SHOPPERS DEMAND SUPERIOR ECOMMERCE EXPERIENCES

CONSUMER EXPECTATIONS IN 2019

Avionos

Executive summary

Experience-driven commerce is here to stay.

Last year, Avionos' Enabling Experience-Driven Commerce Anytime, Anywhere report emphasized the need to make every branded touchpoint more memorable and shoppable. This year's survey of more than 1,500 online shoppers echoes a similar call to action – brands must innovate to create individualized commerce experiences.

Expectations for seamless, experience-driven commerce have accelerated the pace at which companies must innovate to keep a competitive edge.

Consumers' familiarity with the experiences provided by digital leaders like Amazon and Google poses even greater challenges to traditional brands and retailers earning market share.

Capabilities and features once seen as differentiated value-adds – like free shipping and mobile apps – are now table stakes. Unless companies can both duplicate and go beyond the ease of shopping these titans have popularized, they'll lose out in the long term. When online shoppers intend to purchase a product,

35%
start their search on Amazon and 19% start with Google.

Consumers gravitate toward unique, sophisticated and personalized commerce experiences, forcing companies to rapidly innovate. This report helps eCommerce decision makers seize innovation opportunities and delight online shoppers.

Key findings

☆ Shoppers expect 5 star commerce experiences.

Three-fourths of online shoppers (73%) are likely to avoid brands and retailers after a single negative experience. With so many companies to choose from, consumers don't hesitate to move on when let down.

Individualized experiences win.

When all else is equal between two brands or retailers, 78% of online consumers are more likely to make a purchase with the company that better personalizes their experiences.

🛒 Seamless online-to-offline experiences dominate.

Nearly three-fourths of online shoppers (71%) believe a strong presence both in stores and online equates to success for brands and retailers. In-store experiences cannot lag behind online advancements.

⑤ Omnichannel strategies reap major rewards.

Nine in 10 online shoppers (87%) are now likely to shop in stores with brands and retailers that previously operated only online. Once those shoppers arrive in a store, 82% are likely to buy more items than planned.

eCommerce leaders stand out.

Online shoppers are most likely to start product searches with Amazon and Google, whether they intend to purchase a product (35% and 19%, respectively) or not (31% and 24%, respectively).

Younger generations expect unique experiences.

More than two-thirds of online shoppers (69%) believe brands and retailers need to know their device preferences for shopping. This number rises to 83% of Gen Z online shoppers, and 84% of millennials.

Positive experiences matter

As a brand or retailer, your success hinges on long-term customer loyalty. Do you realize the repercussions of just one negative experience?

In an experience-driven commerce world, it's no surprise positive experiences invigorate company-customer relationships. Positive engagements inspire purchases and encourage social shares.

But it's the potential consequences of negative experiences that should concern you. Shoppers don't forgive. They also don't forget.

73%
of online shoppers are likely to avoid a brand or retailer after a single negative experience.

More than half are also unlikely to make purchases from these companies in the future during a critical time frame – typically a key attraction and convenience of eCommerce.

The definition of a positive experience is maturing, and brands must think beyond perks like fast shipping speeds and an easy return process to make an impact. Seamless delivery and fulfilment experiences are now the norm, as are streamlined research and purchasing stages that offer easy access to ample product information.

Even tried-and-true offerings like deals and promotions are common expectations. Sixty-three percent of online shoppers appreciate the exclusive rewards and free promotions their favorite loyalty programs offer, meaning retailers can no longer easily depend on discounts to stir up positive feelings among shoppers.

Online shoppers' habits with brands/retailers

97%
Likely to make repeat online purchases after a **positive experience** with an online brand/retailer

93%
Likely to suggest an online brand/retailer to friends/family after a **positive experience**

92%
Likely to make in-store purchases after a **positive experience** with an online brand/retailer

73%
Likely to avoid a brand/retailer in the future after a single **negative experience**

55%
Unlikely to purchase from a brand/retailer during a critical time frame after a single **negative experience**

How online shoppers define positive experiences with online brands/retailers

Fast shipping speed
62%

Easy delivery process
54%

Ample information about products (e.g., product specifications, images, videos, etc.)
53%

Easy/reasonable return policy
50%

Easy purchasing process on desktop
46%

Easy purchasing process on mobile
40%

Friendly/helpful customer service reps
40%

Quick responses from customer service reps
38%

Ability to buy products online and pick them up in a store
31%

Product recs tailored to them based on their personal information
19%

Experiences tailored to them based on their personal information
17%

Use of new technologies to enhance experiences (e.g., VR, AR, AI, etc.)
14%

a | The Amazon Effect

Many of the variables online shoppers attribute to positive experiences are also the areas where digital leaders like Amazon have an upper hand.

It's more difficult for smaller brands to differentiate based on common factors alone, even when their offerings are excellent and innovative. For example, when product price and quality are equal, online shoppers choose to purchase via Amazon instead of directly buying from other brands

and retailers because Amazon offers better shipping options (49%), they are more familiar with Amazon's platform (40%) and Amazon provides useful product reviews from other customers (40%).

In the same scenario, online shoppers name special loyalty promotions/deals as their No.1 reason (25%) for purchasing via other brands and retailers over Amazon. However, as noted earlier, even deals and promotions alone can no longer set sellers apart.

When product price and quality are equal, online shoppers choose Amazon over other brands/retailers because...

Amazon has better shipping options

49%

They're more familiar with Amazon's platform

40%

Amazon offers useful product reviews from other customers

40%

AVIONOS' ADVICE

As you consider your eCommerce strategy, **explore opportunities that both differentiate your brand and establish long-term customer relationships.**

Positive experiences should include capabilities that streamline shoppers' paths to purchase, such as infallible search capabilities. Take traditional tactics to new heights. For example, don't just personalize product recommendations. Contextualize them, too.

Unforgettable commerce experiences start with strategies where initiatives aim at these three goals:

1 Blending in-store and online engagements

2 Enabling repeatable, individualized interactions

3 Offering unique technologies, innovations and features

More on these strategies to come!

Invest in "5 Star Experiences" to impress

Incorporate a 5 Star Experience Model into your commerce strategy to offer shoppers the positive experiences they desire.

This model prioritizes interactions that are:

1 ★☆☆☆☆ **Intentional**
2 ★★☆☆☆ **Consistent**
3 ★★★☆☆ **Measurable**
4 ★★★★☆ **Valuable**
5 ★★★★★ **Personalized**

A 5 Star Experience allows you to create superior customer experiences. Each "star" builds on the stars before it, layering to offer shoppers the most memorable, useful and enjoyable experiences.

When you focus on these five standards, it's entirely possible to develop experiences that master and push beyond commerce norms, while also measuring your impact to drive continuous improvement.

Constant progress requires adding new conveniences like buy online/pick-up in store and enhanced technology innovations that keep shoppers satisfied.

Read more about executing a 5 Star Experience here.

5 Star Experience Management Maturity Model

★☆☆☆☆

Intentional

Create all digital experiences with a purpose.

★★☆☆☆

Consistent

Standardize brand messaging and other attributes across touchpoints.

★★★☆☆

Measurable

Develop experiences that can be quantified.

★★★★☆

Valuable

Determine what outcomes are most important to your business.

★★★★★

Personal

Create experiences tailored to segments of your customer base.

The importance of offering a 5 Star Experience will only magnify as younger shoppers grow in purchasing power.

Younger generations of online shoppers, like millennials and Gen Z, remain loyal to brands and retailers that treat them as more than their wallets. These consumers are highly familiar with brands and retailers' capabilities for experience-driven commerce, and they're comfortable shopping around until they find eCommerce that meets their standards.

For instance, younger online shoppers are more likely to place value in features like an easy mobile purchasing process. The same goes for brands and retailers using new technology to enhance shopping experiences. While interest in new technology experiences is low overall, the generational spike around Gen Z and millennials predicts a key opportunity to differentiate moving forward.
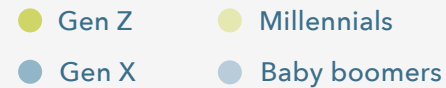
AVIONOS' ADVICE

To pursue a 5 Star Experience Management Maturity Model, begin with a comprehensive customer-centric strategy with elements of integrated marketing, sales enablement and customer relationship management (CRM).
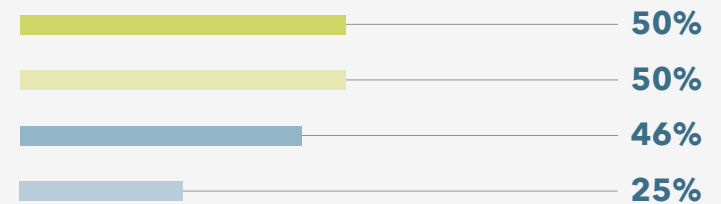
Your commerce strategy should empower customers with mature capabilities that support seamless experiences from pre- to post-purchase. Use analytics to continuously optimize and personalize customer experiences over time so your program remains relevant and impactful.

