

## CASE STUDY

CPG & Retail

Extensive analysis of **emerging e-commerce trends & market landscape** for a tech giant



### About the client

Our client is a leading multinational technology company that ventured into social networking platforms and facilitates targeted advertisement for the e-commerce and retail industries.



**Headquarters:**  
Menlo Park,  
California, US



**Assets**  
USD 178.894 Bn



**Revenue**  
USD 117.93 Bn



**Employees**  
87K

### Objective and scope

Focused on strengthening its position as a leading advertising platform for e-commerce, the client, a leading tech social and advertising multinational company needed an in-depth insights report on the emerging trends in the e-commerce industry in 2022. Offering a global industry perspective, the report was targeted at their client marketing and sales teams.

Realizing that it needed a partner with proven expertise in research, the tech giant partnered with Netscribes for a detailed report on:



The latest online shopper trends



Market size and ad expenditure for different subcategories (F&B, Furniture, Electronics, etc.)



Marketing spend projections by media channels



The impact of Apple's privacy policy on global and regional advertisers

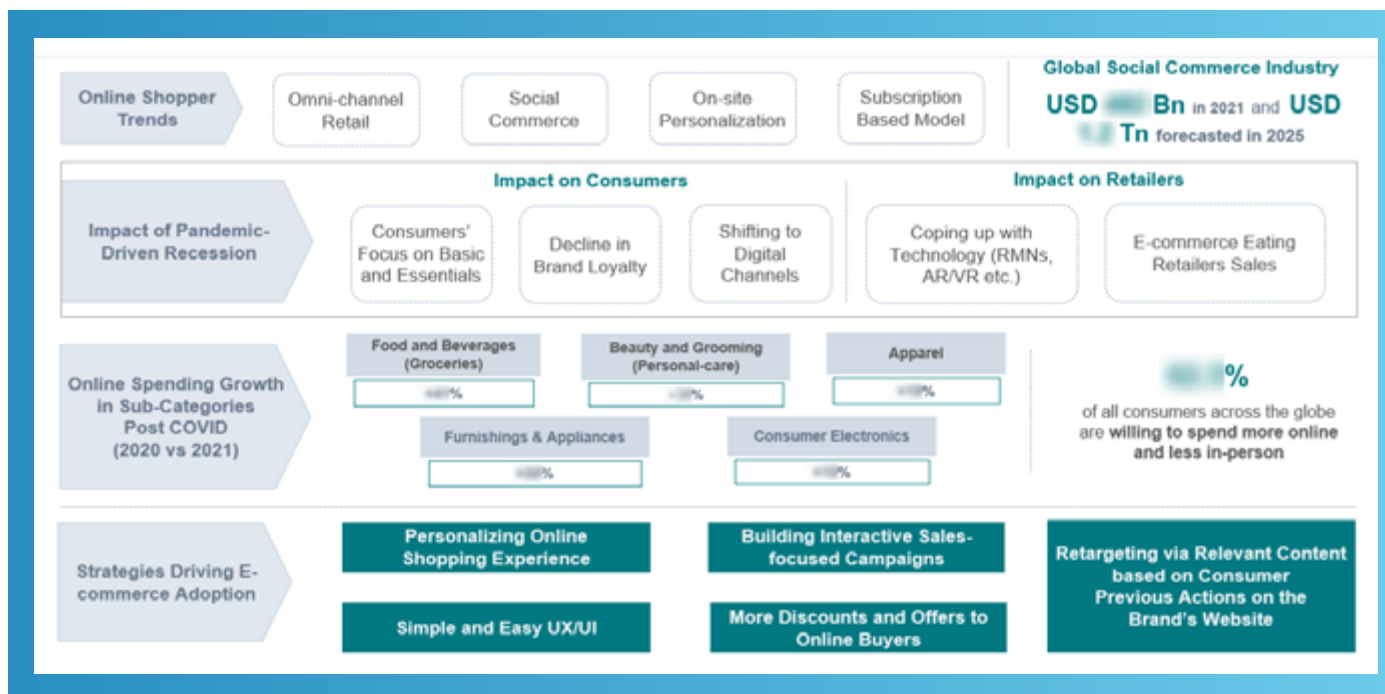
### Methodology and approach

Netscribes' team of research experts closely assessed information available on various secondary domains and gathered intelligence from multiple sources including:

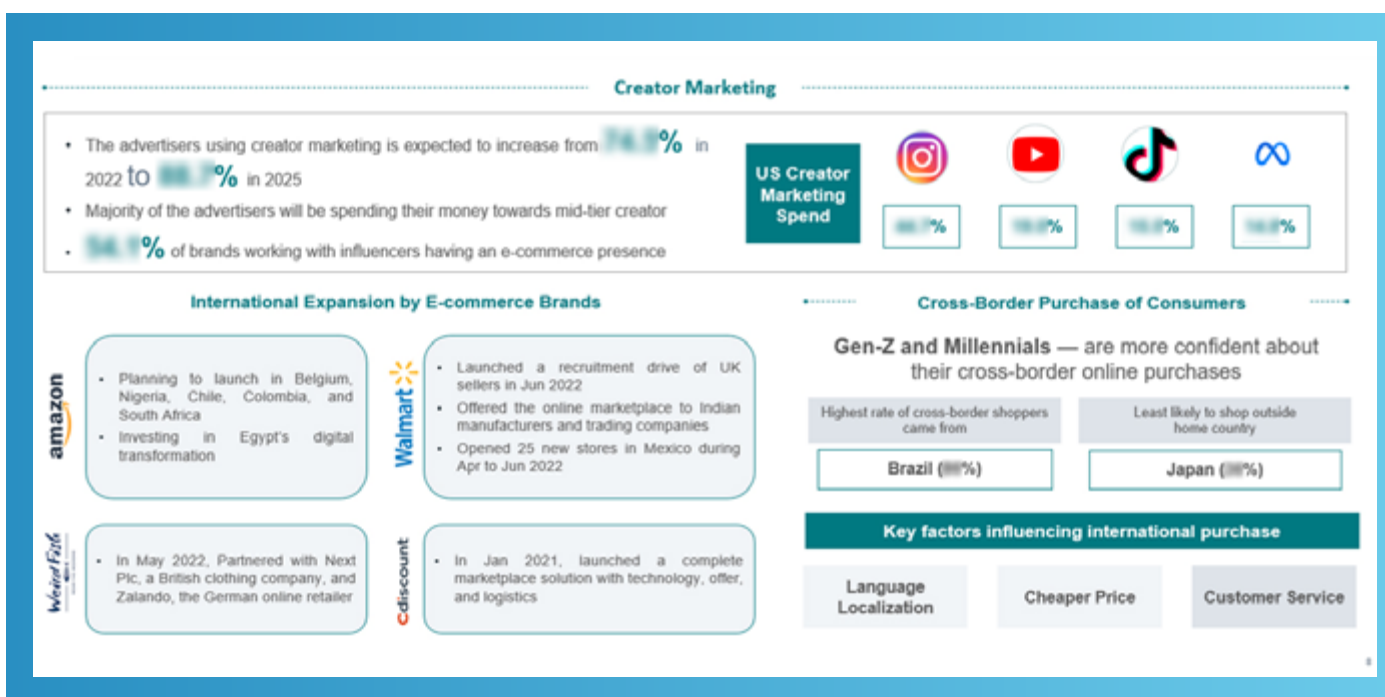
- 3rd party consulting reports
- Consumers' and retailers' surveys
- News articles and blogs

The entire process was categorized into five sections:

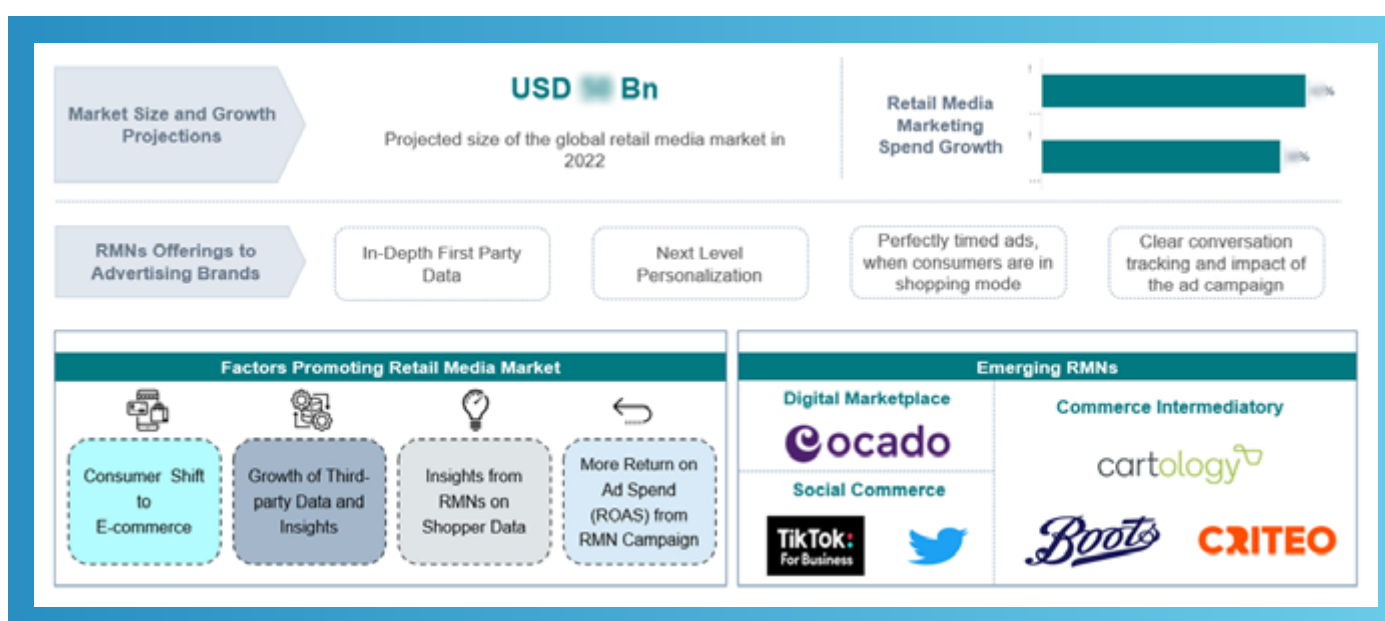
1 The first section focused on consumer expenditure and their post-pandemic attitude toward retail. It also covered the strategies undertaken by retailers to shift to digital channels and the impact of fraudulent reviews and websites on sales.



