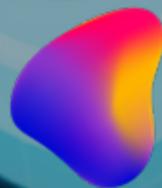


# E-COMMERCE TRENDS 2021

The store is in the customer hands

by Making Science



**making  
science**

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## Introduction

- The world of retail is undergoing an unprecedented wave of innovation. Technology, of course, plays a major role, but there are also other forces at work. New business models are appearing that will have a profound influence across the e-commerce and wider retail value chain.

At the same time, consumer behaviors and expectations are evolving. In this paper, we identify and examine those trends that will shape the retail landscape over the next few years.



# E-COMMERCE INDUSTRY OVERVIEW



# E-COMMERCE, A NEW REALITY

## E-commerce, a new reality

- E-commerce is the activity of electronic transactions related to the purchase and delivery of goods and services.

The following are considered an e-commerce practice:

- **Retailers with online presence – “e-tailers”**
- **Companies selling exclusively online**
- **Marketplace sellers like Google Shopping, Facebook, Amazon**

- The most well-known form of e-commerce falls into the business to consumer (B2C) category, which includes online retail or online shopping. Almost half of all adults are Millennials, which also means an increase in Millennial B2B buyers.

This audience wants to be able to easily search for their needs their needs and related products without conversing with salespeople.

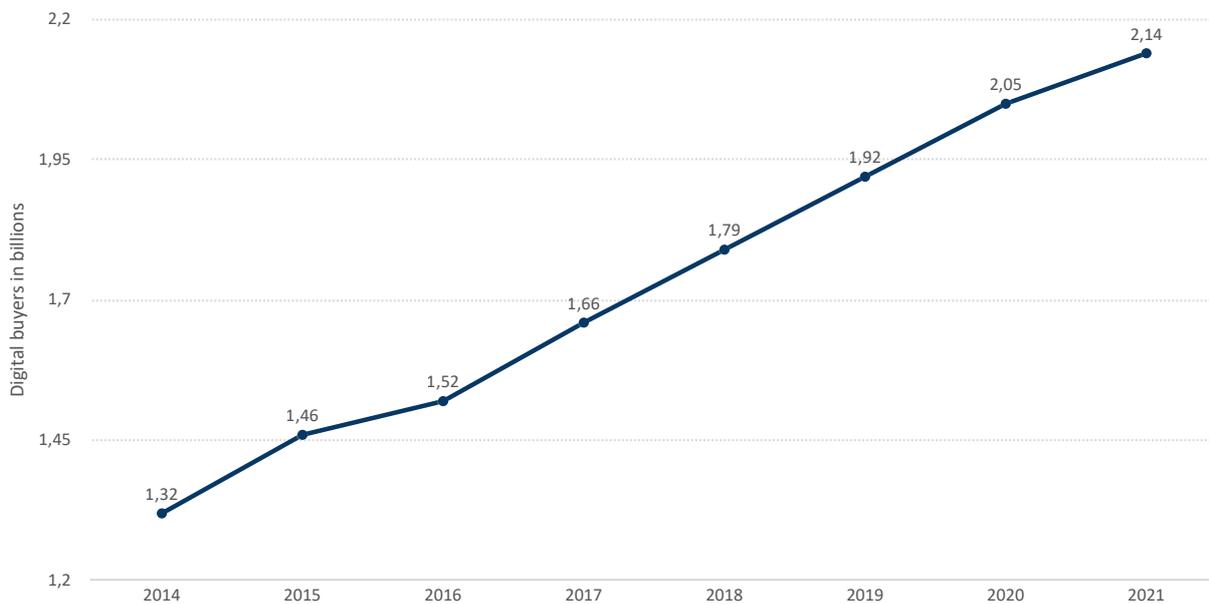


# MARKET SIZE

## Market size

Purchasing goods and services online has become a common practice among many people around the world. Some choose to make online purchases for convenience, others because of the competitive price offered by some e-commerce platforms. Digital buyers can also be influenced by a range of digital resources when shopping, such as brand emails and product reviews. Reasons to purchase aside, the number of digital buyers is on the rise.

Number of digital buyers worldwide:

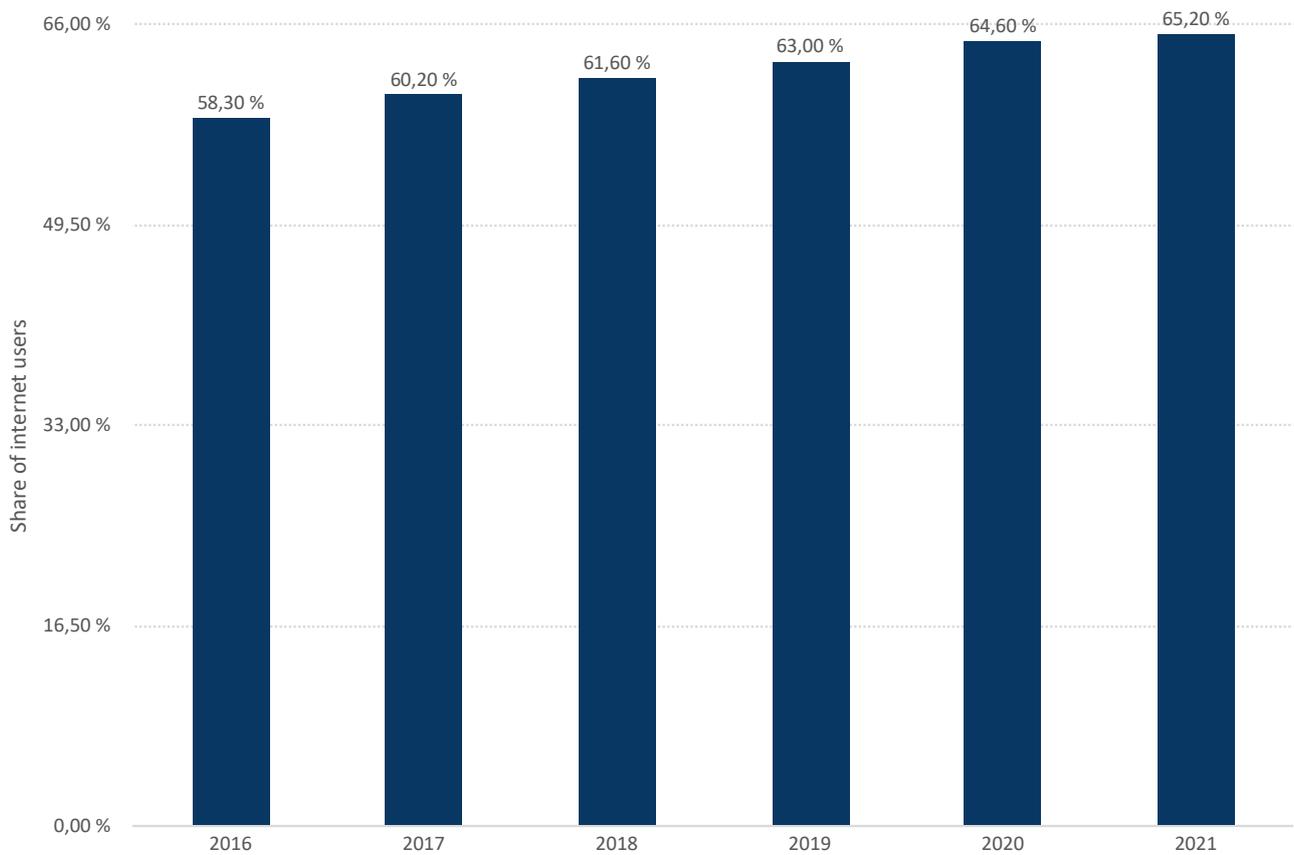


Source: eMarketer

# MARKET SIZE

Market size

Digital buyer penetration worldwide 2016-2021.



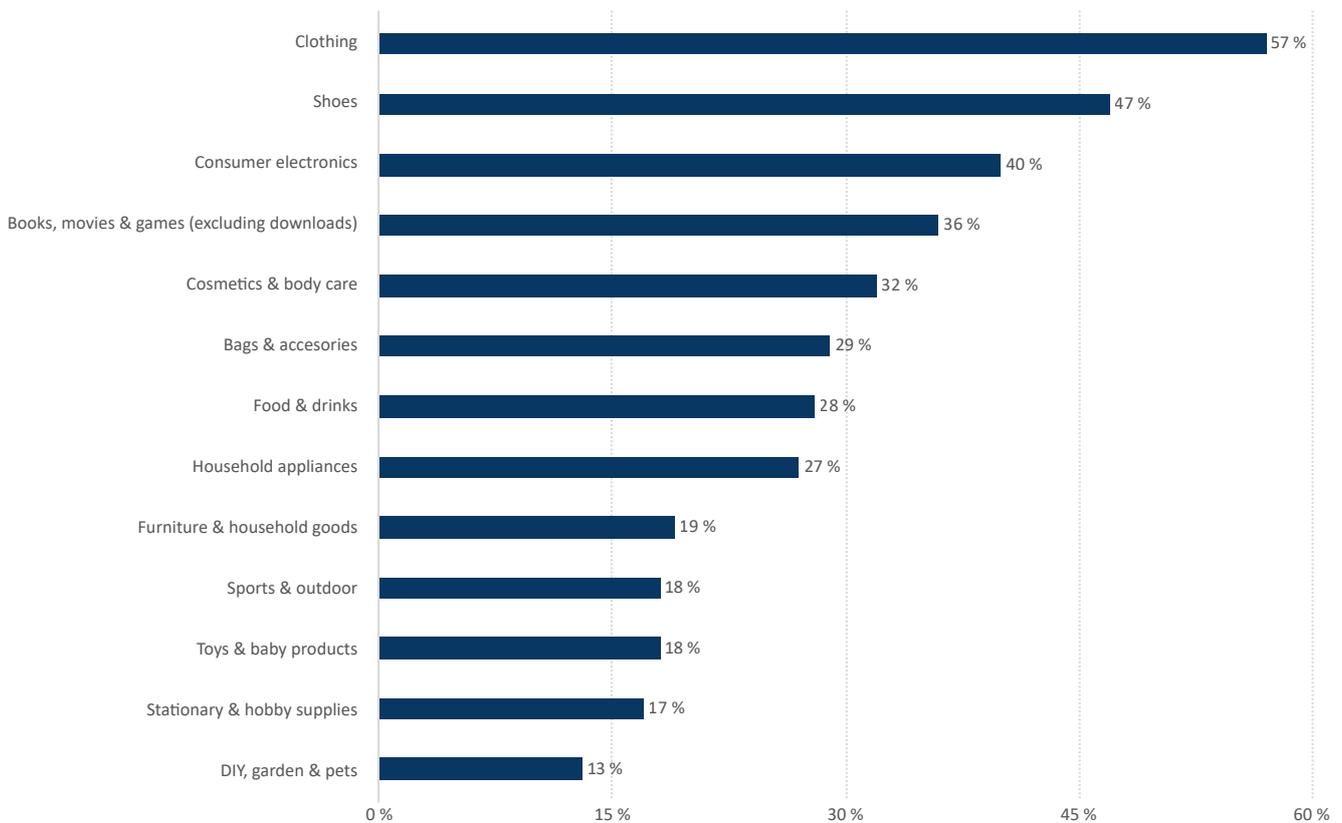
Source: eMarketer

# TOP SELLING INDUSTRIES

## Top selling industries

Fashion is the top-selling industry in almost all countries with clothing being the highest contributing product category. The increasing demand for the fashion industry in the online world is mainly due to the improvement in returns policies. Following clothing, shoes and consumer electronics are the 2nd and 3rd most popular categories, respectively.