Generational breakdown:
Factors that contribute to how online shoppers define positive experiences with online brands/retailers

● Gen Z   ● Millennials
● Gen X   ● Baby boomers

Easy purchasing process on mobile

Gen Z	50%
Millennials	50%
Gen X	46%
Baby boomers	25%

Use of new technologies to enhance experiences

Gen Z	19%
Millennials	19%
Gen X	14%
Baby boomers	7%

Keep personalization at the forefront

Online shoppers have clear expectations for highly personalized commerce experiences.

Seventy percent of online shoppers expect online brands and retailers to personalize their experiences. Personalization is no longer a nice-to-have. The tactic is a top customer expectation you must meet.

The stakes couldn't be higher. When all else is equal between two brands or retailers,

78%
of online shoppers are more likely to purchase from the company that better personalizes their experiences.
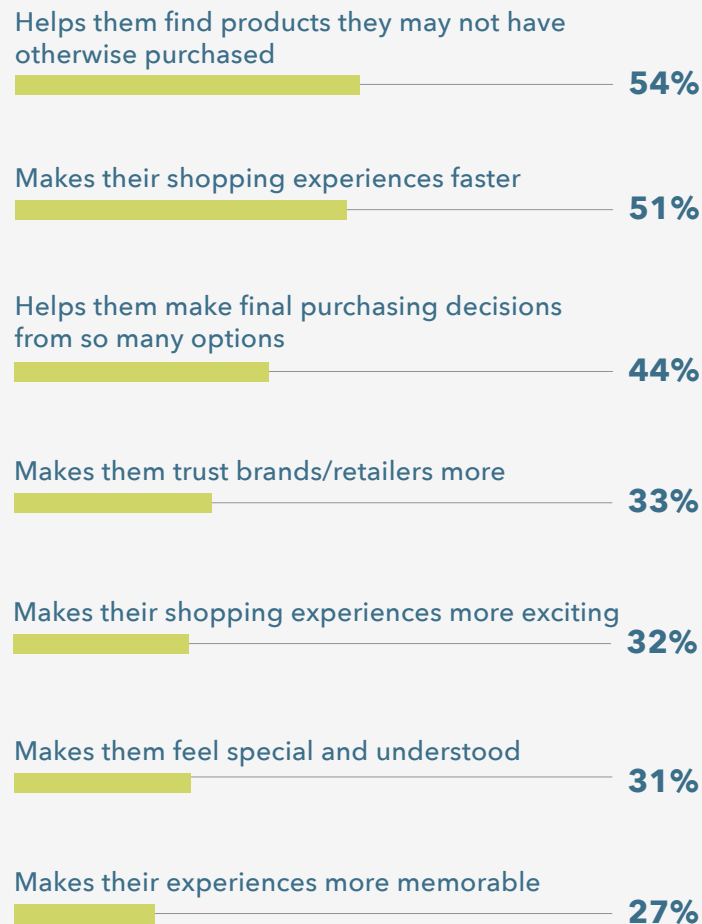
More than half of online shoppers who expect personalization (54%) say it's because the capability helps them find products they may not otherwise have purchased.

Additionally, personalization makes experiences faster for online shoppers (51%) and helps them narrow down final purchasing decisions from many options (44%).

Simply put, personalized experiences yield greater sales opportunities for your business.
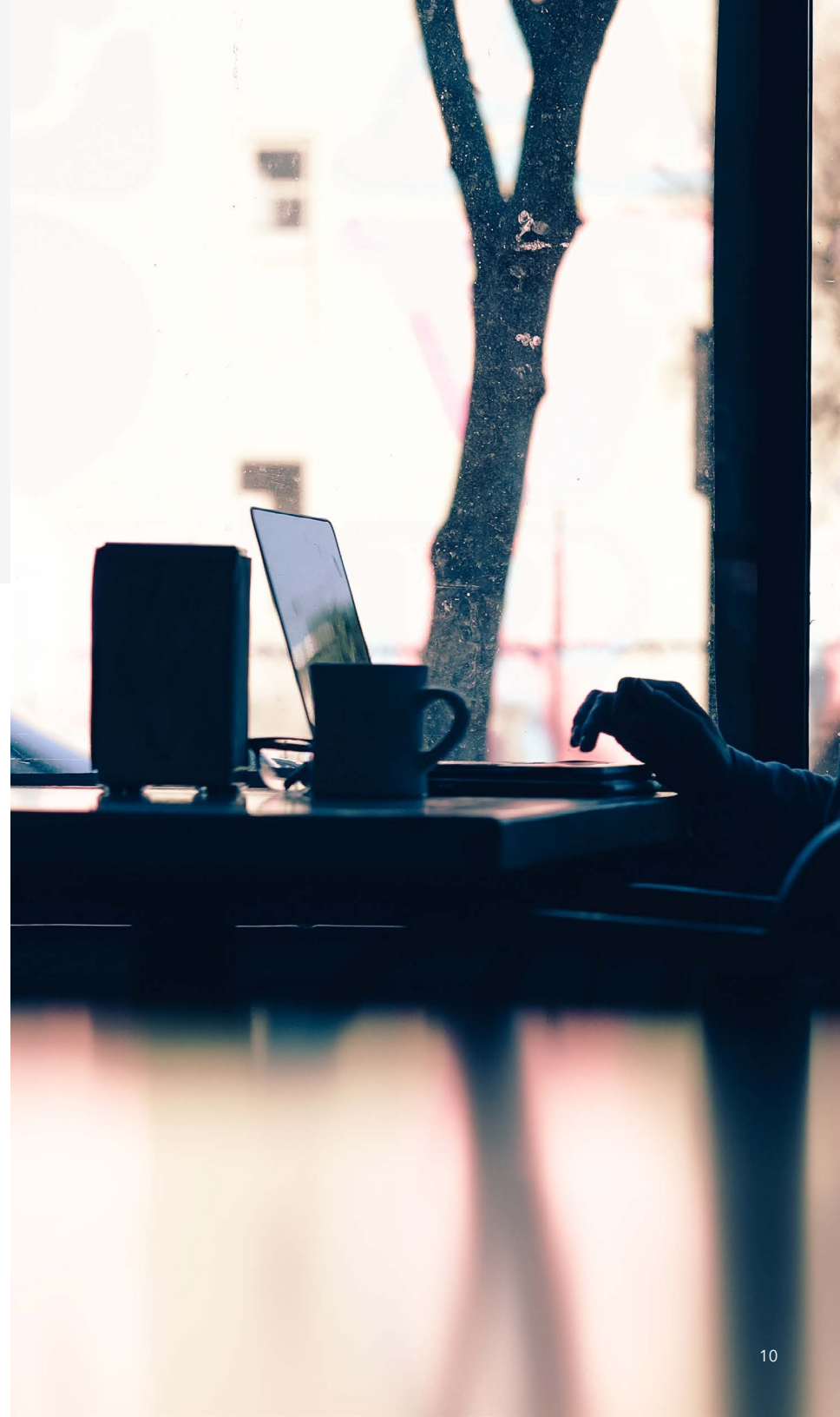
Reasons online shoppers expect online brands/retailers to personalize their experiences

Helps them find products they may not have otherwise purchased

54%

Makes their shopping experiences faster

51%

Helps them make final purchasing decisions from so many options

44%

Makes them trust brands/retailers more

33%

Makes their shopping experiences more exciting

32%

Makes them feel special and understood

31%

Makes their experiences more memorable

27%

Across the board, younger shoppers desire closer connections to their commerce experiences than older shoppers, and that starts with personalization.

Master this tactic before rising generations gain additional buying power. Personalized experiences communicate to customers that you know them and can confidently suggest products that meet their needs.

Routine personalization demonstrates your ability to serve as a trusted advisor during your customers' shopping experiences no matter the interaction – elevating your company as a resource shoppers can rely on long term.

