

THE VIEW

E-commerce | November 2021



As consumption continues to climb, e-commerce players need new and innovative ways to tackle supply chain gaps and labor shortages this holiday season. While jaw-dropping discounts may not be affordable, keeping customers engaged with differential marketing and stellar shopping experiences will be key in maximizing market share.

In this edition, discover how you can effectively minimize cart abandonment rates with proven e-commerce marketing tactics, and top gifting insights to stay in the winning lane this holiday 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 increase order value. [Read more](#)



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

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

Customer response to supply chain woes



40%

agree that out of stock items constitute a lousy shopping experience



55%

are very likely or might use an on-demand service like Door-Dash to order last-minute gifts



22%

won't wait for a retailer to restock before they go somewhere else

Source: Oracle - Retail Consumer Research 2021



[\[Case Study\] 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. [Read more](#)

Exclusive feature:



[Unwrapping the top gifting insights for a successful holiday season 2021](#)

Uncover key holiday gifting insights to better tailor your messaging and product offerings. Check out this infographic exclusively featured on Retail Touchpoints. [Read more](#)

Industry news

- Resale revs up: eBay enhances refurbished goods offering ([Retail Touchpoints](#))
- Automakers, retailers cut TV ads amid supply chain woes ([Reuters](#))
- Large retailers are claiming max share on limited toy inventory ([The Washington Post](#))
- Kroger delivers subscription plan to compete with Amazon Prime and Walmart+ ([Cincinnati.com](#))

Topping the charts

Most Cyber Weekend shoppers hear about the weekend's deals and sales digitally. About 1 in 4 say they look at physical catalogues or toy books to see what will be on sale.

Deal Awareness Method

% of Cyber Weekend Shoppers



Source: Numerator - Black Friday Cyber Monday Preview 2021

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