Share of internet users who have purchased selected products online.



Source: eMarketer

# TOP SELLING INDUSTRIES

## An on-growing industry

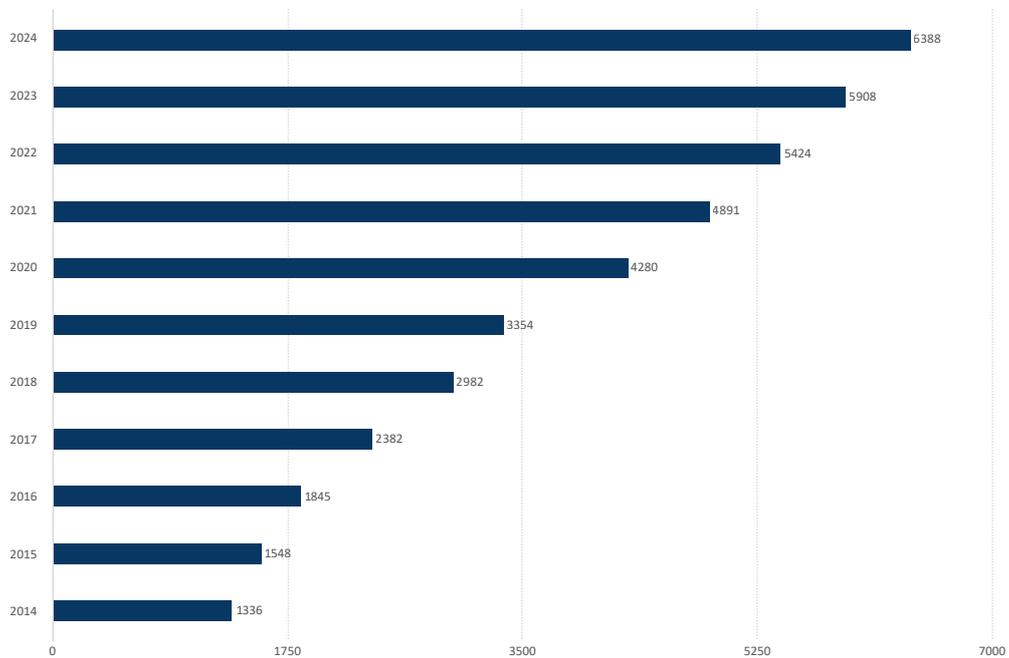
- Global e-retail sales amounted to \$4,28 trillion in 2020 accounting for 18% of total sales around the world and are projected to grow to 5.4 trillion US dollars in 2022.

With digital development exploding in the Asia Pacific region, it is no surprise that the fastest growing **online retail market** is India, followed by Spain and China.



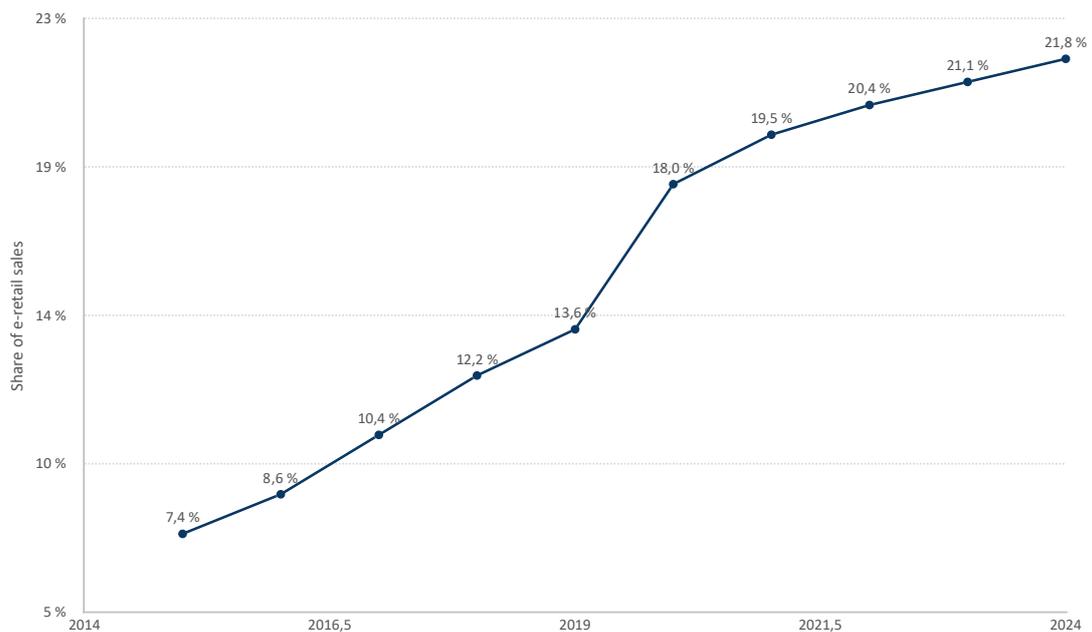
# TOP SELLING INDUSTRIES

## Global retail e-commerce sales:



Source: eMarketer

## Worldwide e-commerce share of retail sales:



Source: eMarketer

# TOP TRENDS AND CHALLENGES



# E-COMMERCE TRENDS

Consumer e-commerce today is mainly driven by price and convenience: products delivered quickly. However, a growing number of consumers are starting to want more from e-commerce. The desire for instant access and gratification, 24/7 and seamless shopping experience, will be the norm, driven particularly by millennials, digital natives with technology use their second nature. These generations are constantly connected to an online environment where events happen in real time without them having to wait and where social media enables them to take control.

