

Recover the losses due to COVID

Scale-up your business growth this festive season!

with the right marketing and business automation
strategies



How has the pandemic changed the eCommerce Industry?

As per the 'eCommerce Trends Report' published by Unicommerce, the industry has seen an upscale with:

- **20%** order volume growth
- **23%** Gross Merchandise Value growth
- **53%** region-wise consumer demand growth (especially Tier III & beyond cities)
- **3X** growth of Website order volumes than marketplace order volumes

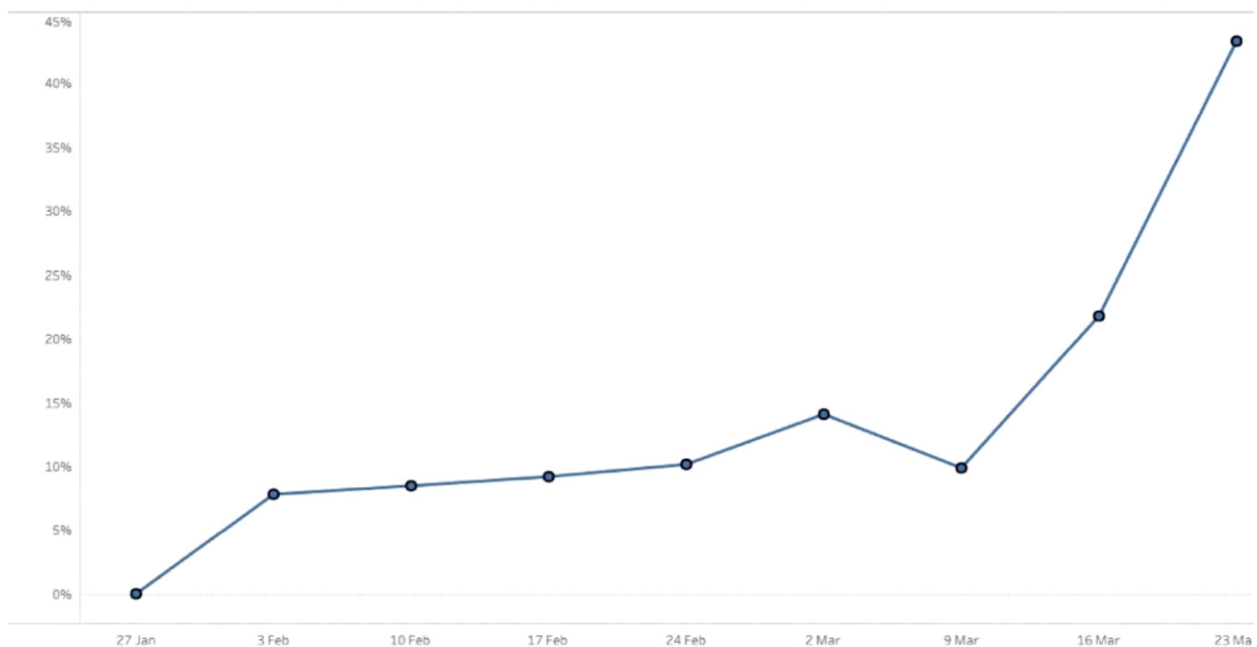


Huge surge in the number of active users on online shopping platforms was seen during and in the post lockdown phase

INDIA



OBSERVATIONS

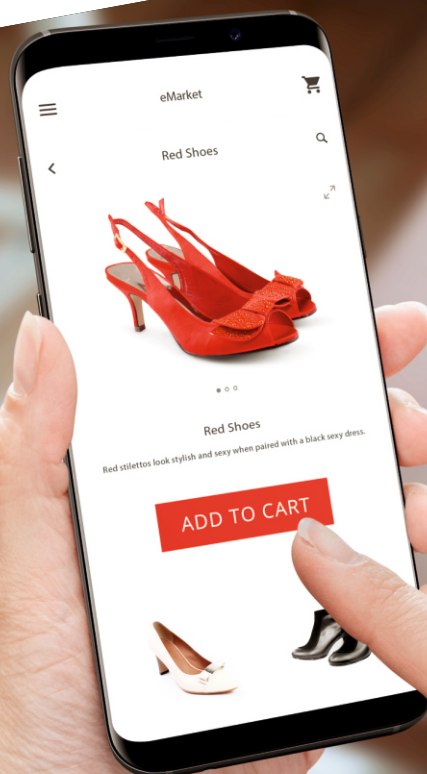


Increase in active users in March 2020 in India

(source Ipsos)

The observations made based on the surveys indicated that:

- Consumers spend more time than ever researching products they want to buy
- **83%** of users have made a purchase online using their mobile devices in the current times and the number is increasing by the day.



With such a rapid increase in eCommerce activities around the globe, businesses need to aim at diversifying their sales channels to scale seamlessly with a focus on profitable growth



Current times require your focus on 4 major aspects responsible for driving the growth of eCommerce businesses:

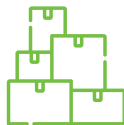
Create a Customer Centric Organization Mindset



Design an Integrated Marketing Communication Plan



Build a Robust eCommerce Supply Chain & Simplify eCommerce Selling!



