



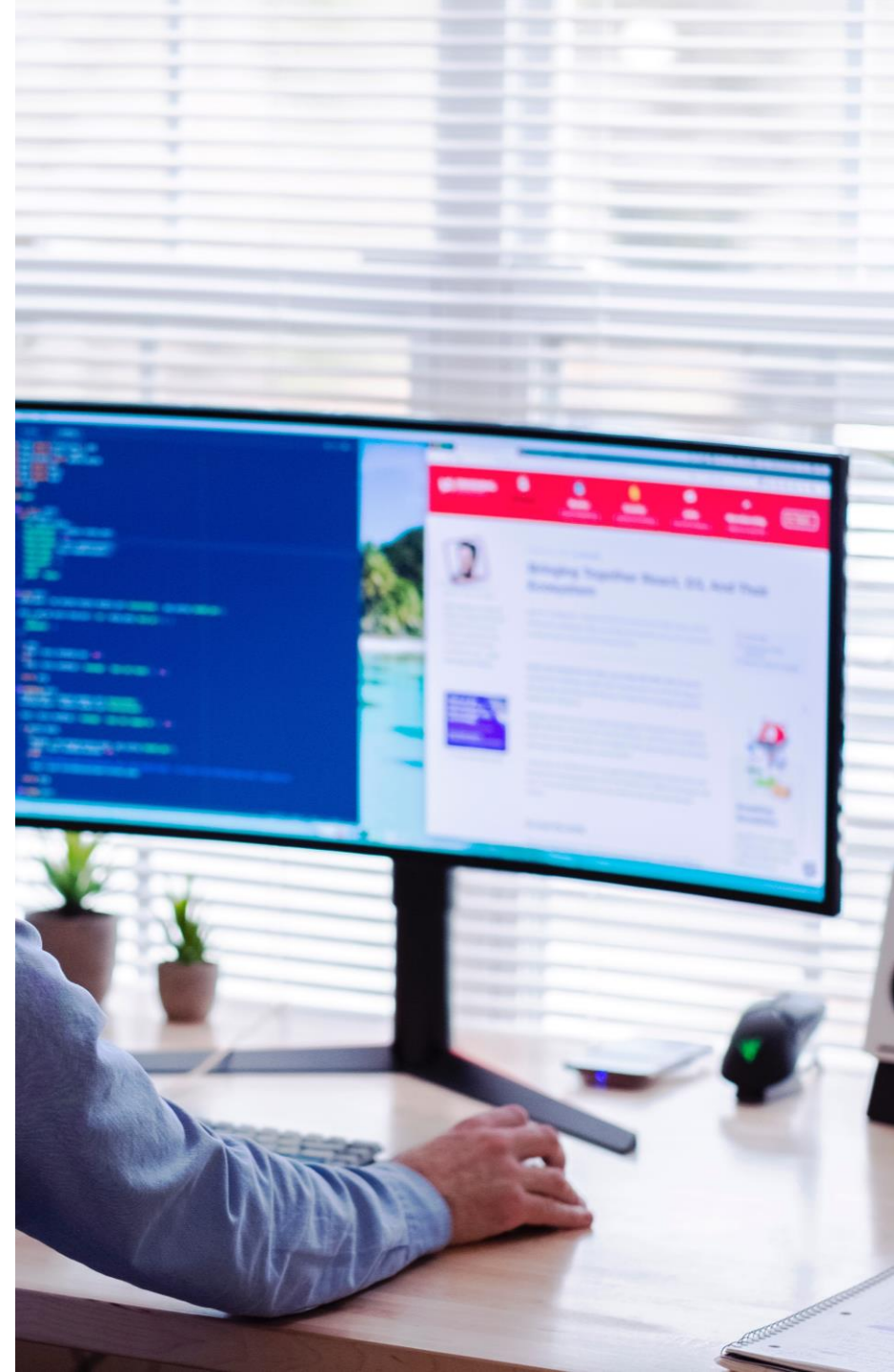
Webinar

CEO Insights: Leveraging eCommerce Insights from 2020 in a Post-covid World

9th December 2020

John Beckett

CEO, ChannelSight



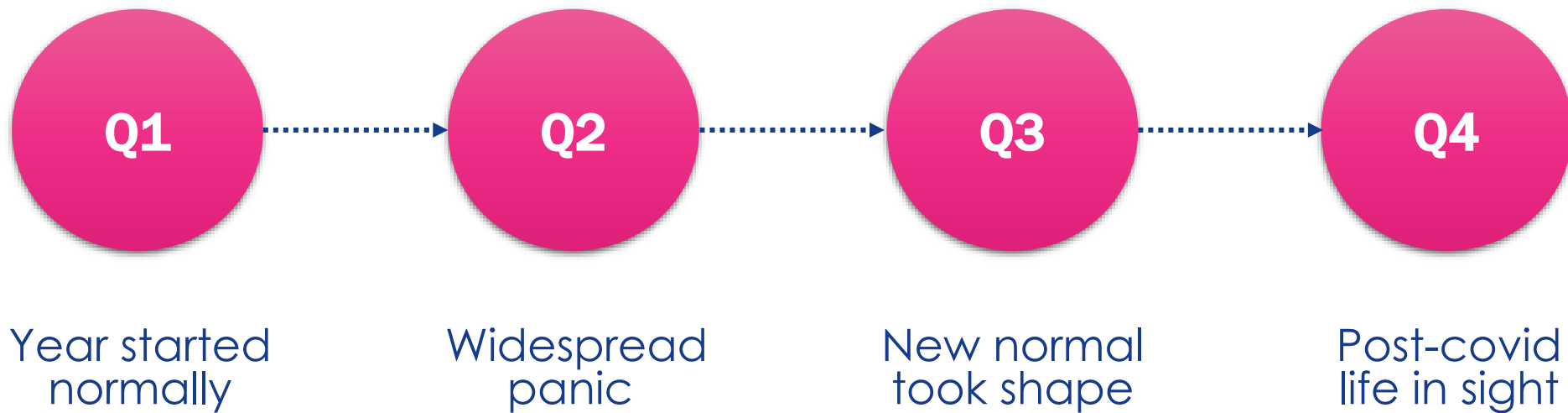
Agenda

- **2020 Summary**
- **What Did we Learn?**
- **What are the Implications?**
- **2021: Prepare & Position**

Get access to a 15-minute product demo today – simply reach out to **hello@ChannelSight.com** and our team will schedule it with you immediately.