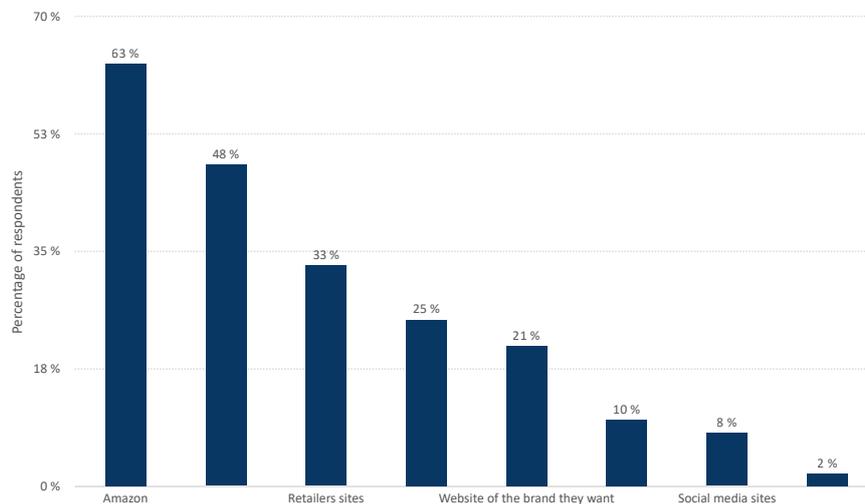
José Antonio Martínez Aguilar  
CEO



## Omnichannel

Omnichannel retailing has become the standard for success in the retail environment. It provides a seamless, continuous customer experience across any device or location a customer wishes to shop, with a personalized brand experience.

### Online sources for product searches worldwide 2020



Source: Censuwide

In a survey by HBR (Harvard Business Review), 73% of respondents said they use multiple channels during their shopping journey. Furthermore, the more channels customers used, the more money they typically spent, and the more repeat purchases they made. Perhaps most importantly, multiple interactions tend to result in more recommendations made to friends and family.

# OMNICHANNEL

The first phase of the omnichannel evolution we see today is marketing messages, pricing and product availability consistently across all channels; these consumer touchpoints work together to support an integrated, consistent omnibrand experience.

One of **the key conditions for success for retailers** will be their ability not only to keep track of users across a growing number of devices and touchpoints, but also to figure out how to effectively measure which of those **are most effective at driving sales**. This will imply a growing level of sophistication in how sales are attributed to the **different marketing touchpoints**.

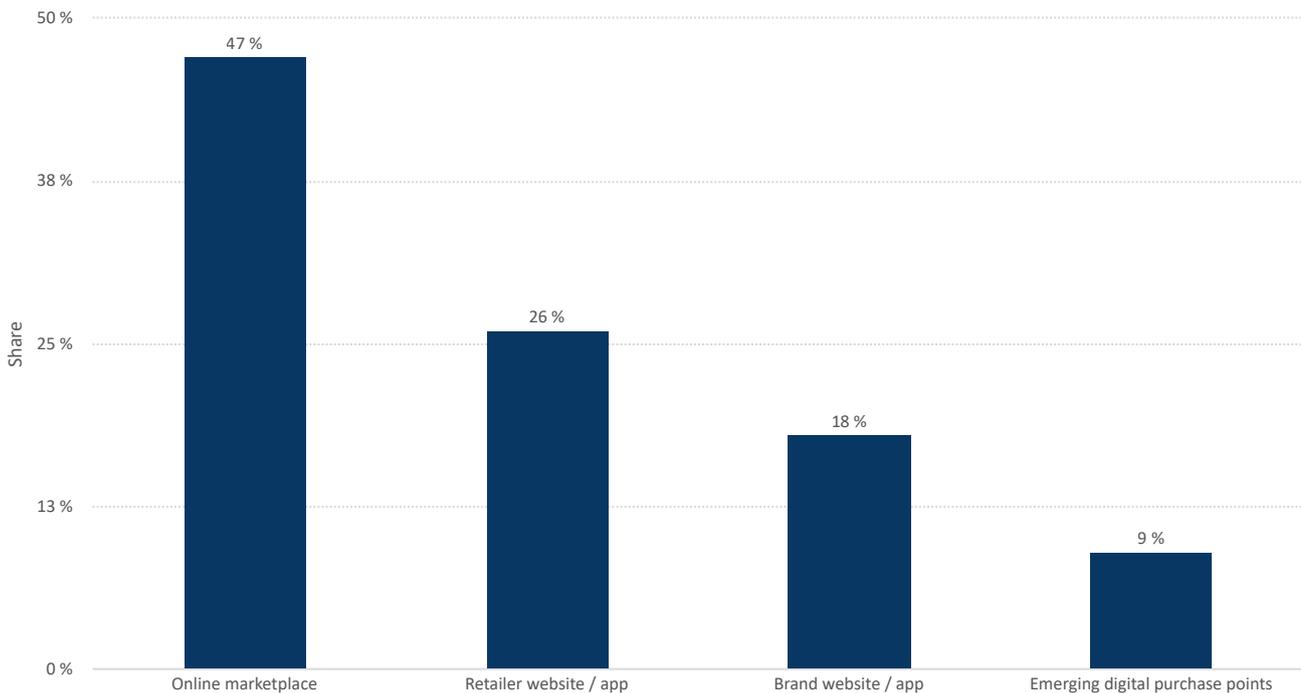
A black and white portrait of Paula Gómez, a woman with long dark hair, smiling. She is wearing a dark, textured sweater with puffed sleeves and a necklace with a small pendant.

