

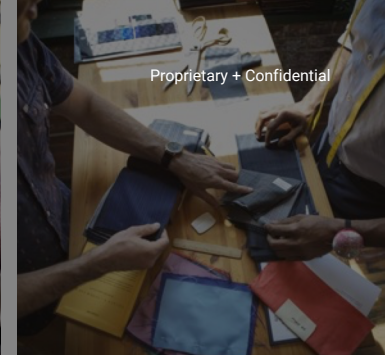
# Current Trends in E-Commerce and E-Marketing



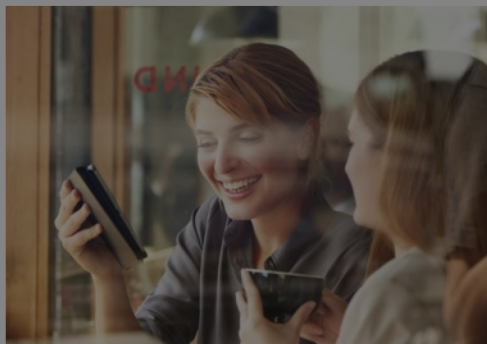
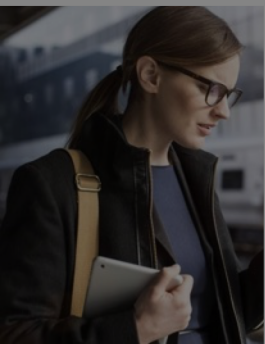
Greta Pudan

Associate Account Strategist

# Online Consumer Behavior



Proprietary + Confidential



“Non-line” shoppers today are more informed, purposeful, and better prepared than ever before.



Google

Consumers expect to get exactly what they want, instantly and effortlessly

## Curious

Expecting to get useful advice and answers about the big stuff and the small stuff.

shopping lists



## Demanding

Expecting personal relevance, even with less effort on our part.

near me



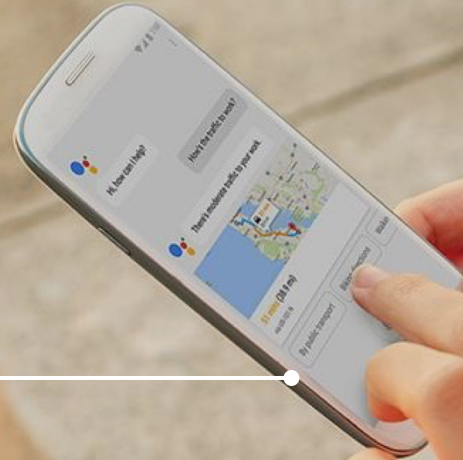
## Impatient

Expecting the ability to act right now, and get right now.

