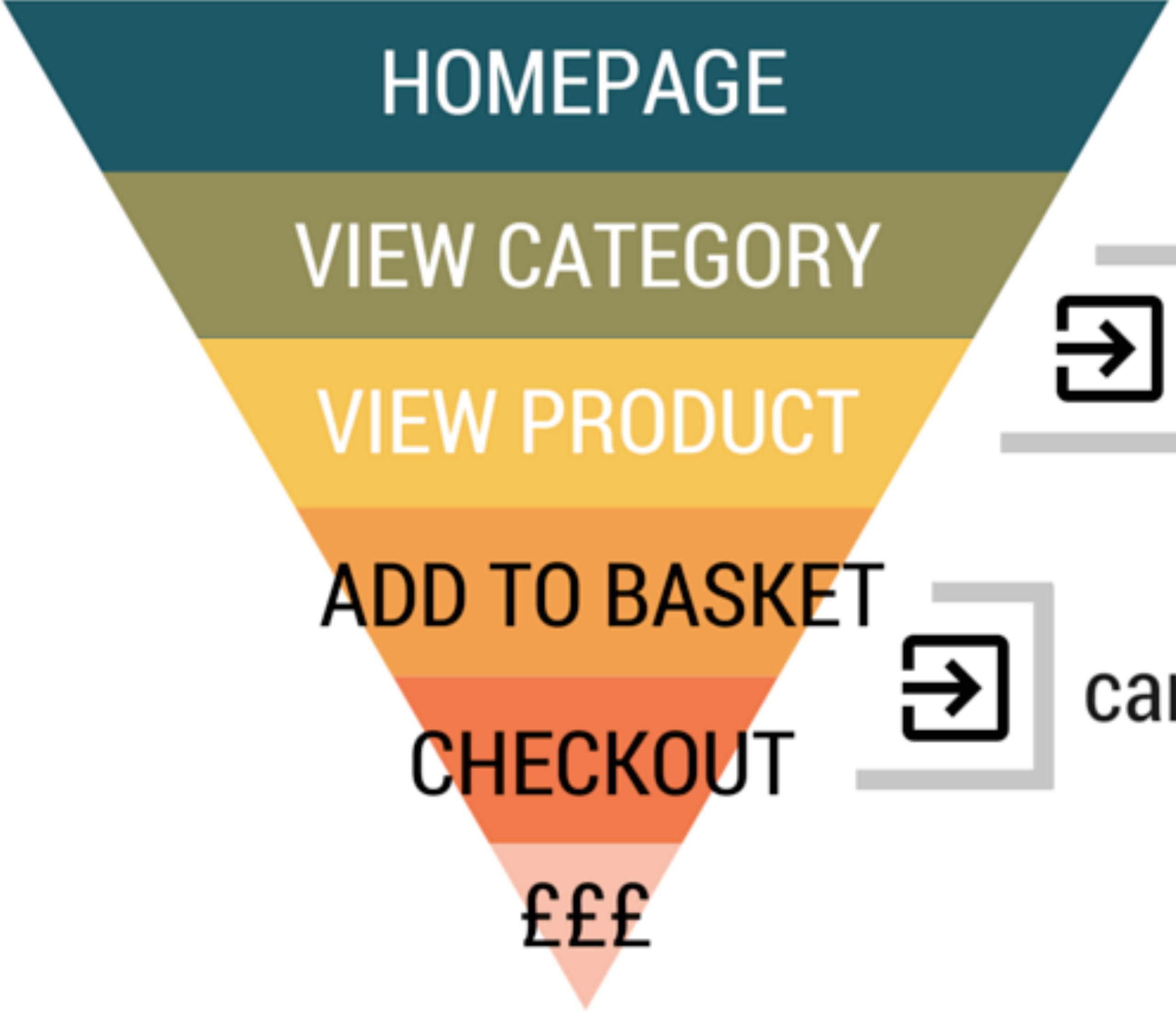
over **25%**

off in-store shoppers  
have interacted with the retailer online  
in the last 3 months.