Develop an Omnichannel Strategy
(website + marketplaces + offline stores, if applicable)



Create a Customer-Centric Organization Mindset

- Page speed influences over **70%** of consumers to purchase from your site
- Depending on the delay for even a second, **7%** of your sales may drop immediately
- Complex Cart and Checkout processes result in **36%** of users abandoning their purchases
- Style shots in a Catalog ensure a **3%** higher potential for Conversions

Customer-centricity is the most important factor in a successful business digitization, since companies who have customer at the centre of their strategy are **"60% more profitable"** compared to others.



The Emerging Trend of Direct To Consumer

Consumer Demand YoY Growth 2019-20



Brand Website

88%



Marketplaces

32%



Number of brands opting for own websites increased by 65%

Shipping Trends

Self-Shipped vs Marketplace-Shipped Orders

72%

Marketplace-Shipped Orders



2019

65%

Marketplace-Shipped Orders



2020



Self-shipped orders for orders received on marketplaces: 13%

Design an Integrated Marketing Communication Plan

- ~**70%** urban consumers for mobile expected to be digitally influenced post COVID; up from 55-60% pre-COVID
- **40%** consumers are planning to increase online spend on apparel
- Social platforms such as Facebook, Instagram and Whatsapp grew by **18%, 20%** and **17%** respectively during lockdown

Established brands should focus on increasing **"top-of-the-funnel"** branding to enhance brand equity and trust
Emerging brands and new age startups should focus on **"bottom-of-the-funnel"** content to push for direct results



Develop an Omnichannel Strategy (Website + Marketplaces + Offline Stores, if applicable)



Omnichannel is a win-win for both customers and businesses

Adapt Omnichannel Solutions to Achieve:

- Higher Sales & Margins
- Unmatched Customer Loyalty
- Simplified eCommerce Selling
- Improved Customer Experience
- Complete Brand Visibility

Be where your customers are shopping!



Simplify your eCommerce selling!



Allow Automation

Automate complete supply chain operations to not only manage your business with ease but to have the time and focus to venture ahead



Drive Various Integrations

Reduce processing time from 4 hrs to 5 mins by integrating with 100+ global marketplaces, online stores, logistics providers, ERP & POS systems all from a single platform.



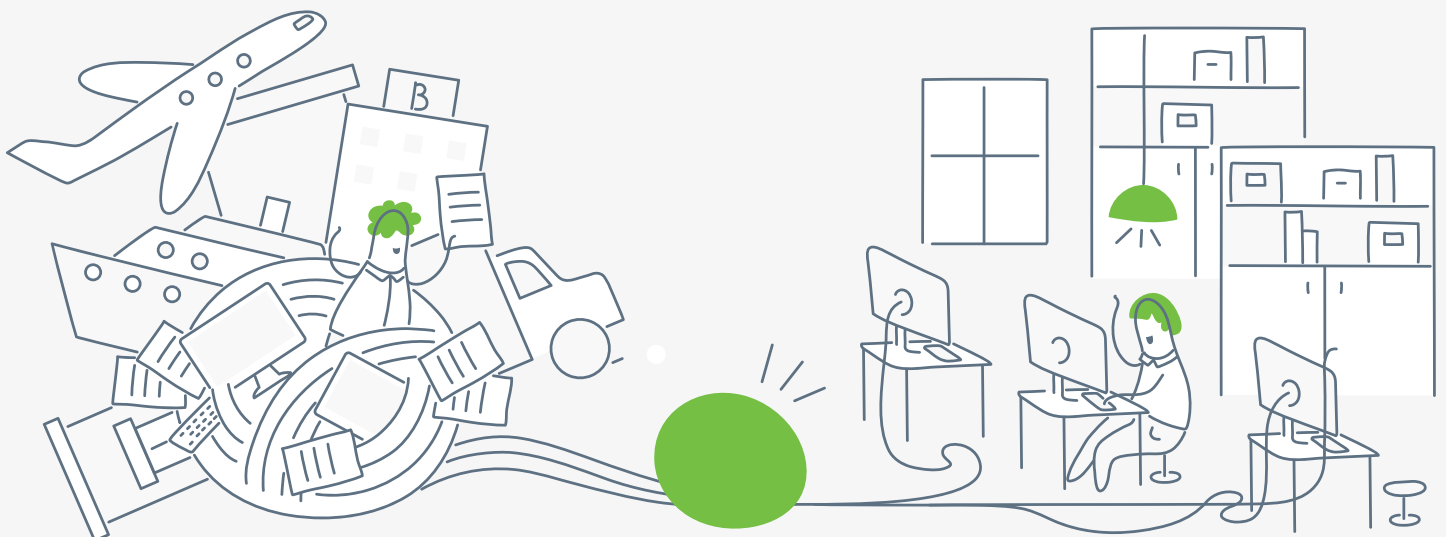
Enable Omnichannel Solutions

Reduce logistics cost by 30% using Omnichannel Solutions across online and offline sales Channels



Onboard Warehouse Management

Lower manpower costs by 25% using advanced Warehouse Management features like FIFO, Handheld, Cycle count, etc



Streamline your eCommerce Supply Chain to accelerate business growth with the right set of partners!



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