same day delivery



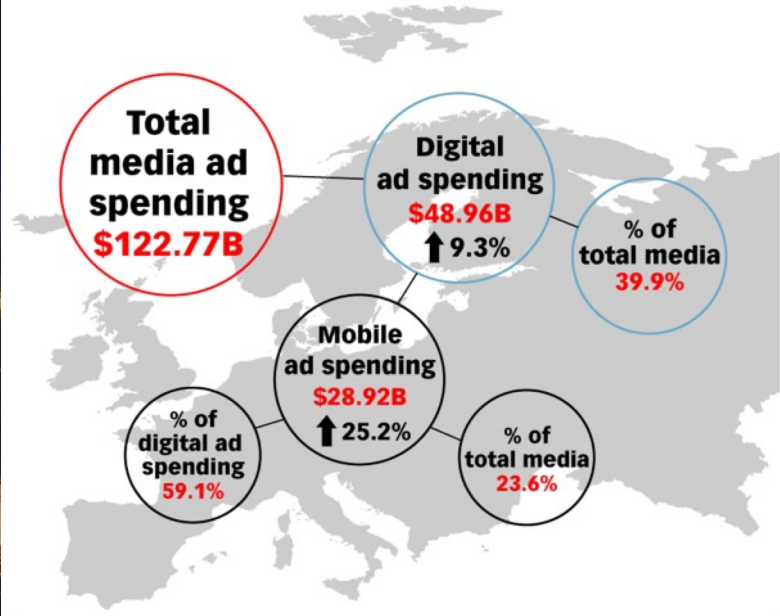
# HELPFUL PERSONAL FRICTIONLESS





# E-Commerce Trends

## Europe: Ad Spending Metrics, 2018



Source: eMarketer, March 2018

237084

www.eMarketer.com

# Internet Retailing

## Cross-border internet retailing gains share

Consumers **gain trust**

**More choice or better prices** than in domestic online shops

## Marketplaces are becoming more popular

**Allegro, AliExpress, and eBay** hold leading positions in Eastern Europe

**14% of total internet sales** in 2017

## Mobile commerce contributes to overall internet retail growth

Consumers increasingly **switch from personal computers to smartphones**

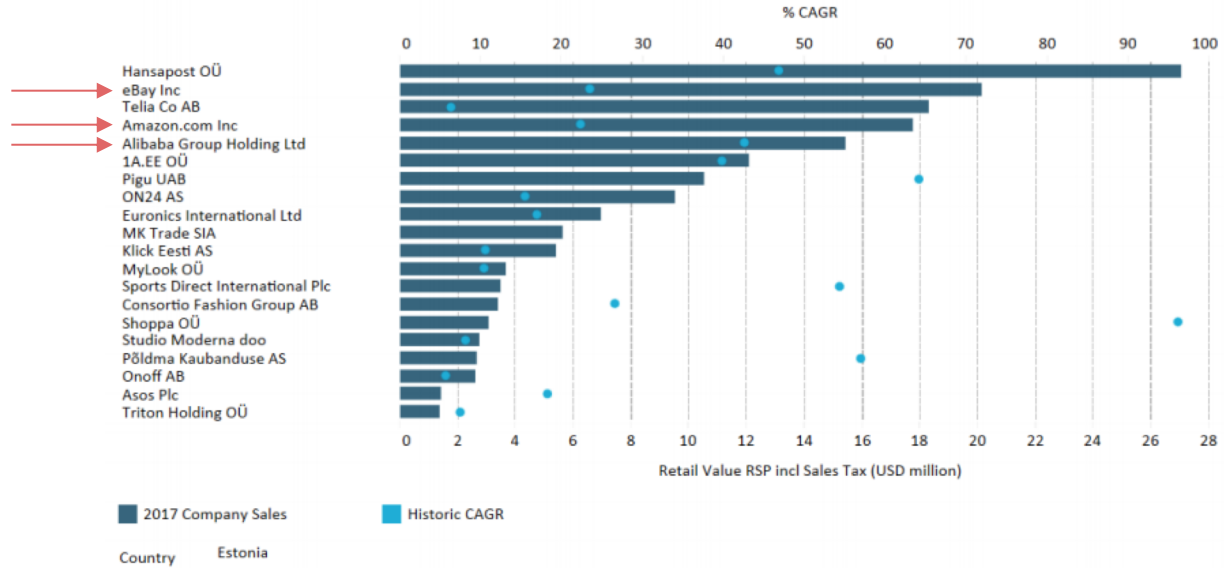
Companies' growing investments into **creation of apps**