*Retail =  
Technology + Media + Distribution  
Increasingly Intertwined*



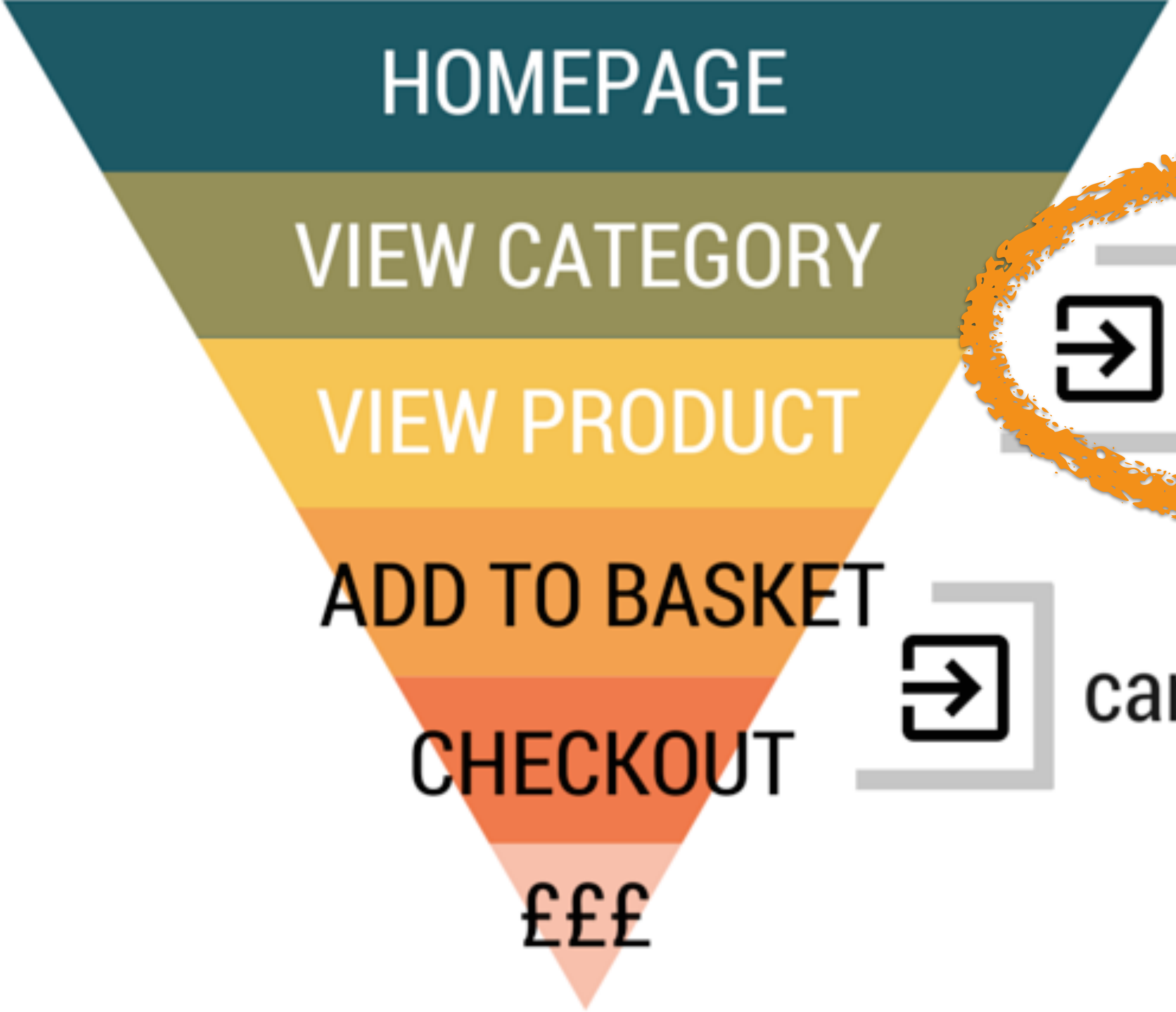


browse abandonment



cart abandonment





HOMEPAGE

VIEW CATEGORY

VIEW PRODUCT

ADD TO BASKET

CHECKOUT

£££

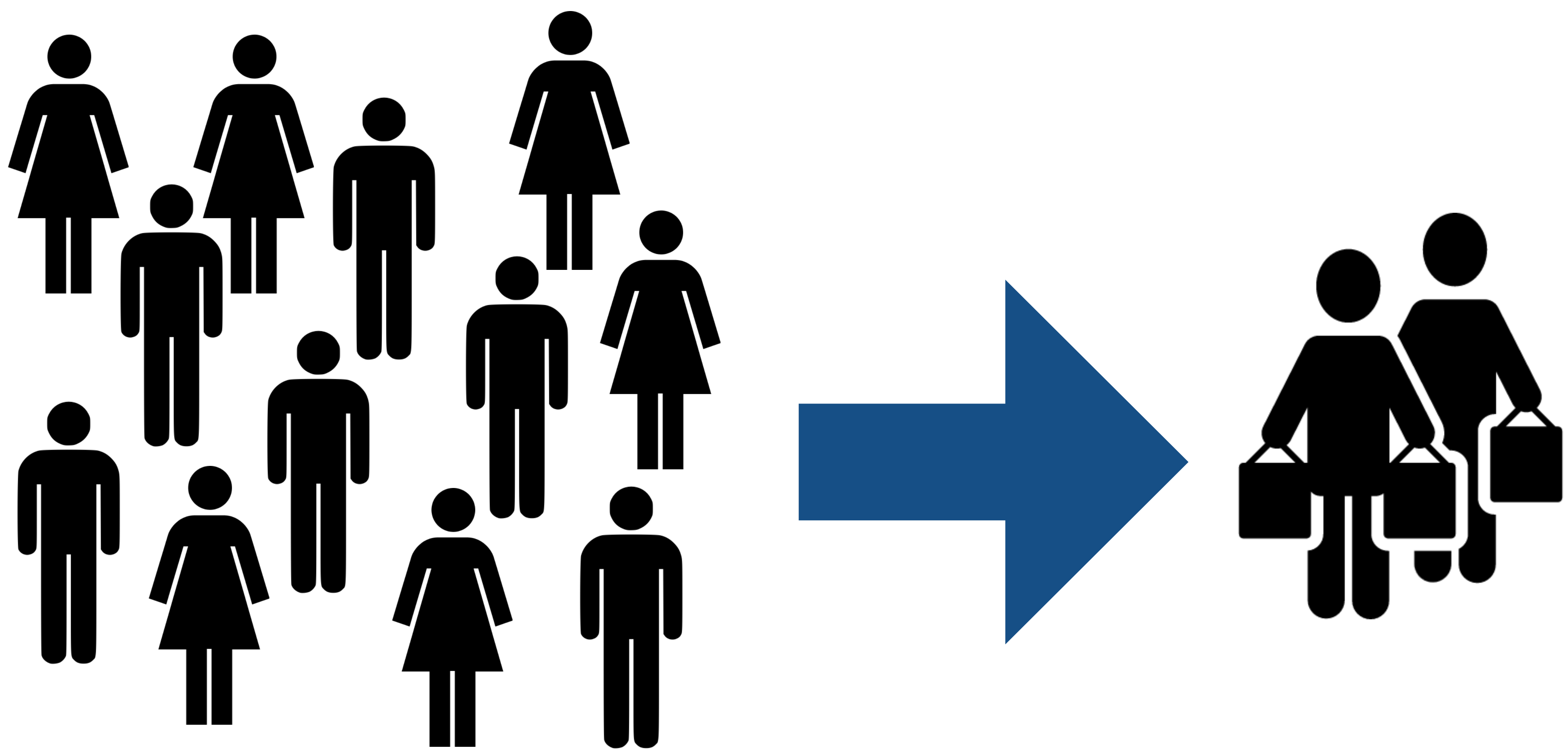


browse abandonment



cart abandonment



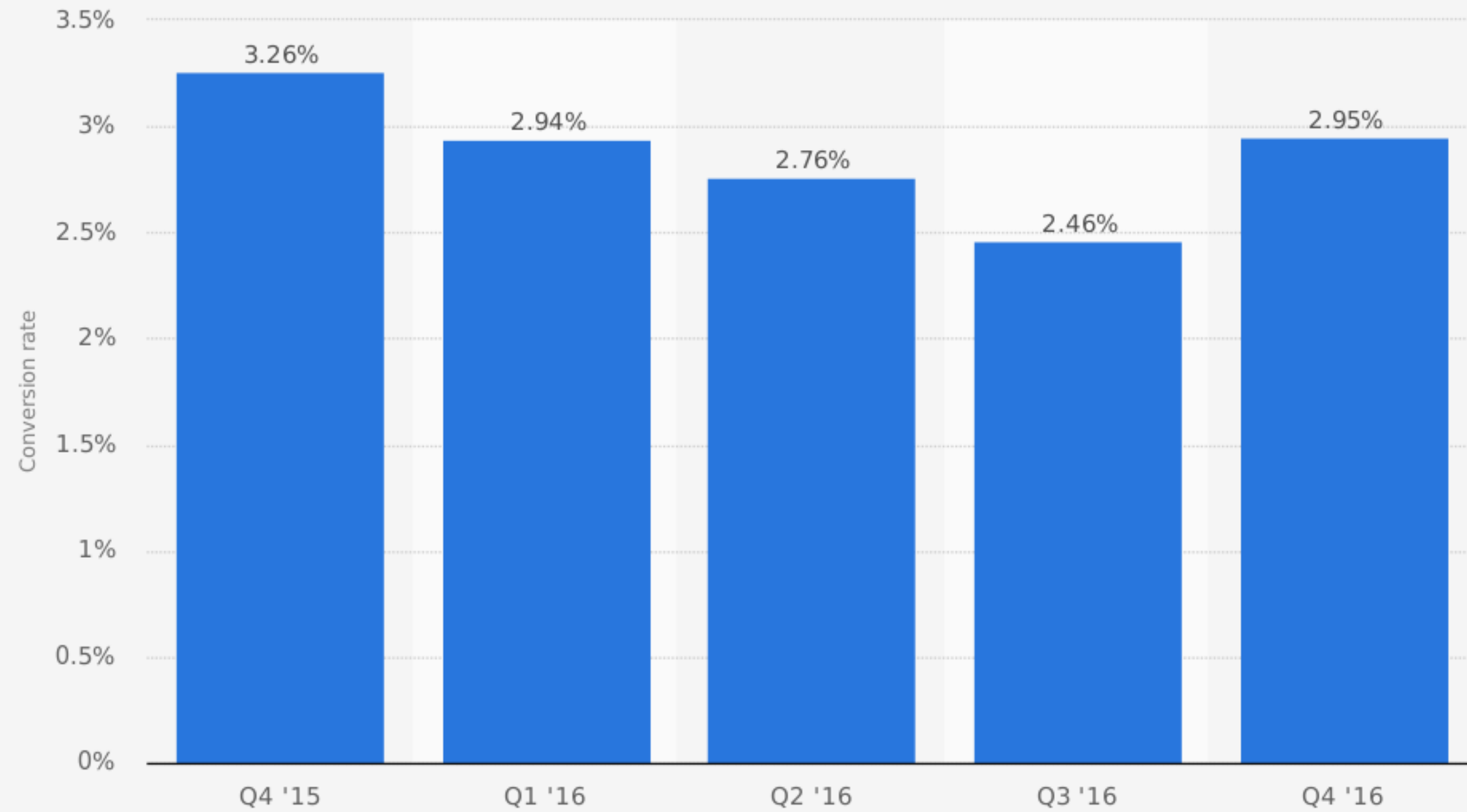


**Conversion rate** is a ratio between number of website visitors who made a purchase and total number of website visitors.

So if you had 100 in total and 2 of them made a purchase, the conversion rate is 2%.



Conversion rate of online shoppers worldwide as of 4th quarter 2016



Source:  
Monetate  
© Statista 2017

Additional Information:  
Worldwide; Monetate; 3rd quarter 2015 to 4th quarter 2016

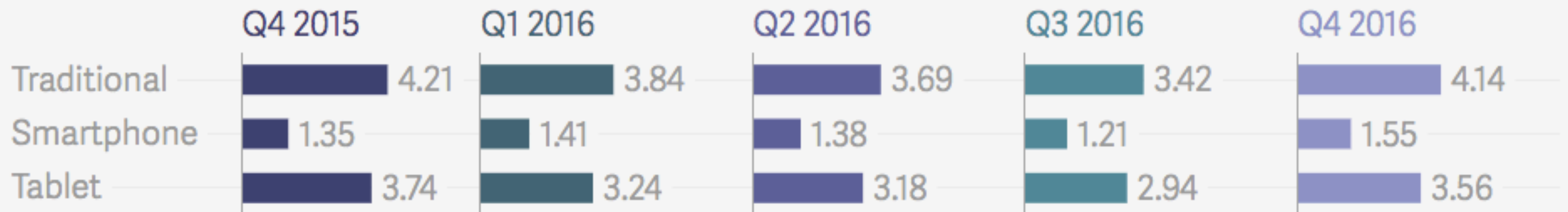
statista

So what is an average conversion rate in 2016? It is around 1.3-1.4%.

Average Conversion Rate was 1.12% for multi-channel retailers and 2.00% for pure-play online retailers according



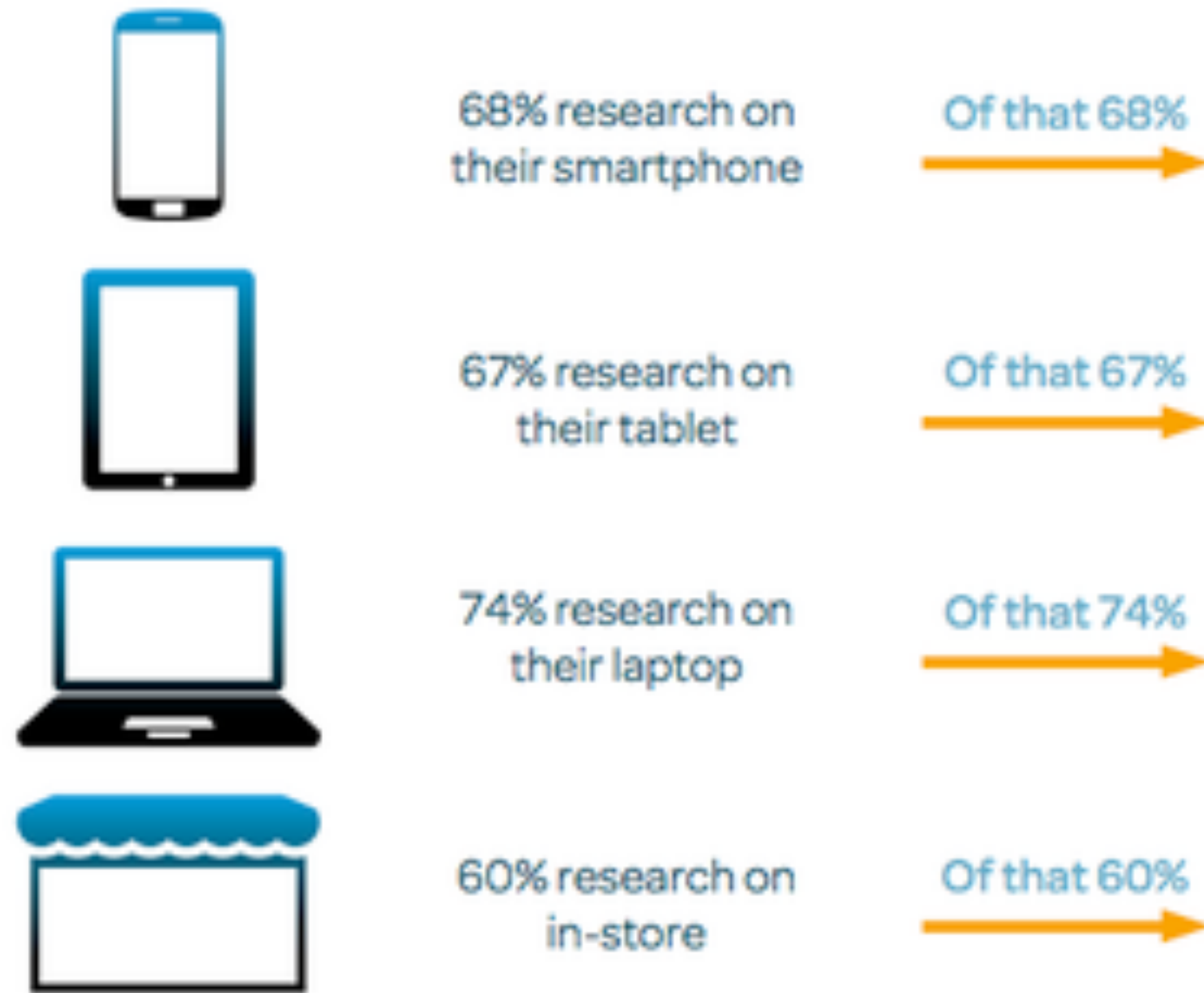
# Conversion rates of online shoppers by device and platform Q4 2016



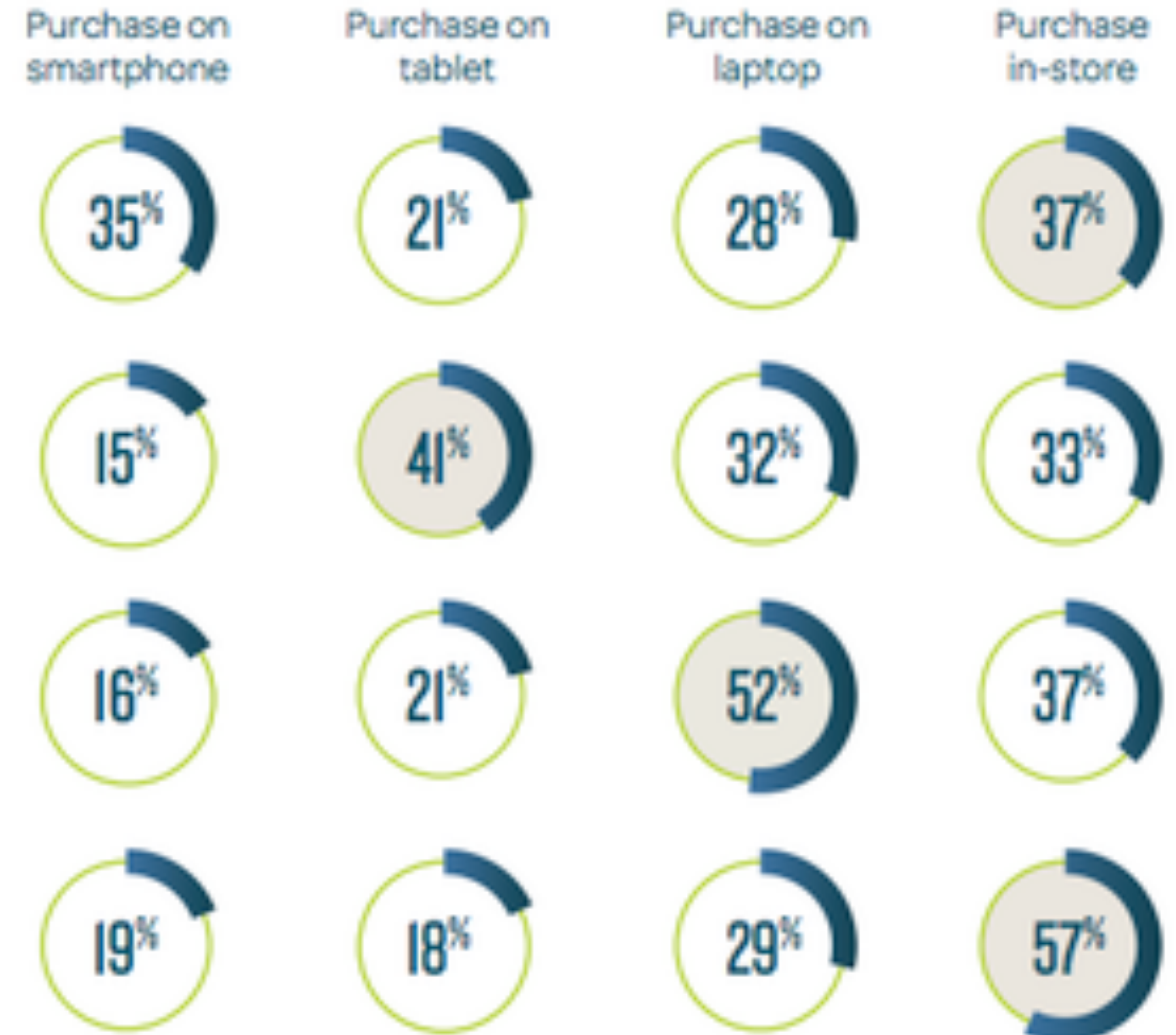
**Conversion rate** differs per medium used! Desktop still has the highest conversion rate.



