

THE VIEW

E-commerce | March 2021



Hi there,

2020 was a year like no other. Preparing for what's next will need understanding where disruption is at the helm, what e-commerce firms are prioritizing and how consumer behaviors are inspiring fundamental pivots for different market players. From generational spending habits to the latest industry trends ushering in new realities, we unwrap the top developments to help you stay better grounded.

[How the homebody economy continues to impact e-commerce in 2021](#)

A year into the pandemic and our schedules have been redesigned to work, play, buy, and do more in a particular way. Uncover how brands and marketplaces can leverage these habits to their benefit.

[Why process optimization is crucial to frictionless onboarding of seller listings](#)

Assimilating and uploading product information from thousands of sellers demands being meticulous to ensure quality and consistency at the cost of go-live time. Explore how you can iron out such hurdles.

[How to outdo your current best?](#)

Find out by benchmarking your digital-first strategies against industry trailblazers. See how you stack up on CX innovations, tech-enabled service deliveries, and more, to chart a robust success strategy.

[The future of B2B marketing in 2021: Six emerging trends to watch out for](#)

2020's innovations are now turning into table stakes in the B2C user experience realm. Uncover how these trends along with other winning strategies are shaping the expectations for B2B buyers this year.

Industry news

[The running list of major retail deals in 2021](#)

[US retail sales fell in February ahead of virus impact](#)

Talking numbers

[Mobile wallet industry to reach USD 3.5 trillion by 2023: report](#)

[Amazon opens eleventh Fresh store, 28 more in the works](#)

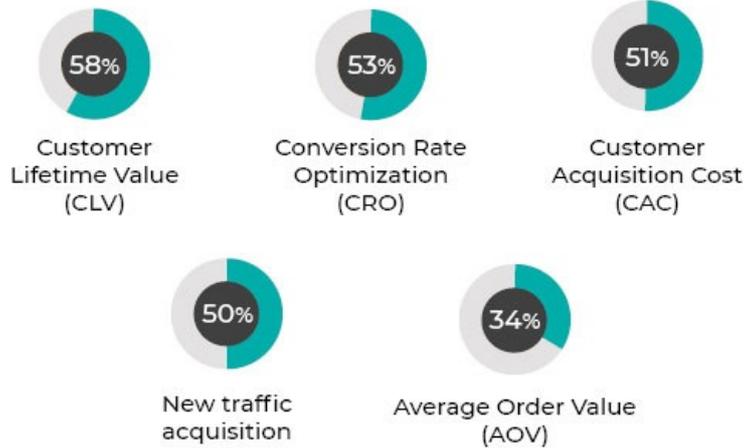
[Walmart pledges more support for made or assembled in the USA products](#)

[Kroger opens first USD 55 million automated warehouse in the US](#)

Topping the charts

While acquisition costs have inherently been a top priority, the analogy a bird in hand is worth two in the bush holds quite true in our times.

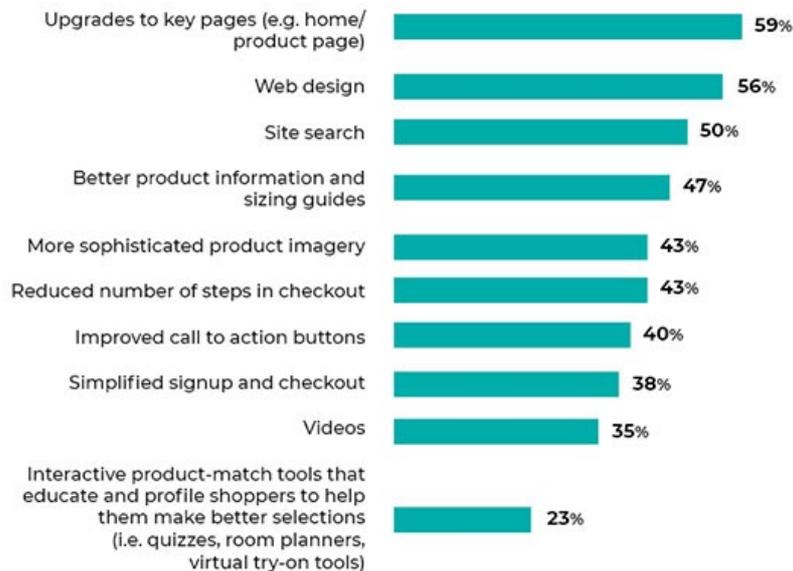
Top eCommerce KPI Priorities in 2021



Source: Namogoo and Astound commerce - The Annual eCommerce Leaders Priorities Survey Report: 2021

Data from Digital Commerce 360 shows that brands and marketplaces would do well to focus on improving their website and navigation to spur better conversions.

How important have each of the following onsite tactics been when it comes to improving your online conversion rate?



Source: Digital Commerce 360 2021 Performance and Conversion survey based on 103 retailers

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



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