



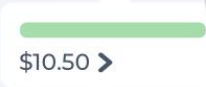
eCommerce Predictions: 9 Trends To Watch Out For In 2023

 Webinar

 Thursday, 16th February

 @ 3pm GMT / 10am EST

[Register Now](#)





Our Speakers



Niall O'Gorman

Head of Retail Commerce
Acceleration, Strategic
Partnerships & Co-Founder



Franz Jordan

General Manager & Vice
President at Perpetua



Greg Zakowicz

Sr. eCommerce Expert





About ChannelSight

ChannelSight partners with the world's most successful retail brands, enabling them to maximize their online sales.

Our software enables eCommerce brands to provide an excellent customer experience, gather detailed insights and maintain a first-class brand.



By taking a 'partnership first' approach with our clients, our dedicated brand performance team ensures we meet our objectives together.



Some Of Our Clients

B/S/H/

PHILIPS

Mondelēz
International

Whirlpool
CORPORATION

P&G

Perrigo

SONY

Lenovo

DIAGEO

DURACELL

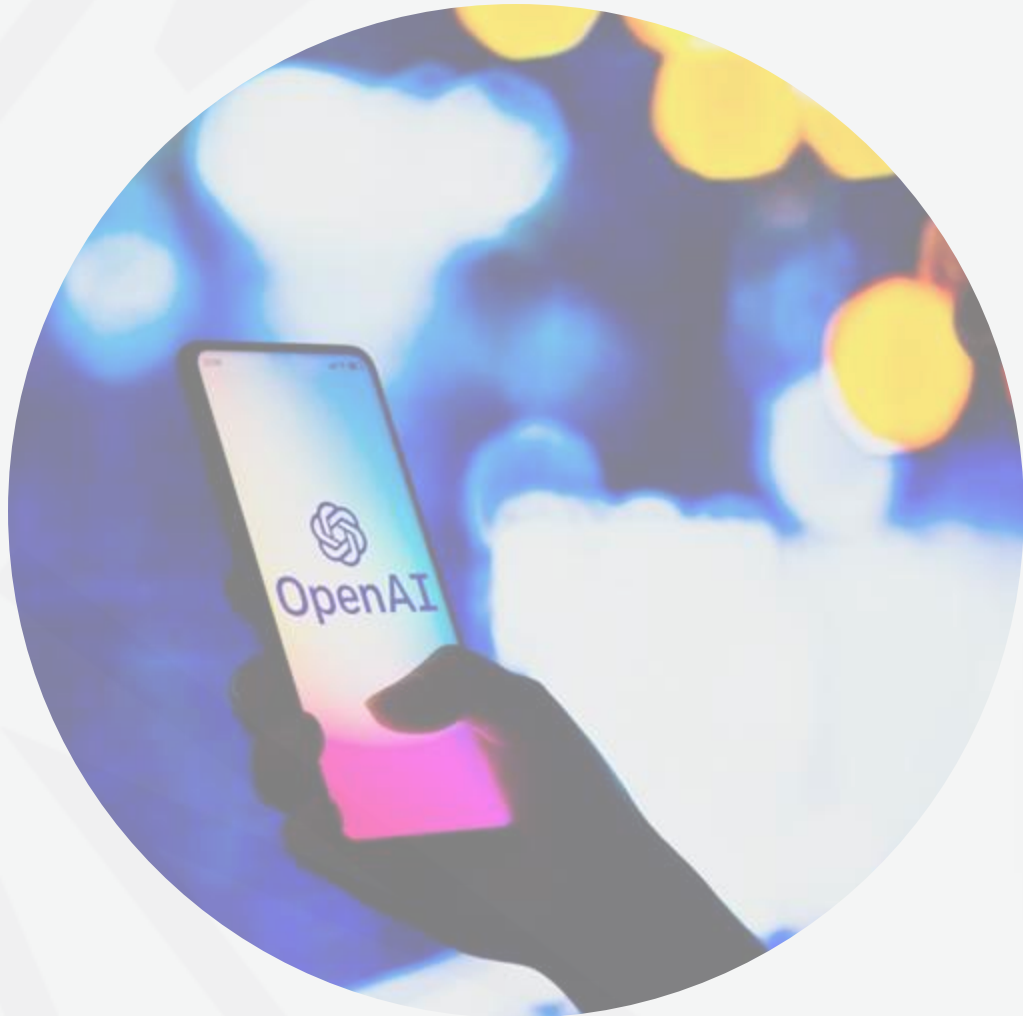
 **GALDERMA**

Jabra





AI / ChatGPT



Intro To AI/ ChatGPT

ChatGPT is built by OpenAI, a San Francisco-based company. The company is responsible for creating software like GPT-3 and DALL-E2.



