

# What Your Peers Are Saying: 2015 Online Retail Survey

Why are our eBay sales flat? How do we improve our mobile strategy? Our competitor is active on [insert social media network here], why aren't we? What's preventing us from selling internationally?

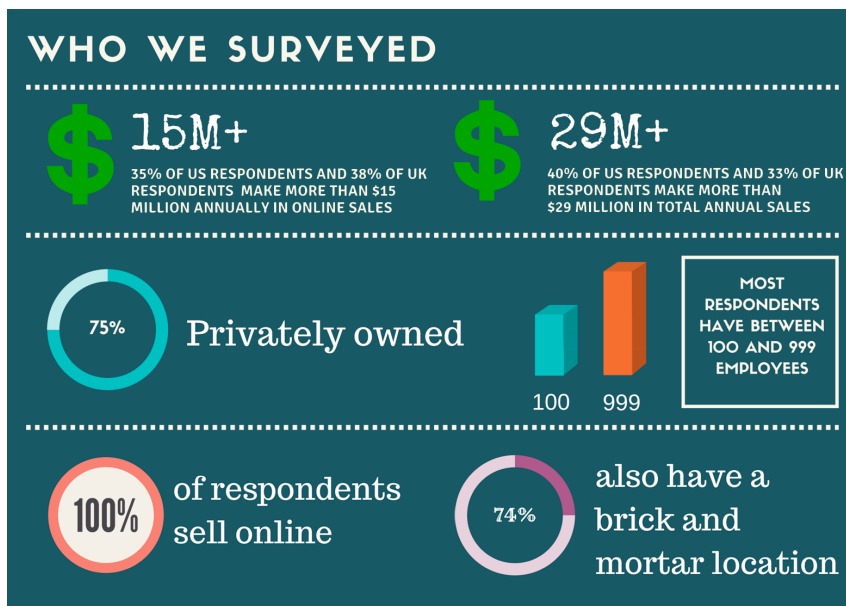
If you're an e-commerce professional, you've likely been asked at least one of the questions above.

As the online retail landscape continues to grow more complex, the life of an e-commerce manager is quite the whirlwind these days. New channels are cropping up regularly, old channels are changing their requirements and processes, and innovations in technology are changing the way consumers shop online. With so many factors influencing sales, it's challenging to know where you should focus your online strategy.

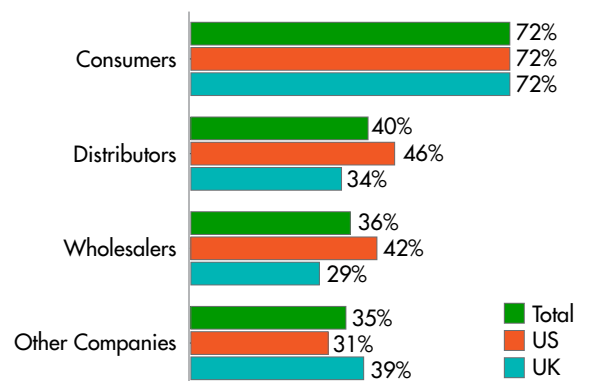
In the midst of an ever-evolving industry, it's helpful to take a step back and evaluate what other companies are doing to ensure you're not behind the eight ball. To give you insight into how other retailers are finding e-commerce success, ChannelAdvisor conducted the 2015 Online Retail Survey.

We commissioned Redshift Research to poll 200 online retailers (100 in the US, 100 in the UK) to discover what consumer behaviors are influencing their sales, and what online strategies they're using to gain a share of the consumer wallet.

**Before we dive into the results, here's more background information about the retailers we surveyed.**



### To whom does this company sell products?



The results from the 2015 Online Retail Survey give you a peek behind the curtain of the trends and developments shaping the e-commerce landscape.