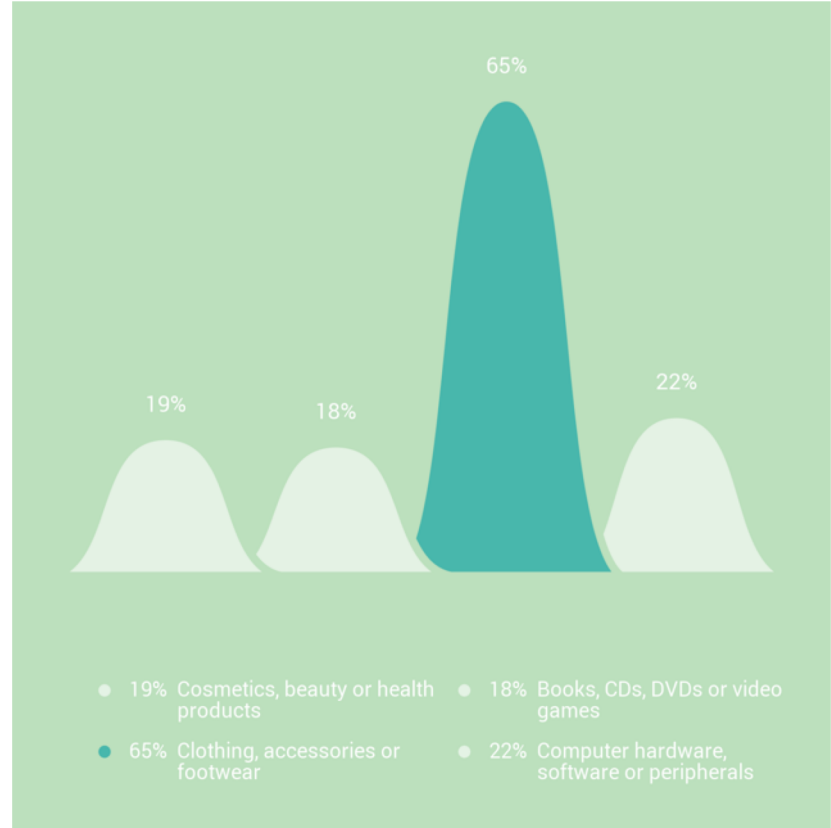
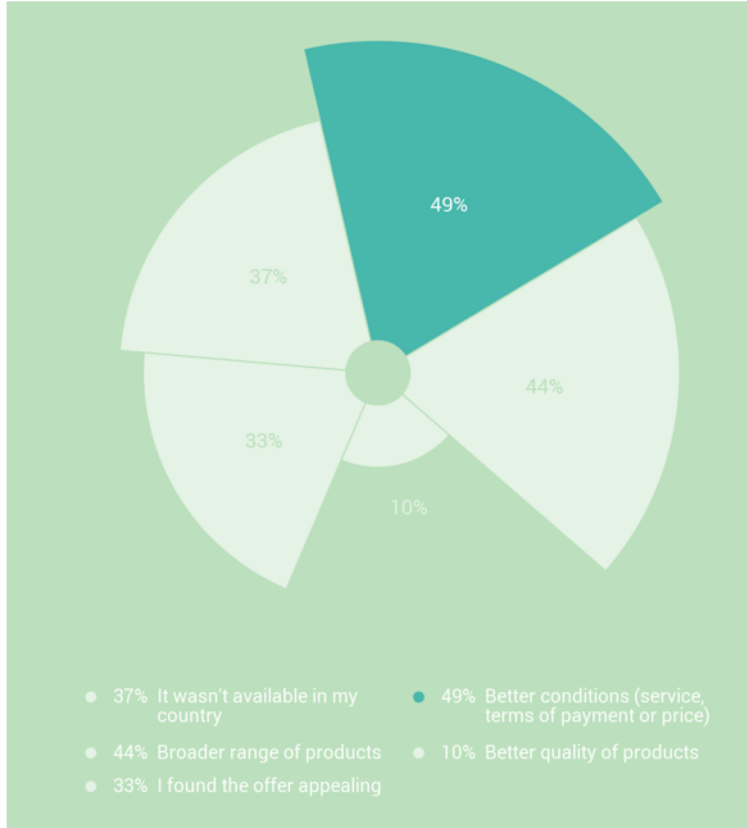
# Estonia: Competitive And Retail Landscape