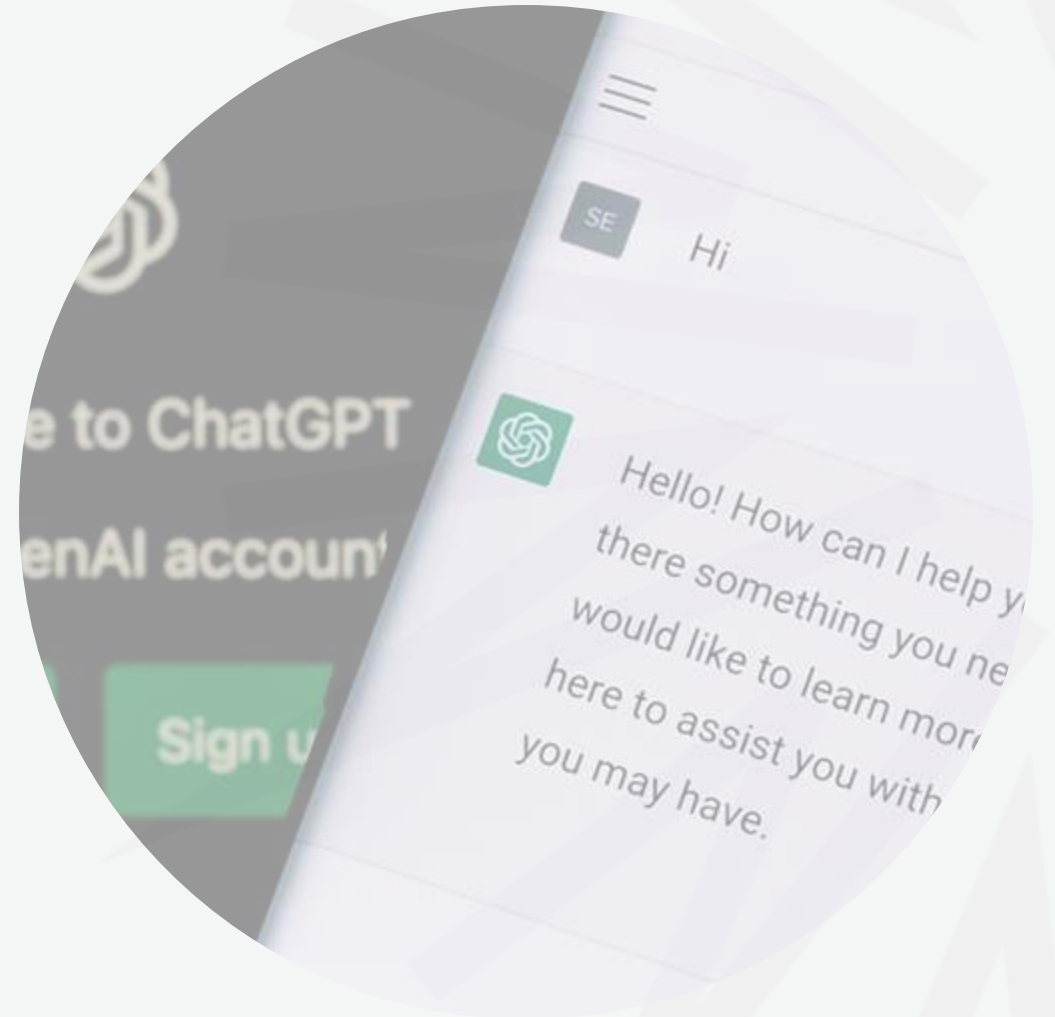
ChatGPT has amassed over
1 million users in its first
five days



ChatGPT's Availability And Adoption

\$1 billion was received by OpenAI from Microsoft.

ChatGPT can only fetch data prior to the year 2021
as its training stopped in the year 2021





Support From Microsoft Azure

Microsoft Azure supports OpenAI and provides them with the computational power required for running ChatGPT.



Revenue Predictions

OpenAI predicts that they will be able to generate a revenue of **\$1 billion by the end of the year 2024**, with \$200 million in revenue is expected by the OpenAI by the end of the year 2023.





Comparison With Other Platforms



1 million users in
5 Days



1 million users in
2 Years



1 million users in
2 mths



1 million users in
10 mths



1 million users in
20 mths



“ChatGPT is incredibly limited, but good enough at some things to create a misleading impression of greatness. It’s a mistake to be relying on it for anything important right now. It’s a preview of progress; we have lots of work to do on robustness and truthfulness.”

- Sam Altman, CEO of OpenAI



“There’s a certain feeling that happens when a new technology adjusts your thinking about computing. Google did it. Firefox did it. AWS did it. iPhone did it. OpenAI is doing it with ChatGPT.”

- Aaron Levie, CEO of Box



Omnichannel Experiences



The Importance Of Store Locators

76% of customers prefer to purchase in-store and
71% of smartphone shoppers use a store locator
to find a shop.