2020 Summary

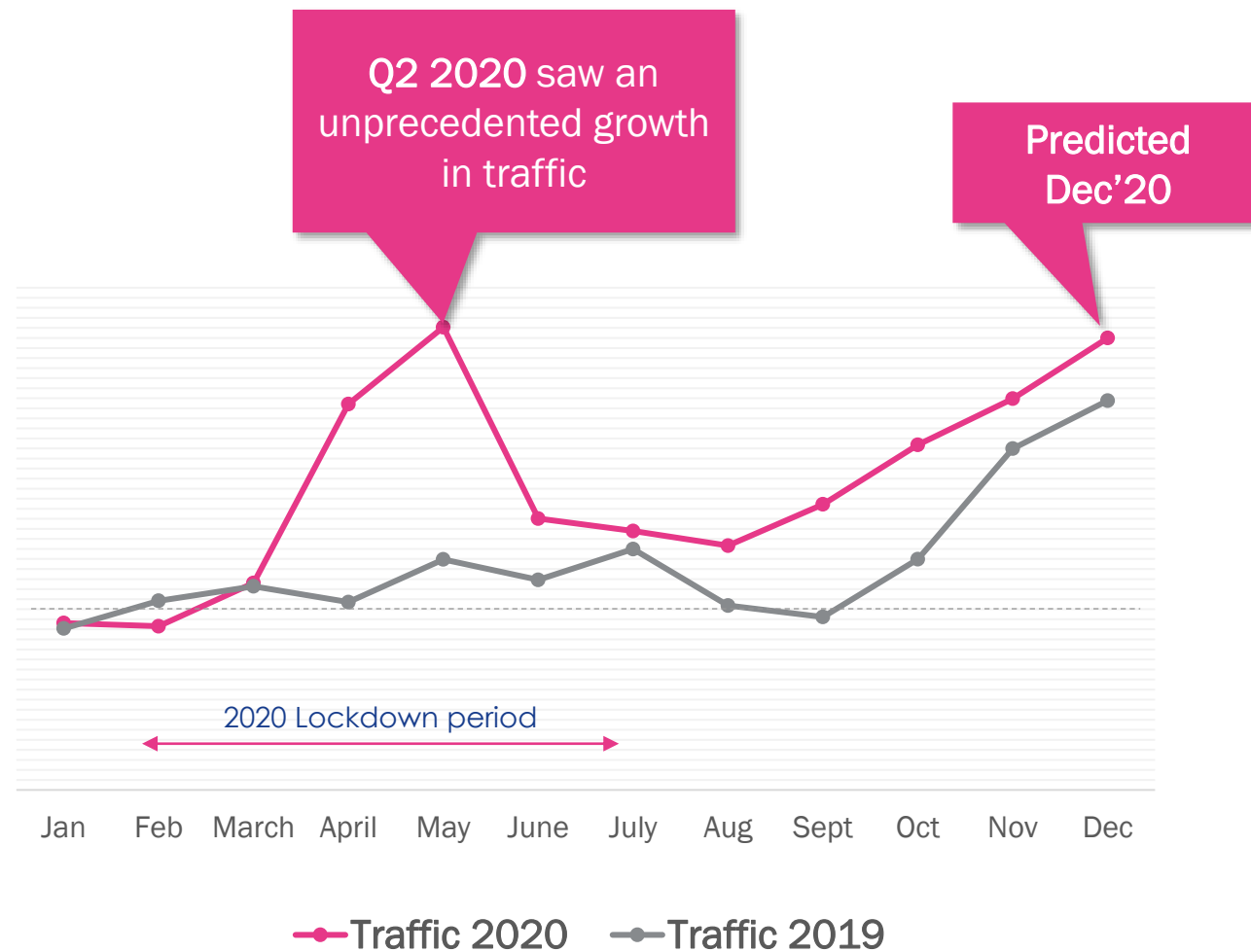
Covid-19: Permanent Change Has Occurred



2020 Summary

Traffic performance 2020 vs 2019

Traffic Data



2020 Summary

Significant transformation in 2020



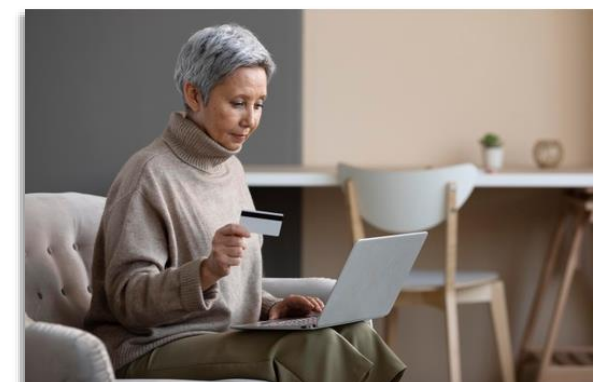
Panic buying



Accelerated eCommerce adoption



“Essential goods”



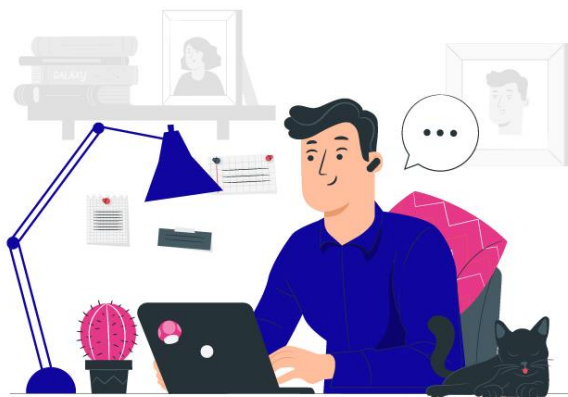
New audiences

What Did We Learn?



