

Current Trends in E-Commerce and E-Marketing



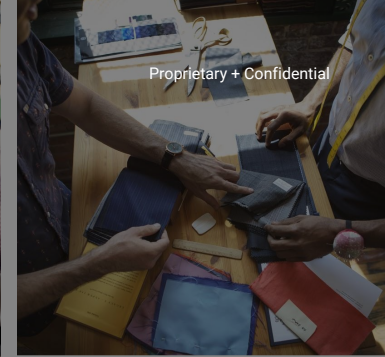
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Associate Account Strategist

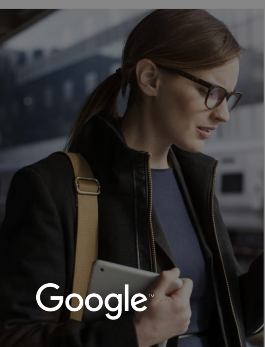


Online Consumer Behaviors





Proprietary + Confidential



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



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
AMICABLE



Google Duplex Demo from Google IO 2018



Consumer expectations are accelerating faster than ever



Discoverability drives
loyalty



Mass messages are
meaningless

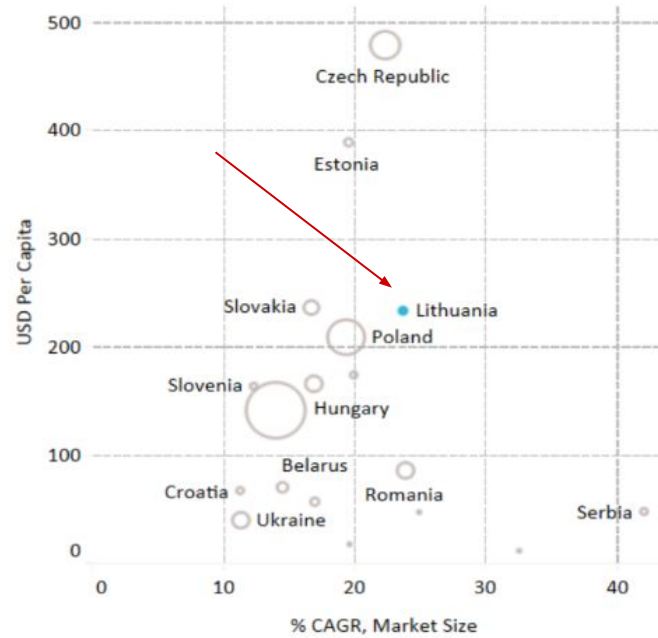


Friction means
failure



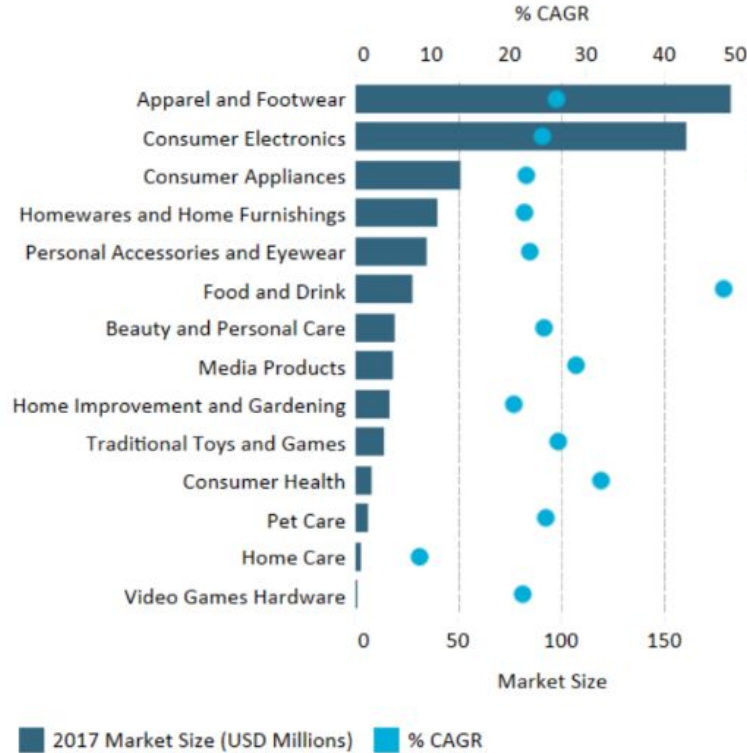
E-Commerce Trends

Internet Retailing: Putting Lithuania in a Regional Context 2012-2017