## AMAZON DOMINATES THE E-COMMERCE WORLD

- When comparing marketplaces, **60%** of survey respondents said Amazon is generating the greatest sales volume for their products
  - » More than 70% of US respondents said Amazon is generating the greatest sales volume for their products, and 50% of UK respondents said Amazon is generating the greatest sales volume for their products
- After Amazon, eBay was listed as the top marketplace for generating the greatest sales volume (13%)

## RETAILERS SEE ROI FROM AMAZON PRODUCT ADS AND SPONSORED LINKS

- When asked what digital marketing channel provides the most ROI for their companies, 35% of respondents listed Amazon Product Ads and Sponsored Links as the top channel
  - » Nearly half (44%) of US respondents said Amazon Product Ads and Sponsored Links provide the most ROI for their companies, and 26% of UK respondents said the same

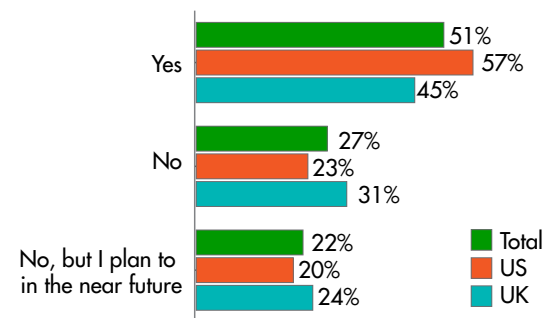
## RETAILERS USE FULFILLMENT BY AMAZON (FBA) TO STREAMLINE LOGISTICS AND REACH MORE AMAZON PRIME SUBSCRIBERS

- **More than half** of respondents are using FBA as a way to streamline logistics and reach more Amazon Prime subscribers
  - » Nearly 60% of US respondents are using FBA, compared to 45% of UK respondents

## ALTHOUGH A TOP PERFORMER, SOME RETAILERS ARE CONCERNED ABOUT AMAZON'S MARKET SHARE

- Nearly half (48%) of respondents said they are “slightly” or “very” concerned with Amazon’s increase of market share in the e-commerce industry

**Do you ship products using Fulfillment by Amazon (FBA) to streamline logistics and reach more Amazon Prime customers?**



## MOBILE E-COMMERCE IS CATCHING ON IN THE US AND UK

- More than 40% of respondents said that mobile traffic accounts for 21% or more of their total web traffic
  - » More than a third (34%) of US retailers are seeing 21-30% of their web traffic come from mobile devices, whereas a third of UK retailers are seeing 11-20%



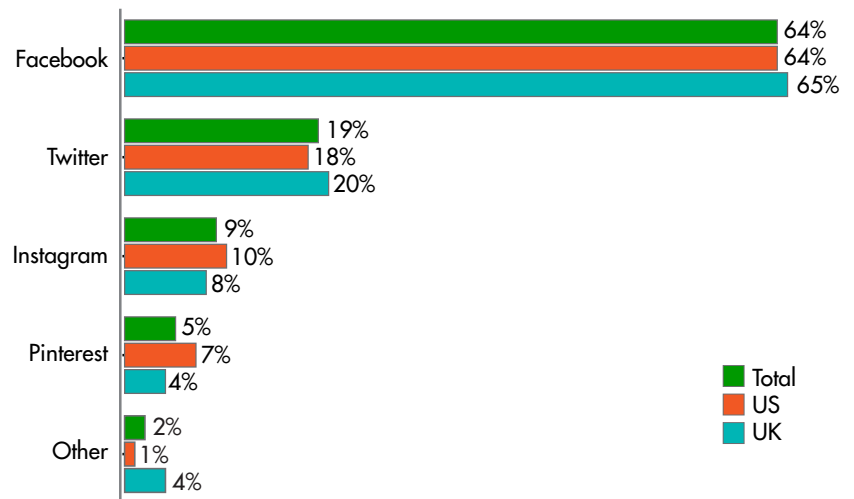
## RETAILERS USE SOCIAL MEDIA FOR BRANDING

- For a third of respondents, **increasing brand awareness** tops the list as the main business goal for social media use
- Nearly a quarter (24%) of respondents list **connecting with a new generation of customers** as a main business goal for social media use
- Almost 20% of respondents' primarily use social media to **advertise deals and promotions**

## FACEBOOK IS WHERE RETAILERS AND CONSUMERS GET SOCIAL

- Nearly two thirds (64%) of respondents said **Facebook** creates the most sales conversions for their businesses when comparing all social media channels
- Respondents reported having a presence on the following social media channels:
  - » Facebook (89%)
  - » Twitter (70%)
  - » Instagram (45%)
  - » Pinterest (41%)