Top 10 Busiest Marketplaces



1. Amazon (worldwide),
5.7 billion visits/month



2. eBay (worldwide),
3 billion visits/month



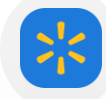
3. Shopee (Southeast Asia),
631.2 million visits/month



4. Rakuten (worldwide),
590.8 million visits/month



5. AliExpress (worldwide),
524.6 million visits/month



6. Walmart.com (USA),
514 million visits/month



7. Mercado Libre (S America),
447 million visits/month



8. Etsy (worldwide),
397.5 million visits/month



9. Taobao (China),
333.1 million visits/month

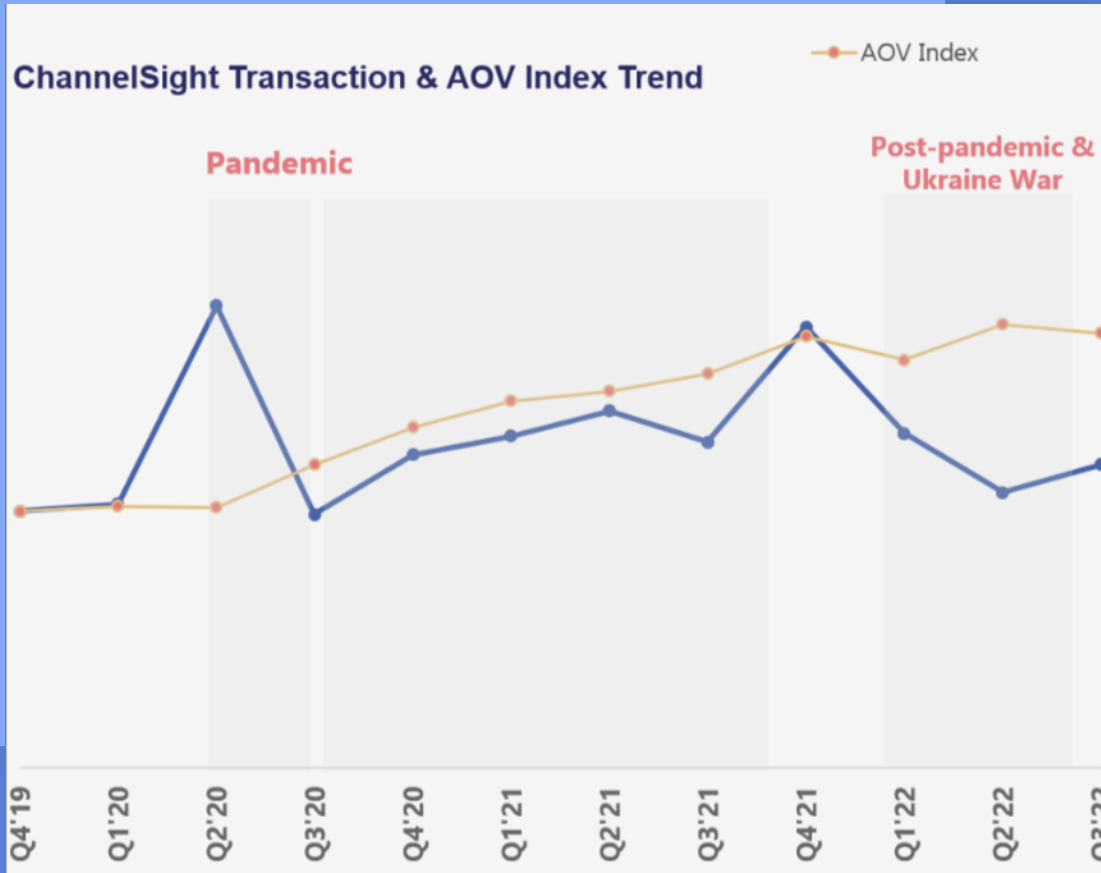


10. Wildberries (Russia),
279.8 million visits/month





Blurring Of Online And Offline Channels



Return of customers to brick-and-mortar stores post-pandemic



Lines have blurred between online and offline.



Consumers are connecting with brands across multiple channels.



Offer The Option Of Buy Online Pick-up In Store (BOPIS)



54% of consumers will look at a product online and buy in store (Shopify).



67% of shoppers add extra items to carts when they can pick it up immediately (Shopify).





Benefits Of BOPIS



54% of consumers will look at a product online and buy in store (Shopify).



Encourages additional buying/ upselling in-store & increases in (AOVs) Average Order Values.



67% of shoppers add extra items to carts when they can pick it up immediately (Shopify).



Webrooming is when consumers research products online before going into the store for final evaluation and purchase.



Unifying Customer And Product Data



Track product performance across channels (**Digital Shelf/ WTB**)



Sync your product information across channels (**Price & Inventory Monitoring**)