Paula Gómez  
Head of Data & AdTech

# MULTIPLATFORM

## Multiplatform

- Getting potential customers to your site is one task but getting them to convert is another. Businesses are looking to improve their conversion rates by optimizing their product pages. Multiplatform selling is another way to get conversions, whether through Facebook advertising or shopping ads on Google.
- Share of global digital purchases by channel:



Source: Salesforce

# MULTIPLATFORM

When it comes to ecommerce multichannel strategies, the product feed **is the foundation of campaigns and the quality of the data feed will determine its success.**

- The quality of the feed makes or breaks the Product Listing Ads campaigns. When it comes to optimizing your product advertising campaigns, the feed is the first place to start looking for revisions.

A black and white photograph of Antonio Negro, a man with short hair and a slight smile, wearing a dark button-down shirt and light-colored trousers. He is standing with his arms crossed.

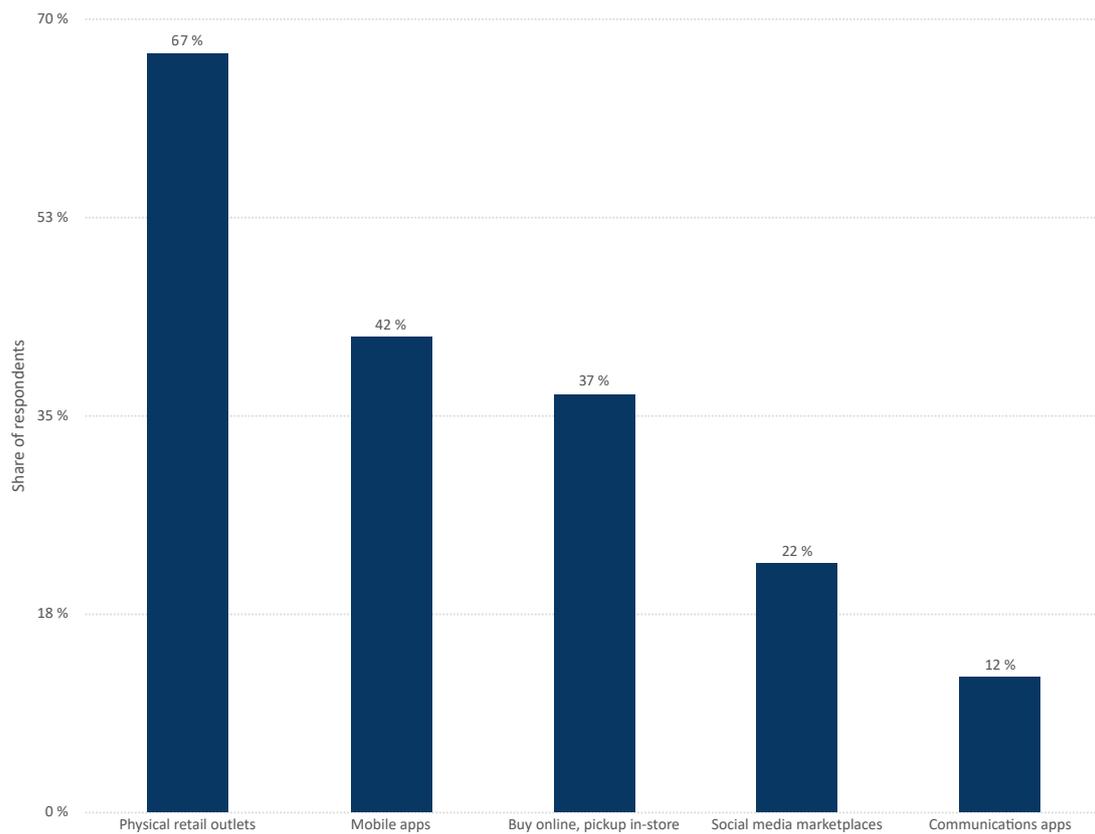
Antonio Negro  
Head of E-commerce

## Mobile Commerce

As consumers' trust in online shopping increases, they feel more comfortable making purchases using their mobile devices.

By the end of 2021, mobile devices are expected to make almost 73% of total ecommerce sales. Regardless, 30% of online shoppers are likely to abandon their carts in the middle of shopping if they find out that your website is not mobile-friendly.

Purchase channel usage of consumers worldwide as of 2019:



Source: Wirecard

There are various reasons that explain why this type of online commerce is growing at such a fast pace:

# MOBILE COMMERCE

Mobile devices enhance customer flexibility: e-commerce already enables access to a wider range of products and competitive prices; with mobile commerce, **these features are subject to an increased flexibility of spaces for device usage.**

Online merchants using the mobile channel have registered higher conversion rates and ROI.

- The widespread adoption of increasingly powerful smartphones with larger screens is improving the m-commerce experience. Retailers need to adapt their website to be mobile-friendly and platforms that can support the whole shopping journey, from product search and discovery, to comparisons, recommendations, and payments.