Internet Retailing in Estonia: Top Companies 2017 and % CAGR 2012-2017

Retail Value RSP incl Sales Tax USD million

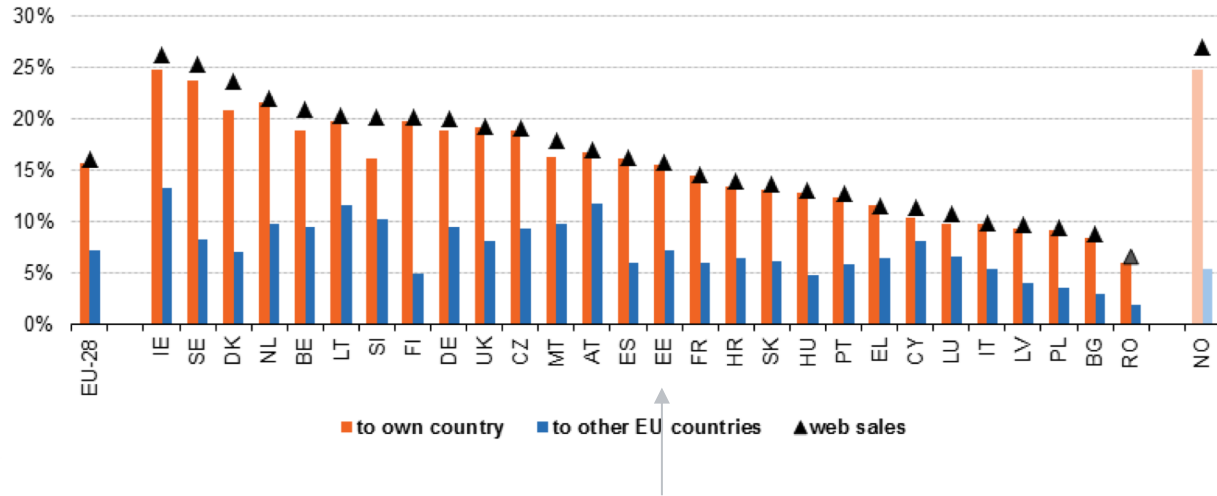


# The International Shopper (EE)

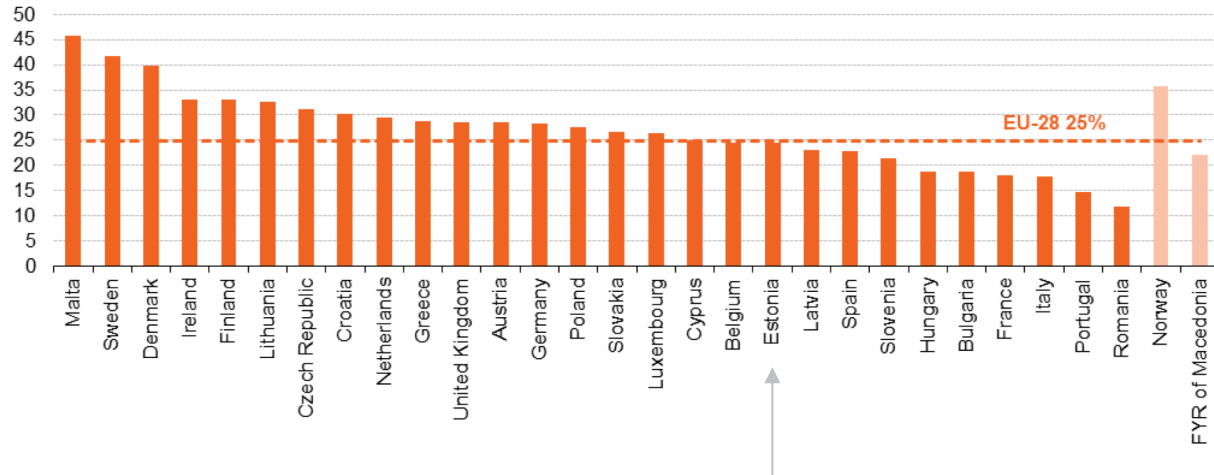