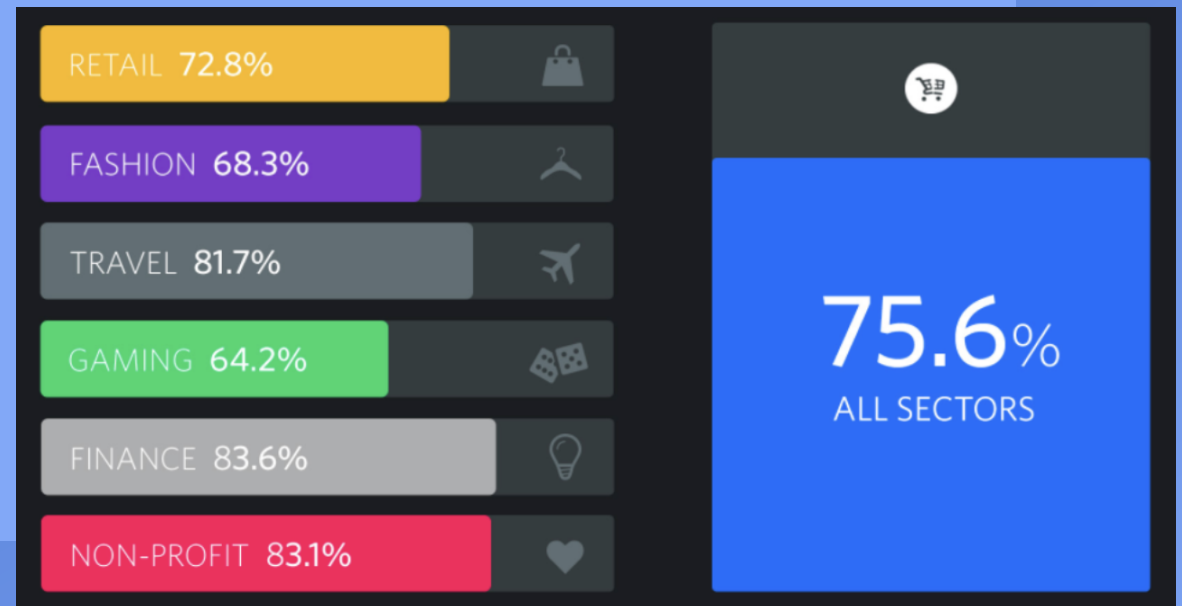


Shoppable Social Content



Overview Of Social Commerce

73% of business are currently selling on social media platforms. Of those who aren't, 79% plan to do so within the next three years. In the US alone, the volume of social commerce sales is expected to reach over \$100 million by 2023





The Role Of Shoppable Media



Shoppable Media can include several different and varied forms of advertising.



Shoppable Media is growing at a staggering 30.8% annually and is projected to reach a market size of \$6.2 trillion by 2032



Social commerce is the biggest format of shoppable media available and involves the use of social media platforms like Facebook, Instagram and TikTok to market and sell products.



As with any marketing strategy that's emerging at this pace, brands that don't embrace it will be at a disadvantage when competing with rivals who are taking advantage of this type of campaign.



The Benefits Of Social Commerce



Even if consumers like the look of your product, it's likely that they'll look to purchase it on Amazon due to free next-day delivery with Prime membership



Using a Shoppable Media or Where to Buy software solution you're able to bypass this by sending consumers directly to your product display page on Amazon or any third-party marketplace or retailer site.



February 2023

Email & SMS trends to watch for in 2023

Email & SMS trends (2022)

- **Email campaigns**

- Sends +42%, orders +12% YoY.
- Personal enjoyment categories = highest engagement: Hobbies & Leisure, Books & Literature, Food & Drink, Auto, and Arts & Entertainment.
- Need to build consumer confidence.

- **Behavior-based automation**

- Automated emails generated 31.5% of all email orders with only 1.8% of sends.
- 36% of consumers who click on an automated email go on to purchase compared to 6% of campaign email clickers.

- **SMS**

- Sends +62%, orders +24% YoY.
- Automated SMS orders increased by +600%.

3 Email & SMS trends for 2023

01. Promoting value-adds across all messages
02. Adopt SMS
03. High-intent, behavior-based automation

Promote value-adds

- Shipping & return policies
- Customer service
- Customer testimonials
- Product star ratings
- Loyalty programs
- SMS

