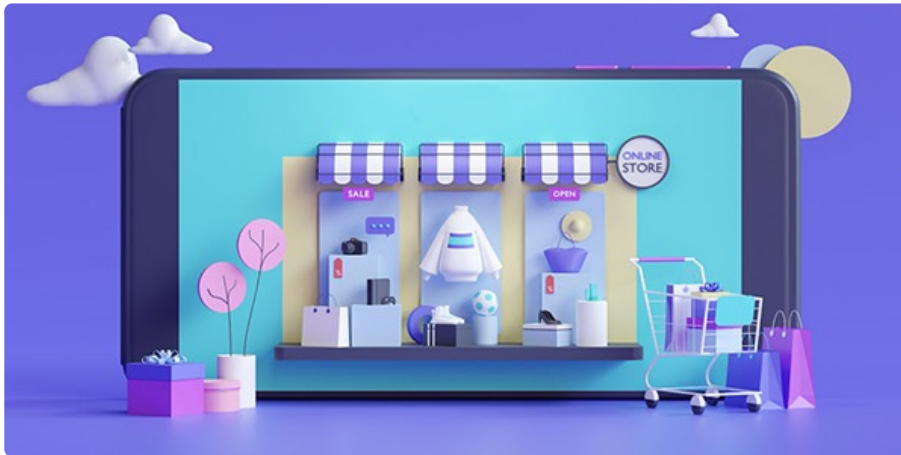


# THE VIEW

E-commerce | July 2021



With consumers increasingly shopping online, brands are paying more attention to the way their products appear across digital channels. It is now incredibly important for brands to make their products available at all times, price them correctly, and ensure they are marketed in a manner that describes their unique value. Digital shelf analytics is helping them meet this objective.

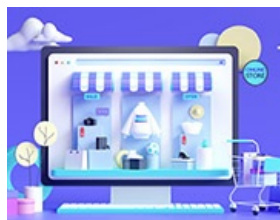
This edition reveals everything you need to know about digital shelf analytics and how brands are using it to their best advantage.



### **Digital shelf analytics powered by public online data: how it works**

Thanks to readily available data, brands can monitor and enforce their standards to maintain a consistent customer experience across online retail channels. Here are some of the key data sources that allow brands to do so.

[Read more](#)



### **Understanding digital shelf insights and how to leverage them**

In the race to improve visibility and foster brand trust and loyalty in the digital world, find out how digital shelf insights are enabling brands to compete more effectively.

[Read more](#)

## Read our ebook



### **7 e-commerce trends shaping digital strategies post-COVID-19**

Discover how brands and retailers are adapting emerging e-commerce trends to compete more effectively in the post-pandemic world.

[Read the ebook](#)

### **Case study: Managing brand compliance across online marketplaces for a large CPG brand**

Discover how one of the world's largest FMCG



companies built a robust online presence by managing how its products appear online. [Read more](#)



### [Understanding consumer behavior to increase conversion](#)

Find out how in-depth customer research helps understand what truly makes a satisfying shopping experience and also develop communication that cuts through the noise with precise, relevant, and targeted information. [Read more](#)

## Industry news

[Live-streaming going mainstream with big brands and retailers](#)

[Walmart, Amazon and Dollar General see healthcare as next retail battleground](#)

[Bloomingdale's is downsizing with Bloomie's, a convenient, elevated new concept](#)

[Robomart hits the road with store-hailing service](#)

## Talking numbers

[Nearly all the top e-commerce companies grew revenue by double digits in 2020: GlobalData](#)

[Nike's Q4 online sales jump more than 50%](#)

[FedEx to add 16 automated facilities ahead of peak season](#)

[Best Buy will invest USD 1.2 billion to diversify suppliers, business partners](#)

## Vaccination incentives

[Walgreens extends USD 25 giveaway for new COVID-19 vaccine recipients](#)

[Kroger is offering prizes to vaccinated customers](#)

[Instacart contest encourages COVID vaccines with gift cards for snacks](#)

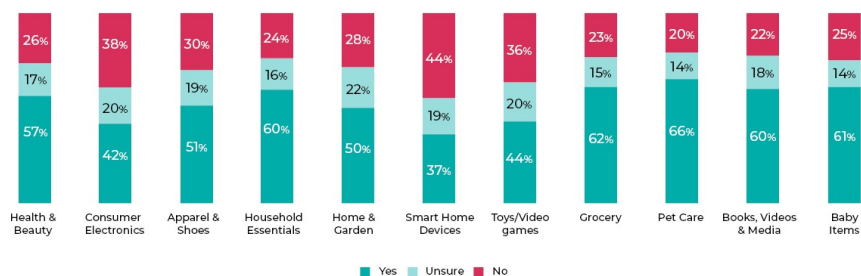
## Topping the charts

According to Numerator, 2 in 5 smart home and consumer electronics buyers say they would not have purchased these items if it weren't for Prime Day. CPG categories would most likely have been purchased regardless.

### Prime Day drove sales of Smart Home Devices and Consumer Electronics that likely would not have happened otherwise

Would you have purchased if it weren't for Prime Day?

% of consumers who purchased category



Source: Numerator 2021 Prime Day Survey 6/21/21 - 6/24/21 (n = 5,692)

Data from PWC's Global Consumer Pulse Survey suggests that shoppers are look for immense visibility into their purchase along with quick delivery and a seamless aftersales experience.

# Which of the following attributes are important to you when shopping online?

■ Respondents ranking each answer in their top three (Global)

Fast/reliable delivery (e.g., same day delivery, BOPIS, product visibility until delivery, etc.)



In-stock availability of items I want



A good returns policy (e.g., free returns, return items to store when purchased online, etc.)



Ability to quickly and conveniently navigate the website to find products I'm interested in



Availability of online customer reviews



The ability to see an extended range of stock compared to in physical stores



Source: Numerator 2021 Prime Day Survey 6/21/21 - 6/24/21 (n = 5,692)

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

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