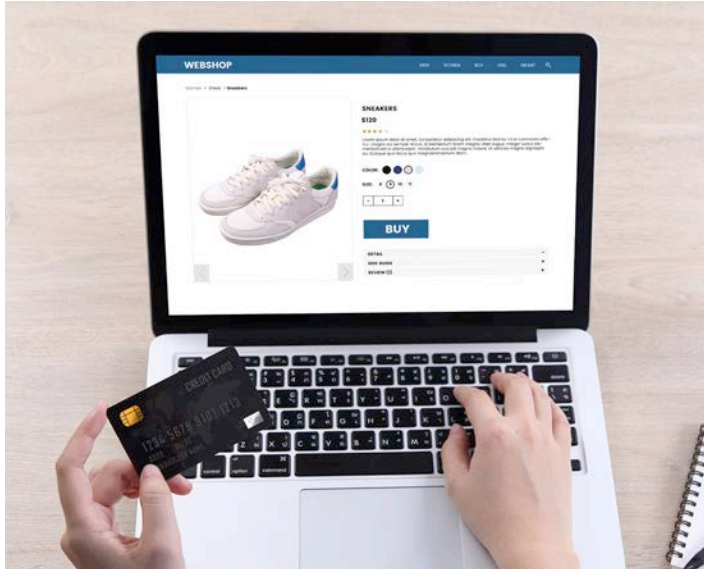


A man with a beard and a woman with glasses are sitting together in a modern, warmly lit living room. The man is holding a tablet and looking at it with a smile. The woman is leaning over his shoulder, holding a yellow sticky note, and looking at the tablet. The background shows a contemporary interior with framed art and a lamp.

# HOW TO RESEARCH IN AN ECOMMERCE WORLD.

# From April to June, \$1 in every \$5 was spent in eCommerce.<sup>1</sup>



## Wow.

That's quite a shift. Basically, in the first six months of the year, consumers spent \$347.26 billion online with U.S. retailers.

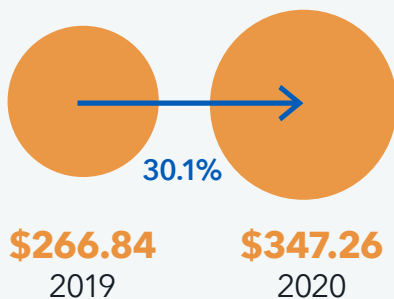
That's up 30.1% from \$266.84 billion for the same period in 2019.<sup>1</sup> If consumers vote with their dollars, then their dollars are asking us for change. 😊

Why, though?

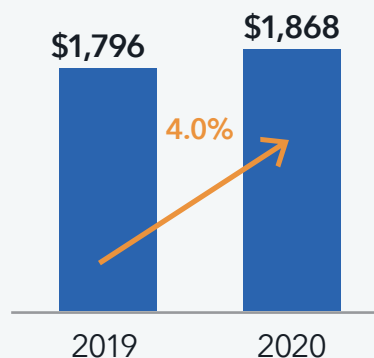
## U.S. retail landscape during the first half of 2020.

Year-over-year comparison of January - June retail data, in \$billions.

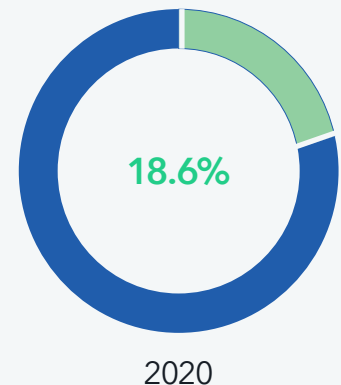
### eCommerce sales



### Total retail sales



### Web penetration



Source: Digital Commerce 360 analysis of US Dept. of Commerce data.

## Well yes, there's been a lockdown.

### And, you'd expect us all to do a little retail therapy.

But, let's look a little closer. There's more to the story here. It's not just statewide closures that are creating this gap. It's what's happening with shopping in general that's been digging a ditch.

Buyers have fundamentally changed their behavior.

## Think about it.

Typically, when you introduce a new technology, there's a chasm to cross.<sup>2</sup> That not-so-little chasm is what makes it so hard to market your products mainstream until you've identified a target market, positioned yourself, and built in appropriate distribution and pricing.

But, none of that happened with eCommerce.

Nope. The fear of COVID-19 kept consumers from shopping in-store. That fear brought on change. It meant that consumers were willing to cross the chasm on their own. Without marketing to help them build a bridge. They braved it by themselves—felt they had to, really.

Meanwhile, retailers rushed to meet them.

They launched curbside pickup to get their products in the hands of consumers, safely. And it worked. Omnichannel may have become a buzzword years ago; but now, it's in style.



## In August alone, BOPIS sales surged 259% year over year.<sup>4</sup>

Together, retailers—and scared shoppers—have created a perfect storm. And that massive swell in activity is big enough to grow digital shopping more in six months than in five years.<sup>4</sup> Online spending for Q1 and Q2 of 2020 was 18.6% of total retail sales.<sup>1</sup>

Clearly, the pandemic created a shift.

But, what's it mean for your brand?

