

# THE VIEW

E-commerce | January 2021



2020 saw more than 1 in 4 dollars spent online. E-commerce, without doubt, is now table stakes for every business, big or small. With considerable pandemic-based data now available to analyze and gauge what's next, we see digitally-driven players moving from strength to strength. In this edition, we unravel how consumer electronic brands used the crisis as a motivation to elevate their digital customer experiences, along with the growing value of analyzing customer reviews for a competitive edge.

### **[Consumer electronic brands that are taking online shopping experiences to the next level](#)**

Understanding evolving shopper priorities to drive distinctive experiences is something that savvy consumer electronic brands are acing. Take a look at why they are the frontrunners in the experience transformation.

### **[How customer review analytics enabled a leading marketplace to enhance shopper experiences](#)**

User-generated content in any form is a treasure trove of insights. Explore how one of India's leading marketplaces used customer review analytics to sieve unique product level takeaways and reigning buyer sentiment.

### **[Sustainability is the future: Why green consumerism is a growing trend](#)**

57% of consumers are willing to change their shopping habits to reduce negative ecological impact amid the pandemic. Find out how leading brands are pivoting their strategies to sustain consumer loyalty with ecological goodwill.

#### **Industry news**

[Amazon, Walmart dominate shopping app downloads in 2020: report](#)

[Nordstrom tops the list of most connected retailers: survey](#)

[Christopher & Banks files for Chapter 11 bankruptcy](#)

[Office Depot rejects Staples acquisition offer but would consider merger of retail operations](#)

#### **Talking numbers**

[Online holiday sales grow north of 45% in 2020](#)

[Target saw sales surge 17% during the holiday season](#)

[Ecommerce tech vendor Sitecore raises \\$1.2 billion](#)

[GameStop spiked 94% in short squeeze after Chewy co-founder added to board](#)

[Toshiba rolls out unified commerce platform for retailers](#)

[UPS expects to break weekly returns record with nearly 9M returns](#)

Explore how Netscribes **E-commerce solutions** help digital marketplaces stay competitive in today's fast-paced environment.



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