Shift to online
(39.8% decrease in
offline retail UK)

Work from home
(160% YoY increase)



Uncertainty driving
price sensitivity &
delaying large
ticket purchases



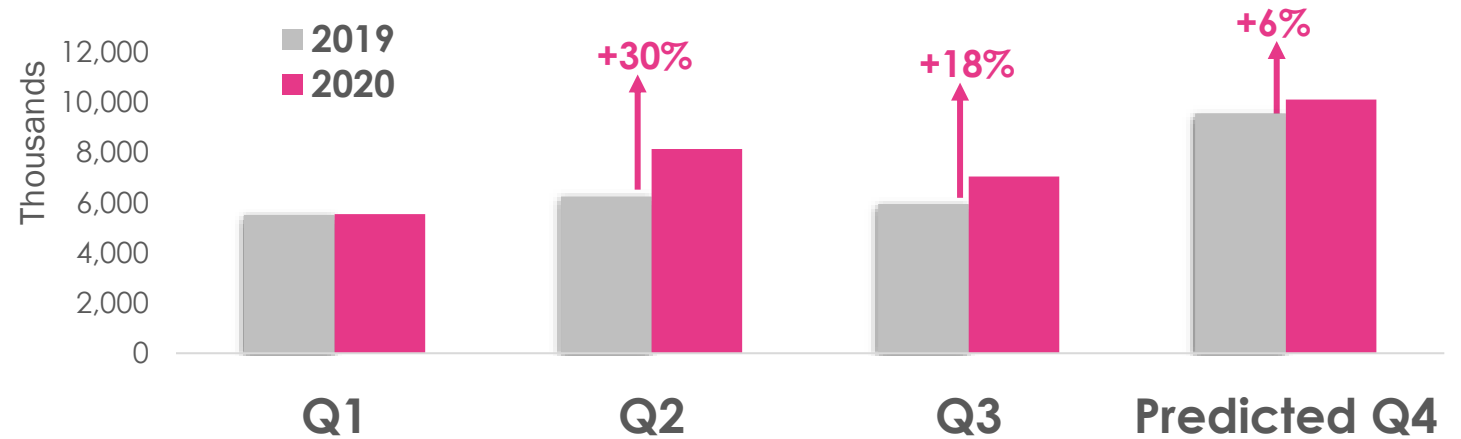
What Did We Learn?

Three themes

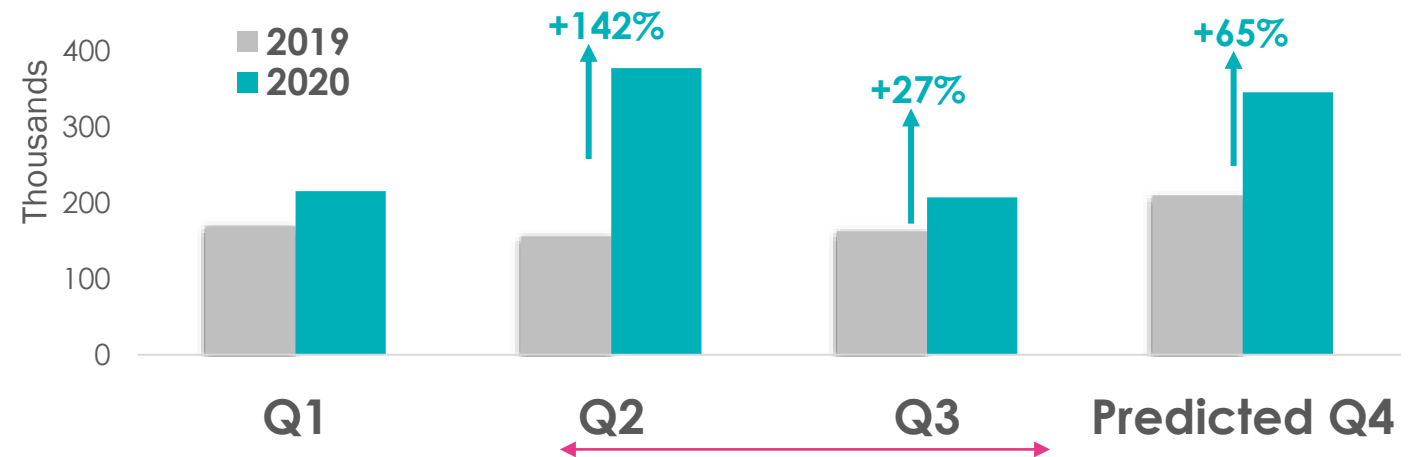
What did we learn?