## Retail Research Behavior by Device



## Retail Purchase Behavior by Device



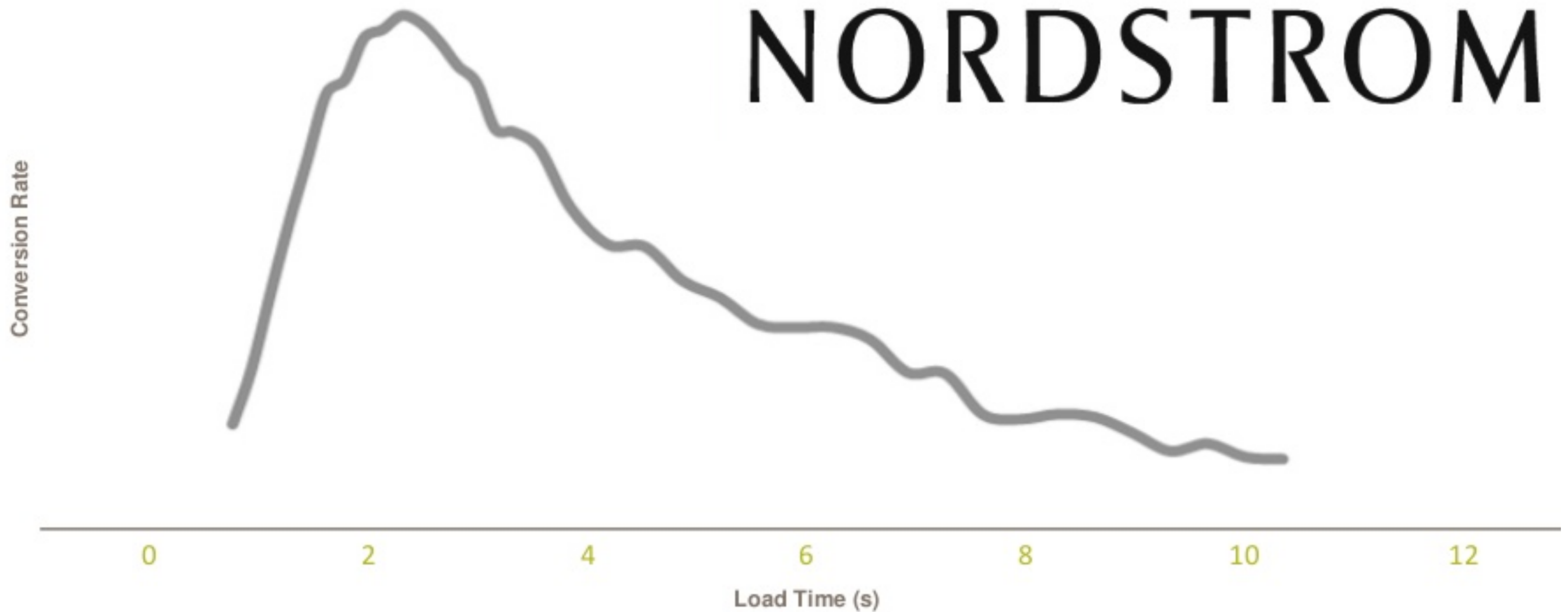
● Indicates top purchasing method

Source: JWire, Q2 2013

**Conversion rate** differs per medium used! Desktop still has the highest conversion rate.



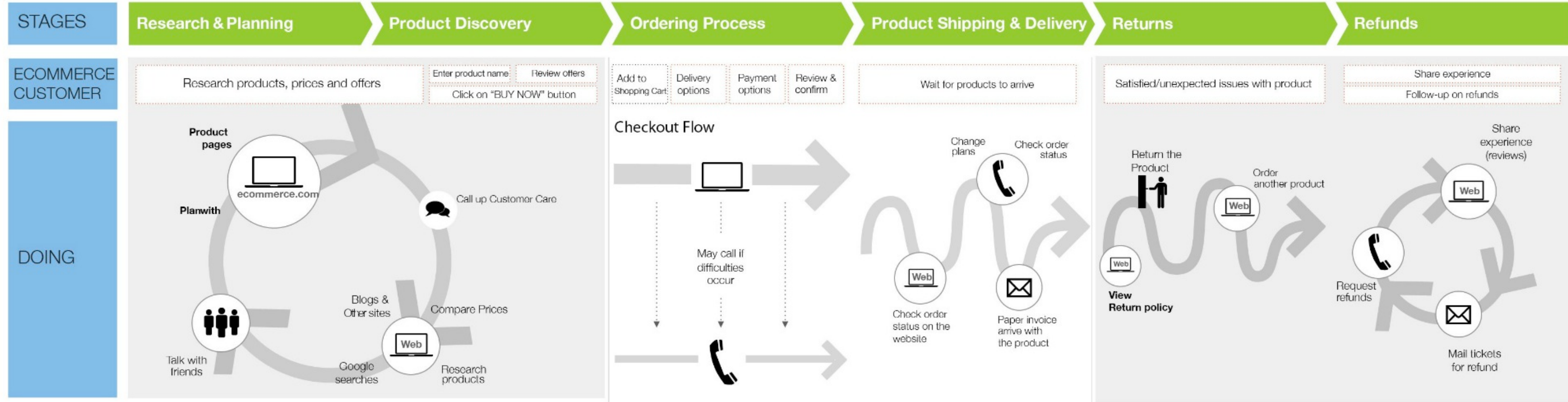
# NORDSTROM



How does **load-time** affect conversion rate

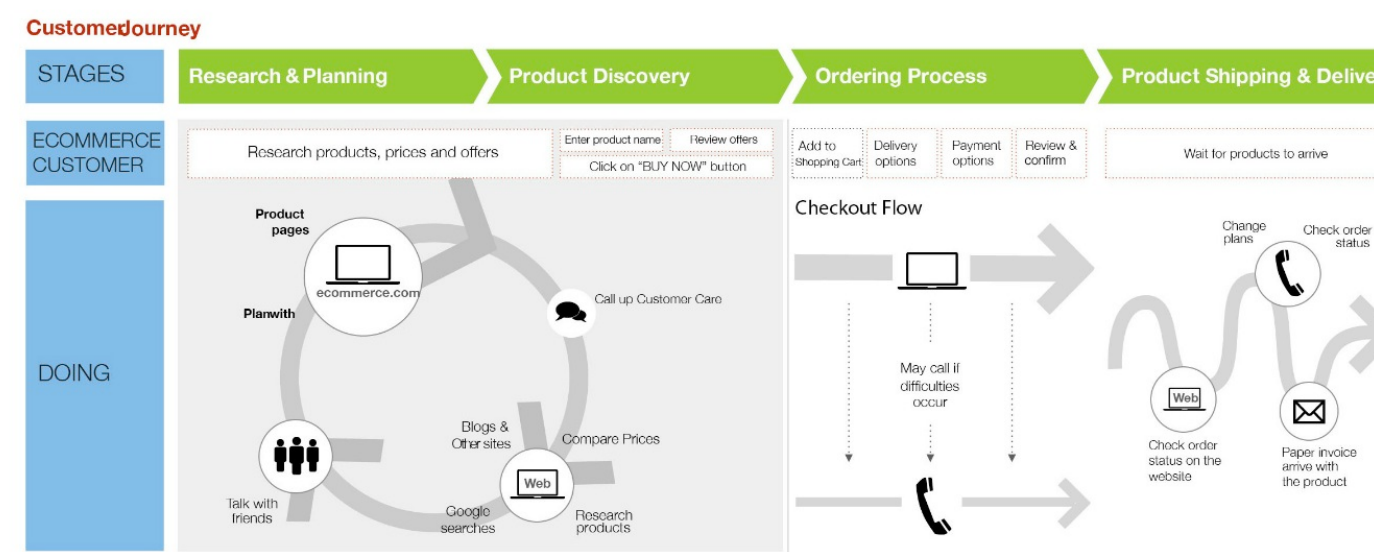


## Customer Journey



Customer journey in e-commerce





**Customer journey** in e-commerce  
5 key stages of the buying process and main drivers



Free Shipping on Orders Over \$100\*  
90-Day Returns to Nordstrom Rack

NORDSTROM rack

WOMEN SHOES HANDBAGS & ACCESSORIES MEN KIDS HOME GIFTS CLEARANCE



DIANE VON FURSTENBERG

LIMITED-TIME ONLINE SALE EVENT

[SHOP CLOTHING](#)

ENDS IN 3 DAYS  
POWERED BY HAUTELOOK

**Customer journey** in e-commerce  
5 key stages of the buying process and main drivers



Free Shipping on Orders Over \$100\*  
90-Day Returns to Nordstrom Rack

NORDSTROM rack

Search



WOMEN

SHOES

HANDBAGS & ACCESSORIES

MEN

KIDS

HOME

GIFTS

CLEARANCE

## Women's Shoes

WOMEN / SHOES

### Women

Size ▼

Color ▼

Price ▼

Brand ▼

9517 Items

Sort By:

Newest Arrivals ▼

#### SHOES

Boots & Booties

Sandals

Sneakers

Pumps

Flats

Mules & Clogs

Slippers

#

A

B

C

D

E

F

G

H

I

J

K

L

M

N

O

Search



Naturalizer (37)

Nature Breeze (67)

New Balance (74)

Nicole Miller (15)

Nicole Miller Artelier (7)

Nina (1)

Nina Originals (4)

Nine West (66)

Not Rated (8)



### PRODUCT DISCOVERY

Search and filtering

Category Browsing

Sorting and ordering

Products previews

Recommendations

**Customer journey** in e-commerce  
5 key stages of the buying process and main drivers



WOMEN / SHOES / SNEAKERS / ACTIVE

## PRODUCT PRESENTATION

Product description

Images and other media

Reviews and recommendations

Product configuration

Price and other options



## New Balance

690 Running Shoe - Wide Width Available

**\$59.97**

\$74.95 20% Off

Style #: WT690LB2

**Fit Predictor** [Calculate your size](#)

Size

[Size Chart](#)

6B 6.5B 7B 7.5B 8B 8.5B

9B 9.5B 10B 11B 12B 6D

6.5D 7D 7.5D 8D 8.5D 9D

9.5D 10D 11D 12D

**Color:** BLACK-GREY



**Quantity**



ADD TO CART

## Shipping & Returns

- **Ships in 5 - 7 days.** This item is ready to ship
- This item qualifies for **free shipping** when you spend over \$100.
- **Returnable** within 90 days to a Nordstrom Rack store or by mail.
- This item cannot be shipped to Canada.

## About This Item

### Details:

Sizing: True to size. B=standard width, D=wide width

- Trail running
- Round toe
- Lace-up vamp
- Padded tongue and collar
- Imported

This item cannot be shipped to Canada.

### Materials:

Mesh and synthetic upper, manmade sole

**Customer journey** in e-commerce  
5 key stages of the buying process and main drivers



**CART MANAGEMENT**

- Cart management
- Shipping options
- Wish list
- Related services
- Recommendations

You May Also Like



**TOMS**  
Altair Chambray Slip-On Shoe  
**\$17.24** \$69.00 75% Off



**Brooks**  
Glycerin 13 Running Shoe - Multiple Widths Available  
**\$79.97** \$150.00 47% Off



**VINCE.**  
Berlin Sneaker  
**\$119.97** \$225.00 47% Off



**Brooks**  
Glycerin 13 Running Shoe - Multiple Widths Available  
**\$79.97** \$150.00 47% Off

You have 1 item in your cart



**New Balance** Remove \$59.97  
690 Running Shoe - Wide Width Available  
Color: BLACK-GREY / Size: 10B / Qty: 1

NORDSTROM rack

**Subtotal: \$59.97**

**FREE SHIPPING ON ORDERS OVER \$100**

**EASY RETURNS TO NORDSTROM RACK STORE OR BY MAIL**


**CHECKOUT**

**Customer journey** in e-commerce  
5 key stages of the buying process and main drivers



### SHIPMENT 1 OF 1

<b>Standard</b> Ships in 5 - 7 days.	<b>\$7.95</b>
---	---------------

	<b>New Balance</b>	<b>\$59.97</b>
	690 Running Shoe - Wide Width Available	
	Color: BLACK-GREY	Qty: <input type="text" value="1"/>
	Size: 10B	<a href="#">Remove</a>

Returnable

### REVIEW & CONFIRM

Subtotal	\$59.97
Shipping	<span>i</span> \$7.95
Tax	\$5.40



Total: \$73.32

PLACE ORDER

### SHIPPING ADDRESS

+ New Address

TOom Fleerackers  
9641 Sunset Blvd  
Beverly Hills, CA 90210  
310-276-2251

[Edit](#)

### PAYMENT METHOD

Credit Card



Card Number



Expiration Date

Security Code i

Nickname for Card (Optional)

