BRANDS RISE TO ENGAGE CONSUMERS ON NEW CHANNELS

Activities that saw the biggest increase in consumers:
- Social Media Referrals Explode: 104% growth in traffic to digital sites from social media and orders generated from social referrals.
- The Direct-to-Consumer Channel Takes Off: 68% of Consumers will continue to buy essential goods online after COVID-19.

Top Motivations for Leaders to Invest in eCommerce:
- Benefits of building D2C relationships
  - Brand alignment
  - Consumer relationships
  - First-party data
  - Improved SEO
  - Product bundling

Investment Priorities for B2C Leaders:
- Top & Moderate performers:
  - Website and social media presence
  - Personalization
  - Physical stores
- Underperformers:
  - Physical stores

GROWTH IN ADDITIONAL CONTACTLESS METHODS
- 40% of consumers now make up to 55% of all transactions via contactless payment methods.

BUSINESS RAMP UP INVESTMENT IN DIGITAL OFFERINGS

- Stores Expand Contactless Options
- Digital Experiences Being Implemented to Augment In-Store Experiences*

DIRECT-TO-CONSUMER TAKES OFF

- Consumer digital spending grew 55% year over year in Q3 2020.
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68% of Consumers will continue to buy essential goods online after COVID-19.

Digital Experiences Being Implemented to Augment In-Store Experiences*

- 88% of High Performers are Investing in Contextual Commerce*

- Over 80% of Commerce leaders who indicate their company is replacing in-store experiences with digital experiences.

- 2019
- 2020

- Browse the Internet More 54%
- Use Social Media More 45%
- Watch/Stream Videos More 45%
- Shop online more 39%

CONTACTLESS DELIVERY
- Self-service
- Buy online and pick up in store or click & collect

- 90% Growth of contactless payment methods

- 2019
- 2020

- Contactless delivery

GROWTH IN ADDITIONAL CONTACTLESS METHODS
- 55% Growth of contactless payment methods
- 90% Growth of contactless payment methods

- Consumer digital spending grew 55% year over year in Q3 2020.

- Pay with phone ID
- 58%
- 73%
- 44% 34%
- 52%
- 32%
- 58%
- 73%

- 40% of consumers now make up to 55% of all transactions via contactless payment methods.

* Base: Commerce leaders who indicate their company is replacing in-store experiences with digital experiences.

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