

THE VIEW

E-commerce | November 2021



As online shopping continues to grow ubiquitous in the post-pandemic world, e-commerce companies are exploring innovative ways to maximize their market share and keep customers coming back. With competition growing fiercer than ever, every sale counts.

In this edition, we help you win back abandoned carts, uncover unique online marketing tactics, and the importance of marketplace brand compliance to stay in the winning lane this festive season and beyond.



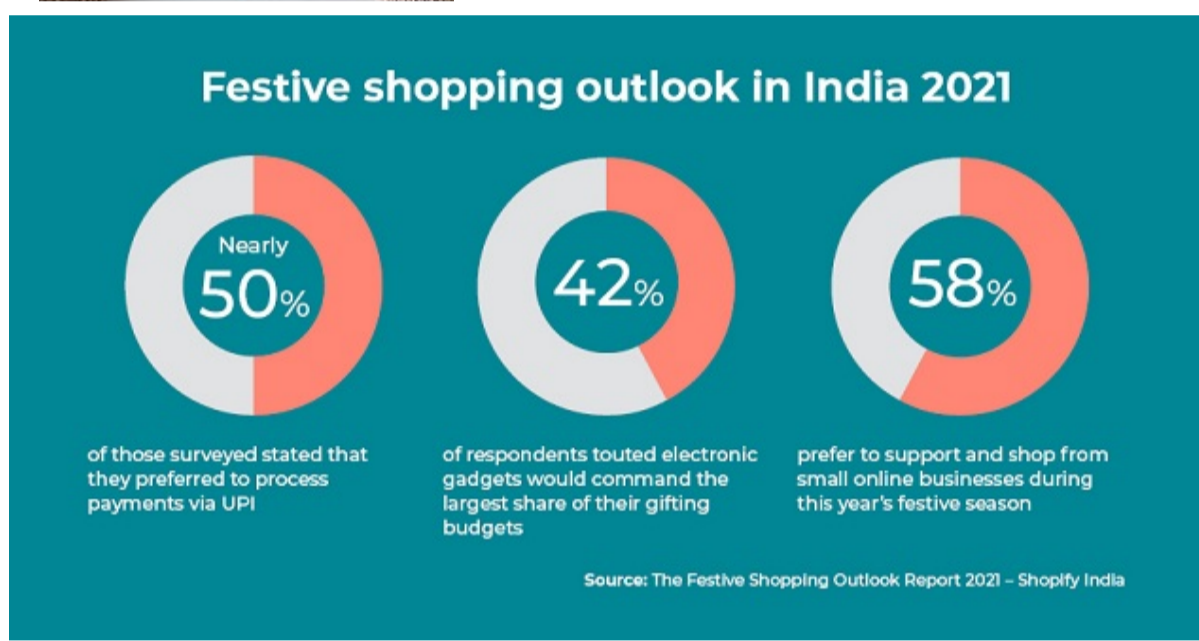
[Top 7 reasons for cart abandonment and how to overcome them](#)

70% of shoppers abandon online shopping carts during the final checkout process. Here's how savvy brands are working on such hiccups to turn prospects into repeat customers with increased order value. [Explore](#)



[7 unmissable marketing tips to boost e-commerce sales this festive season](#)

While it's hard to predict how this year's festive shopping season will play out, brands and retailers ready to employ these proven marketing strategies will be better primed to succeed. [Read more](#)



[\[Case study\] Managing brand compliance across online marketplaces for a large CPG brand](#)

Find out how we helped a leading CPG brand ensure their content is accurate, optimized, properly priced for 22,000 SKUs across 16 leading marketplaces spanning 71 zip-codes every day. [Discover](#)



[Performance checklist for e-commerce websites before heading into the festive season](#)

Here's a checklist packed with industry best practices to help keep your website sales-ready during this peak shopping season. [Read more](#)

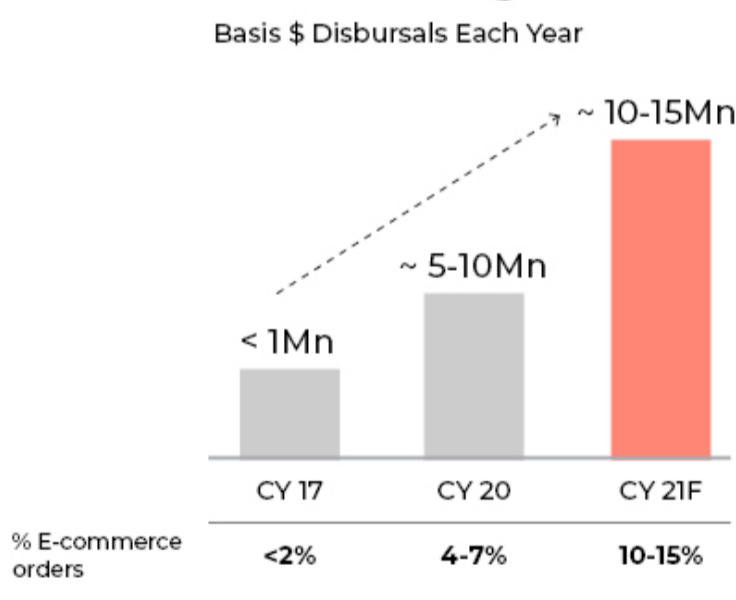
Hot off the press

- Govt issues 202 notices to e-commerce players for violating 'country of origin' norm ([The Indian Express](#))
- Google in talks to invest in Facebook-backed Indian social commerce Meesho ([TechCrunch](#)).
- More customers 'than ever before', 79% new users from small towns: Amazon India ([Business Today](#))
- Rural development ministry ties up with Flipkart to sell products made by artisans ([ETRetail](#))

Topping the charts

According to Redseer, easy credit and instant affordability accounted for ~4-7% of sales last year but is well-poised to command a higher share i.e. ~10-15% of sales this year.

BNPL Volume During Festive



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41 East, 11th Street,
New York NY10003, USA
+1-877-777-6569
info@netscribes.com



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