Billing Address

Same as Shipping

## CHECK OUT

Guest shopping / login

Order options

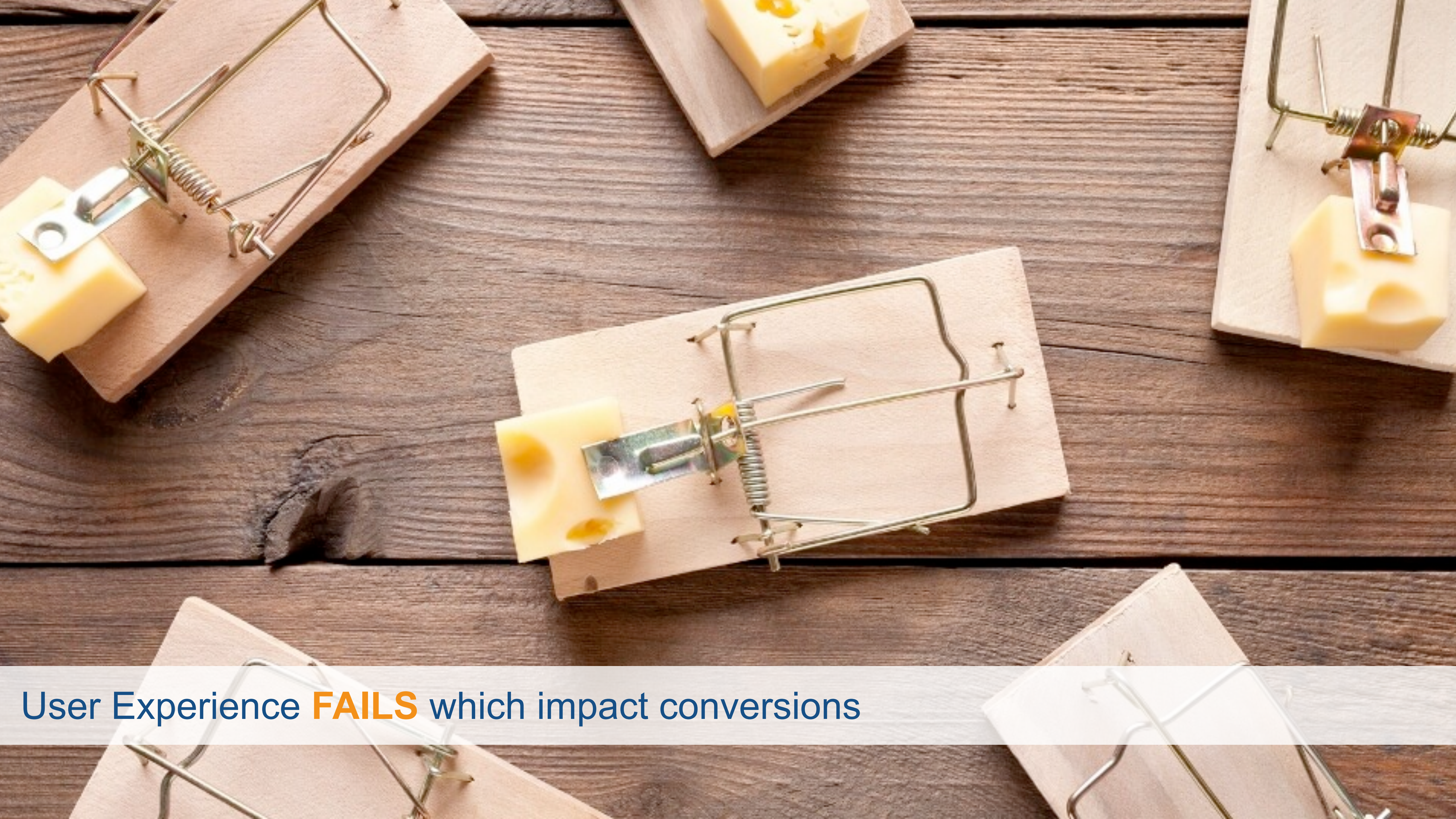
Payment options

Other services and options

Order tracking

**Customer journey** in e-commerce  
5 key stages of the buying process and main drivers





User Experience **FAILS** which impact conversions



User Experience **FAILS** which impact conversions

*Absence of Product Page Videos*

The average time spent by a user on a particular site is just 6 seconds.

Your UX must therefore be designed to convince users they need to spend more time on the site. This is why using a video is absolutely crucial for your efforts



**SMR bathrooms**  
price, quality & service  
0844 358 1995 call us today...

**FREE UK DELIVERY**  
on orders over £100, full details...

Items: 0  
Total: 0  
View Basket

Brands Bathroom Showers Heated Towel Rails Radiators Kitchen Taps Special Offers Help

Google™ Britain Search

You are here: Home > Bathroom > Bathroom Taps > Ultra Bathroom Taps > Ethic > U-TET305

**Ethic mono basin mixer**  
Ref: U-TET305  
RRP £89.00 - Savings £22.24 - Discount 25%  
You Pay **£66.76** inc VAT  
Quantity: 1  
**ADD TO CART**

ultra

Overview FAQs Delivery Video Returns

Ceramic disc technology. Suitable for use with flow regulators.

Pressure (bar)	Flow rate (l/min)
0.5	4
1	6
2	9
3	11

Finish: Chrome  
Material: Brass  
Pressure: Minimum 0.5 bar pressure and above  
Delivery: 2-3 working days - when ordered by noon.  
Warranty: 10 year guarantee

Hover to Zoom ▲ Click to Enlarge

User Experience **FAILS** which impact conversions

Insufficient Product Information

42% shoppers' abandon an online purchase because of limited product information





BLUE HARBOUR  
Pure Cotton Long Sleeve Square Checked Shirt  
T255528B

New

Why not try...

£32.50

☆☆☆☆☆ Be the first to write a review

FREE delivery when you spend over £50 on Clothing, Home and Beauty

A timeless check print adds some colour to your look. Lightweight cotton will keep you comfortable throughout the day.

[View more details](#)

Select colour: Green Mix



Select size Size guide

S M L XL XXL

Key:  in stock  low stock  out of stock



User Experience **FAILS** which impact conversions

## Product Images

Product pages offering tons of information about the product. A user can also click on the product image to view a larger version of the image; coupled with all other information on the page.



Home / Men / Casual Shirts



BLUE HARBOUR  
Pure Cotton Long Sleeve Square Checked Shirt  
T255528B

New

Why not try...

£32.50

☆☆☆☆☆ Be the first to write a review

FREE delivery when you spend over £50 on Clothing, Home and Beauty

A timeless check print adds some colour to your look. Lightweight cotton will keep you comfortable throughout the day.

[View more details](#)

Select colour: Green Mix



Select size Size guide

S M L XL XXL

Key:  in stock  low stock  out of stock



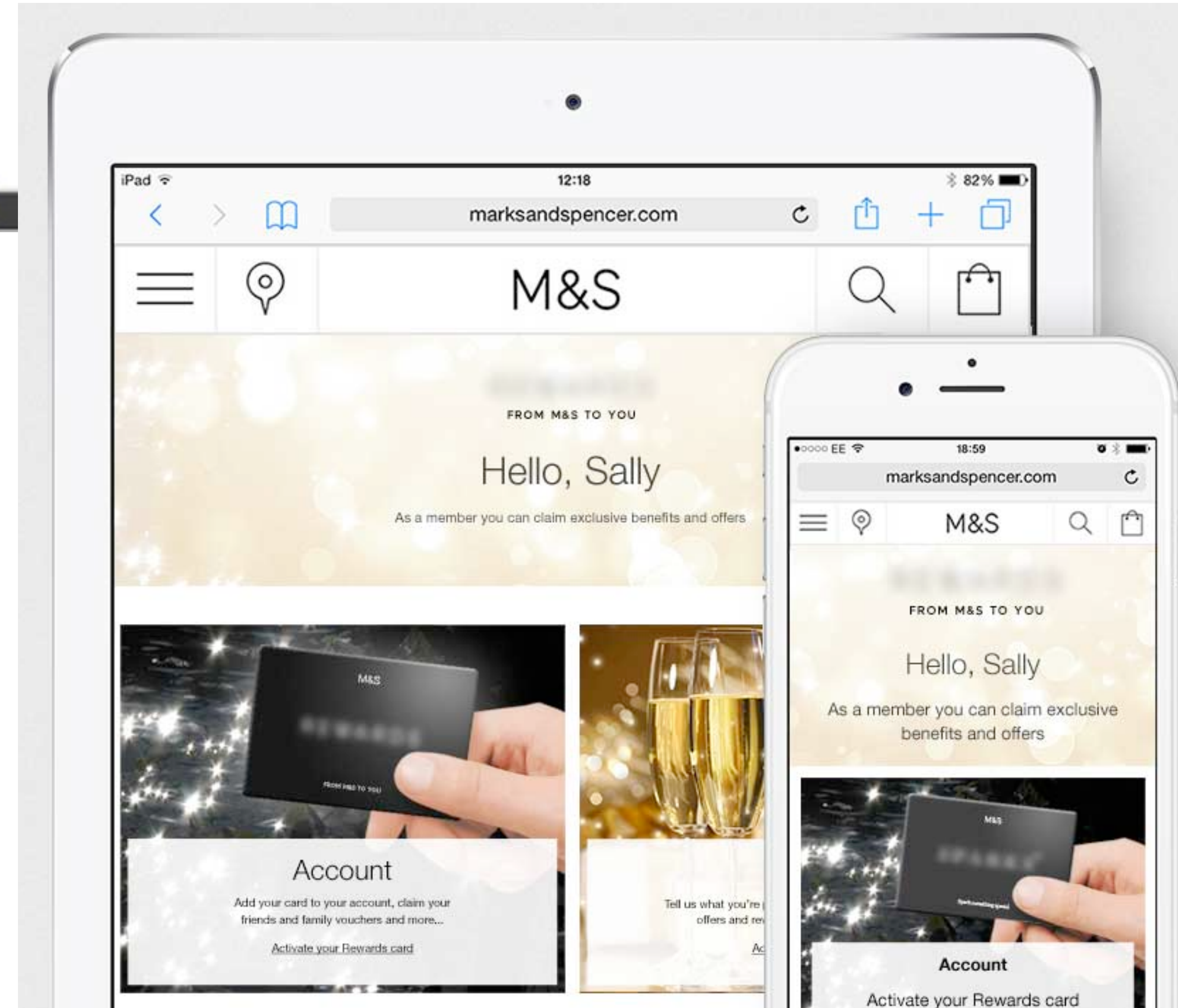
My M&S Recently viewed Saved items (0)

Your bag (0)

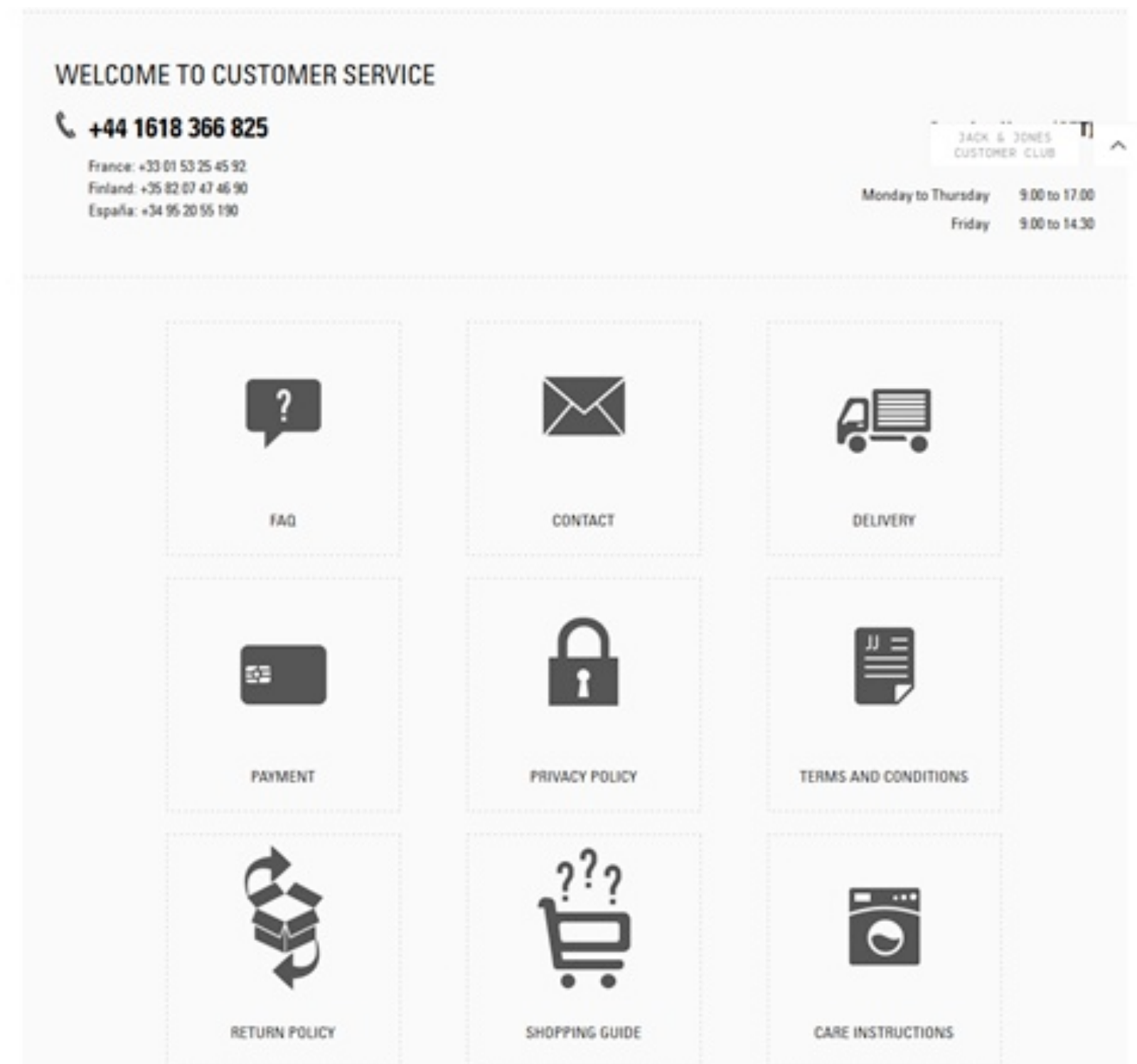
User Experience **FAILS** which impact conversions

Product Images

The use of responsive web design is also becoming prevalent, which ensures a website renders effectively on all screen sizes.