eCommerce acceleration spike in Q2

YoY Traffic Trend



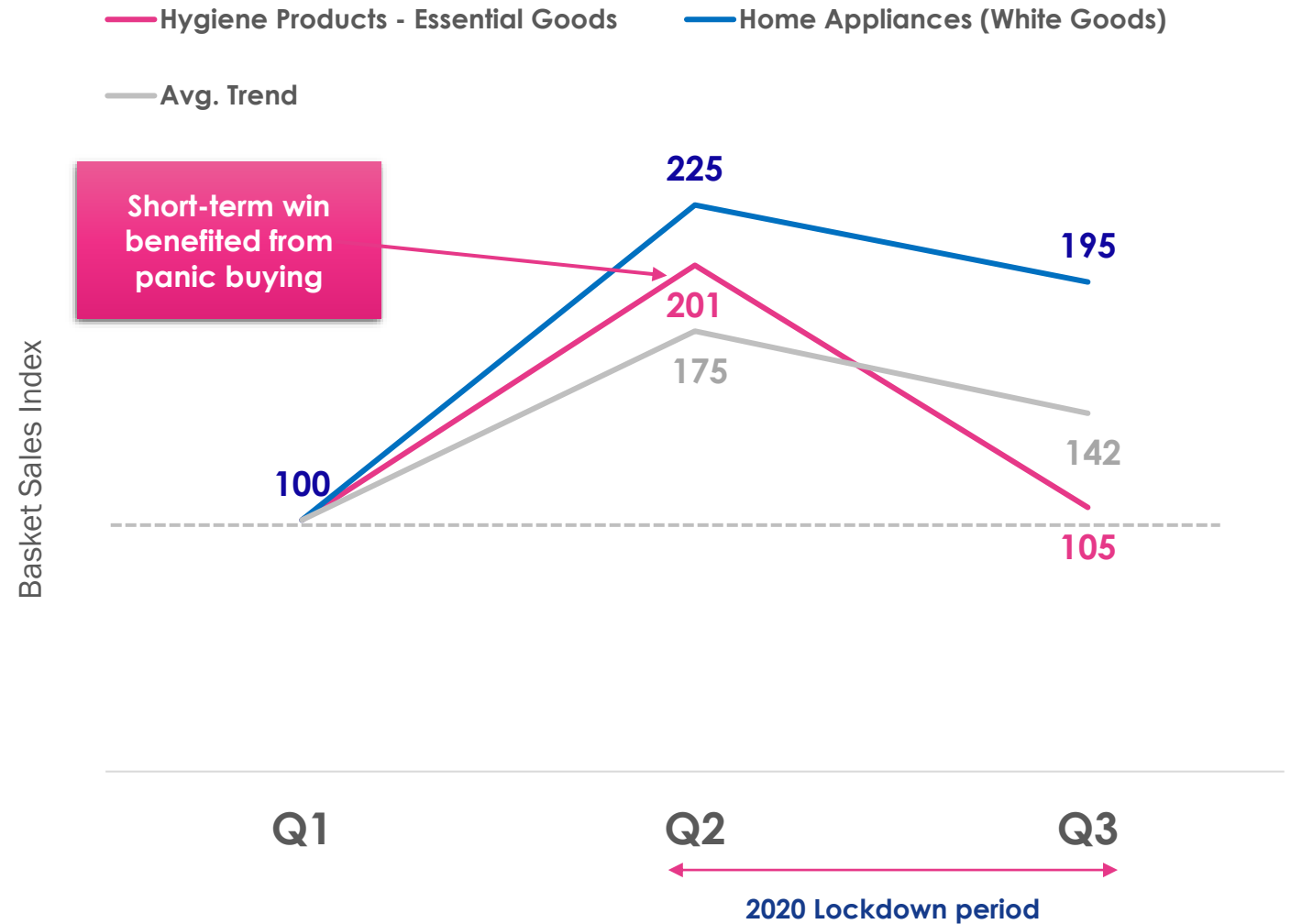
YoY Sales Trend



What did we learn?

Verticals
that saw
strong
spikes

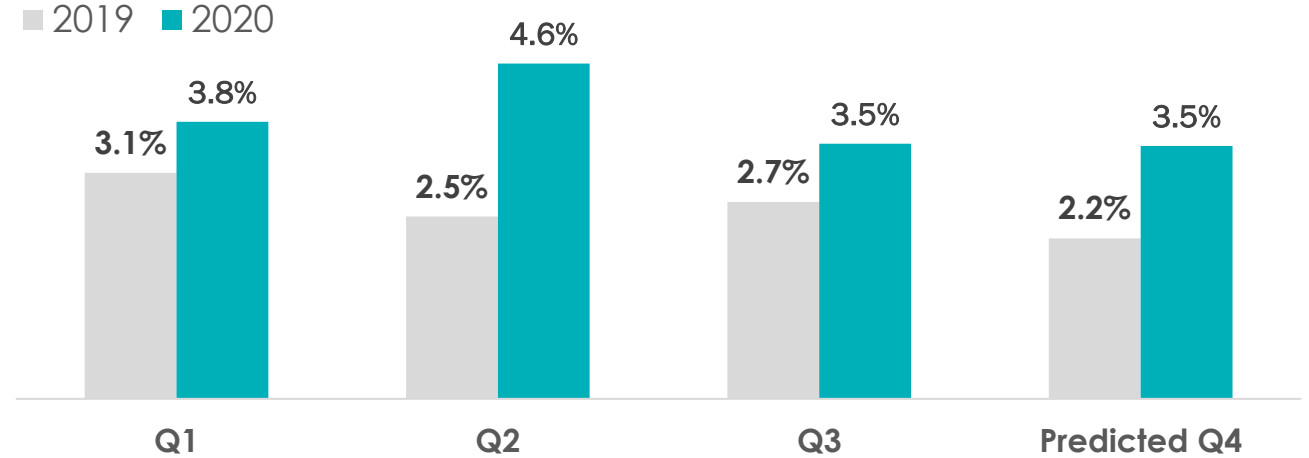
Growth Index vs Q1-20



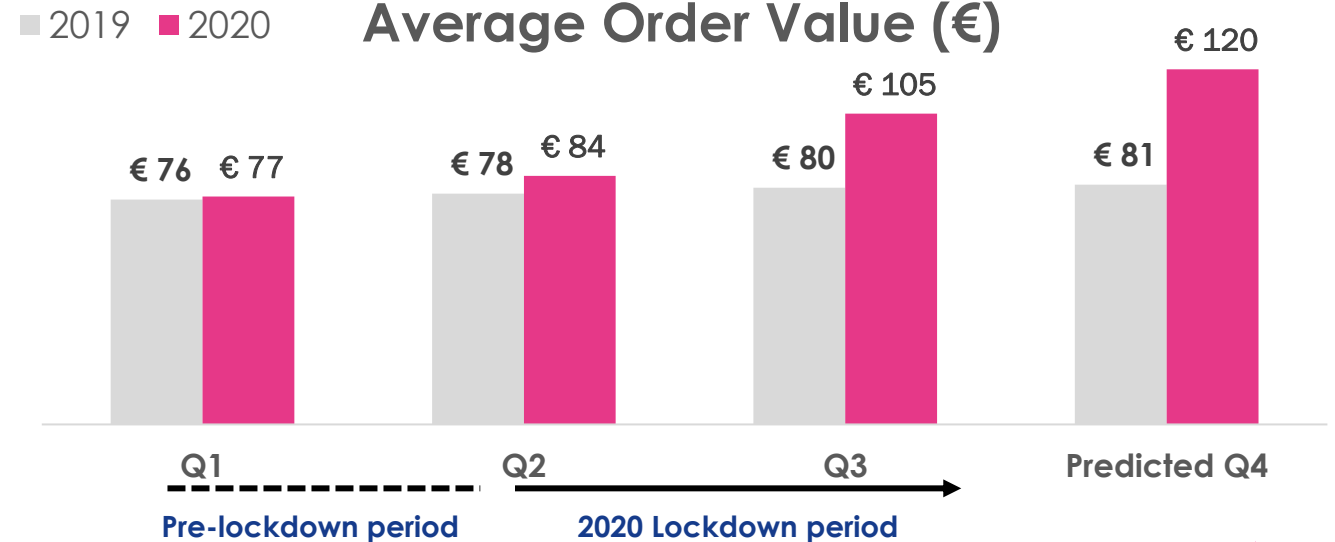
What did we learn?

