

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



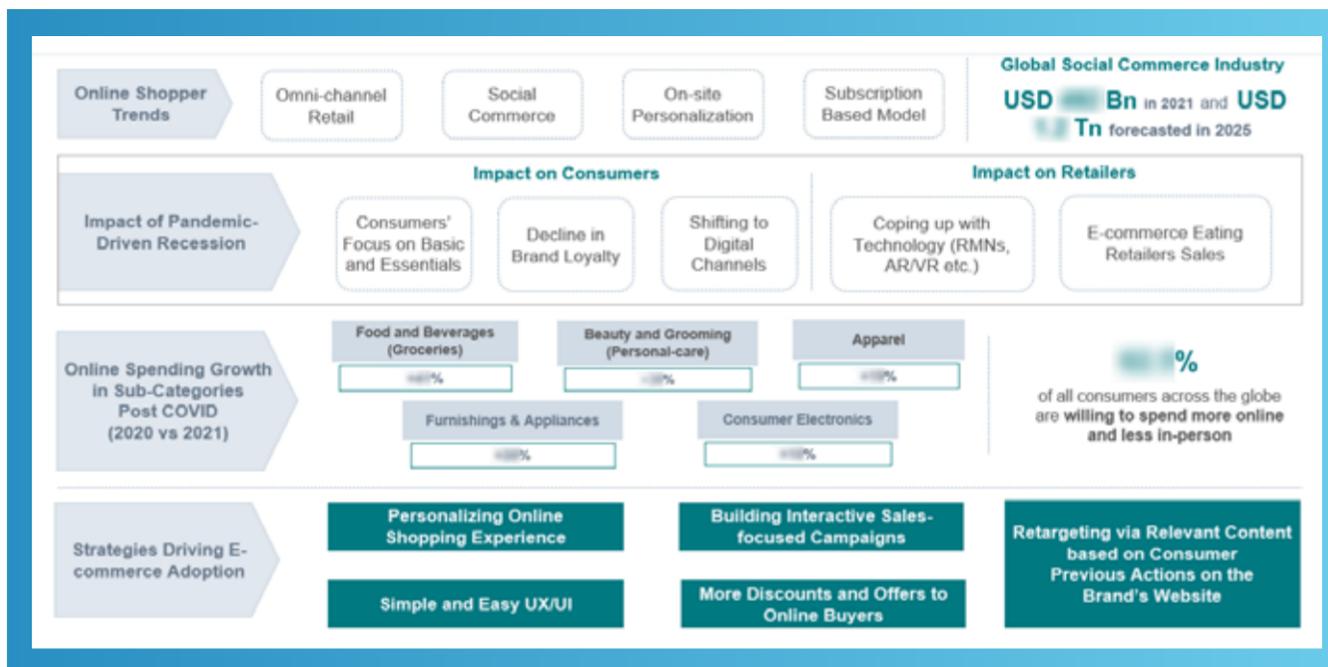
Methodology and approach

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

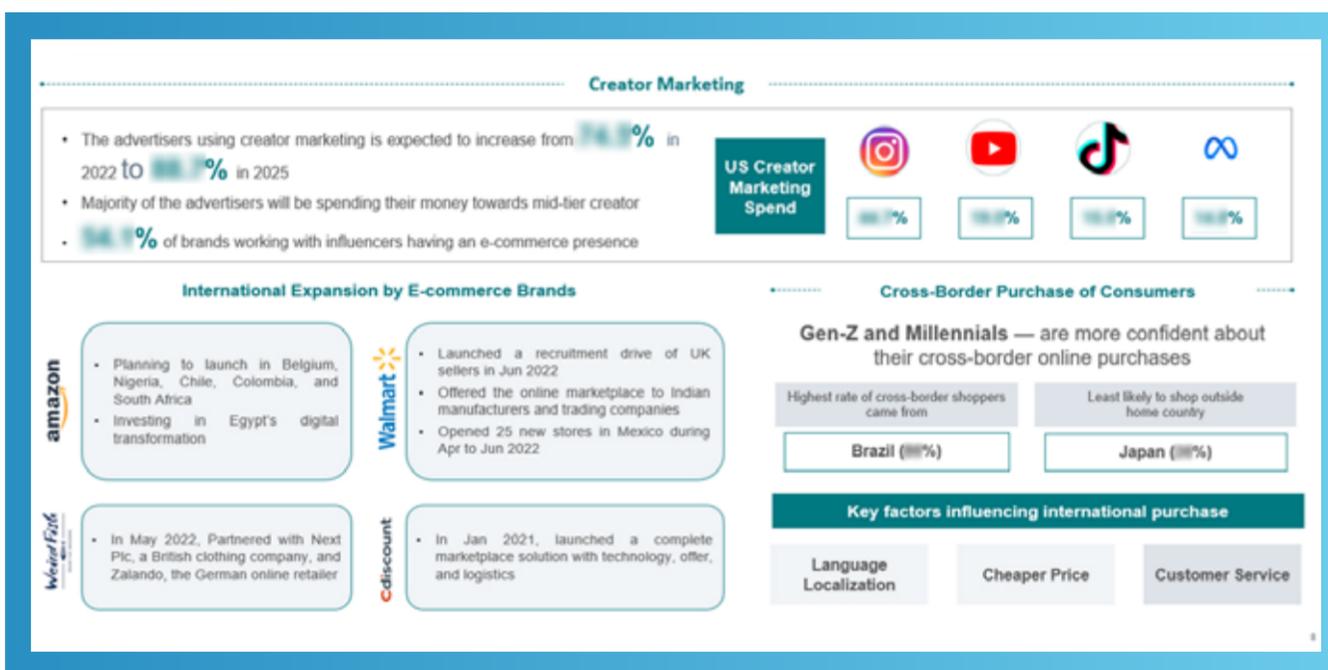
- 3rd party consulting reports
- Consumers' and retailers' surveys
- News articles and blogs