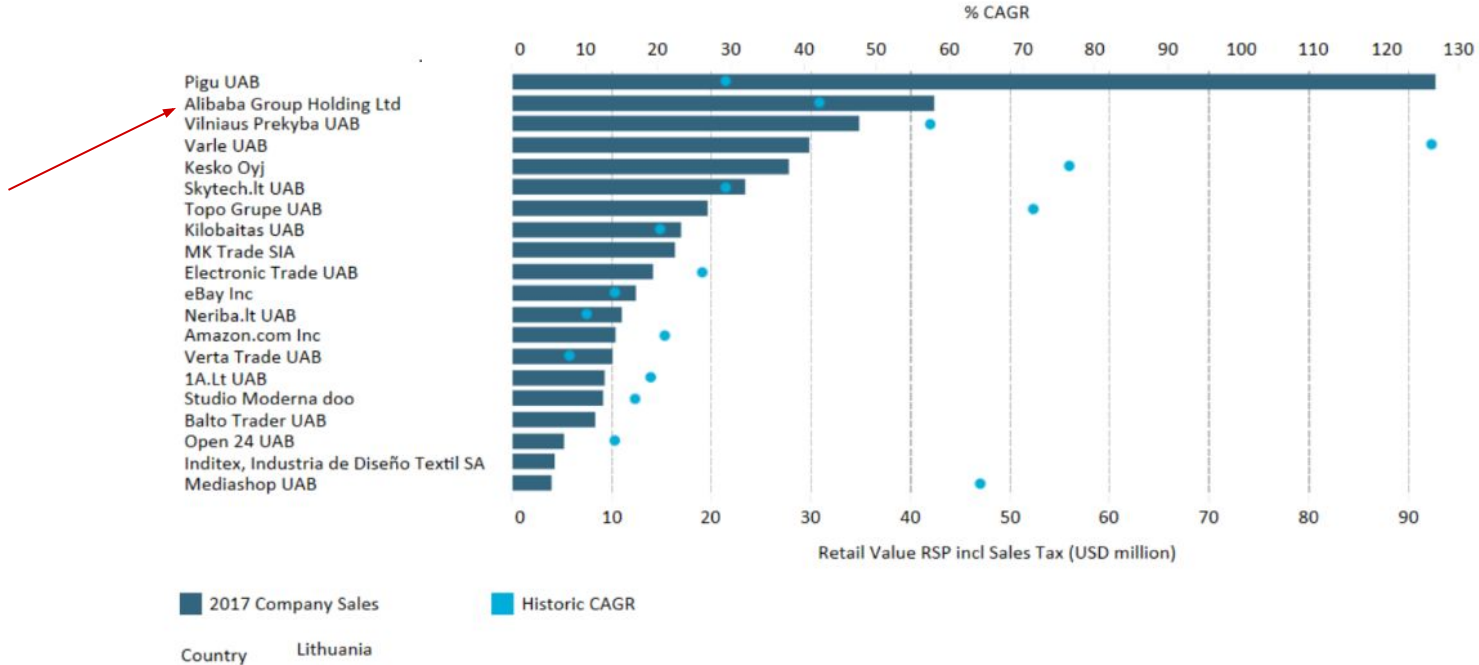
Country Lithuania

Lithuania: Internet Retailing Breakdown 2017 and % CAGR 2012-2017

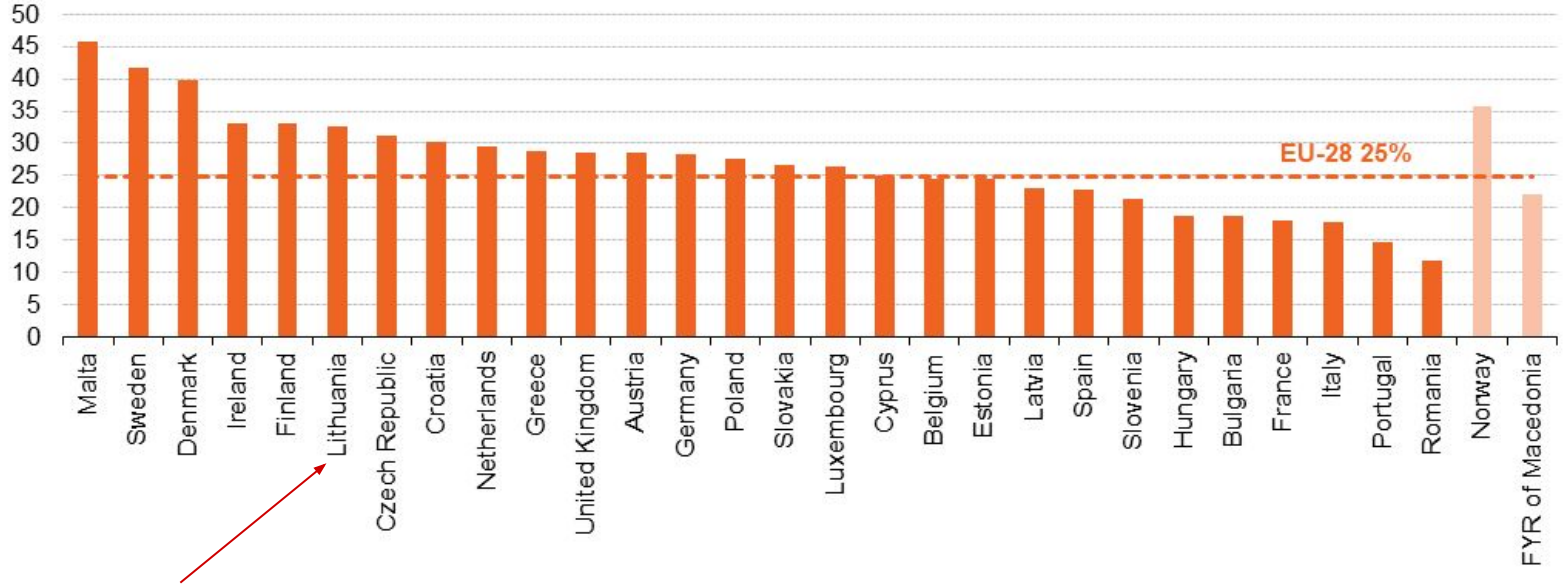


Internet Retailing in Lithuania: Top Companies 2017 and % CAGR 2012-2017

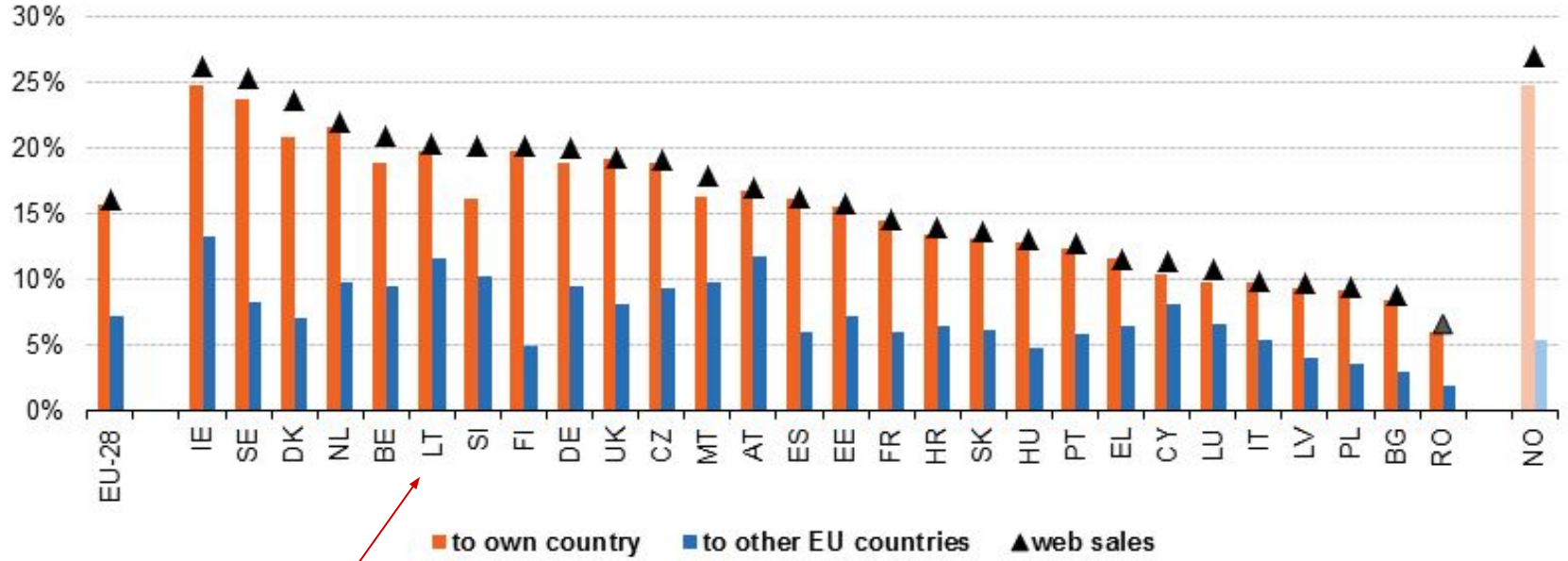
Retail Value RSP including Sales Tax USD million



