ECOMMERCE TRENDS
2017
WWW.PERZONALIZATION.COM
WHAT IS IMPACTING THE ECOMMERCE INDUSTRY TODAY?

The E-commerce business to a large extent is impacted by the changes happening in the world of technology, and hence evolves to be smarter, customer friendly and cost effective.
SOME OF THE TECHNOLOGIES ADOPTED BY THE ECOMMERCE INDUSTRY ARE –

It is witnessing the emergence of technologies like Cloud Computing, Data Analytics and Artificial Intelligence which is going to change the industry like never before.
WHAT ARE THESE NEW TECHNOLOGIES STRIVING TO ACHIEVE?

The new technologies are trying to gauge the behavior of the potential customer more efficiently and make adequate changes to convert them into buyers frequently.
HOW IS UNIQUE CONTENT IMPORTANT TO ECOMMERCE SUCCESS?

The aim is to make customers go through unique compelling contents, to not only grab their attention but also help them make an emotional relationship with the brand.
SOME OF THE WAYS IN WHICH ECOMMERCE INDUSTRY IS PRIORITIZING CUSTOMERS ARE –

- More buying opportunities
- Automated search
- Predictive Placement of products
- Express delivery
WHY IS MOBILITY IMPORTANT IN ECOMMERCE INDUSTRY?

MORE THAN FIFTY PERCENT OF THE TOTAL ECOMMERCE REVENUE NOW IS COMING FROM THE MOBILE PLATFORM.
THE NEW BUZZWORDS OF THE ECOMMERCE INDUSTRY ARE -

1. Personalization
2. Customizations
3. Niche Markets
WHAT IS ‘PERSONALIZATION’ IN A NUTSHELL?

Personalization is the real-time addressing the experience of the online shopper according to their shopping needs, which differs from one customer to another.
WHAT ALL DOES PERSONALIZATION INVOLVE?

Personalization includes product recommendation, personal emails and personal notification with the help of the segmenting characteristics like geo-location, time, browsing device and social media attributes.
WHY IS LINKING OUT IMPORTANT?

Linking out makes the eCommerce platform more noticeable, valuable, rich with resources and also makes people give positive participation and contribution to the host website.
THANK YOU

LOOKING FOR MORE CONTENT ON ECOMMERCE?

DISCOVER