The entire process was categorized into five sections:

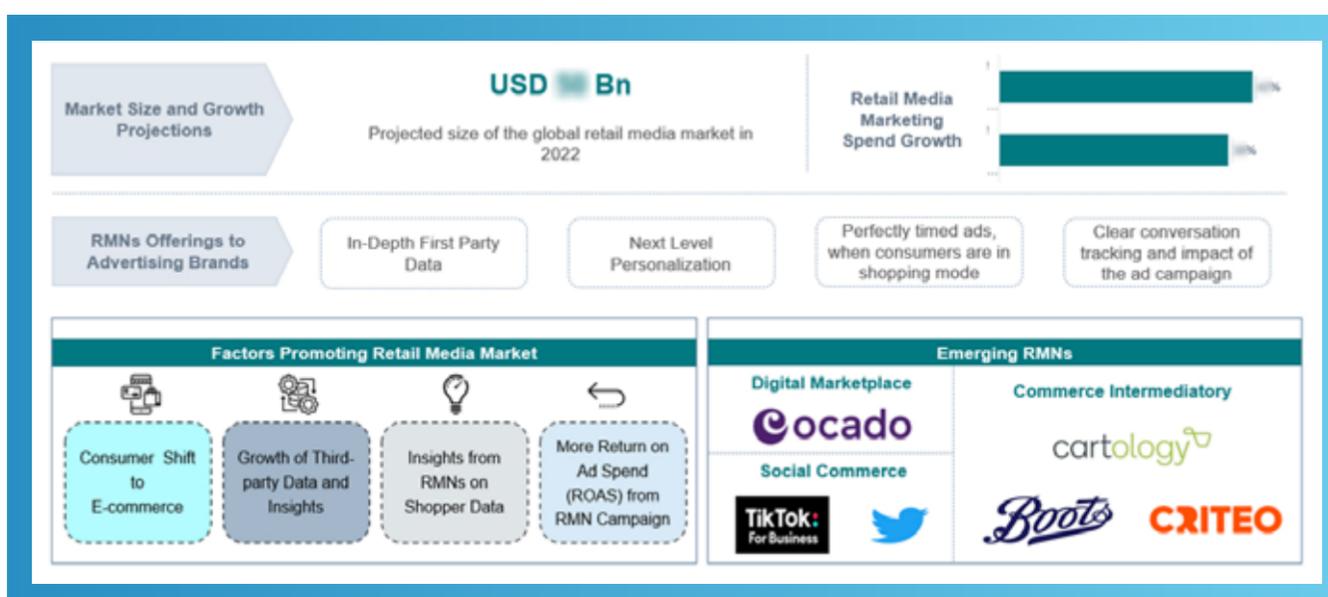
1 The first section focused on consumer expenditure and their post-pandemic attitude toward retail. It also covered the strategies undertaken by retailers to shift to digital channels and the impact of fraudulent reviews and websites on sales.



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.