FREE SHIPPING
ON ALL ORDERS OVER \$50



FREE RETURNS
ON ALL ORDERS

WE'RE HERE TO HELP



Guide Chat



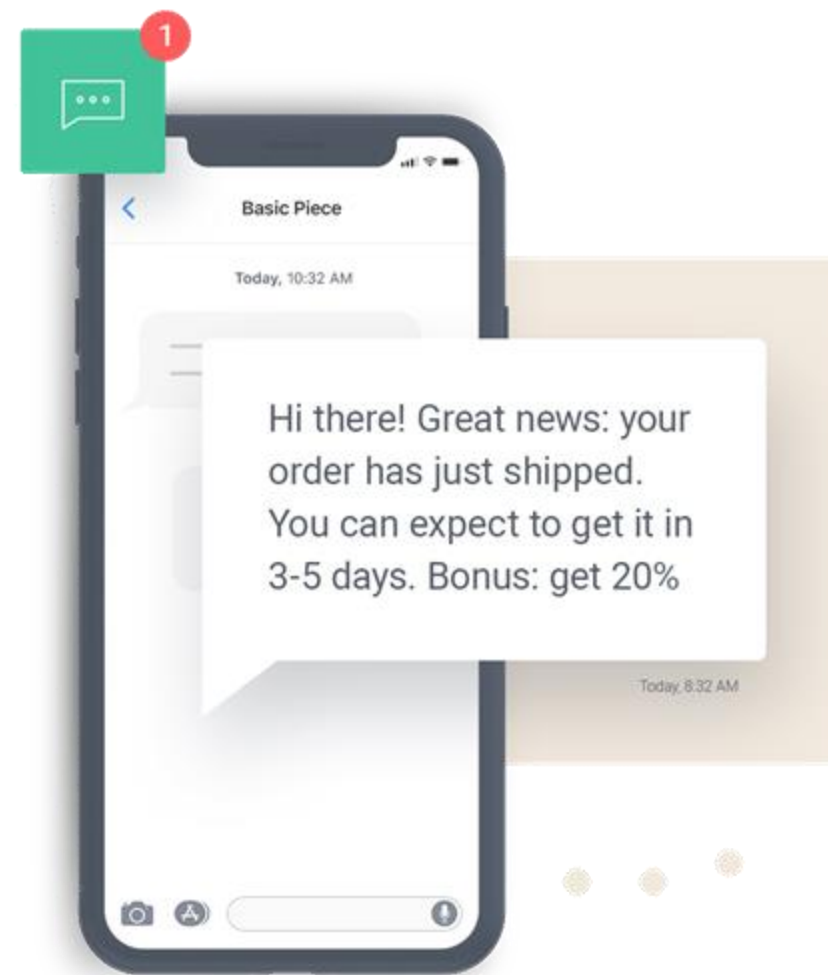
Virtual Appointments



Order Help

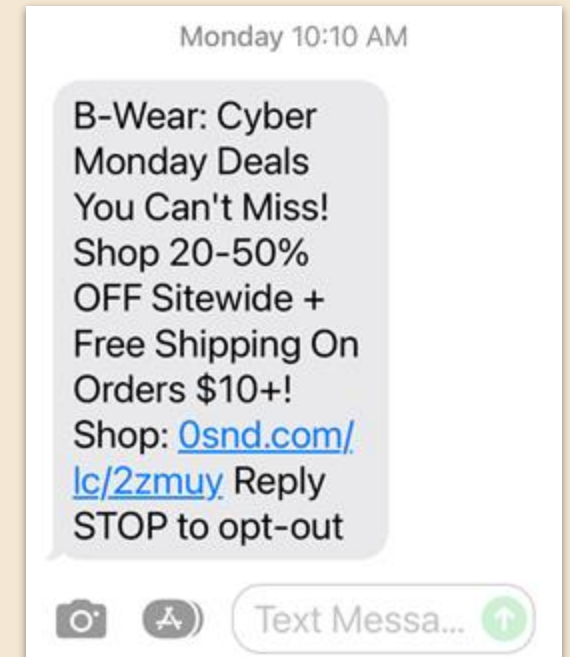
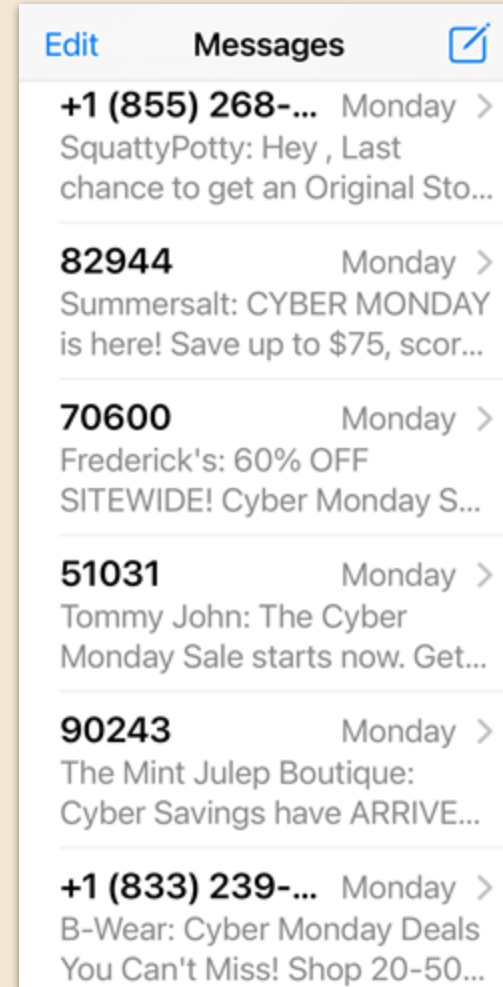
SMS marketing