Source: The Consumer Barometer Survey 2014/15

# Web sales to own country and other EU countries, 2016 (% enterprises)

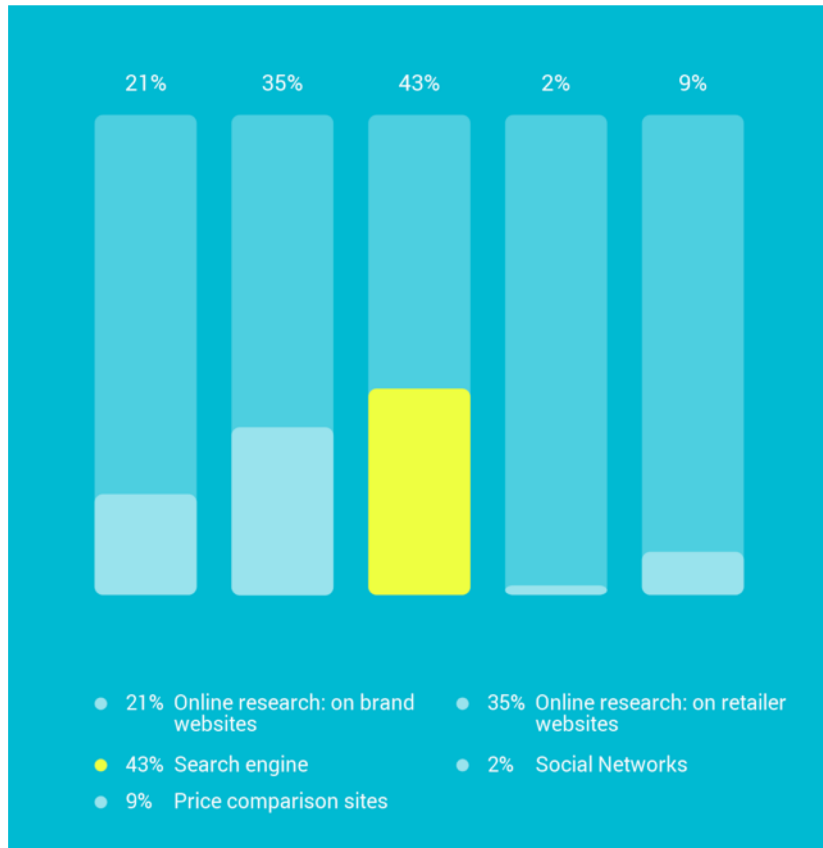
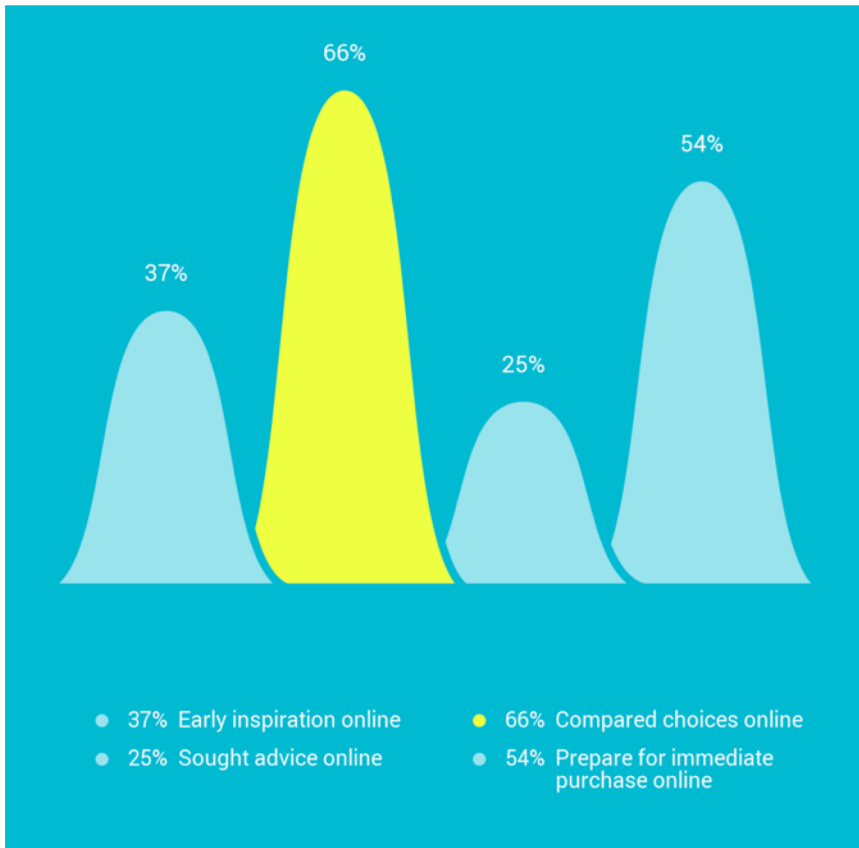