Conversion rate spike despite 'essential goods' limits

Conversion rate (%)



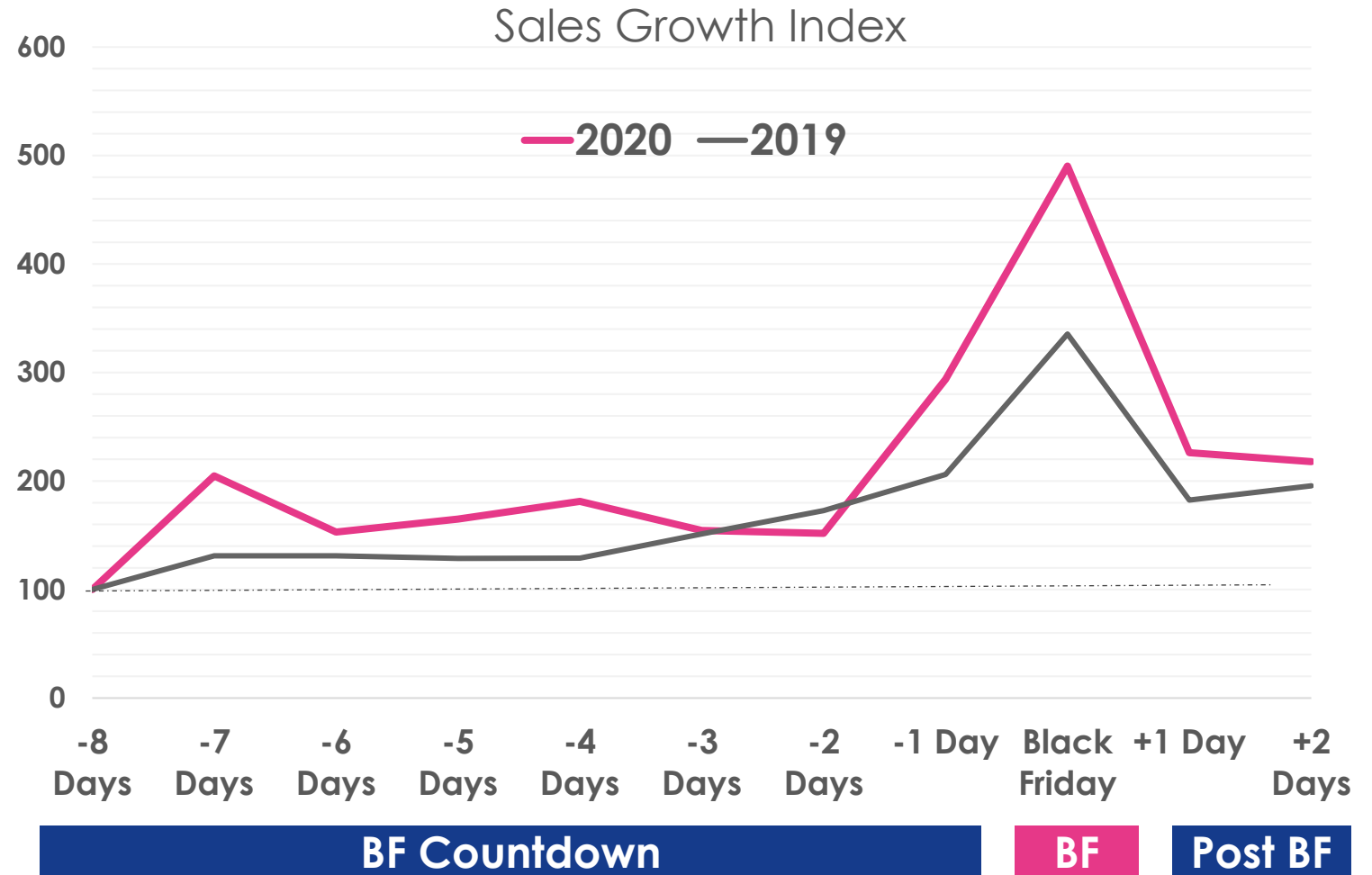
Average Order Value (€)



Source: ChannelSight

What did we learn?

Week-long Black Friday 2020



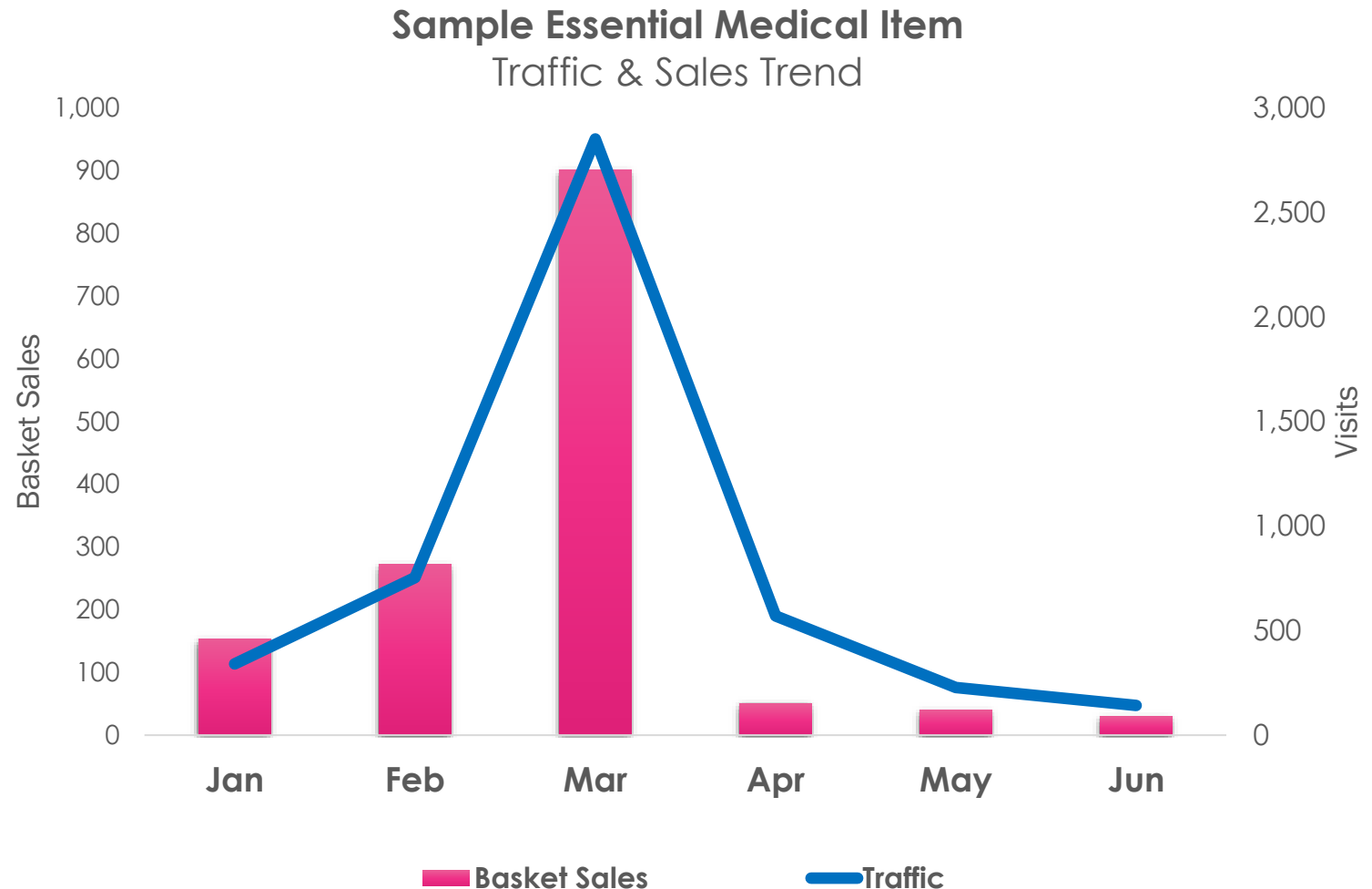
What are the Implications?