Generational breakdown: Online shoppers expect online brands/retailers to personalize their experiences

85%	83%	73%	57%
Gen Z	Millennials	Gen X	Baby boomers
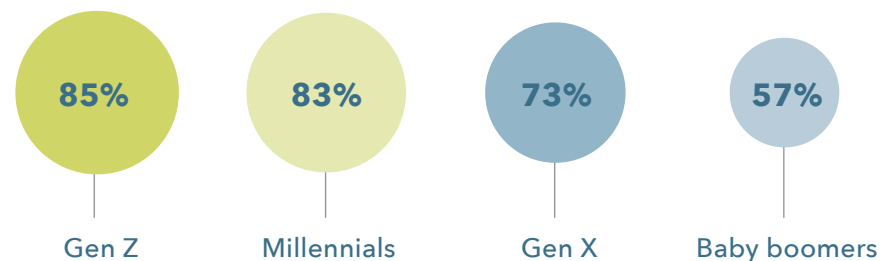
The good news: Refining the personalization process isn't entirely up to you.

In addition to younger online shoppers' above-average interest in personalized experiences, these generations are extra willing to share their personal information.

63%

of online shoppers are more open to sharing personal information if it means brands and retailers can better anticipate their needs.

Consumers are willing to pitch in with personalization efforts, so long as you can guarantee unique, helpful experiences that never overstep.

It's likely that Gen Z is slightly less interested in sharing personal information with brands and retailers than millennials because they are a digitally-native generation. Gen Zers grew up receiving targeted ads and expect companies to already have access to – and incorporate – their personal information.

Generational breakdown: Online shoppers who are more open to sharing personal information if it means brands/retailers can better anticipate their needs

69%	75%	63%	54%
Gen Z	Millennials	Gen X	Baby boomers
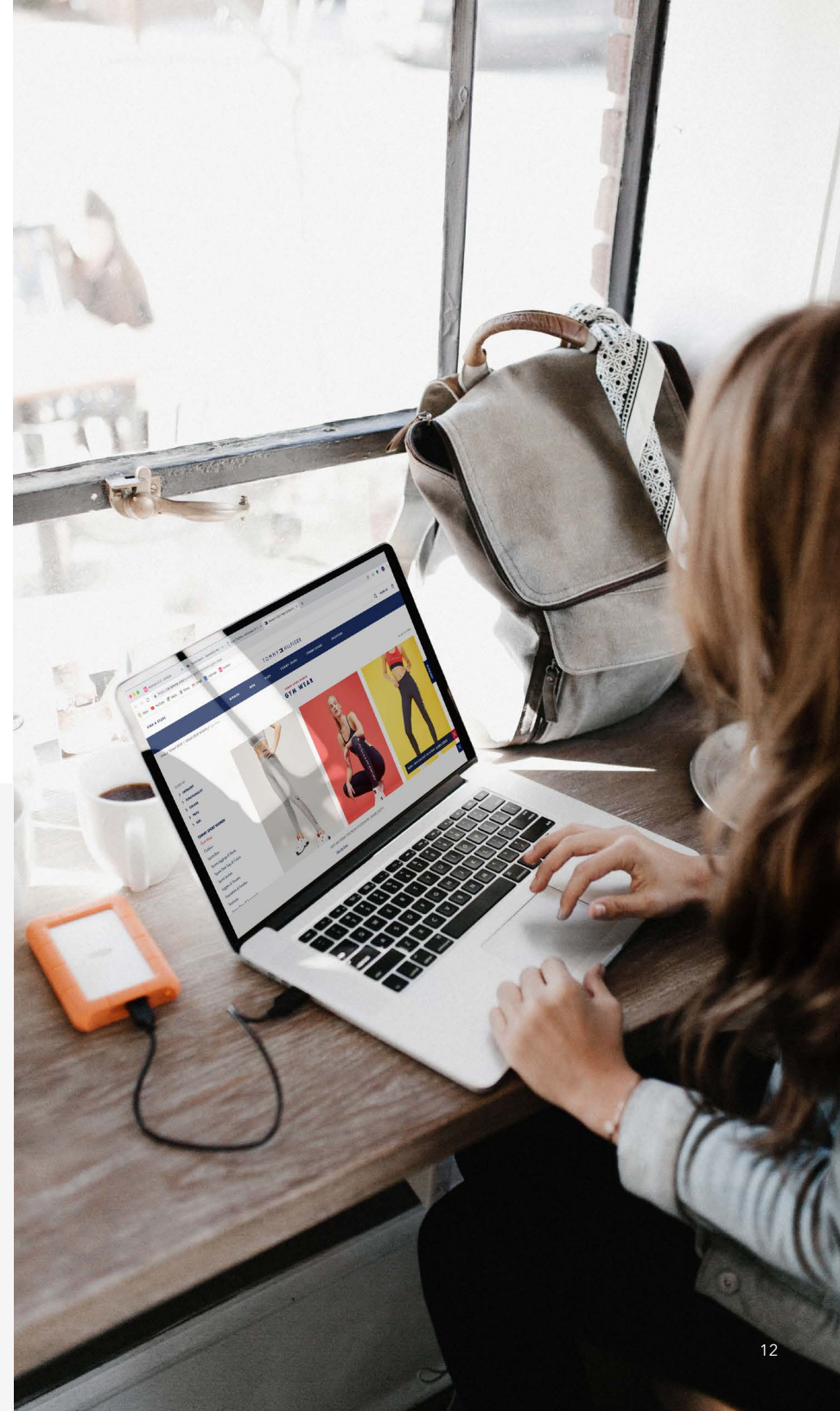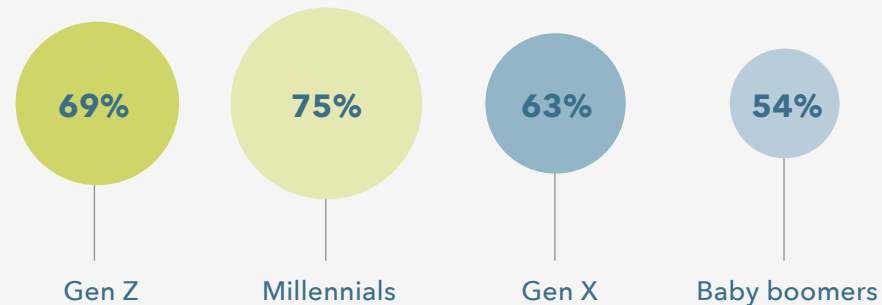
Personalization becomes individualization

Now that personalized experiences are commonplace, shoppers feel less satisfied when their engagements look similar to those of their peers.

There's a quickly growing need for brands and retailers to embrace individualization over personalization — a movement away from mass techniques and toward truly unique experiences.

Until now, audience segmentation based on demographics like age and gender, or insights from shoppers who have made similar purchases, has been standard practice.

But traditional segmentation isn't enough to impress today's shoppers. Even more advanced options like incorporating customer browsing data and offering shoppers unique deals based on the products they've viewed before just scratch the surface.

Customers want more. For online shoppers who expect personalization, this includes individualized moments like personalized size and color recommendations, and unique product categories featured on a company's homepage.

Areas where online shoppers expect personalization from brands/retailers online

Personalized discounts/offers for the specific products they're browsing

48%

Personalized size recs for the specific products they're browsing (e.g., medium sweater, etc.)

29%

Personalized product categories featured on a brand/retailer's website homepage (e.g., men's jeans, etc.)

28%

Personalized product recs on the side and/or bottom of a brand/retailer's website homepage

28%

Personalized color recs for the specific products they're browsing (e.g., green rug, etc.)

19%

Personalized product recs in the form of pop ups on a brand/retailer's website homepage

19%

Take your efforts to the next level by applying cross-channel individualization principles. When brands and retailers personalize experiences online,

65%

of online shoppers expect companies to translate information to brick-and-mortar stores.

This can mean showing shoppers products online similar to what they bought in a store, or offering in-store coupons related to shoppers' online browsing behaviors.

Omnichannel strategies should push beyond traditional personalization buckets and make every shopper feel like a true individual.

AVIONOS' ADVICE

Invest in emerging tech to retain existing customers and gain new market share. Cutting-edge capabilities like augmented and virtual reality are unique investments that can transform personalized experiences into powerful, individualized moments — if your company has reached the proper level of maturity.

For example, cosmetics and retail companies can incorporate augmented reality solutions that allow shoppers to see what they look like in a new shirt or with blue hair.