# Enterprises advertising on the internet, 2016 (% enterprises)



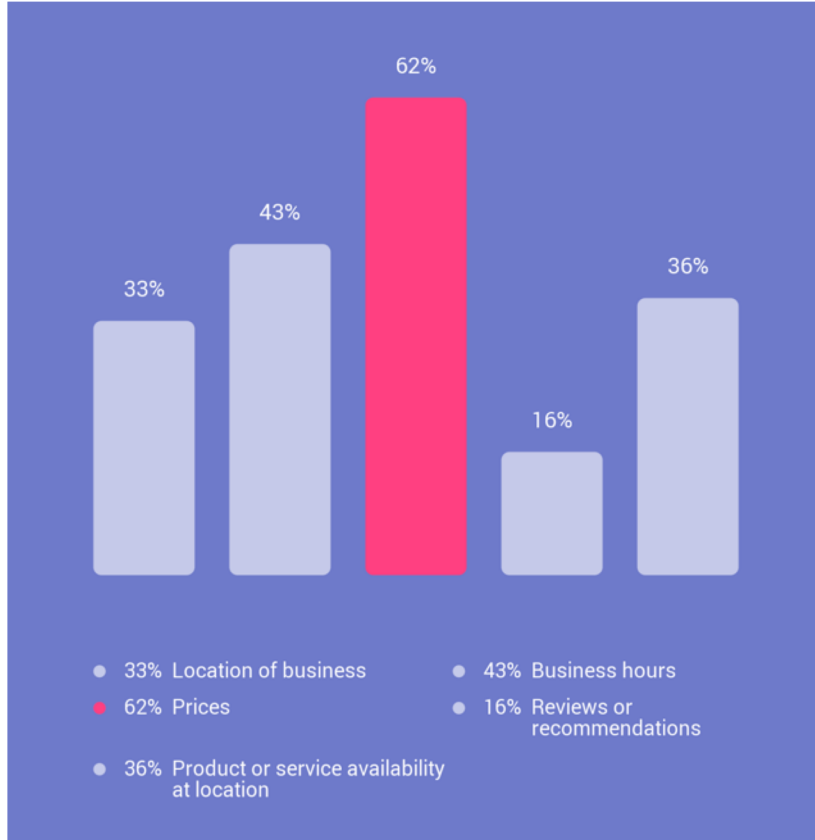
# The Smart Shopper (EE)