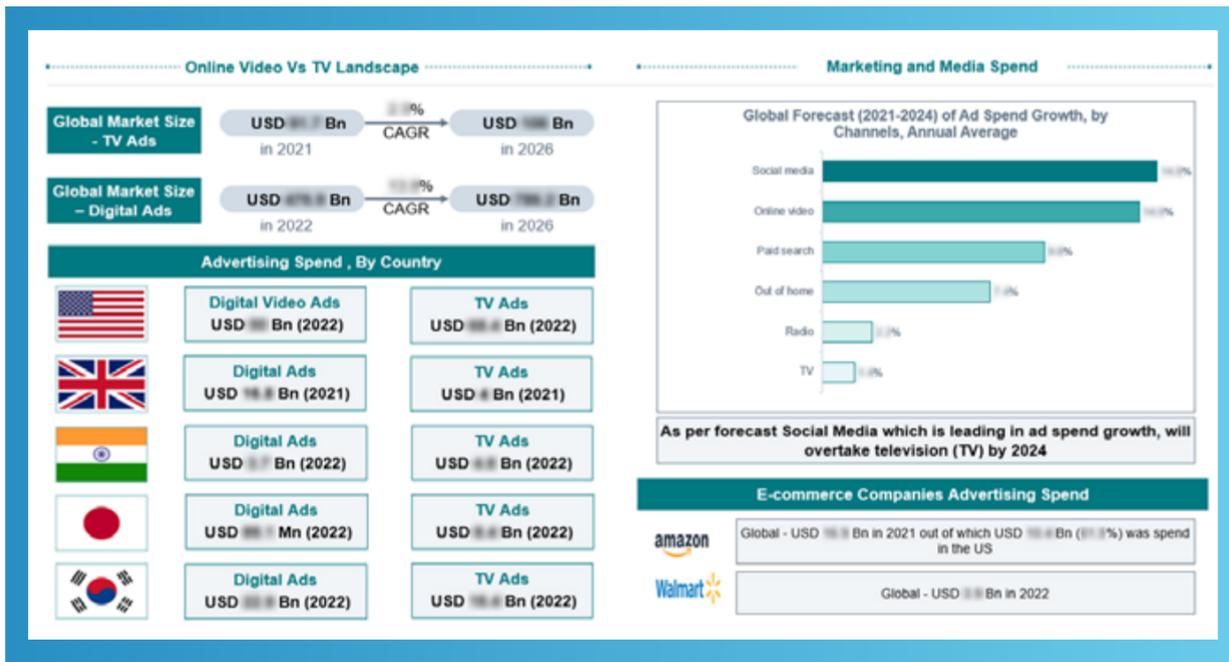


3 The third section focused on emerging retail media networks (RMNs) and their offerings to eCommerce brands.

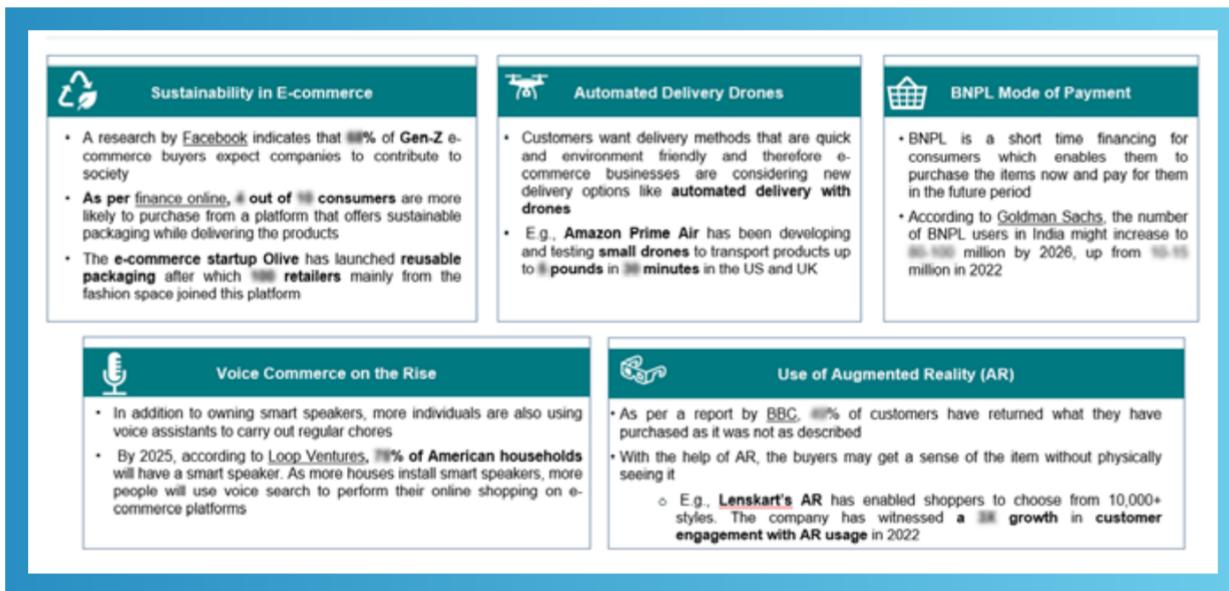


Related reading: [In-depth analysis of emerging gaming trends and market landscape for a tech stalwart](#)

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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