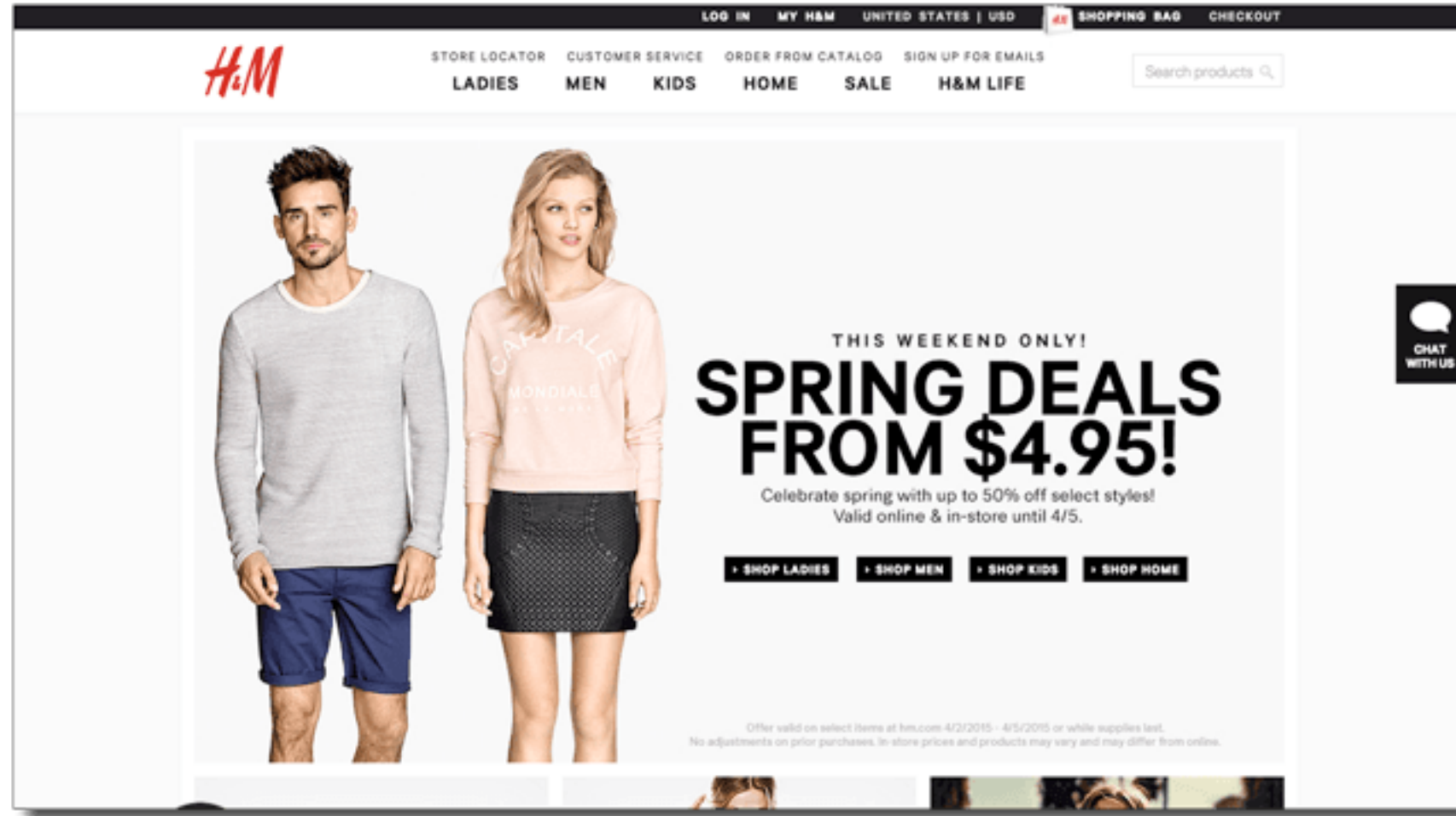


User Experience **FAILS** which impact conversions

Poor customer service pages

This is another huge mistake made by e-commerce merchants. The customer service area of their site is either non-existent; even if it is there; it gives out a feeling that the merchant couldn't be bothered about customer service.

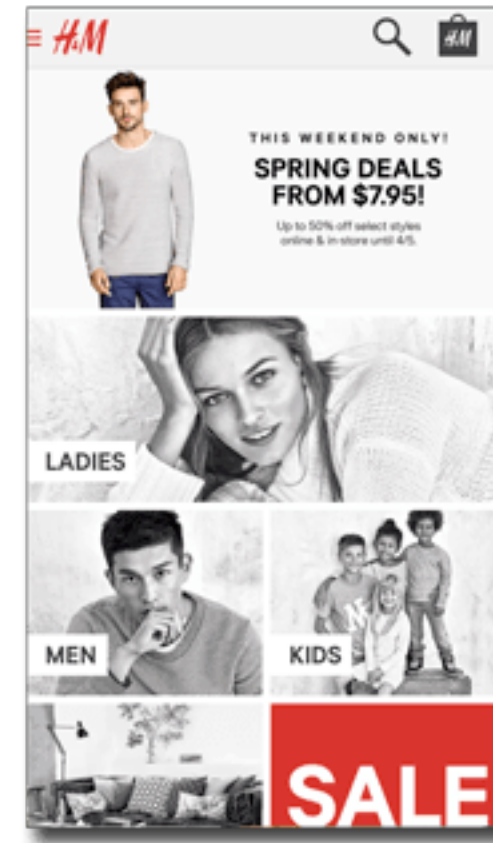




**DESKTOP:**  
FULL WIDTH



**DESKTOP:**  
MINIMUM  
WIDTH



**MOBILE**

User Experiences which have a **positive** impact on conversions

**Mobile responsiveness**

People want to shop while they are on the go, it's been proven time and time again, if your website is not compatible for mobile, you will have a hard time pleasing your customers. This is an investment that you absolutely must make when starting an ecommerce website.





User Experiences which have a **positive** impact on conversions

## Security

As people shop online, they will want to know that their personal information is secure. The data that is collected through your website should definitely not be disclosed to any unauthorized personnel, and you should take measures to demonstrate to visitors you're your website is secure and legit.



# FIND FOCUS

ON THE MOVE

MEHR ENTDECKEN

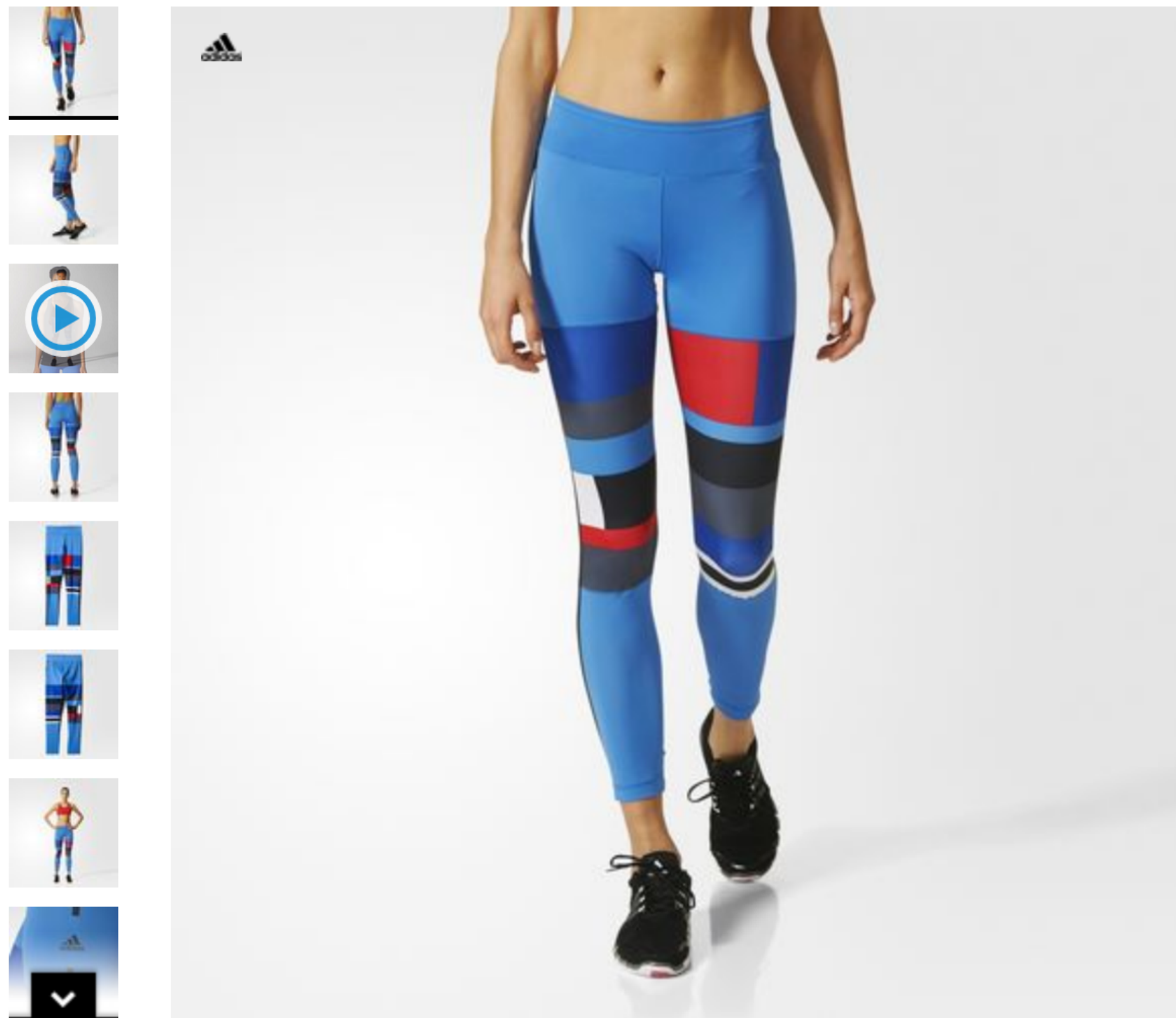
ATHLETICS KAUFEN

User Experiences which have a **positive** impact on conversions

## Simplicity

No one wants to read a manual to be able to use your website. The design should be simple and very straightforward. The login and sign up options should be very evident, and when someone presses buy they shouldn't have to jump through hoops to get down the funnel.





Dieses Model ist 182 cm groß und trägt Größe S.

★★★★★ Lesen Sie alle 3 Bewertungen

FRAUEN GEWICHTHEBEN

## WOW DNA TIGHT

€69,95

Farbe Bold Blue (AP9528)



Größentabelle

Wähle deine Größe aus  1

Ist deine Größe nicht mehr auf Lager?

**IN DIE EINKAUFSTASCHE**



User Experiences which have a **positive** impact on conversions

### Product information and images

The design of your website should accommodate lots of product pictures and descriptive information. No one wants to buy something that they cannot see or they have no information about. The goal is to make sure that the customers are better informed when they are doing their shopping.





MÄNNER

**FRAUEN**

KINDER

SPORTS MARKEN

PERSONALISIEREN MICOACH

BESTELLSTATUS

NEWSLETTER ANMELDUNG

ANMELDEN

suchen



## IM FOKUS

Neu eingetroffen

Athletics ZNE

NMD

Gazelle

Tubular

StellaSport

Rita Ora

Outlet

## SCHUHE

Originals

Running

Training

adidas neo

Outdoor

Tennis

Golf

Basketball

Fußball

Sandalen & Flip Flops

Mach dein eigenes Design

## KLEIDUNG

Shirts & Tops

Sweatshirts

Trikots

Sport-BHs

Hoodies & Trainingsjacken

Jacken

Trainingsanzüge

Hosen

Tights

Shorts

Röcke und Kleider

Swimwear

## ACCESSOIRES

Alle Taschen

Schultertaschen

Rucksäcke

Sporttaschen

Socken

Hüte

Handschuhe

Schals

Brillen

## SPORTS

Running

Training

Outdoors

Tennis

Schwimmen

Golf

Fußball

Basketball

Studio

Yoga

User Experiences which have a **positive** impact on conversions

## Search

Make sure that you have a convenient search tool. The first time visitor is likely looking for one particular thing. They do not want to spend the whole day sifting through items that they do not need.