Proprietary + Confidential



Source: The Consumer Barometer Survey 2014/15

# The Local Shopper (EE)



Source: The Consumer Barometer Survey 2014/15

# Tips for E-Marketers

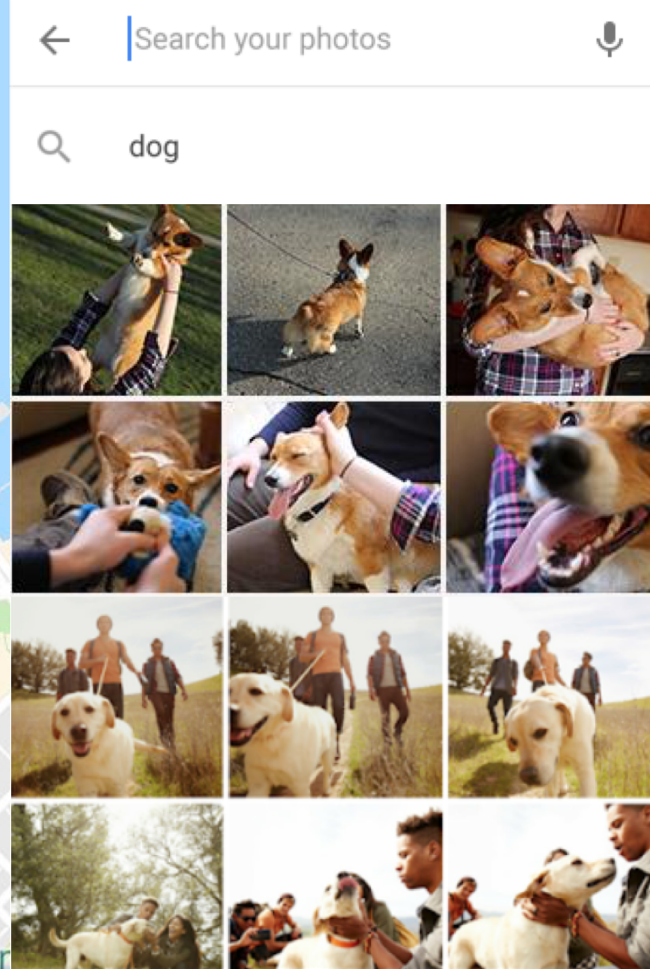
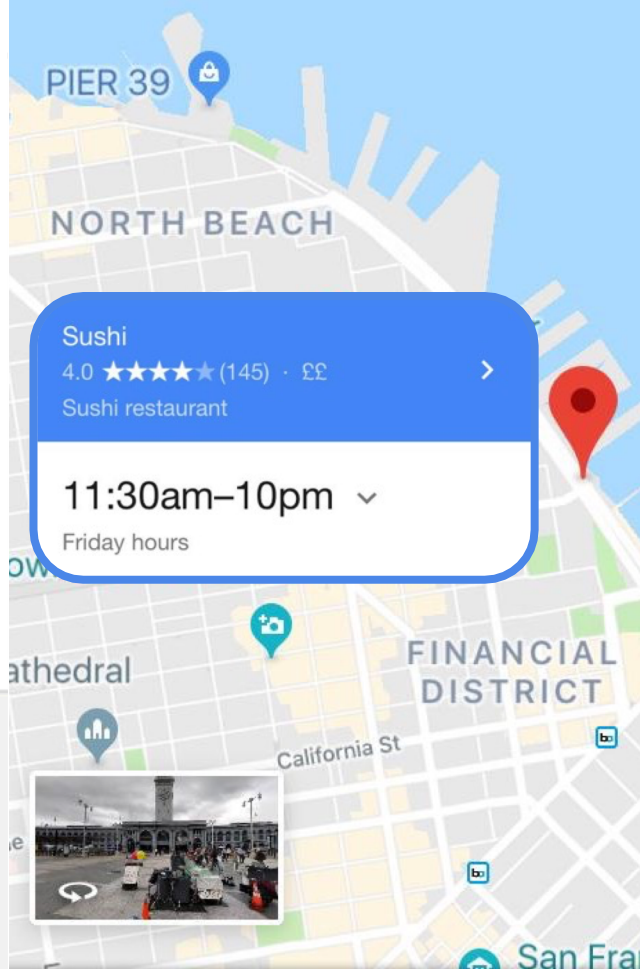
Be there

Be useful

Be quick



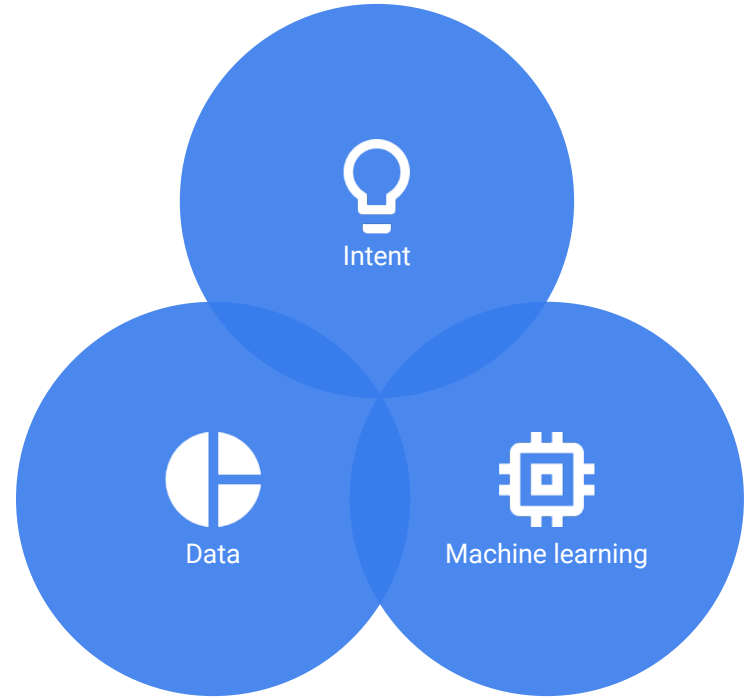
Listening...