What are the implications?

Availability & Fulfilment

Brands that **could not replenish products**, or were not considered an essential product, **suffered badly in Q2.**

Available products on Amazon					
33	33	28	5	5	2



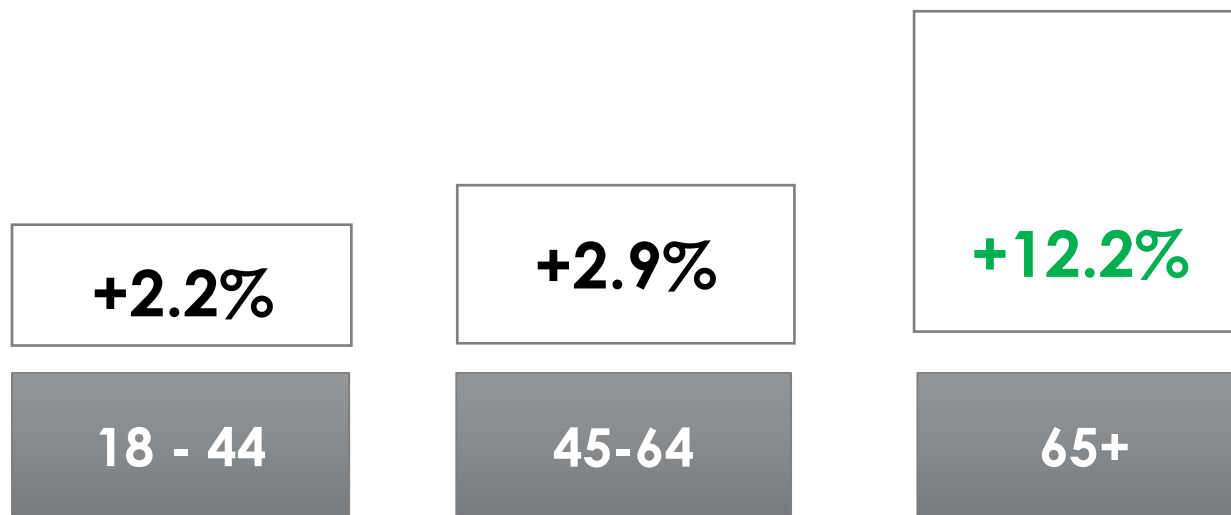
Source: ChannelSight

What are the implications?

Shifting Demographics

The older generation (65+) is seen as the key driver of growth for eCommerce sales