# Sportjacken für Herren

Regen- & Outdoorjacken

Übergangsjacken

Softshells

Trainingsjacken

Westen

Fleecejacken

Winterjacken & -mäntel

Ski- & Snowboardjacken

Sportart ✓	Marke ▼	Farbe ▼	Preis ▼
Größe ▼	Anlass ▼	Kollektion ▼	Technologie ▼
Obermaterial ▼	Innenfutter ▼	Neue Produkte ▼	

## blaue Regen- & Outdoorjacken für Herren

Regen- & Outdoorjacken

Übergangsjacken

Softshells

Westen

Fleecejacken

Winterjacken & -mäntel

Ski- & Snowboardjacken

Sportart ✓	Marke ▼	Farbe ✓	Preis ▼
Größe ▼	Kollektion ▼	Technologie ▼	Obermaterial ▼
Innenfutter ▼	Neue Produkte ▼		

Outdoor ✕

Blau ✕

76 Artikel

Sortieren nach: Beliebteste ▼





# ***WHERE AND WHEN WILL YOU BE USING THIS JACKET?***

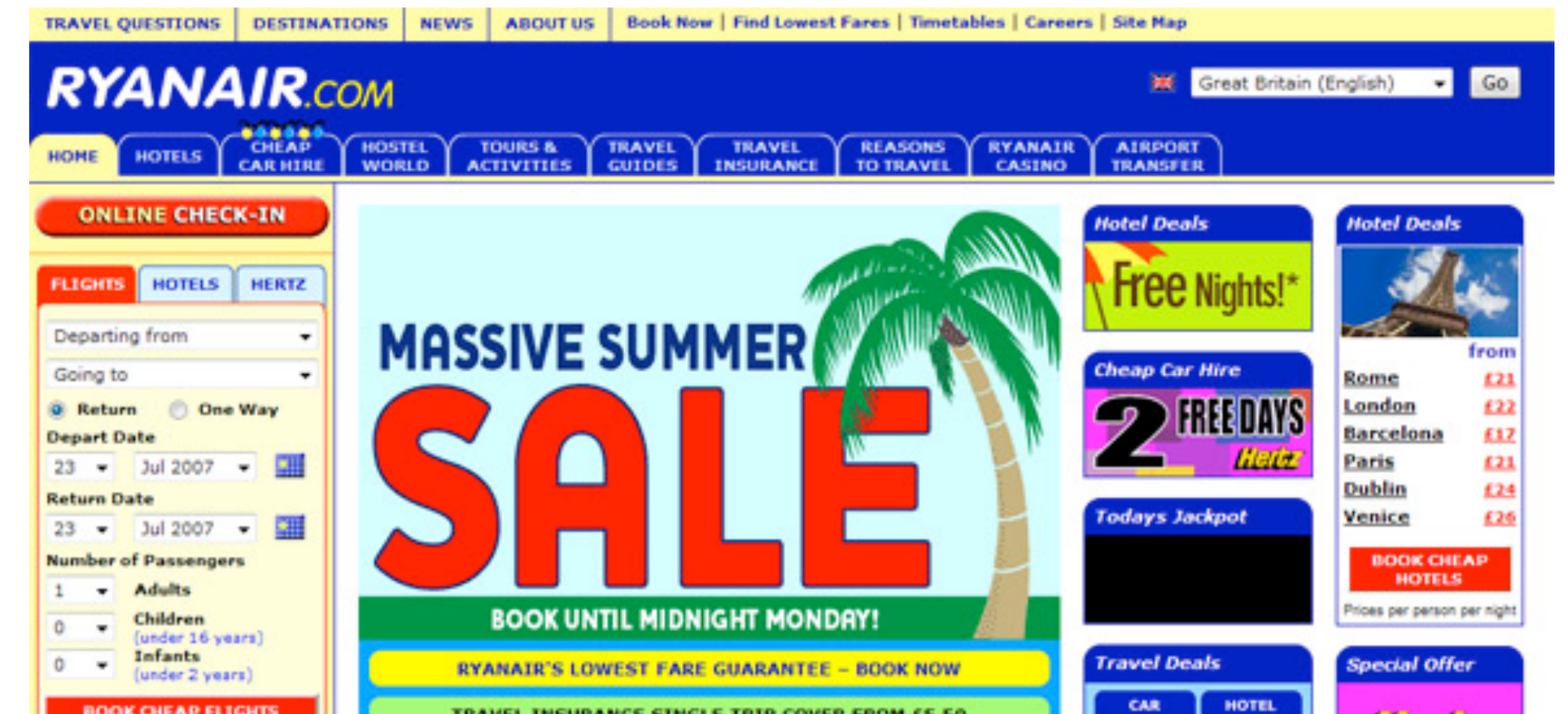
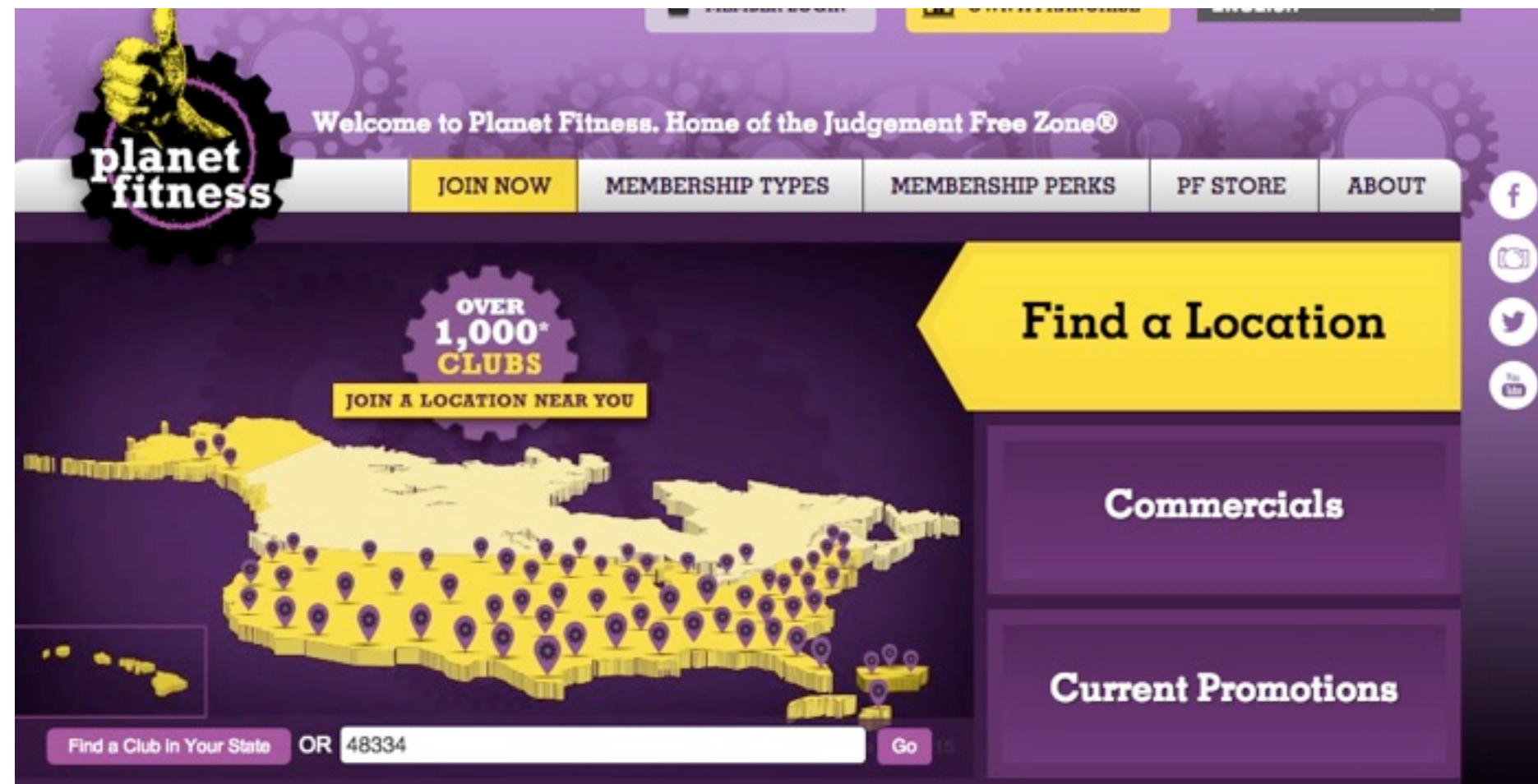
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09 *"I NEED A JACKET FOR HEAVY RAIN FOR MY HUSBAND"*

RESTART 







User Experiences which have a **positive** impact on conversions

## Colours

No one wants to have their senses assaulted by a cocktail of strange colors. One very common mistake many people make with ecommerce websites is setting white text on a black background. Make it easy to see text and images, and find colors that complement each other.



★★★★★ 5  
4 BEWERTUNGEN

**100%**  
der Kunden würden dieses  
Produkt empfehlen

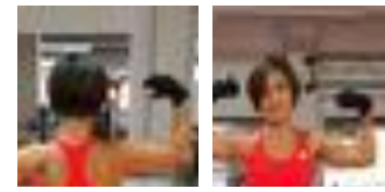


★★★★★

03. November 2016

**PERFEKTE SPORTKLEIDUNG!**

Material ist super, passt perfekt, ist bequem und schaut wirklich super aus



✓ Ich würde dieses Produkt empfehlen

**PleM** - Verifizierter Käufer

[Antworten](#)

War diese Bewertung hilfreich? [Ja](#) (0) [Nein](#) (0)

★★★★★

02. November 2016

**PERFORMANCE, DESIGN UND FUNKTION UND IN EINER TIGHT VEREIN'**

Super angenehmes Material, sehr angenehm zu tragen

✓ Ich würde dieses Produkt empfehlen

**silja74** - Verifizierter Käufer

[Antworten](#)

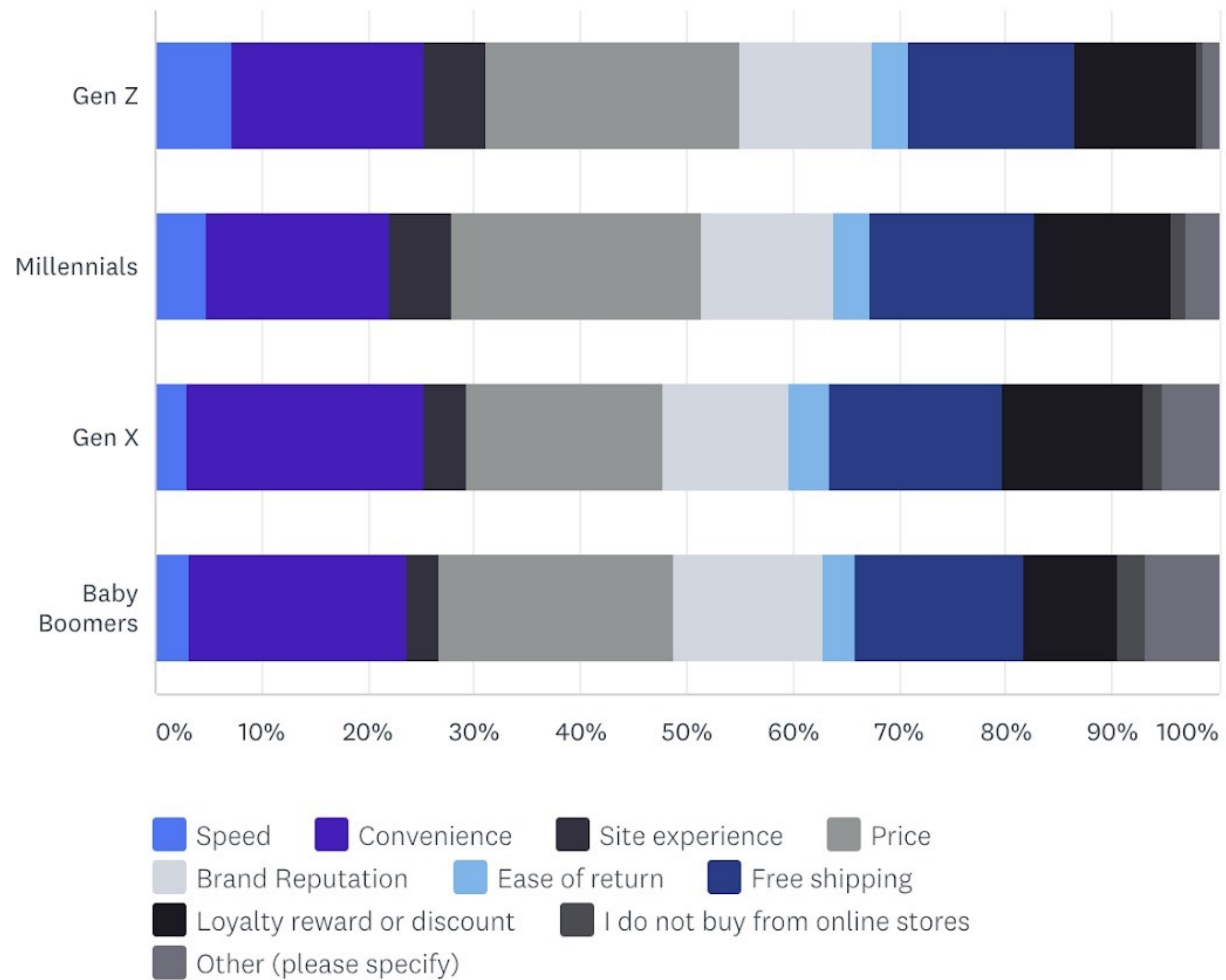
War diese Bewertung hilfreich? [Ja](#) (0) [Nein](#) (0)

User Experiences which have a **positive** impact on conversions

## Recommendations

When you provide your customers with links to recommended products they might like, then you are going to make shopping easier on your site and promote additional sales. At least six links will make for an easier shopping experience that encourages extra additions to their cart.