Individualized experiences center on creating actionable strategies based on a deep understanding of your customers' needs and wants. Implement these strategies soon so you can foster memorable relationships with younger shoppers, many of whom have yet to form long-term brand loyalty.

Shoppers crave omnichannel experiences

Consistent, seamless omnichannel experiences help you gain a competitive edge.

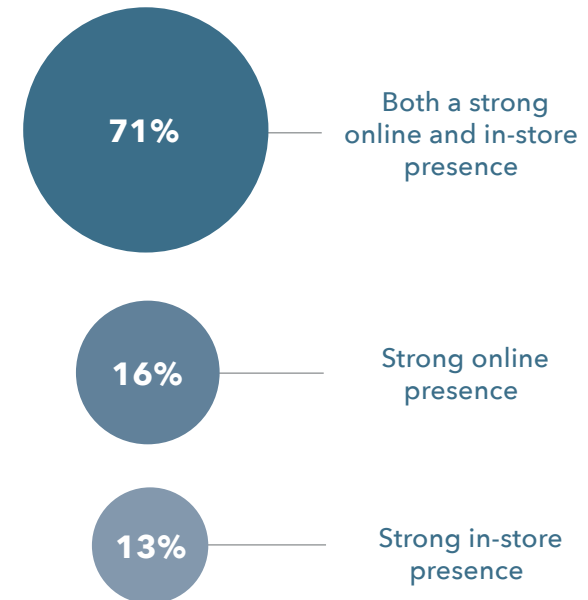Consumers treat omnichannel offerings as a barometer for success. In fact,

71%

of shoppers say brands and retailers are successful when they have both a strong online and in-store presence.

This belief is indicative of why online-first brands like Warby Parker and Glossier are opening brick-and-mortar stores.

Of course, not all brands and retailers are in a position to pursue brick-and-mortar ventures, or ready to take on an array of digital channels. What's important to note, however, is that most engagement channels are on an even playing field when it comes to shaping commerce environments.

Online shoppers do not demonstrate a clear channel preference when determining which brand or retailer to shop with, and experiences via desktop, mobile and brick-and-mortar all contribute to online shoppers' decision-making processes.

What online shoppers believe makes brands/retailers successful

71% Both a strong online and in-store presence

16% Strong online presence

13% Strong in-store presence

No one commerce touchpoint can feel less sophisticated than the others. All interactions hold equal weight.

In particular, it's no longer the case that in-store experiences can lag behind online engagements.

The fact that 80% of online shoppers expect brands and retailers to accept more in-store mobile payment options in the next year is just a taste of how eCommerce standards will continue to influence offline interactions.

✓ | Just Do It

Companies like Nike lead the way when it comes to bridging the online, in-store gap – and they're using technology to do so.

Nike's new "Nike Live" stores are extremely digitized, and shoppers control their experiences via Nike's mobile app.

The app allows consumers to complete orders (via curbside or in-store pickup) and individualizes shopping experiences down to product color, size and real-time availability.

Nike's digital-first in-store experience also includes digitized lockers for product pickup, an exclusive SMS messaging system (Swoosh Text), access to new content/ features upon entering stores and more.

Digital enhances every facet of the in-store shopping experience to make consumers' visits more memorable, productive and profitable.

Most influential experience when online shoppers are deciding which brands/retailers to shop with

Quality desktop website experience
27%

Quality brick-and-mortar experience
27%

Quality mobile website experience
16%

Quality mobile app experience
15%

Quality phone experience
8%

Quality social media experience
6%
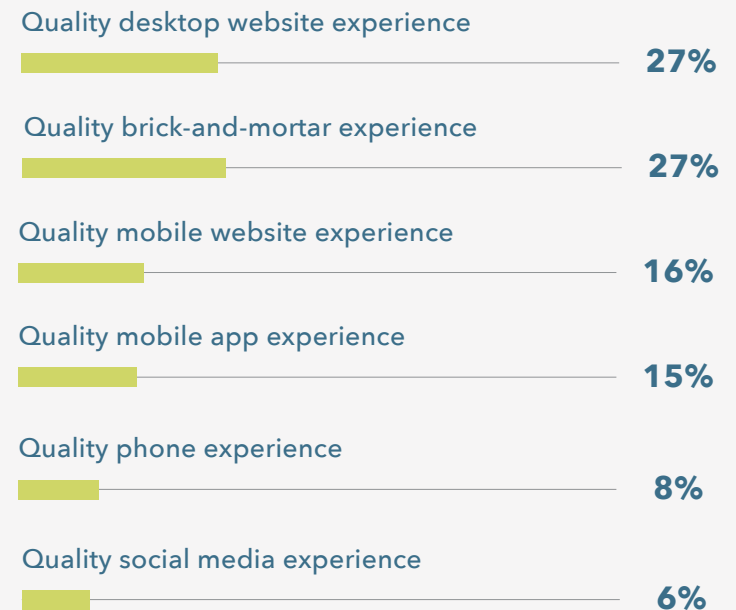
Follow D2C brands' lead

Direct-to-consumer (D2C) brands such as Warby Parker and Bonobos are prime examples of how online successes translate to in-store sales.

87%

of online consumers are likely to shop in stores with brands and retailers that previously operated only online — many of which fall under the D2C category.
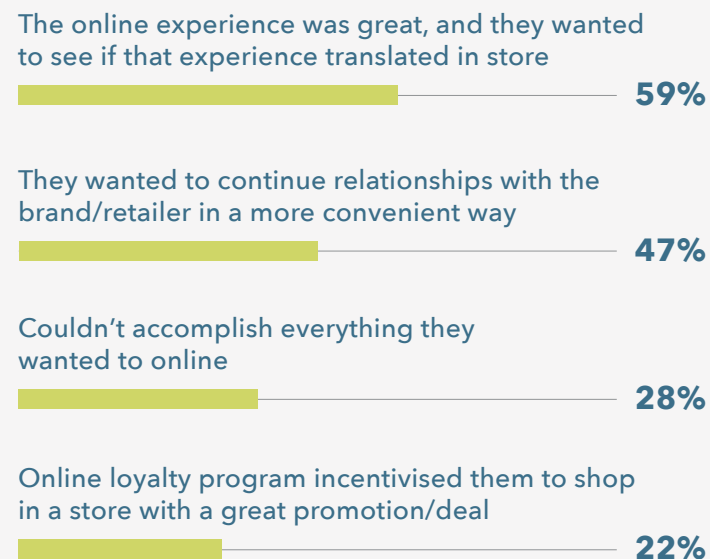
The top two motivations for these online shoppers to check out brick-and-mortar stores of previously online-only brands and retailers are:

1   These companies offered great digital experiences that would likely translate to brick-and-mortar
2   The desire to continue relationships with previously online-only brands in a more convenient way

Likelihood online shoppers will shop in stores with brands/retailers that previously operated only online
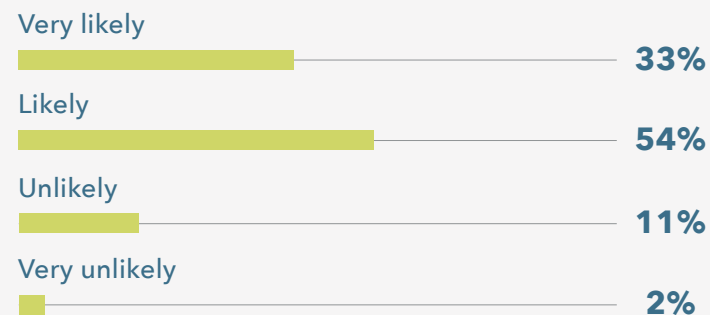
Very likely
33%

Likely
54%

Unlikely
11%

Very unlikely
2%

Reasons online shoppers are likely to shop in stores with brands/retailers that previously operated only online

The online experience was great, and they wanted to see if that experience translated in store
59%

They wanted to continue relationships with the brand/retailer in a more convenient way
47%

Couldn't accomplish everything they wanted to online
28%

Online loyalty program incentivised them to shop in a store with a great promotion/deal
22%

What companies like Amazon and Warby Parker do well — and what you should emulate — is building excitement and loyalty online, and continuing excellent experiences in stores. Every engagement is just as sophisticated, convenient and personalized as the last.

Amazon, for example, has brought its trademark seamless online experience to stores with technology innovations such as cashierless checkout at Amazon Go, and storefronts dedicated to lockers for easy pickups and returns. While few companies can go that far with their online and offline experimentation, Amazon does provide an example of sustained innovation.

