



# The state of eCommerce

A thick orange curved line starts from the top left and curves downwards towards the bottom left corner of the slide.

**Winning customer  
spend is harder  
than ever**



**It's not easy for  
retailers either**

# Consumer survey results



RETAILX



Adobe

Source: Survey of 1,000 UK consumers, carried out for Adobe  
by RetailX Consumer Observatory, September 2022



# The state of loyalty today



**52%**

of customers only  
care about their  
current purchase



**72%**

of consumers stick to  
the same retailers



**87%**

of consumers shop  
online more than  
once a month



**24%**

of consumers will  
shop elsewhere if  
prices rise



**56%**

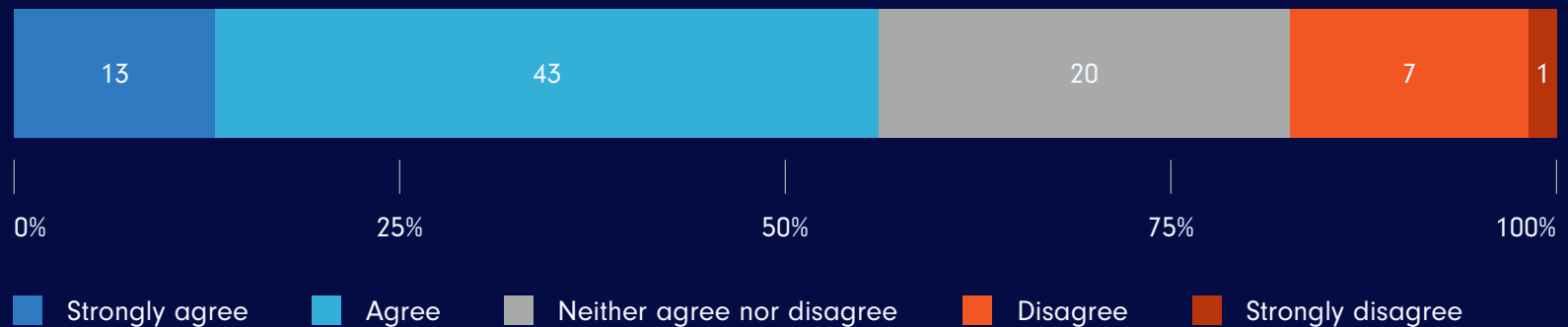
of consumers will  
stray when offered a  
big promotional  
incentive

Source: RetailX Consumer Observatory, September 2022



# Understanding brand loyalty

Share of shoppers who stick to the same retailers and brands for most of their shopping.



Source: RetailX Consumer Observatory, September 2022



**Customer loyalty  
has to be a priority  
for businesses**

# The role of data in driving relationships



**50%**

of consumers want  
retailers to know them and  
personalise offers



**65%**

of consumers trust retailers  
to handle their data  
securely



**32%**

of shoppers feel known by  
their favourite retailers



**50%**

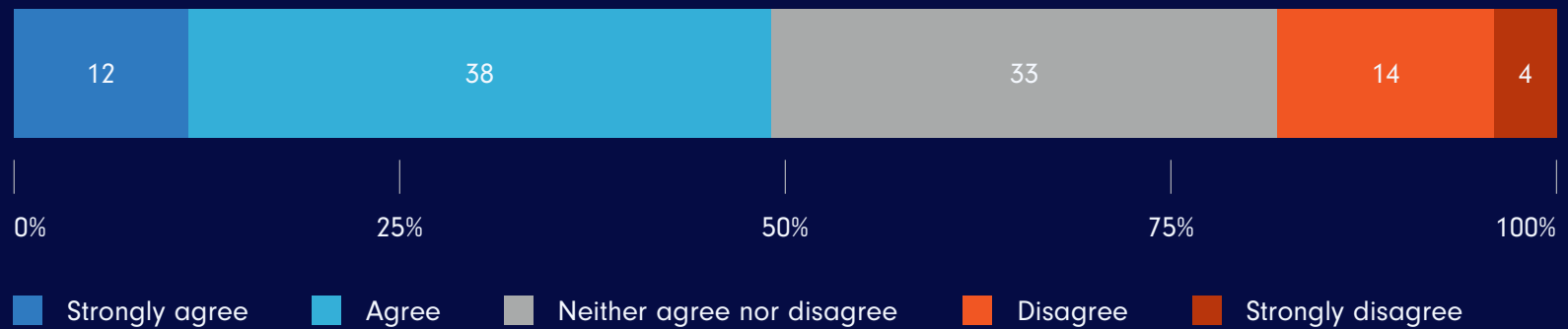
of shoppers are willing to  
share their data

Source: RetailX Consumer Observatory, September 2022



# Consumer willingness to share data

Share of shoppers that are happy to share their data with retailers.