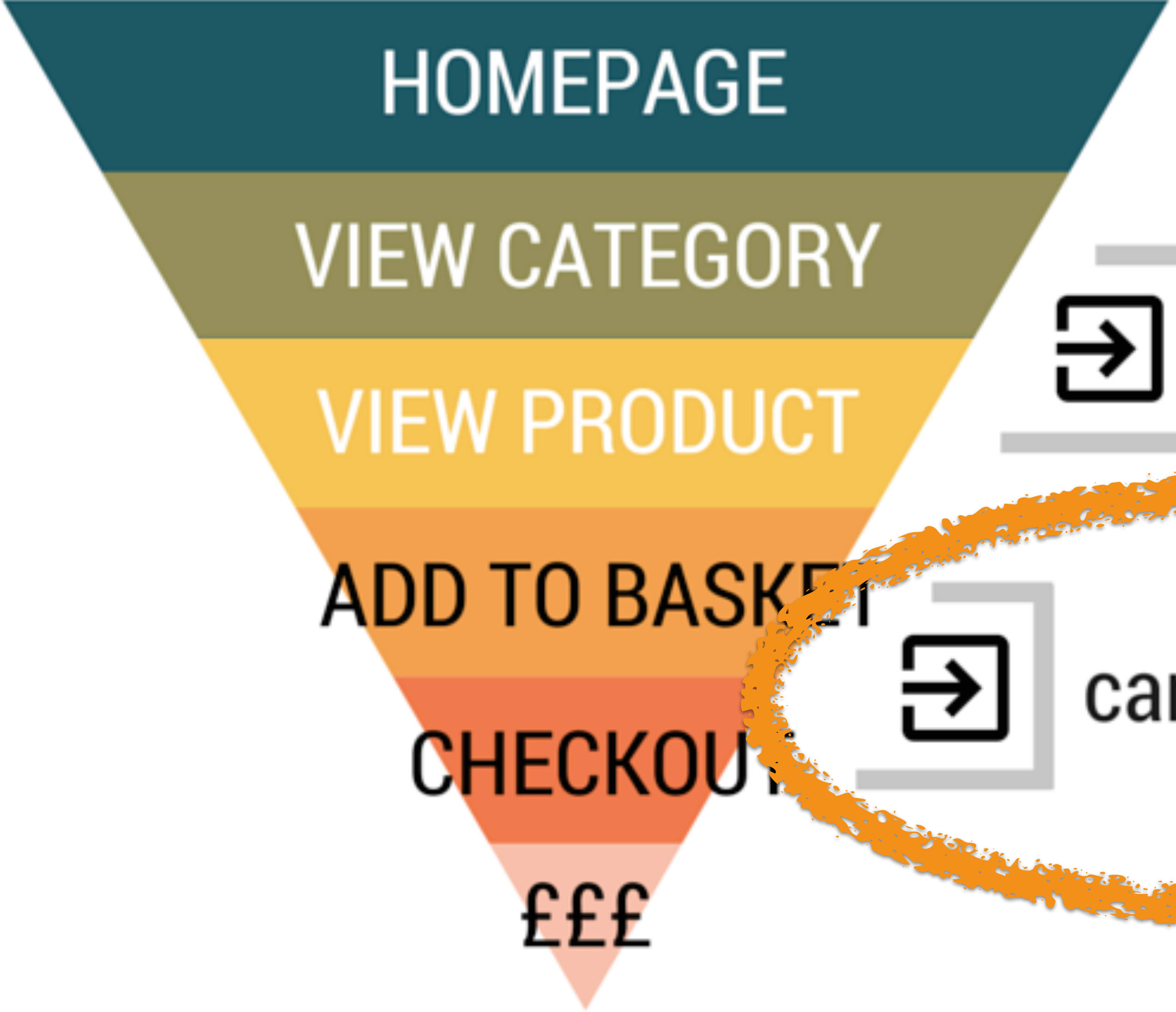




User Experiences which have a **positive** impact on conversions differ over Generations

What is your primary reason to by online?