There's every reason to strive for improvements, as keeping shoppers happy with seamless experiences across channels can result in major bottom-line improvements.

82%

of the online shoppers who are likely to shop in stores with previously online-only brands also are likely to buy more than just what they went in a store for.

While it's tougher to draw younger shoppers into stores, these generations are especially fruitful sources of ROI once they're through the door.
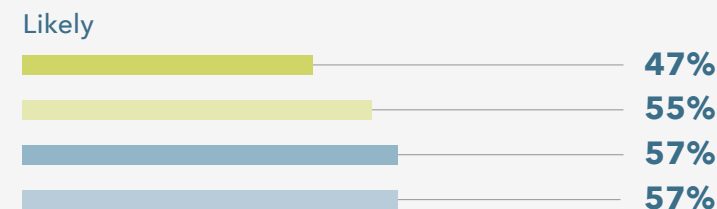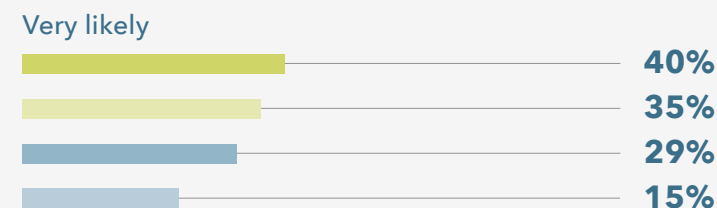
Generational breakdown:
Likelihood of buying more than planned once in a store*

● Gen Z   ● Millennials
● Gen X   ● Baby boomers

Very likely

40%
35%
29%
15%

Likely

47%
55%
57%
57%

Among online shoppers who are likely to shop in stores with brands/retailers that previously operated only online

AVIONOS' ADVICE

Keep 5 Star Experiences in mind by creating intentional, relevant and sophisticated customer interactions that match shoppers' interests at every touchpoint.

This should be the case in both offline and online journeys. Stay in step with emerging technologies to further enhance your digital landscape with engagement opportunities via voice-activated technologies, artificial intelligence and more.

Be where your customers are

Most online shoppers start their purchasing processes with Google or Amazon. Ensure your SEO and SEM work overtime to entice customers and raise your profile.

When asked where they begin their product searches, with or without purchasing intent, online shoppers chose Amazon and Google as their top destinations.

Don't let these statistics defeat you.

To compete with eCommerce leaders like Amazon or search giants like Google, develop unique marketing and sales strategies that allow you to show up where your customers browse and purchase.

1 in 10

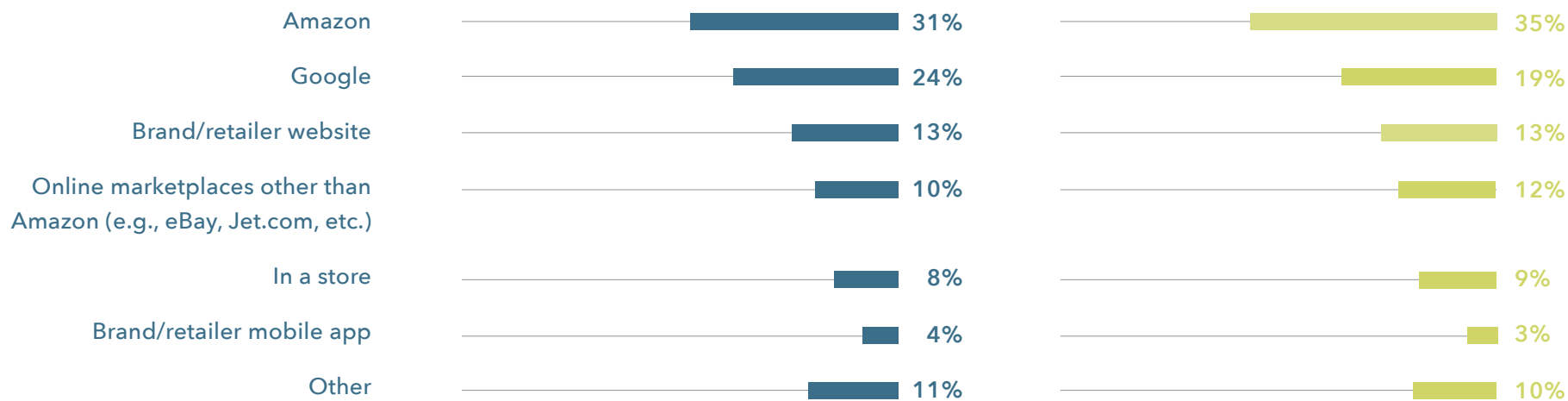Only about one in ten online consumers say they start their searches on brand/retailers' sites.

19
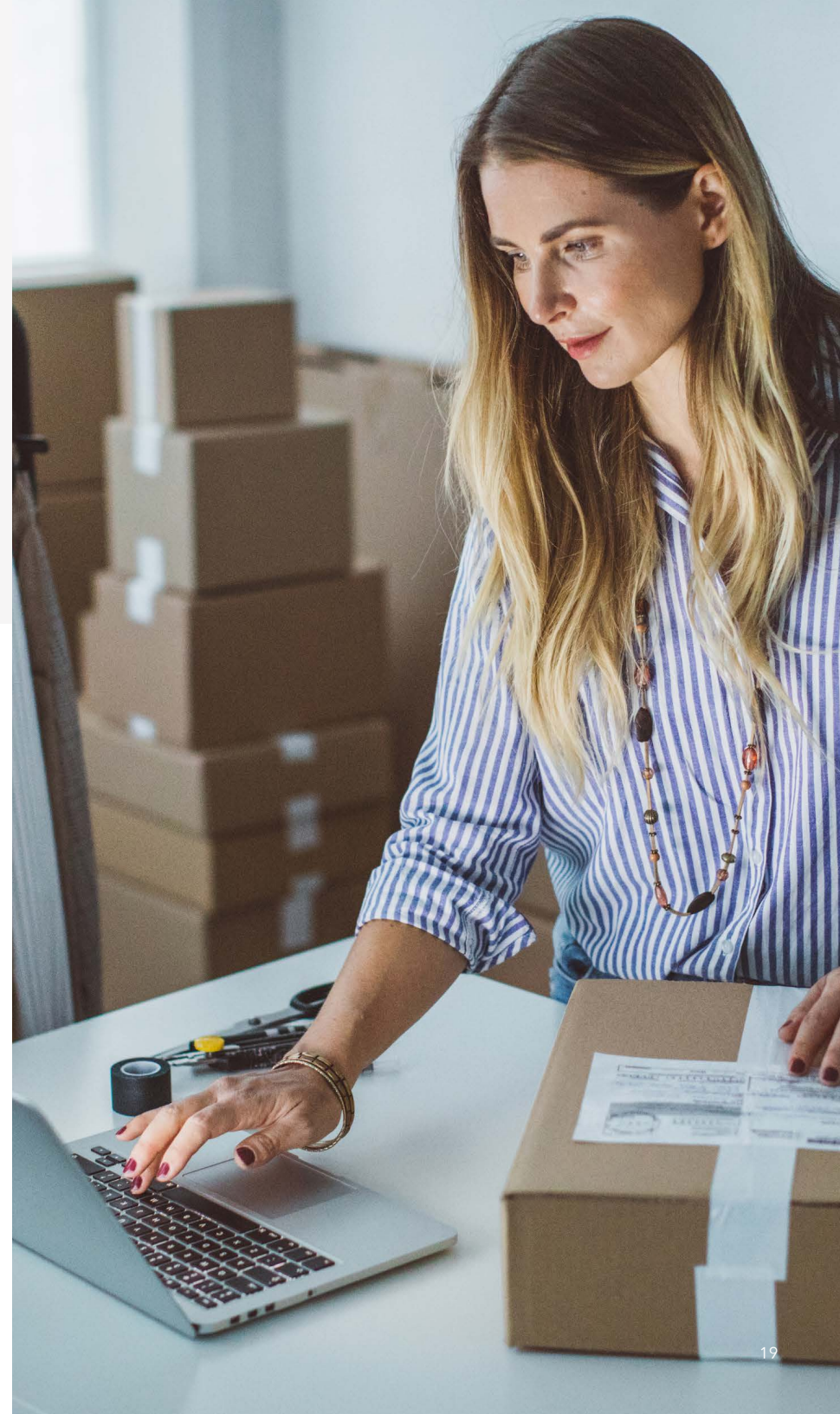
Where online shoppers typically begin searches...

