

# THE VIEW

E-commerce | August 2021



For most shoppers holiday shopping might still not be top of mind. But if brands and retailers have learned anything from last year it is to expect the unexpected. From meeting customers across emerging digital touchpoints like voice commerce to maximizing their visibility across e-commerce channels, savvy players are leaving no stone unturned.

This edition rounds up key tips and strategies to set yourself up for holiday 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 brands that provide customer support via chats rather than calls. How well is your brand geared to handle the holiday influx? Discover the latest tactics employed by savvy players.

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## Check out the infographic



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

Uncover the latest digital shelf best practices with these 5 insightful holiday 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 outdo their last year's holiday best, find out 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 holiday product returns has largely been a knee-jerk reaction. Discover how a leading marketplace was able to achieve a 20% increase in conversions and reduce return rates.

[Read the case study](#)

## **Industry news**

[US Postal Services proposes holiday surcharges for package deliveries](#)

[M&S expands online platform with more guest brands](#)

[Amazon's supply chain operating near capacity, impacting some big decisions](#)

[Target will be closed on Thanksgiving](#)

## **Talking numbers**

[3 billion packages to go: online shopping faces tough holiday test](#)

[Walgreens moves 122 corporate apps to the cloud](#)

[Grocery prices continue to rise with no end in sight](#)

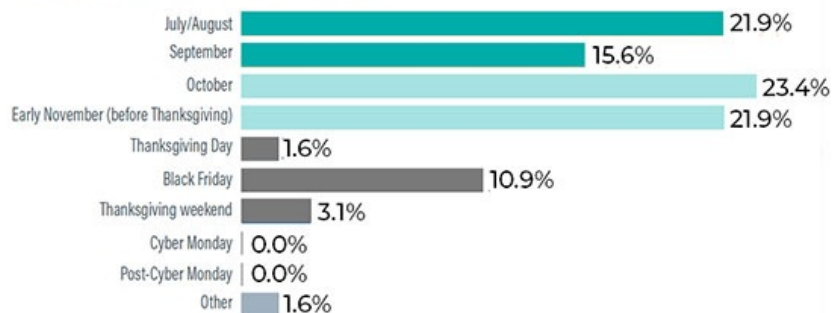
[U.S. Consumer Sentiment plummets in early August to decade low](#)

## **Topping the charts**

From going live early with holiday promotions for better momentum to leveraging email and social media as lucrative marketing touchpoints, here's what retailers have under their sleeves this season, according to [DigitalCommerce360](#).

### **Some retailers have already begun their holiday marketing**

When do you plan to start your holiday marketing this year?



## Retailers will increase their emails and social media marketing to help boost holiday sales this year

Given the changing dynamics of today's marketing programs, please assess how you plan to tweak each of these available tactics as a percent of your overall holiday budget this year.

Responses	Increase	About the same	Decrease	NA
Email	65.1%	26.6%	3.1%	4.7%
Social (Instagram, Facebook, Pinterest, TikTok, YouTube)	62.5%	26.6%	4.7%	6.3%
SEO	57.8%	29.7%	1.0%	10.9%
Influencer marketing	46.9%	23.4%	3.1%	26.0%
Content marketing	43.8%	37.5%	6.3%	12.0%
Paid search	43.8%	31.3%	6.3%	18.8%
Affiliate marketing	42.2%	23.4%	2.6%	31.3%
SMS/Text messaging	40.6%	20.3%	7.8%	31.3%
Mobile ads (web and app)	39.1%	35.9%	1.6%	23.4%
Ads on marketplaces beyond Amazon (Walmart, Target, Etsy, etc.)	32.8%	25.0%	2.6%	39.1%
Amazon ads (sponsored brands, sponsored products)	29.7%	21.9%	9.4%	39.1%
Direct mail/print catalogs	20.3%	32.8%	9.4%	37.0%

Does your holiday game plan include these top 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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