Online buyers- YoY Changes

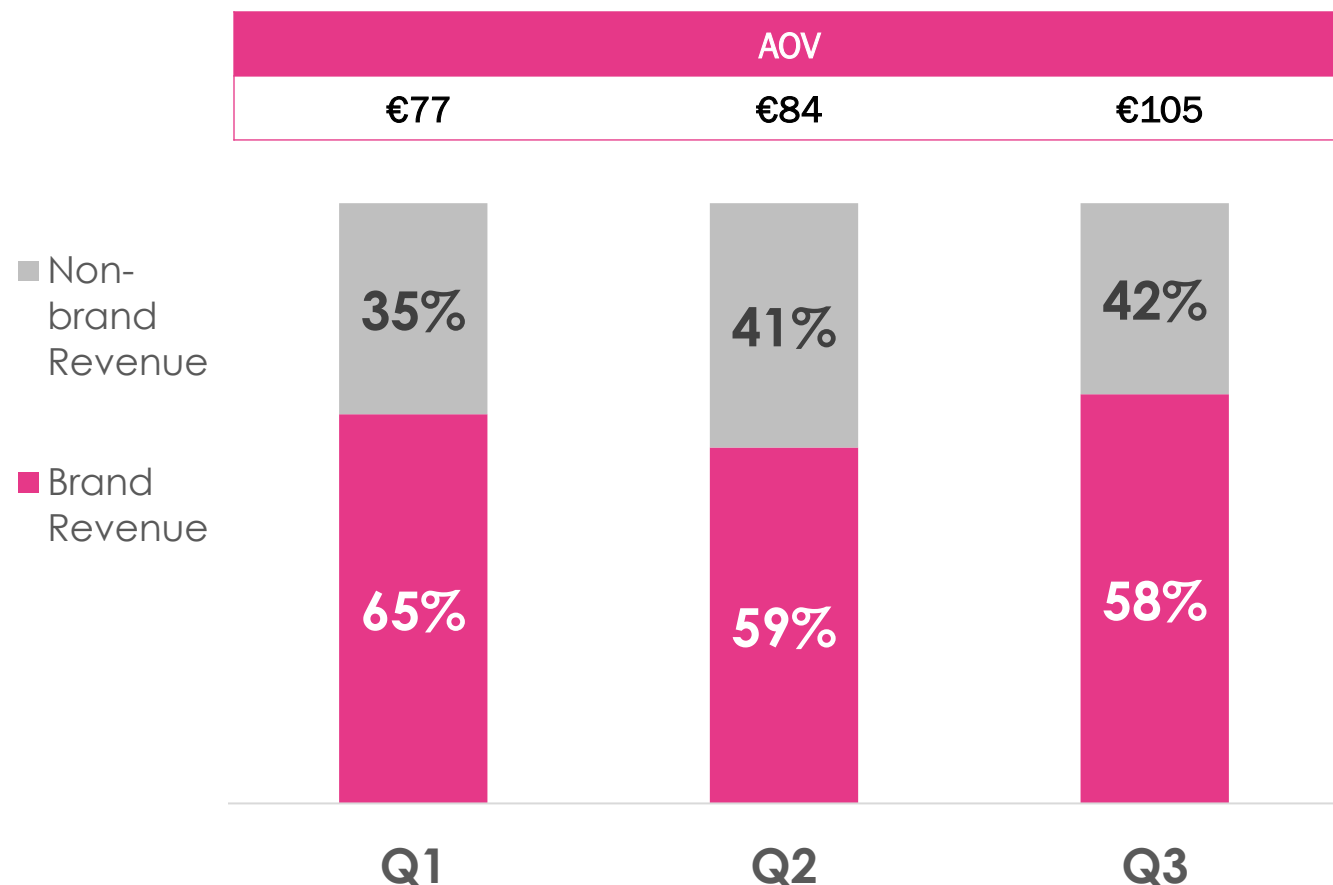


What are the implications?

Bigger baskets means more competitive distraction

Brands win smaller slice of total basket as competition for user attention increases.

Online Revenue Breakdown (€)



What are the implications?

Multi-retailer Strategy gives High ROI

Ensuring product availability is vital

of retailer partners

Incremental sales

<3 retailers

None

3 -10 retailers

2x

>10 retailers

3x

Be ready to react and pivot

Company	Action Taken	Business impact
Flying Elephant	eCommerce adoption	1300 Desks sold nationally in Q2 2020
Michaels (US retailer)	New distribution channel (Michaels App)	353% eCommerce growth in Q2 2020
Samsung	To increase Galaxy sales: Offline retailers to online	20,000 new online retailers in Q2 2020

Source: retaildive.com, irishtimes.com, financialexpress.com

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Topshop vs Boohoo

✗

Company	Business Impact	Business Impact solution
Topshop	Closed down 300+ stores worldwide	Lack of eCommerce transformation
Company	Business Impact	Business Pivot
Boohoo	Sales rose by 45% during the pandemic	Accelerated online eCommerce with the right online marketing

✓



Source: [guardian.com](https://www.guardian.com)

Luxury brands struggle

Economic uncertainty has led to reduced spending power. **Price sensitivity increased** while **work-from-home reduced demand**.

-70%
YoY drop

Source: [Mckinsey.com](https://www.mckinsey.com)

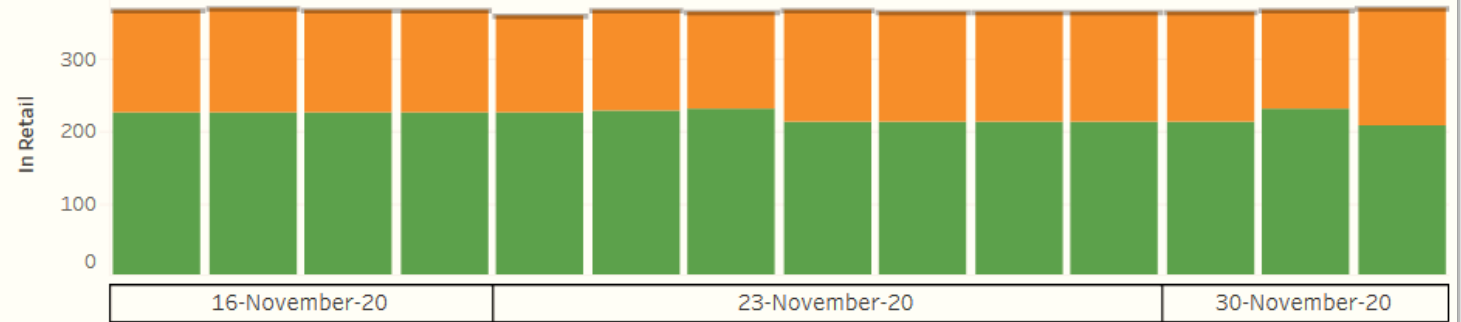


2021: Prepare & Position

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Understand Stock & Availability

Coverage Trends

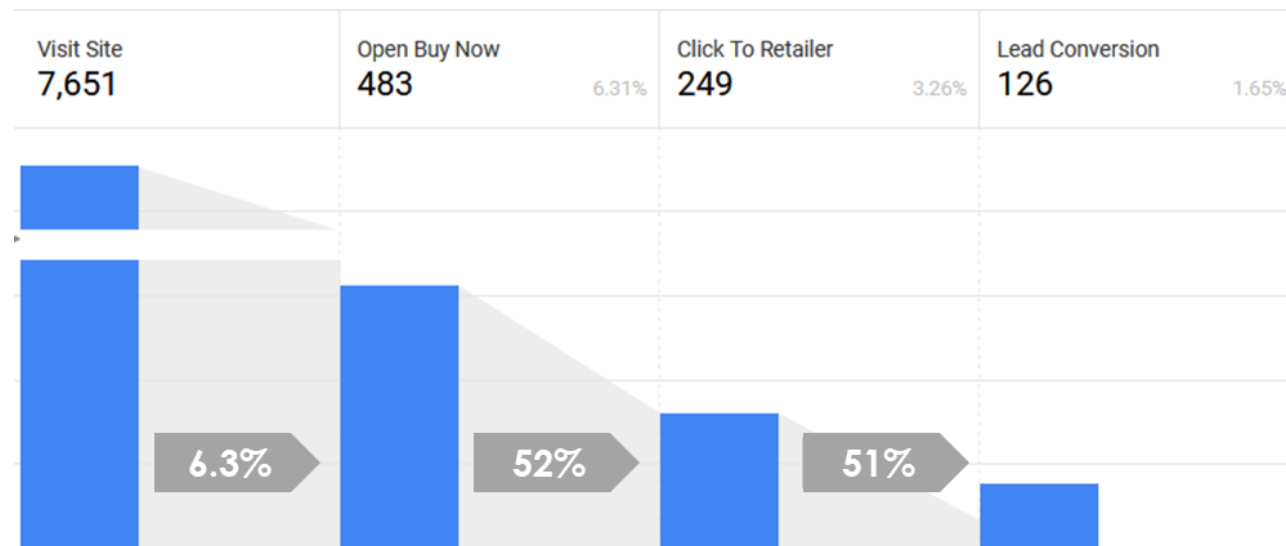


Retailer	Products In Retail	Out of Stock	Retailers Price Index
Amazon	1,128	122	101 / 100
AO	959	533	98 / 100
ApplianceCity	597	334	99 / 100
Currys	477	212	98 / 100