● When browsing for products
with no specific intent to buy

● When intending to
purchase products

	Browsing	Purchasing
Amazon	31%	35%
Google	24%	19%
Brand/retailer website	13%	13%
Online marketplaces other than Amazon (e.g., eBay, Jet.com, etc.)	10%	12%
In a store	8%	9%
Brand/retailer mobile app	4%	3%
Other	11%	10%

Integrated marketing and eCommerce strategies look different for brands and retailers. Here's a breakdown of potential solutions.

Tips for brands

Increase impact on popular websites

Develop intentional, valuable experiences on Amazon and Google to make your company more relevant on those channels. As with any experience, interactions on popular websites should be measurable and consistent with your other channels.

Treat Amazon and Google as an extension of retail channels for your brand, not separate endeavors.

Every interaction point — social media, marketplaces, search engines, etc. — is an opportunity to connect with customers and make a positive, memorable impression. Dedicate greater budget to Amazon ads, sponsored posts, etc. to "personalize" to shoppers where they already exist.

Personalize experiences

Don't stop once you've earned real estate on commerce destinations like Amazon and Google. Build targeted, closer relationships with key audiences based on unique insights you possess about those shoppers.

Invite shoppers into the personalization process, too. For example, Avionos partnered with Bear Naked to develop an eCommerce portal where shoppers can create their own granola recipes

and even customize product names and label art. Bear Naked's commerce site is AI-powered, which allows the brand to help customers pursue personalized experiences while also gathering user data that's valuable for future business decisions.

Bear Naked's success on its own site has led to custom granola now being sold on Amazon and Walmart.com, making it a true D2C to marketplace success story.

Boost customer aquisition via search/ proactive outreach

Thirty-five percent of online shoppers start their purchase journey at Amazon, while one in ten start that journey on a retailer's website. This means retailers must prioritize paid and organic search to compete for the remaining audience.

Investments in more strategic SEO and digital marketing programs will help you engage shoppers before

they even visit competitors like Amazon.

Also, focus on proactive outreach through targeted social and email to bring potential online shoppers directly to your retail store.

Find and engage customers before they go searching for their needs.

Develop stand-out experiences

Retailers have a distinct advantage over Amazon when it comes to brick-and-mortar — but only for a few more years. Leverage online channels to drive experiences in stores and continue relationships with shoppers once there.

Focus on the unique experiences you alone can offer to build strong relationships with shoppers. This includes touchpoints like great customer service, consistent content across channels and inspirational product videos.

Consider LEGO for strategies on how to transition relationships with shoppers outside of online domains. LEGO storefronts offer shoppers opportunities to play, marvel at massive LEGO sculptures and generally enjoy memorable in-store experiences that boost brand affinity. Likewise, LEGO has successfully reached millions of consumers by extending its reach beyond products with the LEGO movie franchise.
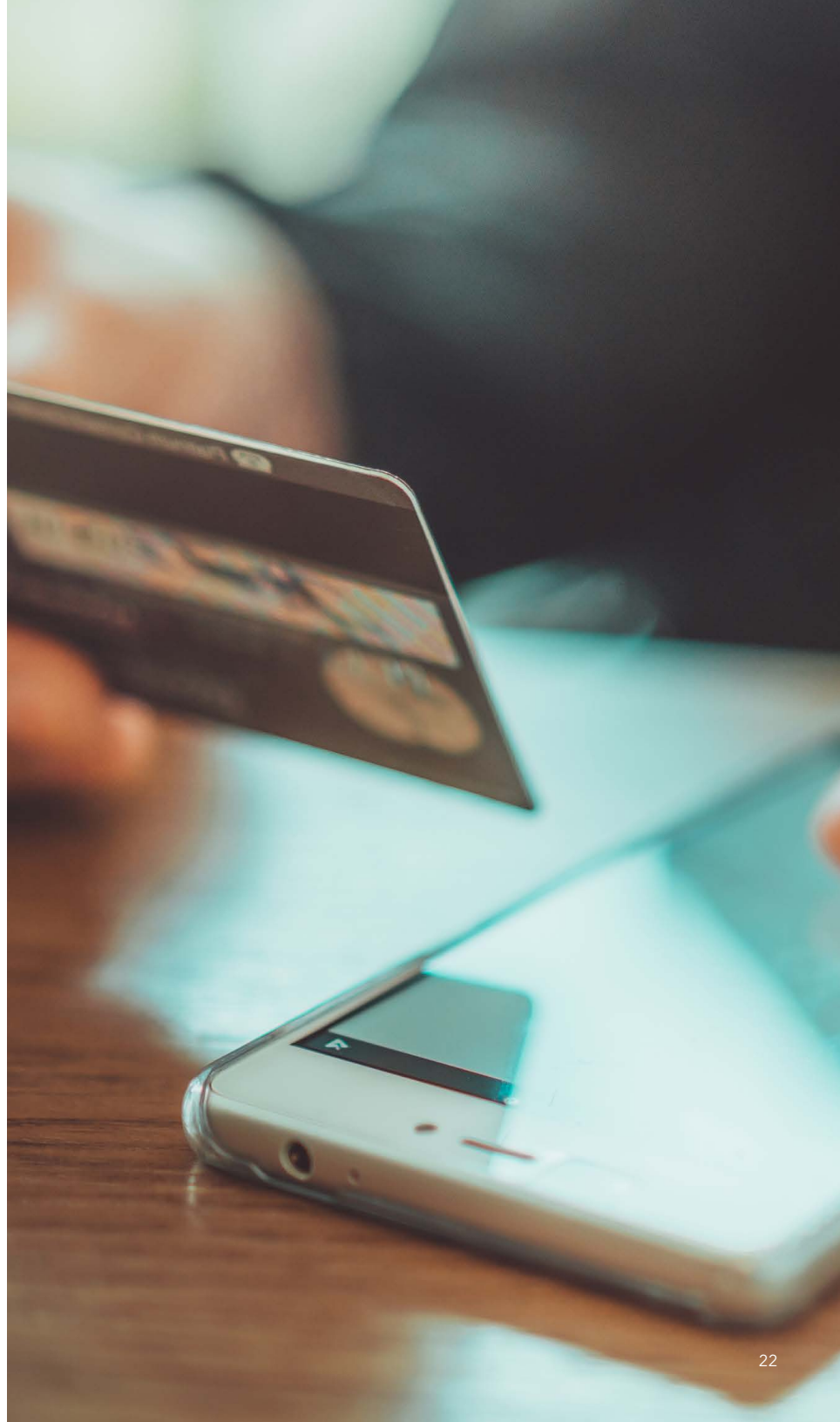
Capturing impulse purchases

Prioritize a greater presence where your customers actually browse to capture impulse purchases.

More than half of online shoppers (58%) are most likely to make impulsive, unplanned purchases in stores. Comparatively, three-fourths of online shoppers (75%) are most likely to make intentional searches for products on desktop or mobile, and 55% are most likely to make intentional purchases on those digital channels.

Consumers are truly omnichannel. To succeed, you need to be, too.

Online-only brands and retailers capture intentional shoppers, but miss out on personalized in-store experiences that drive impulse purchases. Conversely, while brands and retailers that operate only in stores can more easily win over impulse shoppers, they may struggle to boost intentional buys.

AVIONOS' ADVICE

You must be everywhere you can to impress shoppers in 2019. However, always tailor omnichannel strategies to what makes the most sense for your unique company and products.

It's important to develop offerings with digital leaders in mind, but this isn't a Google- and Amazon-only story. Pursue online and offline capabilities that help you reach your target audiences with experiences that match each shopper's unique interests and touchpoint preferences.

Channels where online shoppers are most likely to complete common commerce needs

	📱 Mobile phone	🖥 Desktop	In a store
Browse for big-ticket items (e.g., furniture, electronics, etc.)	23%	35%	30%
Purchase big-ticket items (e.g., furniture, electronics, etc.)	13%	19%	58%
Casually browse for products with no clear purchase intent	36%	31%	20%
Make impulse/unplanned purchases	18%	12%	58%
Intentionally search for specific products	33%	42%	13%
Intentionally purchase specific products	24%	31%	33%

Technology's role in experience-driven commerce

Technology innovations support opportunities to grow relationships with your customers and double down on experience-driven commerce.

A clear winner exists in terms of the technology innovation shoppers care about most – mobile.