Campaigns	Lift YoY
2019 » 2020	378%
2020 » 2021	75%
2021 » 2022	62%

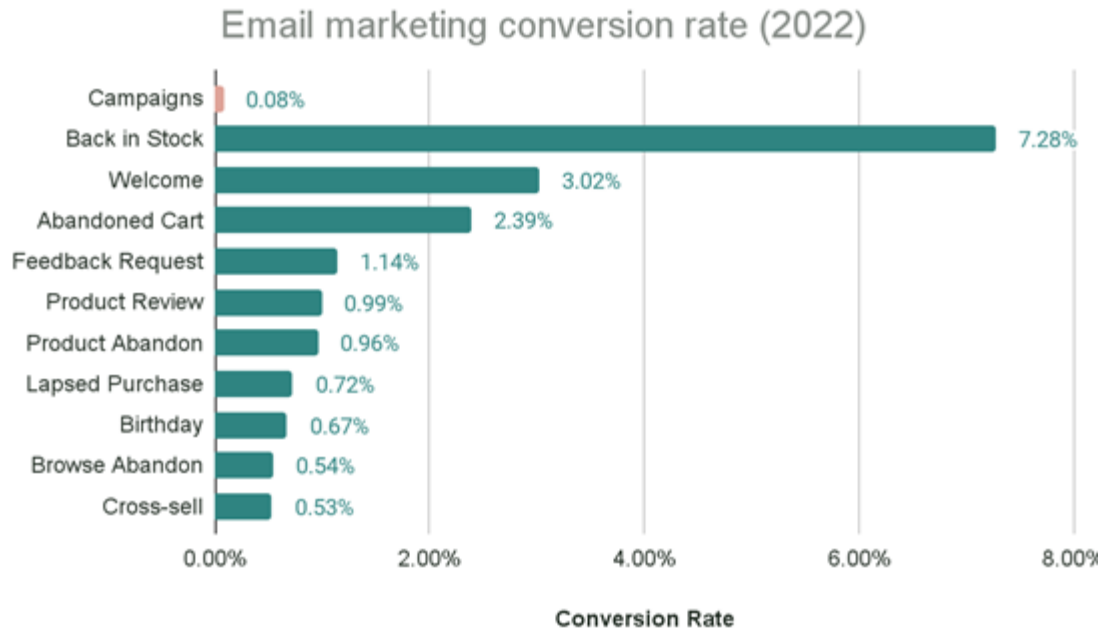


SMS marketing

- Time-sensitive messages
 - Last chance reminders
 - Flash sales
- Drive to email
- Create exclusivity
- **Automation** (incl. transactionals)
- Replaces email unsubscribes



Automated emails



Average conversion rate is **+2367%** over promotional campaigns



Email Automation:		
Year	% of Orders	% of Sends
2020	29%	1.8%
2021	29.6%	2.2%
2022	31.5%	1.8%

Automation

87%

of automated orders

- Welcome series
- Browse/product abandonment
- Cart abandonment

Automation

Promote value-adds & differentiators

- Return policies
- Satisfaction guarantees
- Price/speed of shipping
- Product quality/fit

Add social proof

- Top-rated products
- Testimonials

Add SMS/Push notifications

Welcome series:

- Click-based messages
- Subscriber channels

Cart abandonment:

- Cart total
- Purchase history
- Subscriber channels

Browse abandonment:

- Purchase history
- Subscriber channels

Takeaways

01. Grow your opt-in channels (email, SMS, push)
02. Build consumer confidence with value-adds
03. Automation is essential but not equal
04. Focus on customer intent

September 2022

**Join the 80,000+ ecommerce
brands that grow with
Omnisend every day.**

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 **omnisend**

Three predictions for 2023



**Focus on attribution
and innovation**



**Integration of
retail media and
shopper marketing**



**Decreased demand =
increased competition**



Prediction 1

Focus on attribution and innovation

For so long the industry has expected media to be measured by reach and frequency, but attribution to sales is far more valuable.



Amazon Marketing Cloud (AMC): Full-impact attribution

AMC is a secure, cloud-based clean room solution, in which advertisers can easily perform analytics across pseudonymized signals, including Amazon Ads signals as well as their own inputs.



Acquiring, keeping, and valuing your customers



How loyal are my customers to my brand?



How much does it cost to acquire a new customer on Amazon?

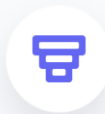


What is the Lifetime Value of each Amazon customer?

Attribute ad spend from first impression to the purchase



What is the right media mix?



Which upper funnel ads are influencing users to purchase?



Do additional platforms, like my website, drive conversions after ad exposure on or off Amazon?

Measure brand building strategies



Which branded search terms are coming from which Amazon DSP campaigns?



Which new audiences are you reaching and where did they convert?



What other ad units are the most impactful in guiding a new-to-brand user to purchase?



Prediction 2

Lines between retail media and shopper marketing will blur

Omnichannel retailers are launching retail media solutions that bridge the digital and in-person purchase experiences to offer fully-integrated, multichannel approaches to marketing.