Know your customers better  
by understanding their  
intentions, location and  
behaviours.

It's never been easier.



# Only 2% of brands are realising the full potential of data-driven marketing strategies

Maturity

Nascent

Emerging

Connected

Multi-moment

Assessment of participants (%)

7%

41%

49%

2%

Archetype of maturity

Campaign based execution mainly using external data and direct buys with limited link to sales

Some use of owned data in automated buying with single-channel optimisation and testing

Data integrated and activated across channels with demonstrated link to ROI or sales proxies

Dynamic execution optimised toward single-customer business outcomes across channels

# Retail's biggest opportunity is in the smallest moments

I-WANT-  
TO-DO  
moment

I-WANT-  
TO-GO  
moment

I-WANT-  
TO-KNOW  
moment

I-WANT-  
TO-SEE  
moment

I-WANT-  
TO-BUY  
moment

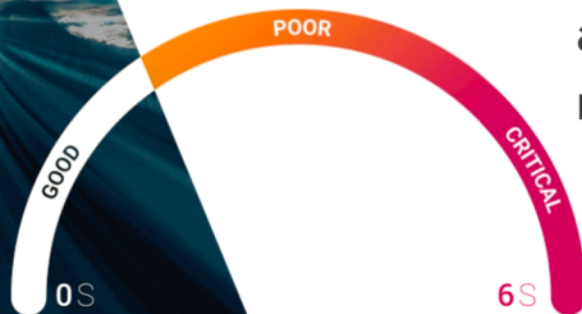
## Speed is the “must-have”

There is a huge opportunity to delight users through speed and increase conversion rates.



## Speed is the “must-have”

There is a huge opportunity to delight users through speed and increase conversion rates.



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About 63,000,000 results (0.58 seconds)

# as·sis·tance

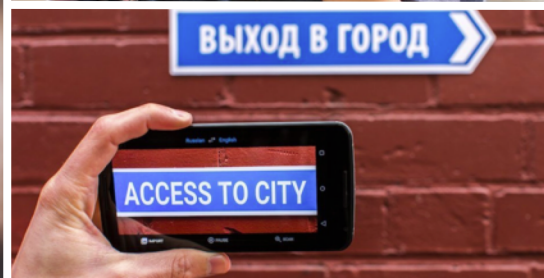
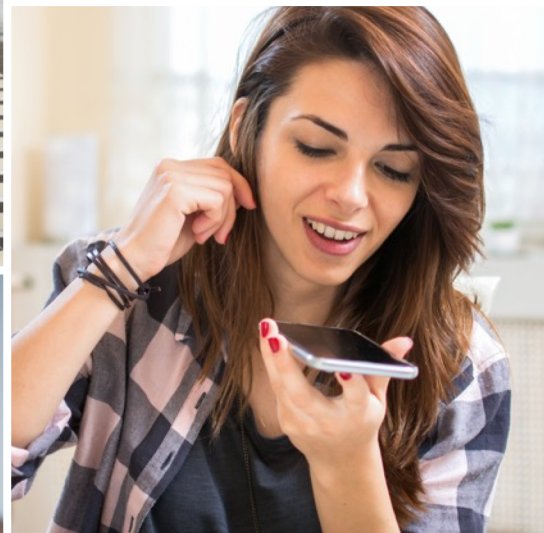
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*noun*

1. helping people to get things done.
2. **MARKETING**  
a digital strategy focused on understanding what people want and helping them to succeed throughout the consumer journey.

# Google Duplex Demo from Google IO 2018

<https://www.youtube.com/watch?v=bd1mEm2Fy08>





Thank You