Enterprises advertising on the internet, 2016 (% enterprises)



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





Purchasing Patterns

The Smart Shopper (LT)

What online sources did people use to make a purchase decision?

Online research: on brand websites



Online research: on retailer websites



Search engine



Social networks

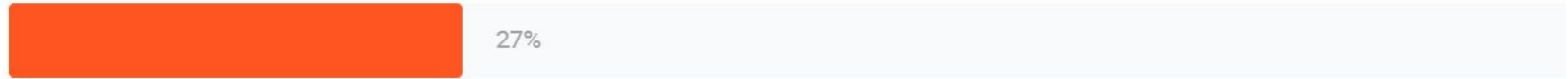


Price comparison sites



In which part(s) of the purchase process did people use the Internet?

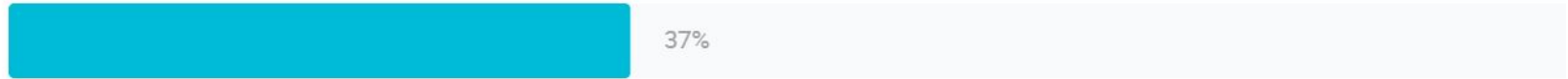
Looked for early inspiration and made initial discoveries online



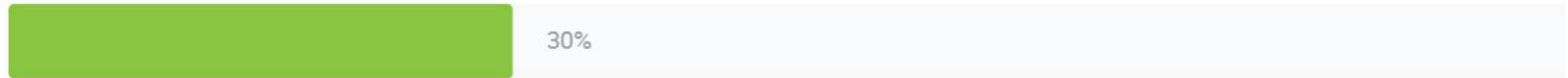
Compared choices online



Sought advice online



Prepared online for immediate offline purchase (eg searched for locations online)



The Local Shopper (LT)

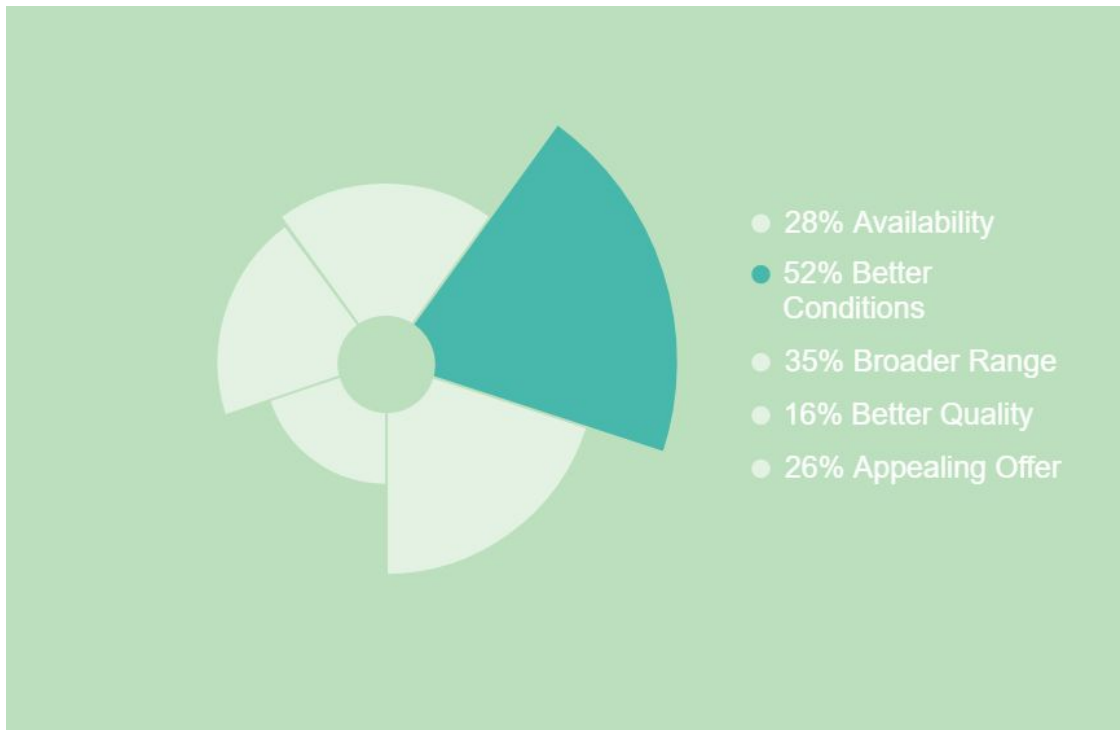
What are 3 most important factors that influence your purchasing choice?