Source: RetailX Consumer Observatory, September 2022



# **A first-party-led data strategy**

# The importance of the digital experience



**54%**

say retailers help  
them find the best  
products



**53%**

of shoppers say  
retailers show them  
value



**66%**

look forward to  
visiting their favourite  
retailers' websites



**46%**

say their time  
shopping on their  
favourite websites is  
memorable



**71%**

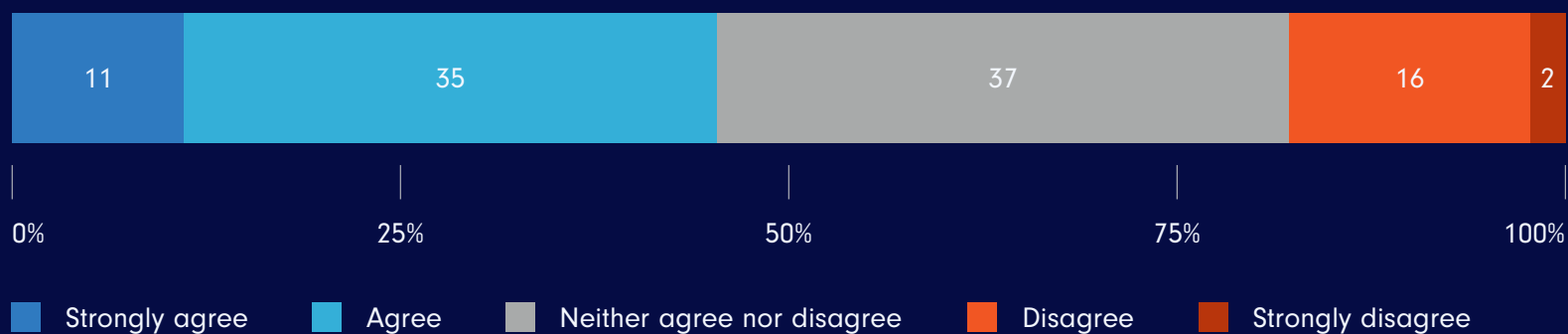
of consumers look  
forward to seeing  
products

Source: RetailX Consumer Observatory, September 2022



# Whether favourite retailers' websites are memorable

Shoppers who feel that time spent on their favourite retailers' websites is memorable.



Source: RetailX Consumer Observatory, September 2022

**Provide a great  
digital experience  
for customers**

# Communicating throughout the customer journey



**70%**

say their inboxes  
get clogged up  
with promotional  
spam



**27%**

of consumers say  
follow-up emails  
are not helpful



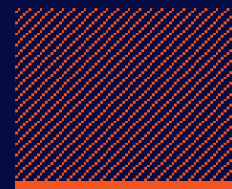
**66%**

say that inboxes  
are full of  
products being  
pushed at them



**53%**

of shoppers  
receive up to ten  
newsletters a  
week



**4%**

look forward to  
and open all the  
newsletters they  
receive



**12%**

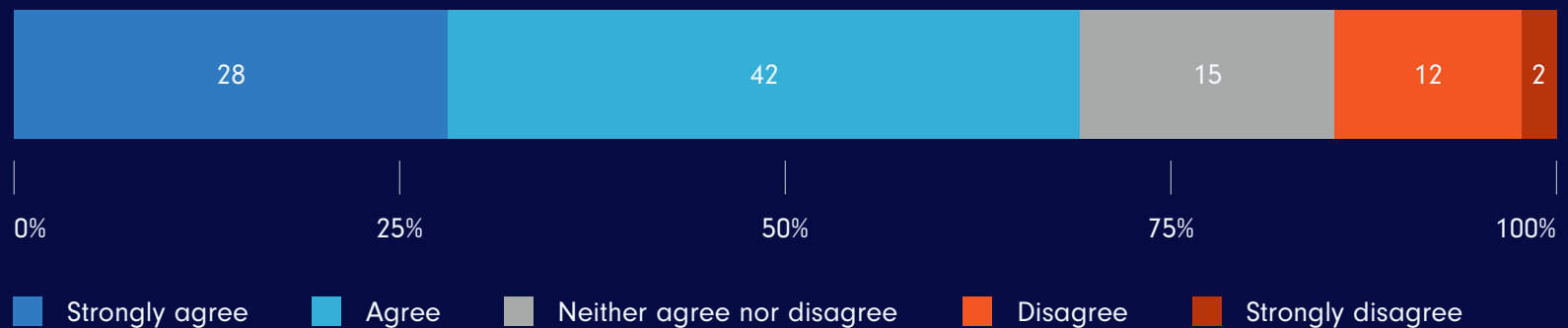
don't open any of  
the weekly  
newsletters they  
receive

Source: RetailX Consumer Observatory, September 2022



# Consumer views on whether they receive spam emails

Share of shoppers who say they get inundated with promotional spam.