Online shoppers rank mobile as the most important technology capability they consider when deciding if they will purchase with a brand or retailer, whether as part of a retailer app (64%) or social media channel (15%).

However, mobile experiences are quickly becoming the norm in the same way that free shipping is now

a must-have. To impress shoppers, think beyond basic capabilities and offer a diverse spectrum of technology experiences so customers can embrace their own preferred channels.

Online shoppers expect you to use digital solutions to individualize their commerce experiences. As younger shoppers become stronger purchasers, there's a greater need to transcend traditional tech boundaries and meet customers where they are.
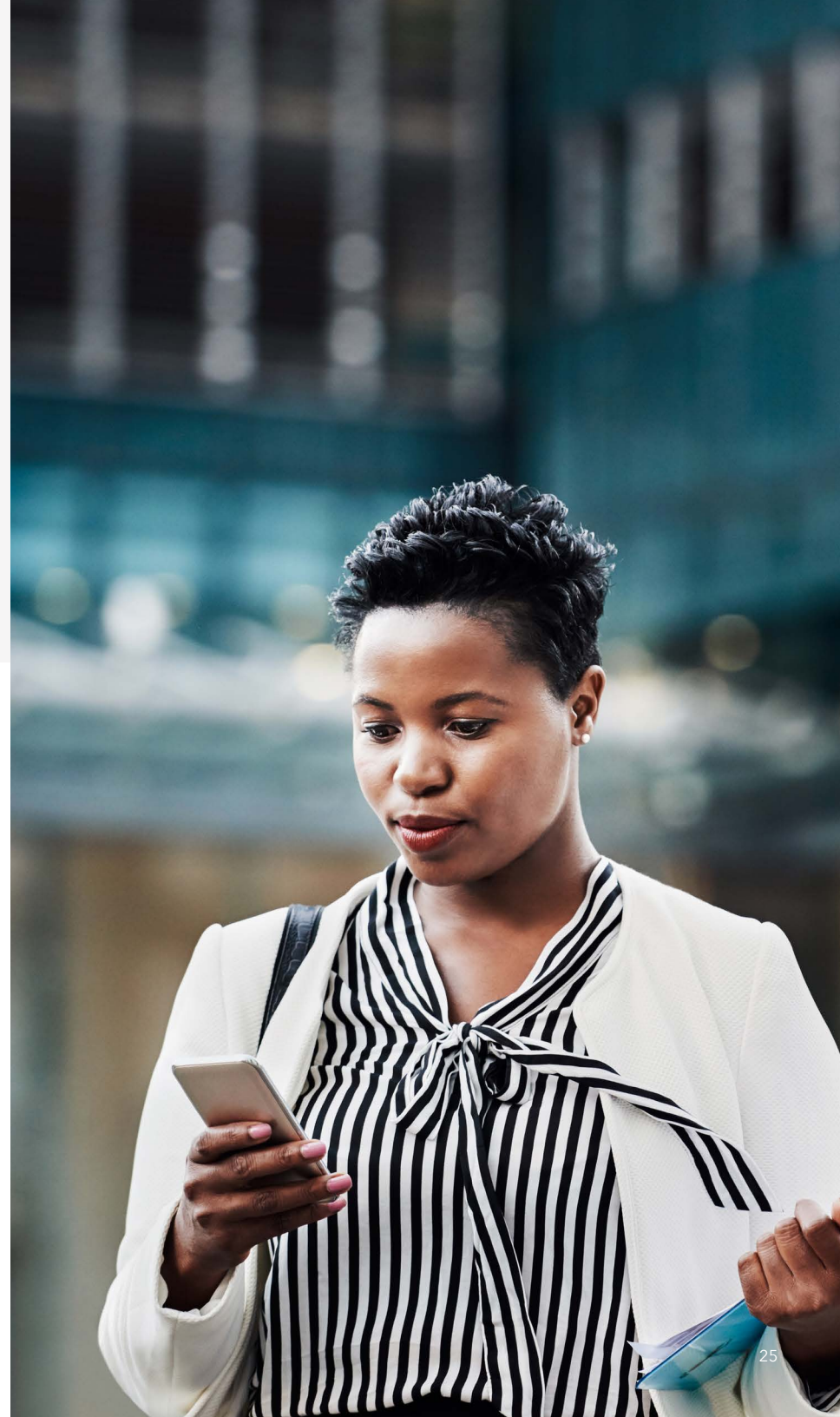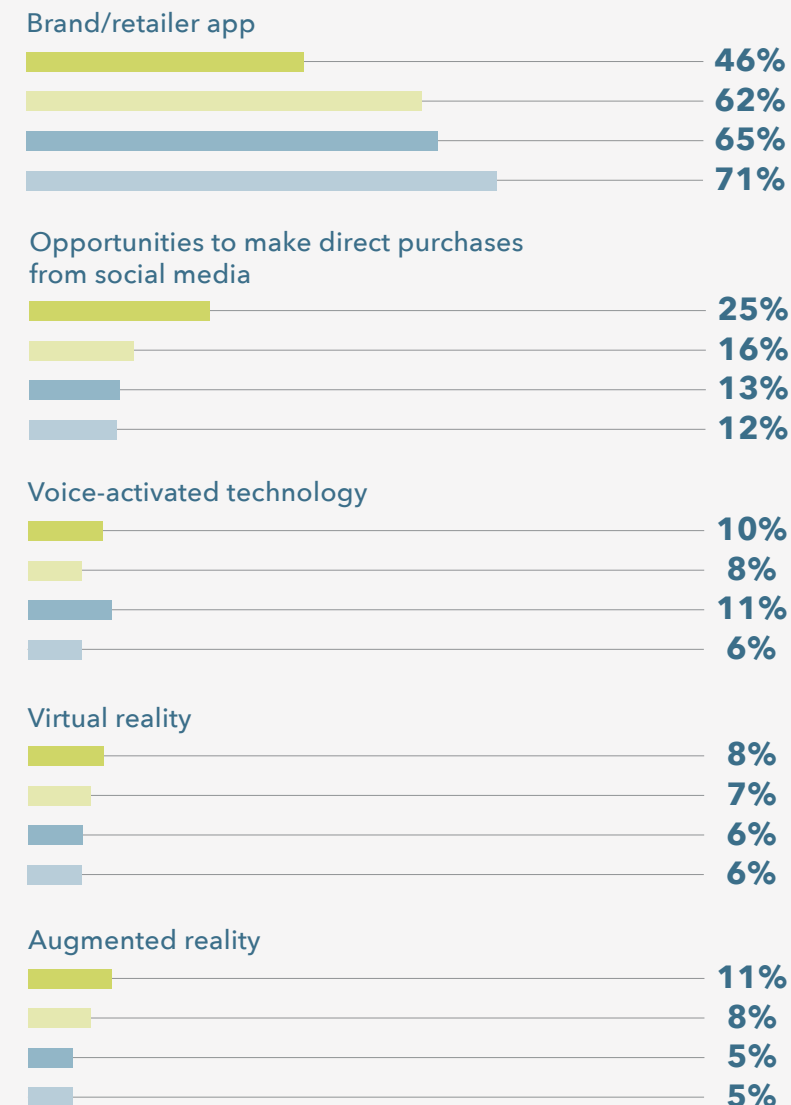
Technology capability online shoppers consider most important when deciding whether to purchase via brands/retailers

Brand/retailer app

64%

Opportunities to make direct purchases from social media

15%

Voice-activated technology

8%

Virtual reality

7%

Augmented reality

6%

Generational breakdown: Technology capability online shoppers consider most important when deciding whether to purchase via brands/retailers

● Gen Z ● Millennials ● Gen X ● Baby boomers

Brand/retailer app

46%
62%
65%
71%

Opportunities to make direct purchases from social media

25%
16%
13%
12%

Voice-activated technology

10%
8%
11%
6%

Virtual reality

8%
7%
6%
6%

Augmented reality

11%
8%
5%
**5%**

Tie technology to strategy

Don't take on new technology capabilities without a strategy in place first.

Device preferences are an example of why this approach is so critical. Sixty-nine percent of online shoppers say brands and retailers need to know their device preferences. The No.1 motivator behind this expectation is that it makes shopping experiences faster (45%), followed by more seamless experiences (40%).

When you add technology to enhance experience-driven commerce, there's an underlying commitment to using these solutions to improve overall user experiences and communicate in accordance with shoppers' preferences. For example, if a customer prefers mobile, ensure your mobile app or site loads quickly, features responsive design and requires fewer fields to complete.