Furthermore, it is recommended to create a progressive web app (PWA) for the online store. PWA's load faster than a website and allow customers to view pages that they have previously browsed without the internet.

- We believe in an advertising approach that uses the most appropriate channels to device forms, target audience and campaign objectives. For example, in the context of smartphones, native applications are most likely to be a more effective advertising channel.



Óscar López  
Head of SW Engineering

# DIRECT TO CUSTOMER

## Direct to customer

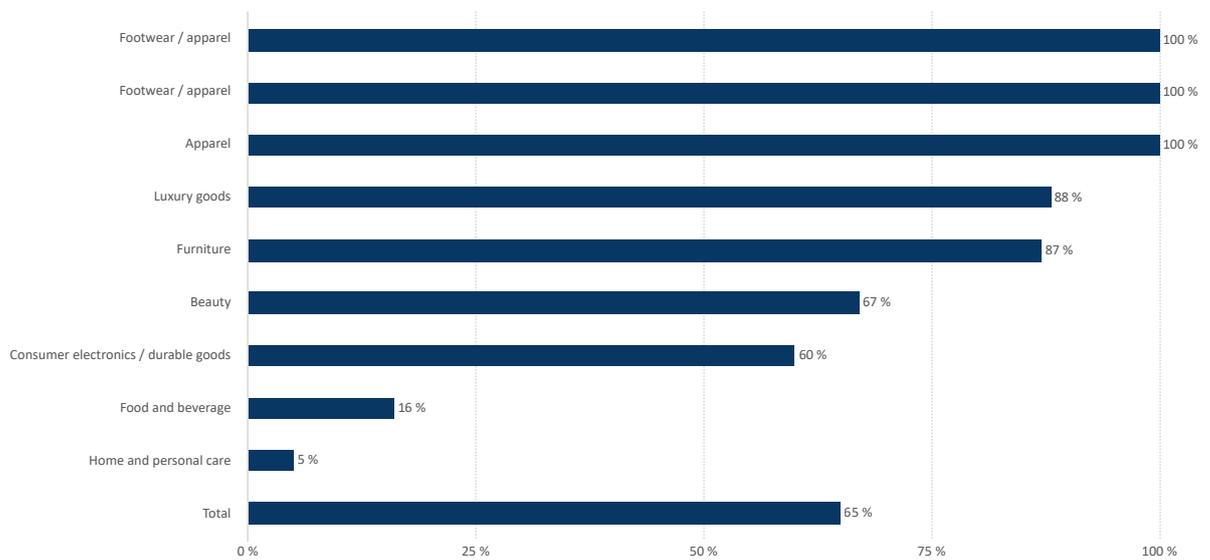
- While millennials and Generation Z are less likely to be loyal than previous generations — *chiefly because there's more transparency and information available to them* — there's a strong argument to be made that brands that get the customer experience right will see greater loyalty
- A report based on a consumer survey shows that 59% of respondents preferred to do research directly on brand sites and 55% want to buy from brands directly (vs multi-brand retailers) because brands generally focus on providing positive purchase and service experiences.
- The majority of respondents expressed the general notion that brand/manufacturer websites offered better and more complete product information — and better prices.
- Emarketer points out that in the US, 40% of shoppers expect to be making over 40% of their purchases from D2C brands in the next five years. As technology advances to erase the friction from this model, those stats are only likely to increase.

The provision of distinct and tangible shopping experiences, online and real-world, **will become a key to enhance and differentiate a brand's value proposition.**

# DIRECT TO CUSTOMER

But retail brands must ensure that the experience in question provides genuine delight and value; otherwise, there is a danger consumers could view it as a stunt.

