

THE VIEW

E-commerce | August 2021



While shoppers might not be thinking about the festive season yet, brands and retailers are busy prepping up. From meeting customers across emerging digital touchpoints like voice commerce to maximizing their visibility across channels, savvy players are leaving no stone unturned.

This edition rounds up key tips and strategies to set yourself up for festive success – right from offering robust seller support to winning the top spot on the digital shelf.



[Tips to alleviate common third-party seller challenges on marketplaces](#)

Marketplaces focused on sustained growth are making tangible augments to the way they service their third-party sellers, simply because they know it's a win-win situation. Uncover how.

[Read more](#)



[How conversational commerce is revolutionizing e-commerce](#)

71% of consumers prefer customer support via chats rather than calls. How well is your brand geared to handle the festive influx? Discover.

[Read more](#)

Check out the infographic



[2021: Festive season tips to win the top spot on the digital shelf](#)

Uncover the latest digital shelf best practices with these 5 insightful festive tips to drive meaningful customer relationships and maximize conversions online.

[View now](#)

Read our ebook

[7 e-commerce trends shaping digital strategies post-COVID-19](#)

With every e-commerce player eager to make the



most of this peak season, see how winning brands and retailers are adapting to the most defining e-commerce trends in this complimentary whitepaper.
[Read ebook](#)



Case study: Enhanced product content to increase conversion rates

For most retailers managing festive product returns have largely been a knee-jerk reaction. See how a leading marketplace was able to achieve a 20% increase in conversions and reduced return rates.
[Read the case study](#)

Industry news

- [Amazon's top Indian seller Cloudtail to cease operations next year amid regulatory heat](#)
- [Flipkart expands grocery shops to Tamil Nadu, Kerala](#)
- [Sharp rise in Amazon customer base in tier II, smaller towns](#)
- [Consumers show intent to up spending in festive season, says report](#)

Talking numbers

- [Amazon, Flipkart expect up to 40% jump in sales, ready for bigger festive season](#)
- [Ecommerce firms to add over 70,000 temp workers this festive season](#)
- [Shopsy to drive 20X growth in upcoming festive season](#)
- [Indian beauty startup Nykaa to raise USD 500 mln through IPO](#)

Topping the charts

Shifting shopper preferences at the turn of the festive season

Intent to spend more over the next four weeks



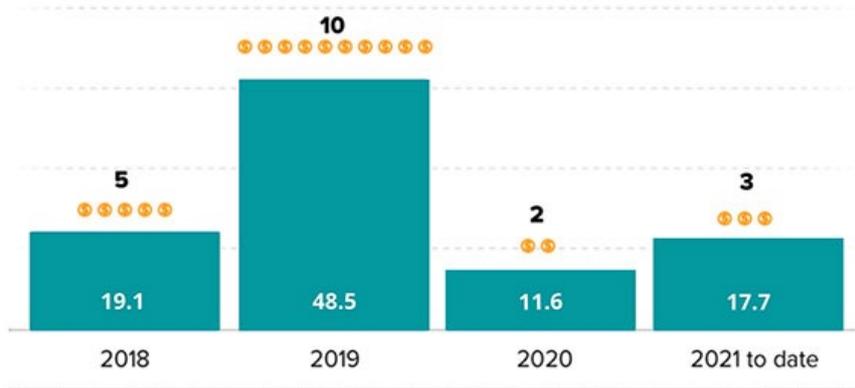
Intended shopping channel
 In-store vs. online



Source: Deloitte

Investments in BNPL firms in India

Funding (\$ million) | Number of rounds



TOP BNPL PLAYERS

India: Zest Money, Simpl, Capital Float, Pine Labs, Bajaj Finance, ePayLater, Lazypay

Global: Klarna, Affirm, Qudian, UpLift, Greensky

Source: Tracxn, ET Research

Get ahead of the curve this festive season with these 7 trends shaping digital strategies post-COVID-19

Watch now



Explore how Netscribes [E-commerce solutions](#) can help you confidently navigate fast-evolving market dynamics.

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