2 The second section focused on the marketing and media expenditure across various e-commerce verticals, plans for international expansion, and the impact of the Apple privacy policy on the advertisement industry.

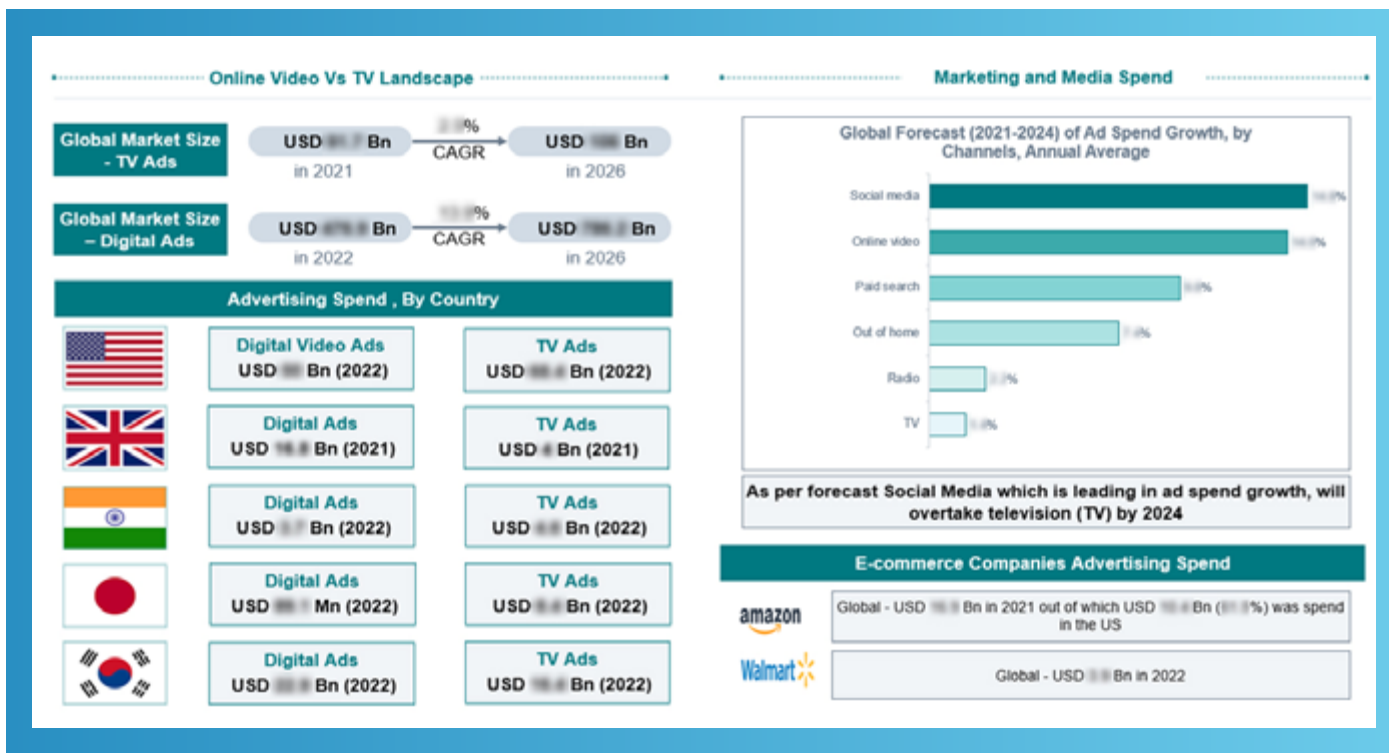


3 The third section focused on emerging retail media networks (RMNs) and their offerings to eCommerce brands.

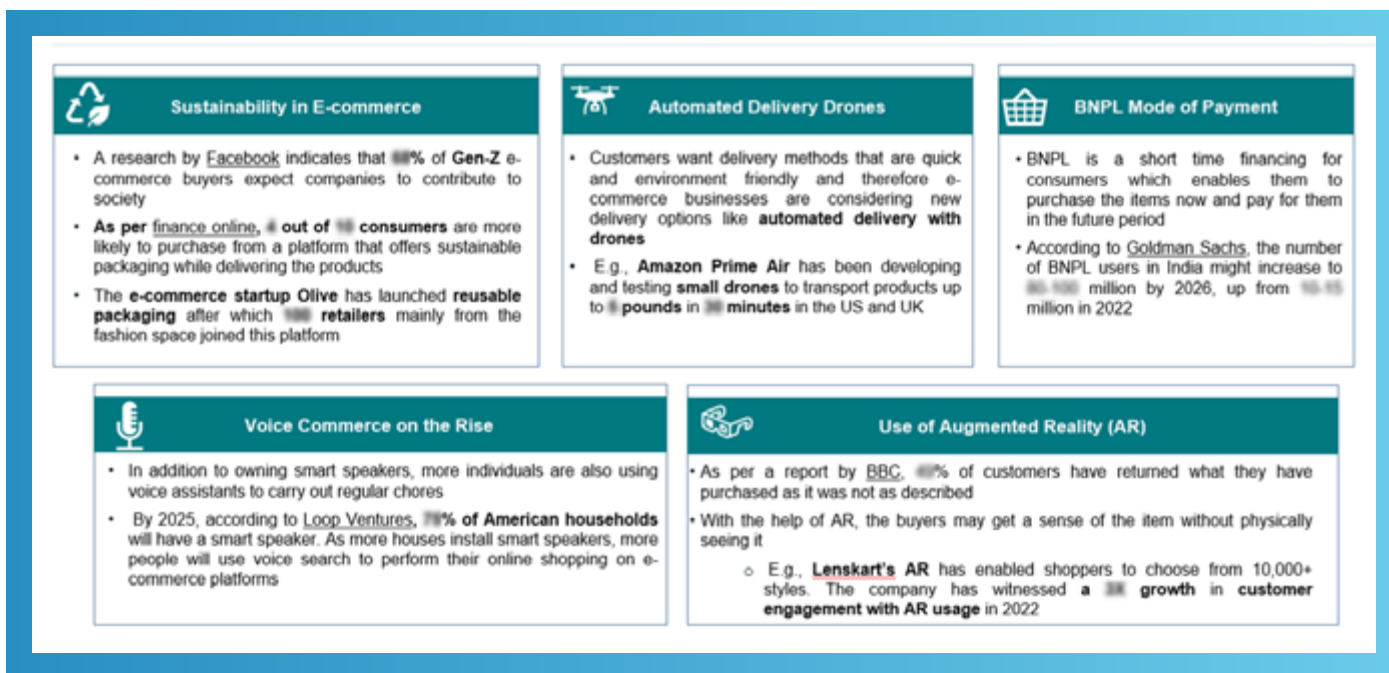


Related reading: [In-depth analysis of emerging gaming trends and market landscape for a tech stalwart](#)

4 The fourth section focused on the emerging digital and traditional television advertising format, the importance of creators in e-commerce media planning, and the increasing focus of brands on sustainability.



5 The final section focused on the future of the e-commerce industry in terms of projection on expenditure and AR/VR usage, technology adoption, innovations, and advertisers' challenges.



## Client benefit

Equipped with these insights the technology stalwart was able to gain an extensive understanding of the factors impacting the present and future of the global e-commerce industry. The assessment included identifying the target market, major influences, the latest developments, initiatives, and trends among other aspects in the e-commerce space. These together, helped our client build an in-depth insights report for its internal and client marketing teams.

Position your business for e-commerce excellence with Netscribes' expert [research and information solutions](#), ensuring you're well-equipped to tackle challenges and seize opportunities.

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