Share of brands with DTC transactional websites worldwide



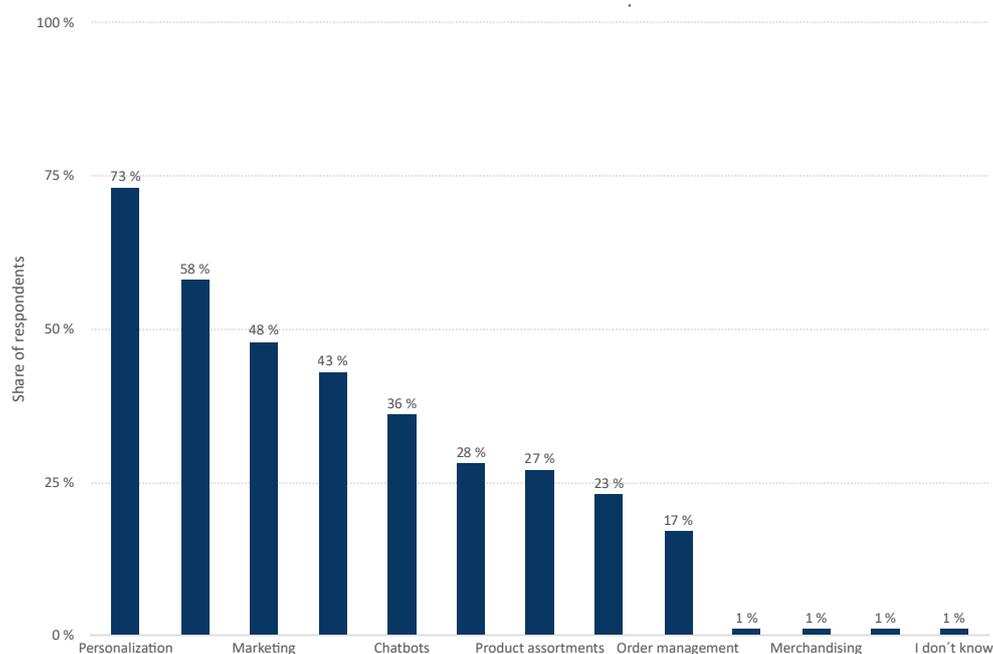
Source: Source: L.E.K. Consulting



Patricia Yuste  
Digital Marketing Services  
Director

## AI to enrich customer experience

- Artificial intelligence (AI) is the machine's ability to learn and imitate human beings. AI acts as e-commerce guidance by offering personalized guidance and recommendations to customers. AI uses shoppers' past purchase history and browsing behavior to show them products they are more likely to purchase.
- When we talk about E-commerce trends, we must discuss artificial intelligence and how it impacts online shopping behaviour. Depending on the nature of a business's audience and the pace of development, AI implementation highlights consumer patterns which will benefit the performance of e-commerce like a product recommendation, personalization, dynamic pricing, image search and customer segmentation. AI cannot guarantee a company sudden success, but it gives much insight and aids the decision making processes.
- Future areas in which AI will help e-commerce.



Source: SearchNode

# ARTIFICIAL INTELLIGENCE

By implementing AI in an ecommerce store, **it will likely see an increase in conversions and a decrease in the return rate**, due to its extraordinary capabilities.

- Furthermore, the current scenario of consumer privacy, such as European GDPR, states the principle of data minimisation of personal data. This results in processing non personal data, but aggregate data, which means personal data are not used in support of measures or decisions regarding any particular natural person.
- Artificial intelligence plays a major role in this privacy scenario since it compensates for the minimization of data by making predictions that allow ecommerces to continuously improve their best in class customer experience strategy.

Álvaro Verdeja  
COO



## Voice Search

- People are increasingly relying on voice assistant devices like Amazon Echo with Alexa and Google Home with Google Assistant to do everything from waking up to buying products online. These features are gaining popularity as users are making their way of life based on technology. According to Think with Google, 72% of people who own voice-activated speakers say that these devices are used as part of their daily routine.
- Additionally, voice search is quicker and more efficient than you are when it comes to typing. The average person types at a speed of about 30 to 35 words per minute, but a voice search feature may enable you to process an average of about 100 words per minute.

More than the usage of words (SEO, keywords, meta-tags), ecommerce existing relationship with a product will decide their prominence among customers. **Optimizing content for voice search will be a critical step for brands to list higher than all other products in the same category.**

# MARKETPLACES FOR YOUR E-COMMERCE BUSINESS

## Marketplaces

- An e-commerce site may appear to be a prerequisite for an online store, however, existing ecommerce has risen above sites. Many vendors depend only on outer marketplaces, for example, Amazon or eBay. The choice of whether to utilize a site relies to a great extent upon the kinds of products and services that you're selling and your objectives.
- Currently, there is a very important percentage of consumers who prefer to buy in a marketplace for convenience, price or to benefit from a fast logistics service.
- On the other hand, very few brands have enough digital and logistical capacity to face the demand of these customers, so the option of associating with a marketplace appears as the best solution.