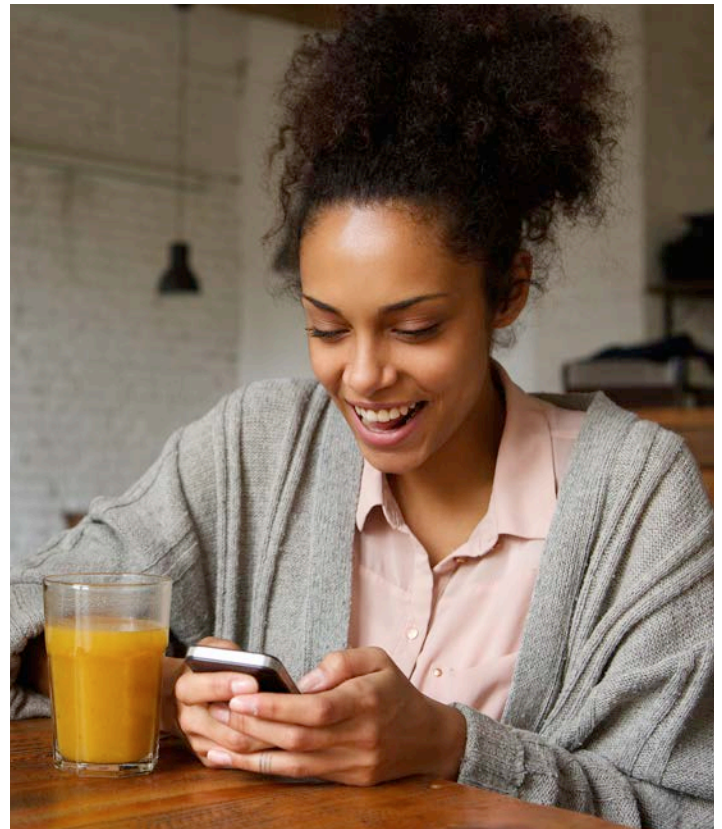
A full **44% of the Top 500 retailers** currently offer curbside pickup. That's up from 6.9% in 2019.<sup>1</sup>

Well, your buyers is now an eCommerce believer. Her behavior changed. And you need to know what she's doing. It's no longer enough to rely on her receipt capture and past visit behaviors. You've got to gain access to her [app & web behaviors](#).

Okay, but how?

Survey an app and web panel. Let real consumers tell you what they want online. Hear what they want improved. Then, show them your app. Let them give you feedback and hear what they think of your customer experience. Get it all in real time, so you can adjust tomorrow.

I know what you're thinking.



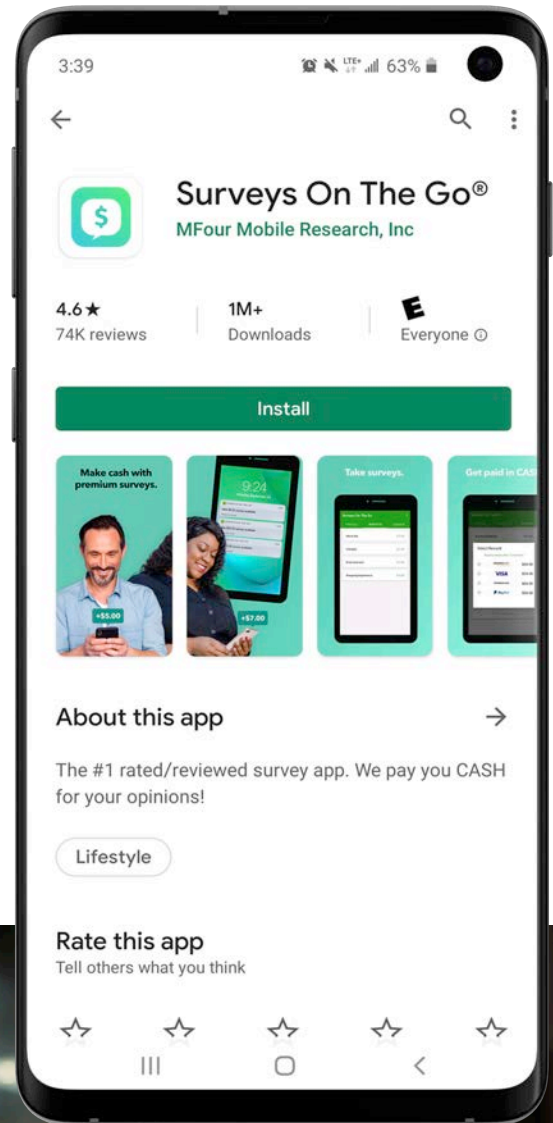
# And, it is possible.

In fact, those same apps—redefining your buyers' behavior—are also your best friend. Why? You need them to get insights on what consumers are doing. We do it with the nation's largest, highest-rated [consumer panel](#): an app called Surveys On The Go®.

It lives on a smartphone.

The same smartphone, mind you, that's being used in eCommerce. So, every time your target audience opens an app, shops online—or anything in-between, you can see it. They've been spending a ton of time on their phones, because the best cure for boredom is retail therapy.

SEE WHAT THEY'RE BUYING RIGHT NOW.



# Here's another fact.

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## Did you know that smartphone sales have generated 40% in 2020?<sup>4</sup>

Yup, consumers spent \$190 billion on smartphones as of August, 2020.<sup>4</sup> So, why would anyone want to do market research the old way? It's so much simpler to send a survey to your buyers' phone.

The best part?

When you have access to their behavioral data,  
you can get 100% incidence ratings.

That's right. No more terminates. Why? You're only sending a survey once you know they took action. That's better, faster, more accurate data—in the heat of the moment.

Stop looking for a needle in a haystack.

Use an app & web surveys to get deeply accurate data—your time is worth it. Act on facts and get rewarded with validated, rich behavioral data. Data + opinions = invaluable insights. You deserve the best. And that's knowing what's happening in eCommerce.

**Get started now.**

**CONTACT US**

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