### Which social media platform create the most sales conversions for your business?



## MARKETPLACES PROVIDE A SIGNIFICANT AMOUNT OF REVENUE FOR RETAILERS

- Online marketplaces such as Amazon and eBay are used by **85%** of respondents
- Nearly a third (32%) of respondents said marketplaces account for 31% or more of their total revenue

## RETAILERS ARE DELIVERING ORDERS BETTER AND FASTER

- Over a quarter (28%) of respondents offer **same-day delivery** to customers
- **Next-day delivery** is offered by nearly two thirds (63%) of these retailers
- More than half (56%) of respondents offer **two-day shipping** to customers
- More than 30% of retailers offer **international delivery** to their customers
- **Buy online, pick up in store** is used by 14% of retailers



## CONSUMERS VALUE PROMOTIONS

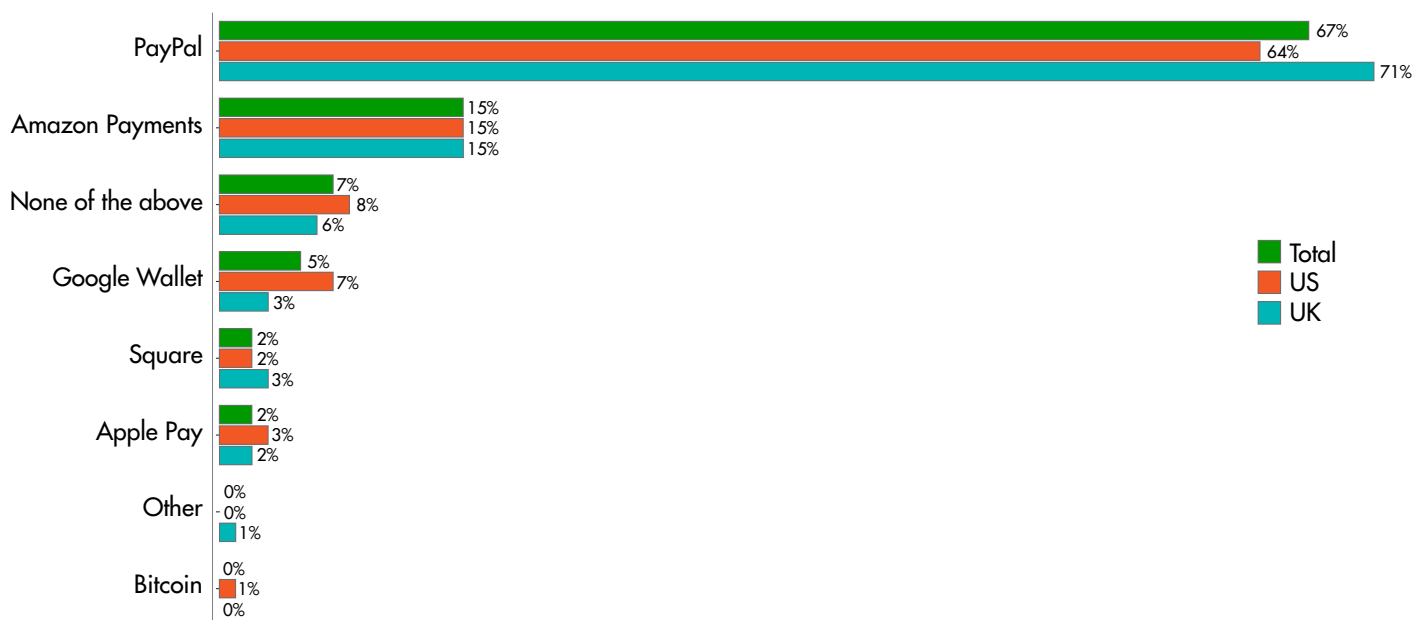
- Over 40% of respondents said **offering promotions** is the top tactic for increasing conversion rates
- A quarter of respondents said **free shipping** is their top tactic for increasing conversion rates, while 18% said **lowest price** is their top tactic for increasing conversion rates

## PAYPAL PROVES ITS VALUE IN THE PAYMENTS INDUSTRY

- According to 70% of respondents, PayPal is the second most commonly used payment method by customers, following only debit/credit cards



After debit / credit cards what is the most popular payment method used by your customers?



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