The Walmart DSP:

Reach shoppers wherever they are to bring them to the Walmart ecosystem



First-party omnichannel data

Access data from the entire Walmart ecosystem: website, app, and over 4,000 brick-and-mortar stores



Multi-channel inventory

Display, streaming video, mobile, audio, and CTV capabilities within the same platform



Closed-loop measurement

Measure both online and in-store transactions and link these to specific media tactics to inform optimization + strategy

Amazon:

Bring retail media to brick-and-mortar stores



In-store digital signage

Impression report and sales lift analysis for Amazon Fresh stores to help brands quantify ad impact and optimize campaigns



Store analytics

Map in-store customer purchase journeys, inc. data about in-store advertising campaigns using digital signage



Brand Empowerment

Brands make more informed, data-driven decisions about ad campaigns

Target:

Determine the impact of marketing on both in-store and online transactions



Closed-loop attribution

Provides a more holistic view on how media impacts sales



Unparalleled visibility

Over 1,900 stores in the U.S. stores, with over 80% of Target transactions occurring in stores



Holistic data, more informed insights

Understand how in-store purchases are influenced by online marketing



Prediction 3

Decreased demand = increased competition

The economic slowdown will make the landscape more competitive. Brands will need to:

- Watch competitors closely
- Adapt quickly to changes in the competition
- Outmaneuver with innovative strategies



Monitor pricing of competitors

- How are budget/premium prices set?
- How are prices trending over time?
- How can you differentiate your offer?



3M Pro-Protect Wireless Gel Electronic Hearing Protector with Bluetooth Technology, NRR 26 dB & 3M PELTOR X5A Over-the-Hea...

\$**104**⁹¹ ~~\$118.19~~



Peltor Sport Ultimate Hearing Protector & 3M X5A Over-the-Head Ear Muffs, Noise Protection, NRR 31 dB, Construction,...

\$**63**⁹⁸ ~~\$85.19~~



Understand the ad strategy of your competitors

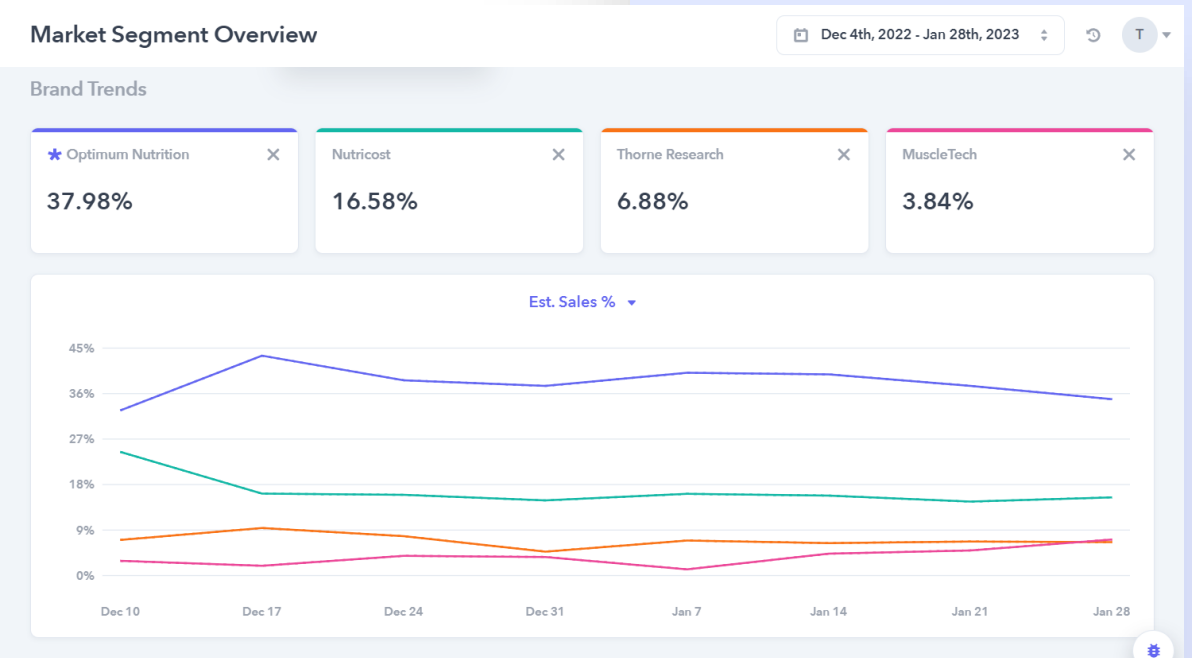
- What Amazon ad placements are your competitors winning?
- Are they directing external traffic to their listings?
 - External search
 - DSP
 - Influencer marketing