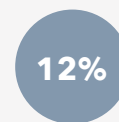## Reasons online shoppers say brands/retailers should know their device preferences for shopping
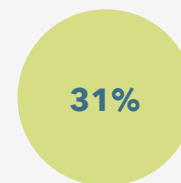
45%
Makes shopping experiences faster
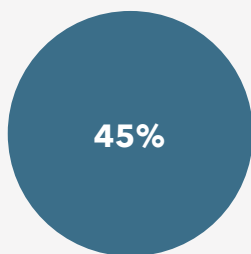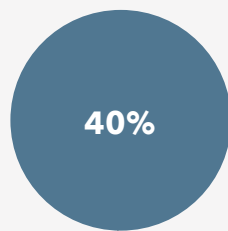
40%
Makes shopping experiences more seamless

22%
Makes them feel special and understood

12%
Competitors know this information

31%
Brands/retailers don't need to know device preferences for shopping

Younger shoppers have even greater expectations for device consistency. Eighty-three percent of Gen Z online shoppers believe brands and retailers need to know their devices preferences, as do 84% of millennials. This compares to 74% of Gen Xers, and just 54% of baby boomers.

To maximize ROI from digital investments, remember that new technology options are not conversion drivers in and of themselves. Ensure new tech capabilities are relevant to your customers' preferences, and that they tie into an overall capability to offer unique, consistent experiences at every touchpoint.

For example, decreases in purchases via Facebook tell a cautionary tale of what can happen when new technology experiences are not paired with a well-crafted commerce strategy. According to a similar report from 2018, 40% of online shoppers made a purchase via Facebook. However, this year, just 27% of online shoppers report making purchases on the social network.

Larger trust issues likely lower shoppers' purchasing confidence with Facebook. However, the network's dip in commerce activity is a good reminder that you cannot rely on the excitement of new technologies alone to drive business. This is especially important moving forward, as social commerce becomes a more viable, attractive option.

AVIONOS' ADVICE

There's an immediate need to transcend traditional technology boundaries as part of larger experience-driven commerce efforts.

As you do, focus on meeting customers where they are with experiences individualized based on what you know about them. Likewise, to drive ROI, complement your technology investments with strategies that make the path to purchase simple and easy.

Social media channels online shoppers have made a purchase via in the past year

Have not made a purchase from a social media channel in the past year
63%

Facebook
27%

Instagram
15%

Pinterest
8%

Twitter
8%

Lifestyle blogs
4%

Reddit
3%
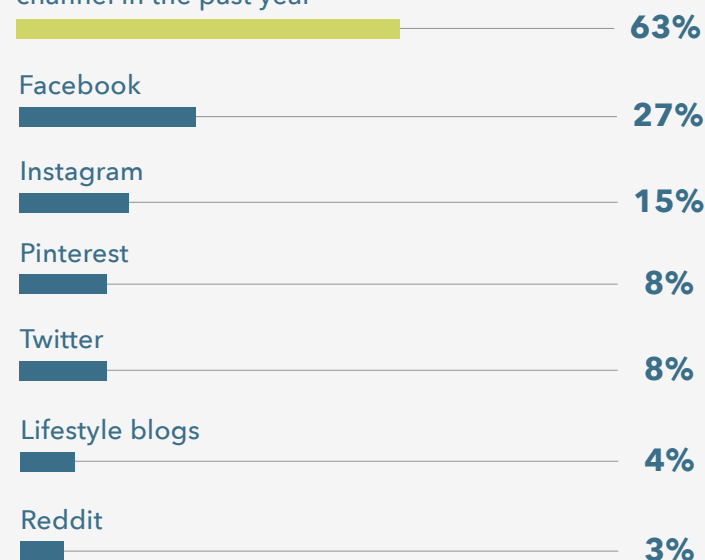
Generational breakdown: Online shoppers who have made a purchase via social media in the past year

58% | **53%** | **40%** | **15%**

● Gen Z   ● Millennials   ● Gen X   ● Baby boomers
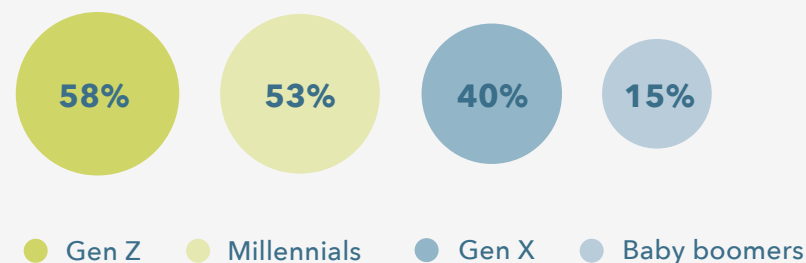
Putting superior buying experiences to the test

Thanks to technology advancements, eCommerce's future looks bright.

While technology shines a spotlight on powerful opportunities to build stronger relationships with shoppers, it also illuminates where your experiences fall short.

Now is the time to invest in a customer-centric strategy fueled by experience-driven commerce capabilities that create personalized, contextualized shopper journeys.

Don't hesitate — innovate memorable experiences to differentiate your business, boost market share and ultimately provide winning customer relationships.

Methodology

The Shoppers Demand Superior eCommerce Experiences report explores the trends and desires of more than 1,500 U.S. consumers who have shopped online (e.g., via mobile, desktop, smartwatch, etc.) in the past year. The survey was conducted in January of 2019, and respondents are broken down as follows:

*Graphs included throughout this report may not add up to 100% since exact percentages were rounded to whole numbers.

Gender

50% Male

50% Female

1% Other

Age

18–22	11%
23–38	27%
39–54	28%
55–73	24%
74 +	9%
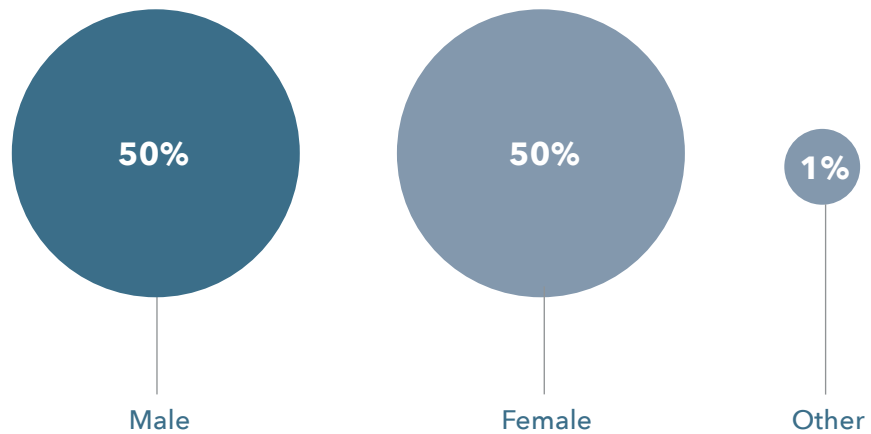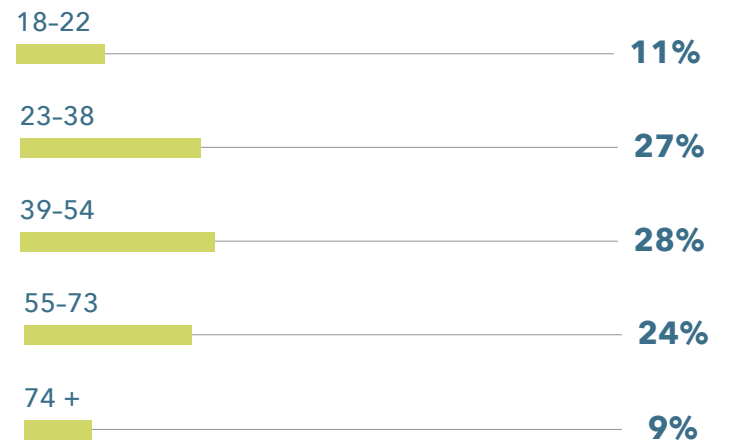
AVIONOS

Avionos designs and implements digital commerce and marketing solutions that deliver measurable business outcomes for clients like Kellogg's, Sysco, and Ulta Beauty. Our iterative approach quickly unlocks new revenue, transforms customer experiences, and drives customer engagement. We're ranked on Crain's 2018 and 2019 Best Place to Work lists, earned Best Company Culture from Comparably, and are a certified Great Place to Work.

Learn more at www.avionos.com