The International Shopper (LT)

Proprietary + Confidential

Why did you purchase the product online from abroad and not from within your country?



What type of product have you ever purchased online from abroad?



Tips for E-Marketers



Be there

Find and reach the right people
across all channels

Be useful

Serve the right message to
the right people at scale

Be quick

Ensure seamless experiences for
customers at each stage of the
journey

Speed is the “must-have”

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



Retail's biggest opportunity is in the smallest moments

I-WANT-
TO-DO
moment

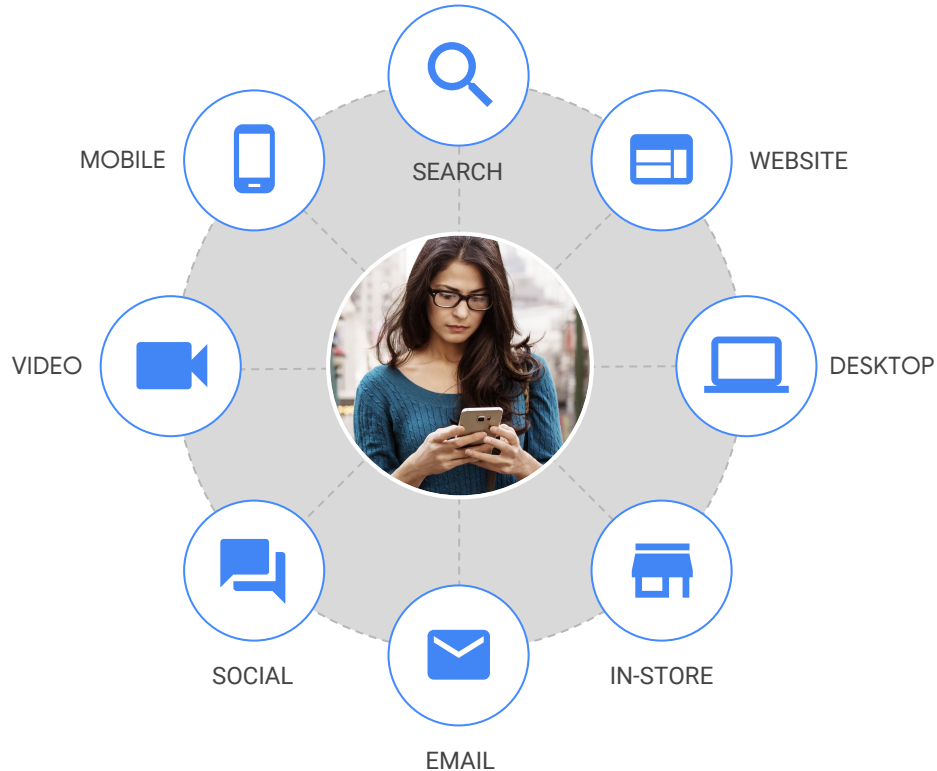
I-WANT-
TO-GO
moment

I-WANT-
TO-KNOW
moment

I-WANT-
TO-SEE
moment

I-WANT-
TO-BUY
moment

Put the customer at the center of your marketing strategy



Thank You