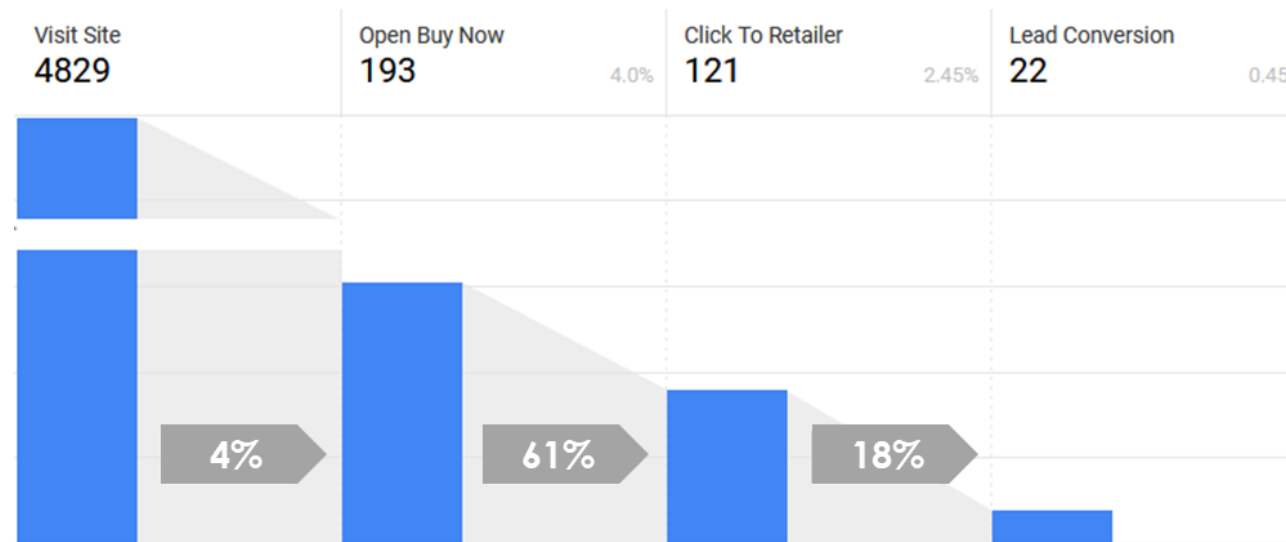
2021: Prepare & Position

Target Shifting Demographics with User Journey Analysis

User Age: 25-44



User Age: 55-64+



2021: Prepare & Position

Be Clever About Winning Consumer Attention

Product Ratings

Ratings <3.5 Stars



1.5%
Conversion
Rate

Ratings >3.5 Stars



6%
Conversion
Rate

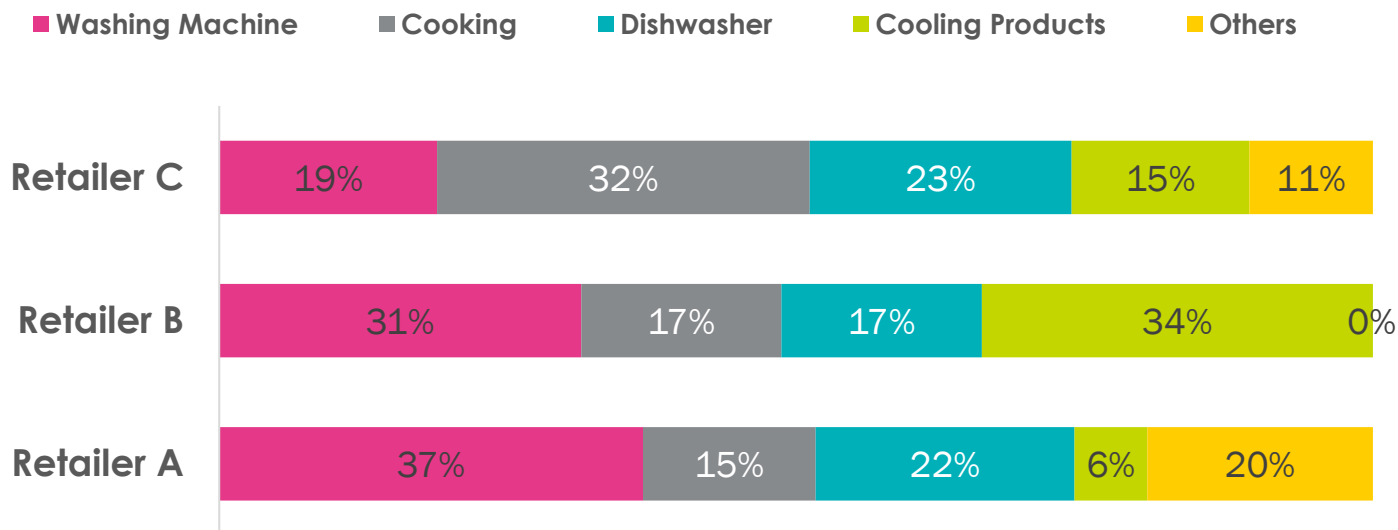
Source: ChannelSight

2021: Prepare & Position

Align Strategy with Retailers

Identify retailers USP and best-performed product categories to develop your retail strategies

Sales By Category



Retailer USP

Free installation

- 30% higher conversion

Extended warranty

- 20% higher conversion

Summary

1. **Master Stock & Availability**
2. **Target Shifting Demographics**
3. **Win Consumer Attention**
4. **Align Strategy with Retailers**

Expect the unexpected!

How can we help?





Thank You

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