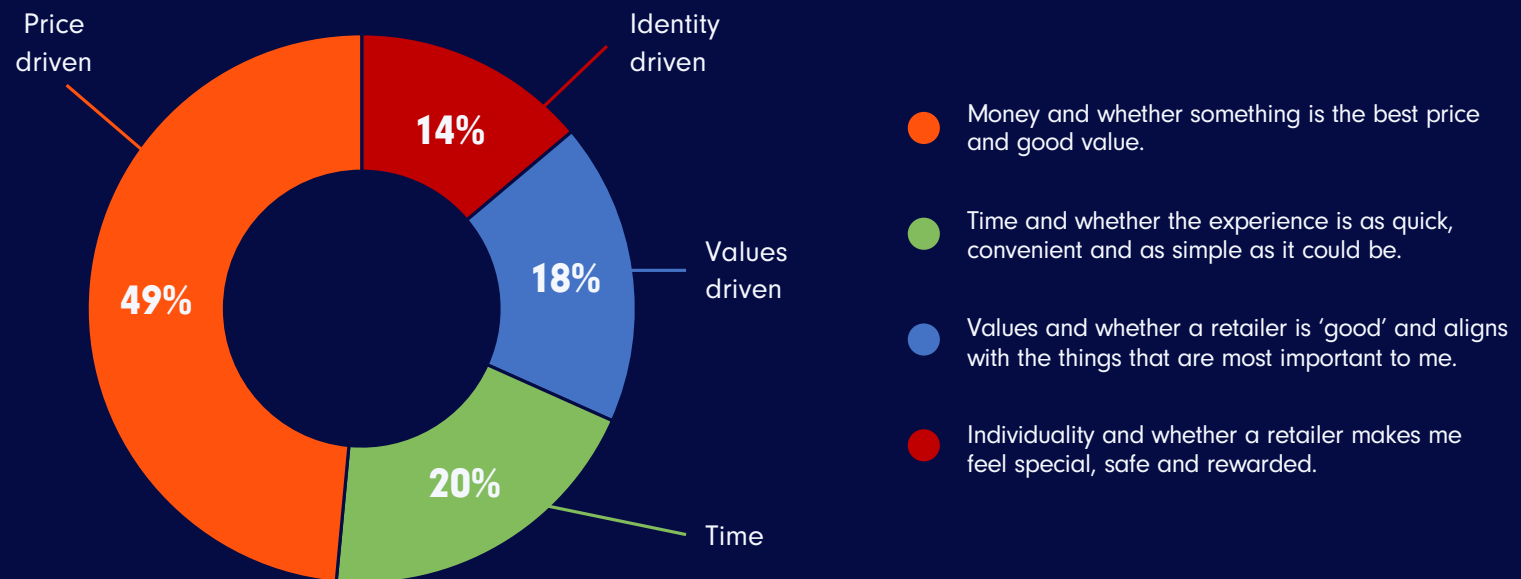
Source: RetailX Consumer Observatory, September 2022



**A successful retail  
interaction  
shouldn't stop at  
the transaction.**



# I am most mindful about...



Source: Adobe Commerce - Getting eCommerce right in the 2020s



**58%**

are more likely to switch or stop using a brand if what they do or say goes against values that are important to them.



**43%**

said the most popular type of brand that would be sought out by customers is a sustainable and/or environmentally responsible one.

Source: Adobe Commerce - Getting eCommerce right in the 2020s



# **The state of eCommerce: boom, bust or somewhere in-between?**

# Shopper Spend



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# Keep investing

# About PushON

- ▶ Opened doors in 2005
- ▶ 45+ team
- ▶ Bristol, Manchester & Edinburgh
- ▶ Full service eCommerce agency with roots in digital marketing
- ▶ Adobe Solutions Silver partner
- ▶ Join our marketing & eCommerce meetups



**Brandon Hire Station**  
The UK's Tool and Equipment Hire Specialist



**Russell Hobbs**



# Any questions?

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