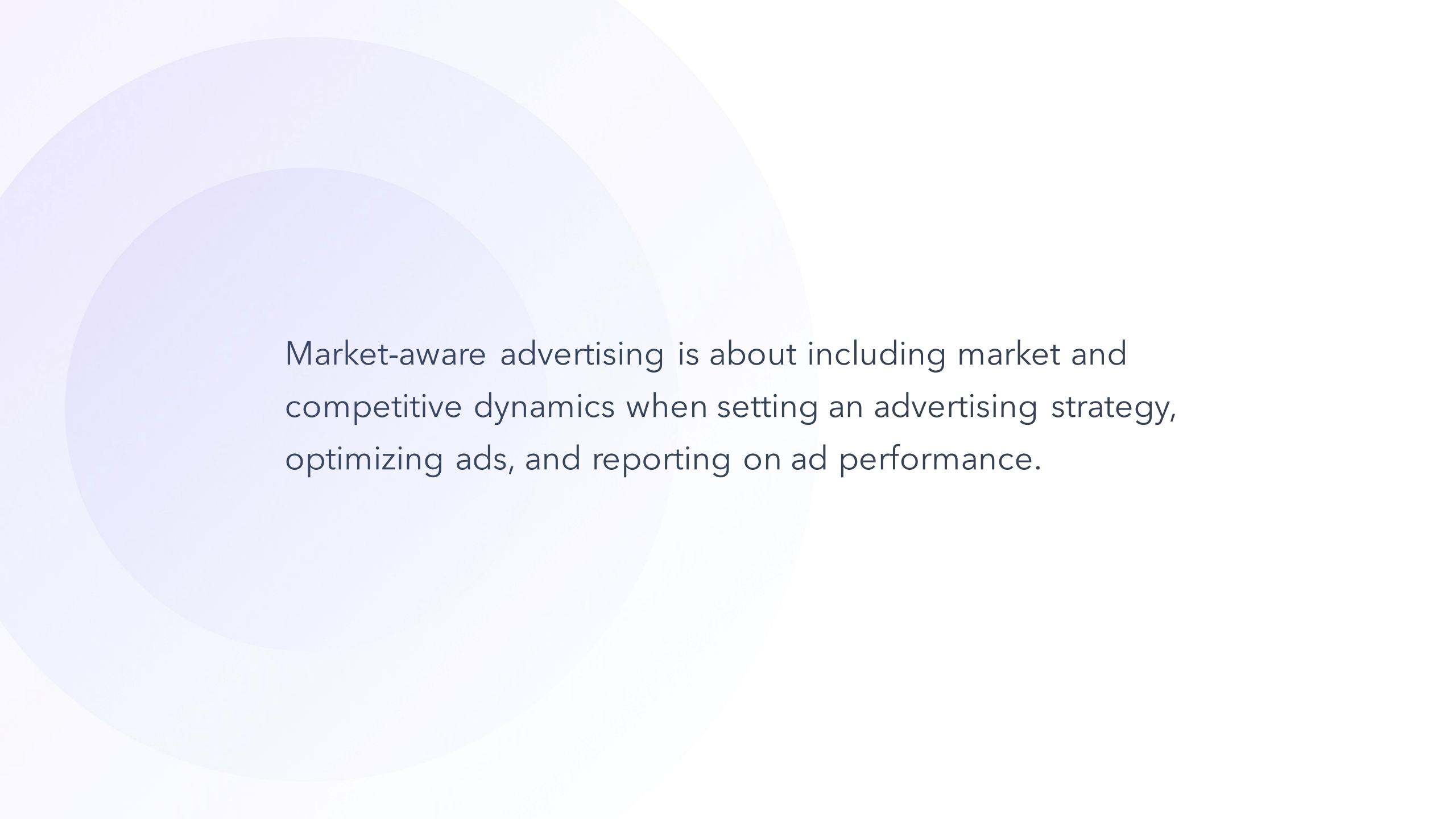




Track market share

- Growth on AMZ in '23 may be slower
- Are you underperforming or is the market cooling?
- Tracking = avoid panicking for no reason





Market-aware advertising is about including market and competitive dynamics when setting an advertising strategy, optimizing ads, and reporting on ad performance.



Prism:

The market aware advertising solution

Competitive intelligence fully integrated with Perpetua to make advertising market-aware

The image displays the Perpetua Prism advertising solution interface, which is fully integrated with Amazon. The interface is shown on both a mobile app and a desktop dashboard.

Mobile App View: The app shows the Amazon logo and the Perpetua logo. The main screen displays a list of goals and a "Full Funnel" section.

Desktop Dashboard: The dashboard features a prominent ROAS (Return on Ad Spend) widget showing a 2.5x increase. Below this, there are four key performance indicators (KPIs) with values and 20% growth indicators:

- \$50,013.42 (+20%)
- \$138,013.05 (+20%)
- \$24,214.36 (+20%)
- \$138,013.05 (+20%)

The dashboard also includes a line chart showing performance trends over time. A tooltip on the chart suggests: "Improve organic rank for the keyword 'urban shirt'".

Product Card: A card for a "RUN AMC" t-shirt is shown, featuring a budget use progress bar and the following metrics:

- Budget use: [Progress bar]
- Sales: ↑ \$420,202.03
- Spend: ↓ \$5,600.25

Actionable intelligence

Prism's full integration with Perpetua means advertisers can immediately action your recommendations



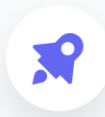
Monitor performance

Get instant insight into how you're performing relative to other brands on Amazon, and into the strategies you should deploy



Reallocate ad dollars

Make the right investments with your money and move with the market's speed to overtake the competition



Forecast with confidence

The days of trial and error are over. Knowing what is happening in the market around you, you will be able to forecast instead of guess about the results of your next \$10,000 in ad spend.



Q&A