HOMEPAGE

VIEW CATEGORY

VIEW PRODUCT

ADD TO BASKET

CHECKOUT

£££

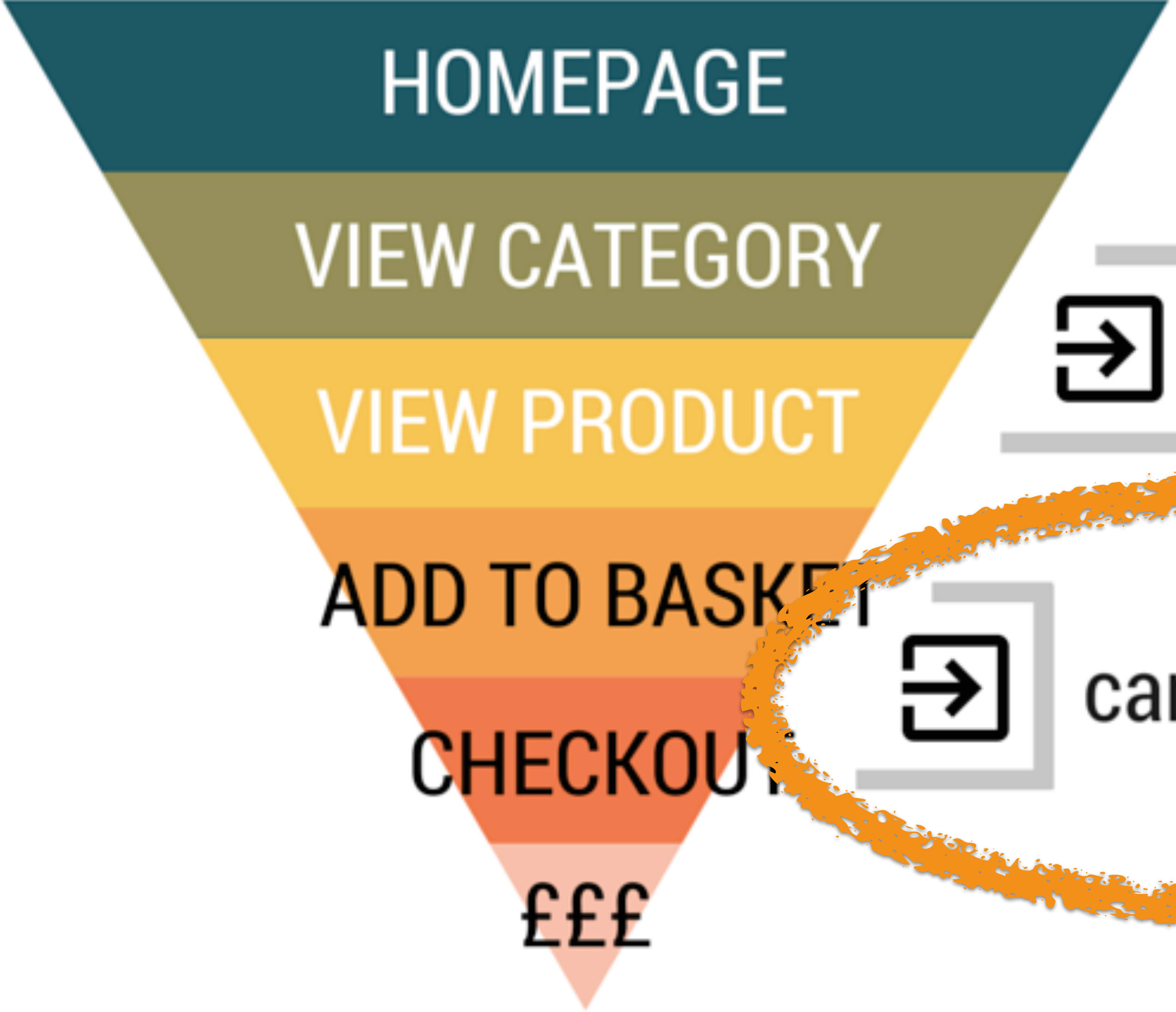


browse abandonment



cart abandonment





HOMEPAGE

VIEW CATEGORY

VIEW PRODUCT

ADD TO BASKET

CHECKOUT

£££



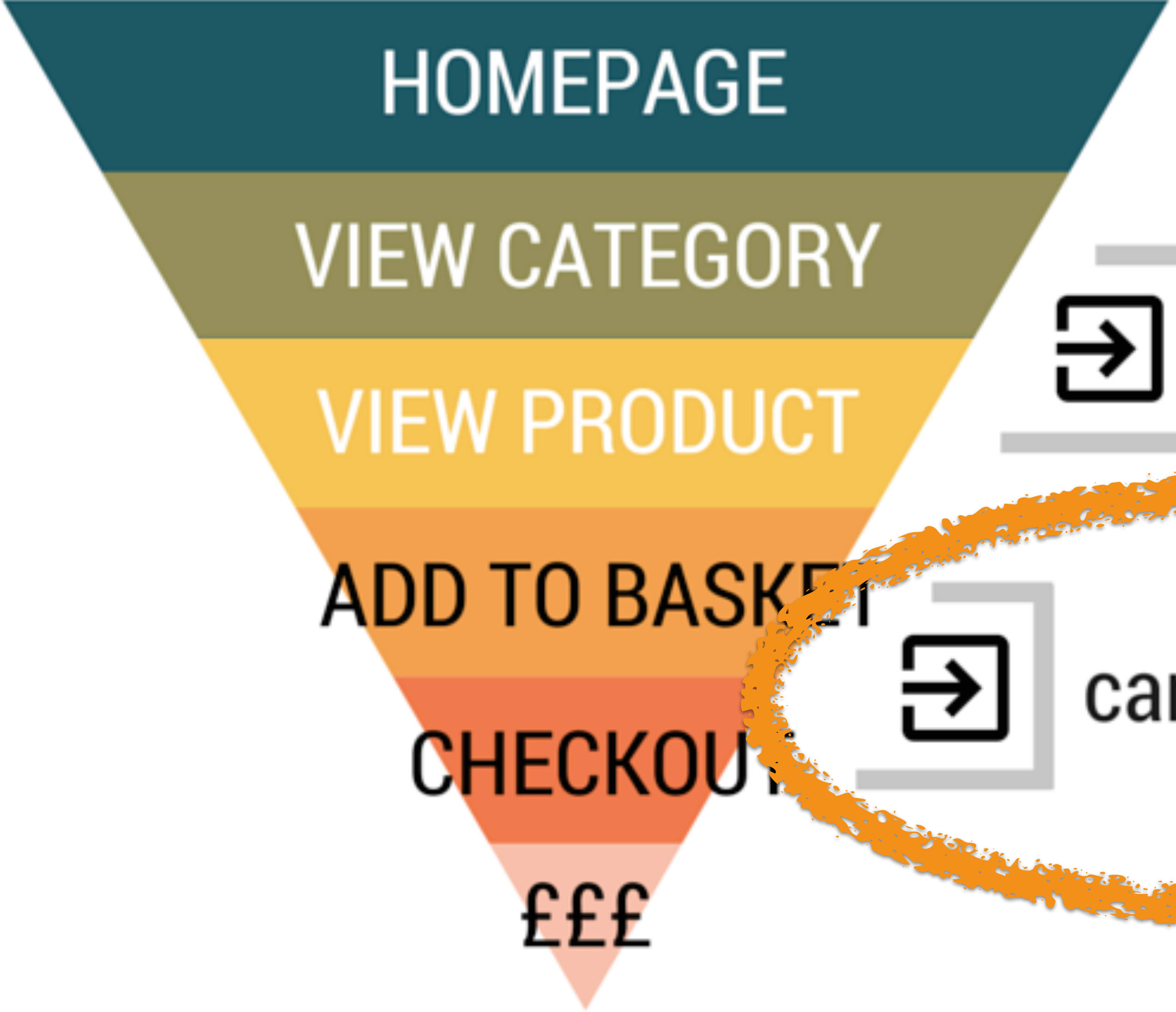
browse abandonment



cart abandonment

Purchase Intent





HOMEPAGE

VIEW CATEGORY

VIEW PRODUCT

ADD TO BASKET

CHECKOUT

£££



browse abandonment



cart abandonment

Purchase Intent

NO SALE

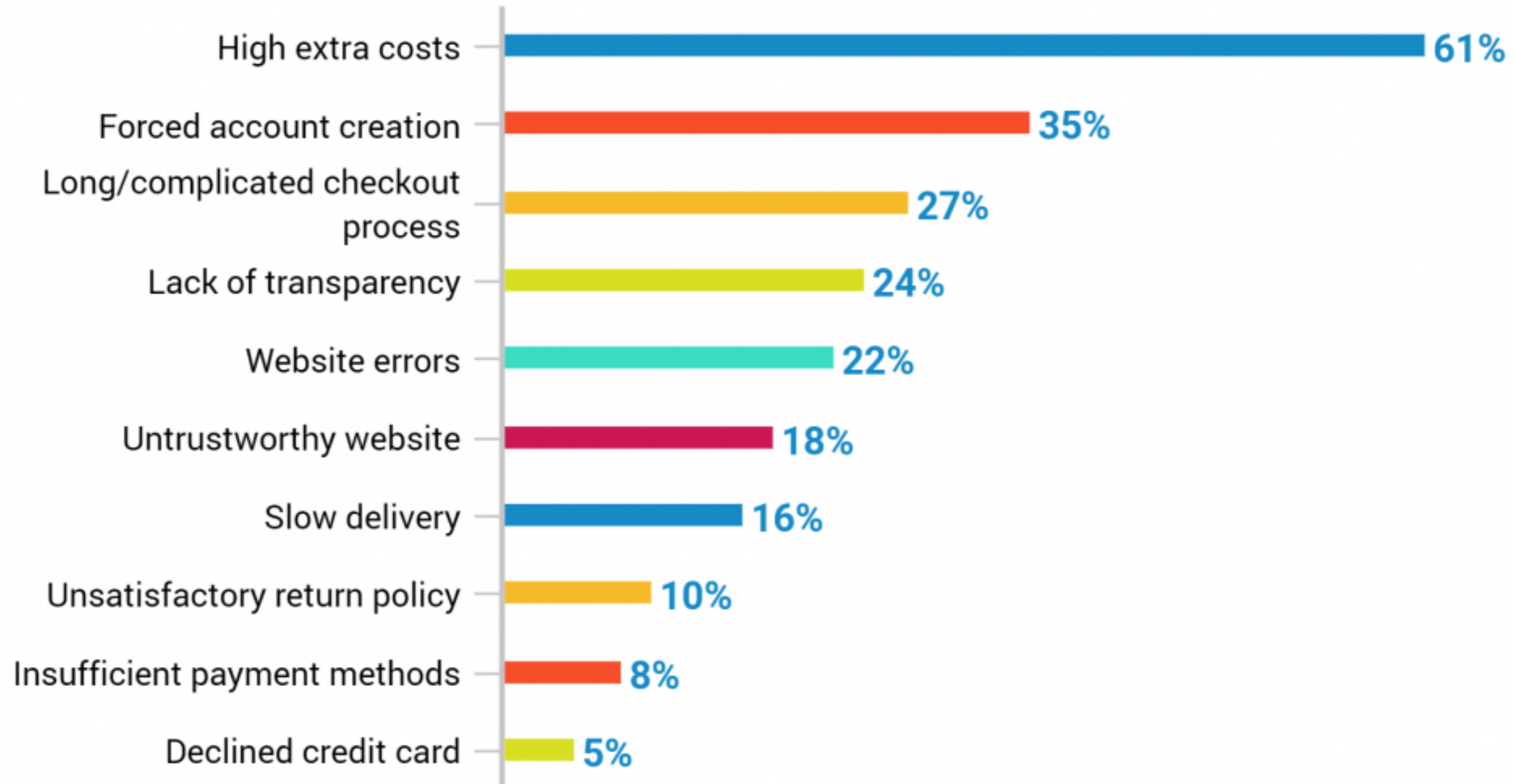


**78%**

of customers abandon before completing their online purchase (2017)



## Reasons for abandonment during checkout

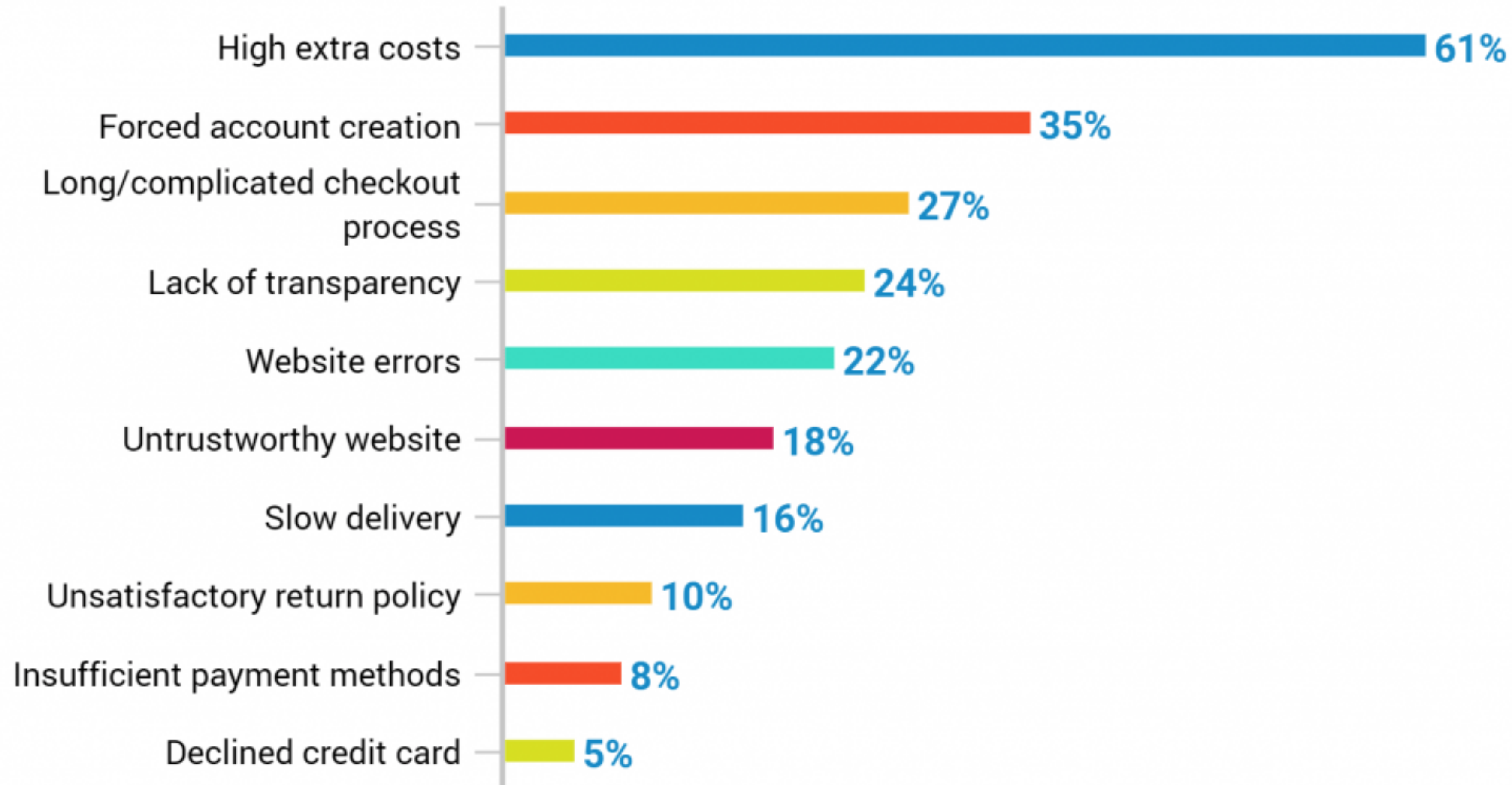


**78%**

of customers abandon before completing their online purchase (2017)



## Reasons for abandonment during checkout



 **73%**

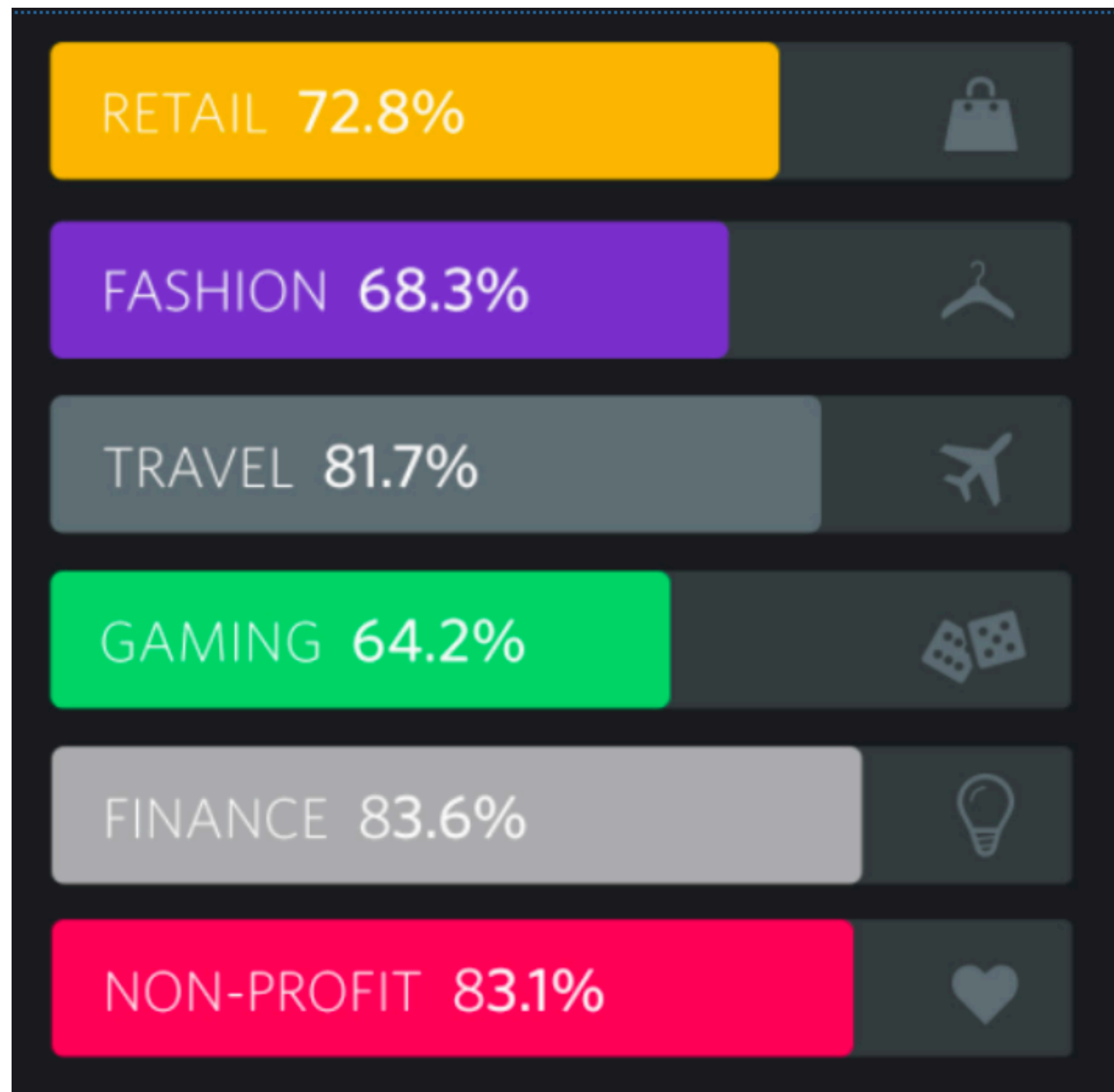
**80%**

 **85%**

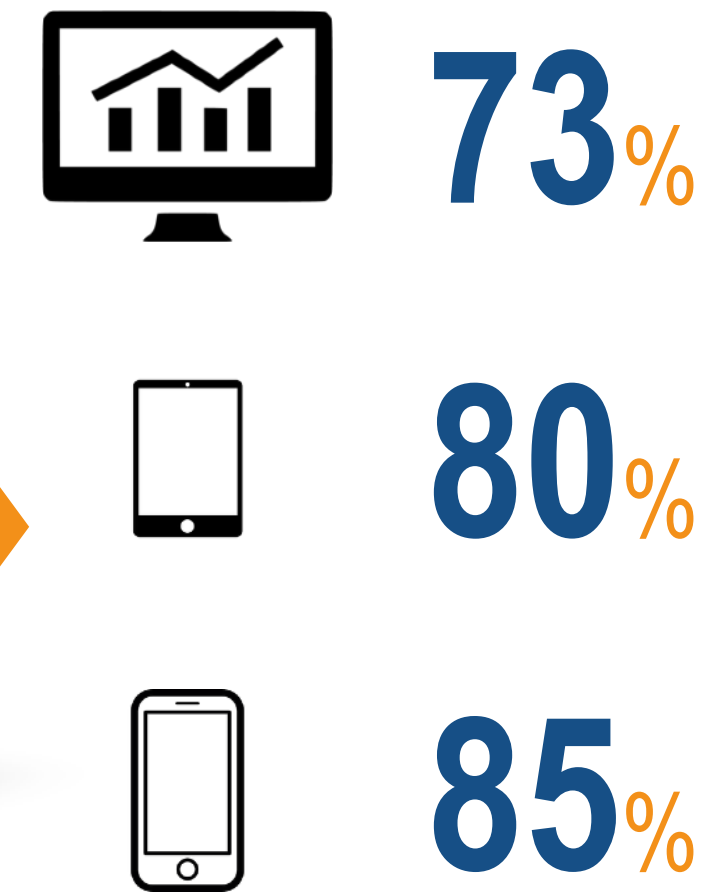
**78%**

of customers abandon before completing their online purchase (2017)





The smaller the screen size the less likely to buy.



**78%**

of customers abandon before completing their online purchase (2017)