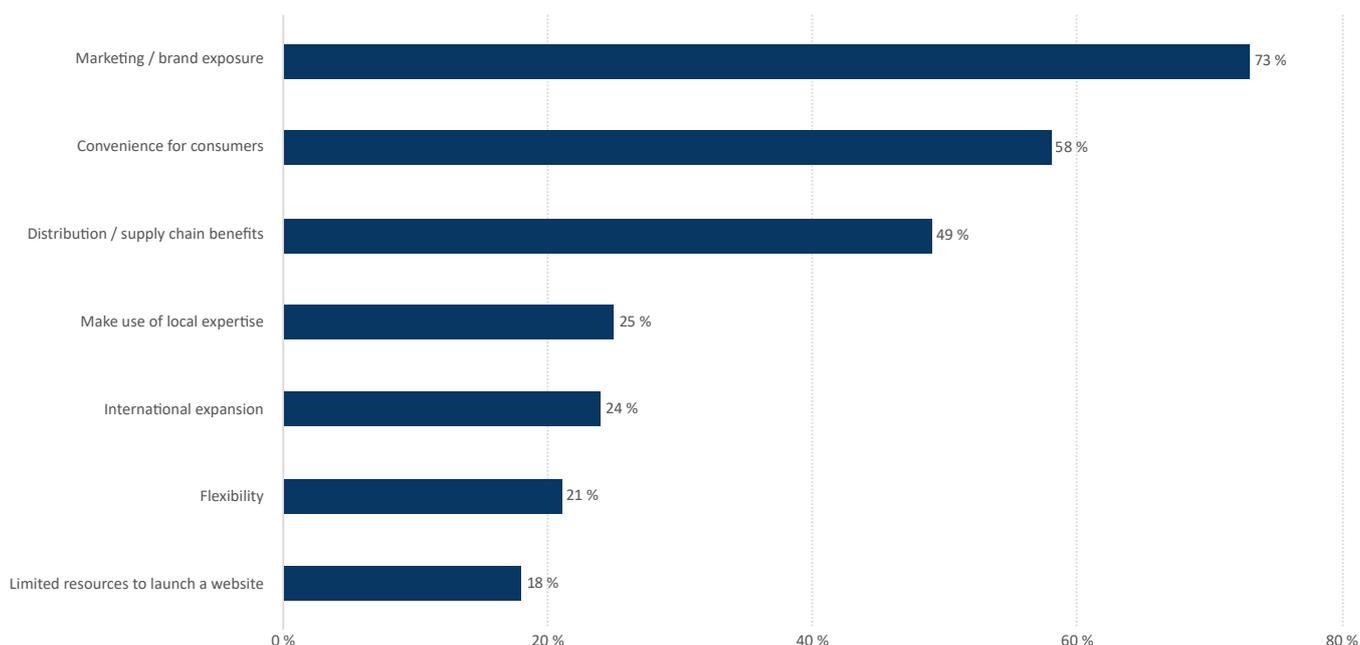
Gialuca Papa  
Amazon Team Lead

# MARKETPLACES FOR YOUR E-COMMERCE BUSINESS

## Marketplaces

The biggest advantage of a marketplace is the exposure of the brand, which becomes a sales showcase for a multitude of consumers. In addition, the initial investment is less than preparing a website and hiring all the services, tools and maintenance of an ecommerce platform.

Reasons for trading in marketplaces:

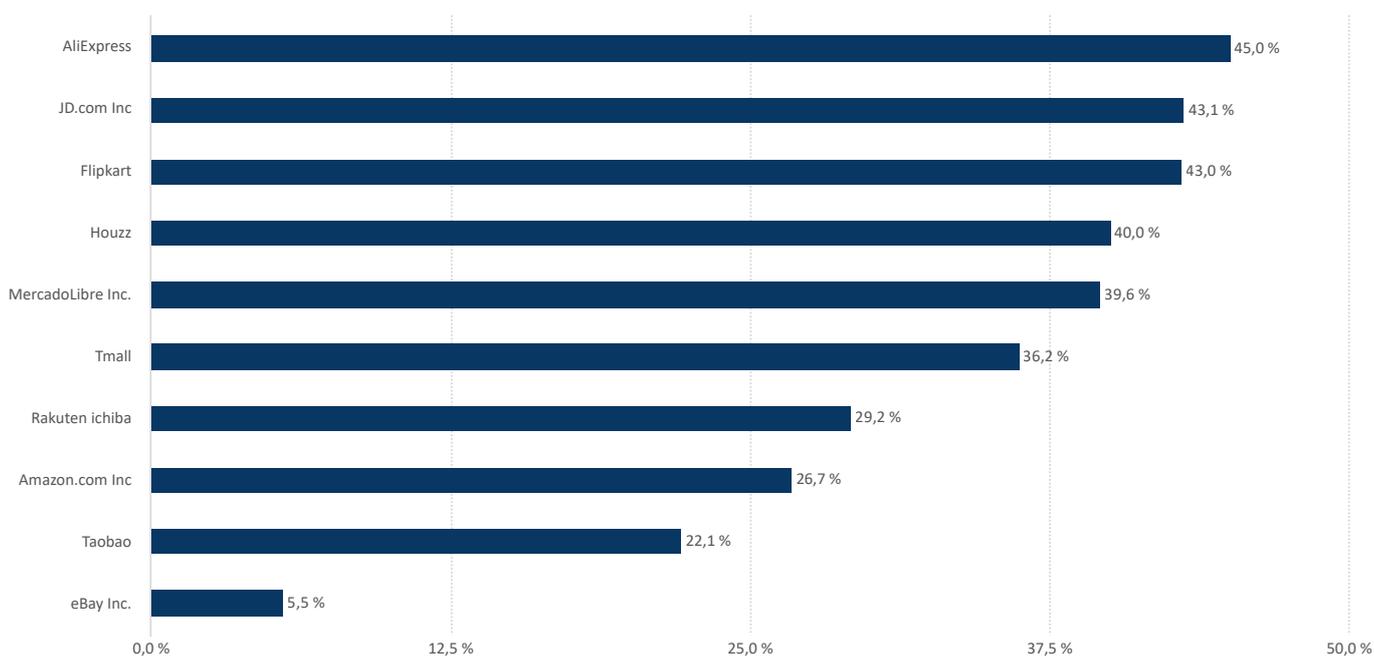


Source: Jumpshot

# MARKETPLACES FOR YOUR E-COMMERCE BUSINESS

In case the volume is sufficiently high, **marketplaces can be substantially more productive** than putting the time and capital into setting up your ecommerce site.

Additionally, a marketplace is an interesting option if your business is small, has just started and wants to test and study the type of customers, gathering information and benefits while preparing a larger and more personal web launch.



Source: Digital Commerce 360

## nilo

Nilo is a comprehensive cloud-based e-commerce platform that combines the most advanced technology with a deep understanding of digital marketing strategies to offer brands and retailers a sales showcase open to all customer interaction channels ensuring their engagement and best conversion to sales ratio.



John Salisbury  
Product Director

## Technology

Building an e-commerce ecosystem is a constantly evolving process. It requires a deep understanding of technology platforms, system architecture and implementation methodologies. We have more than 10 years experience in ecommerce technology, creating solutions that support the success of business.

## Flexibility

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An eCommerce platform needs to evolve as your business grows in size and complexity.

“Plug-and-play” platforms that use predefined templates and purchase flows can be easily set up but they may not have the flexibility or functionality the ecommerce needs in the long term.

Nilo allows the platform to evolve by adding or modifying functionalities that are developed independently according to your needs.

In addition, Nilo can develop and deploy services independently, integrate it with third-party applications and isolate the failures of each module.

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## Scalability

Scalability means having a plan to handle demand peaks and a corresponding plan to decrease resources when demand reduces. Having an e-commerce site that can easily scale to accommodate a web store's growing audience is crucial to avoid consumers abandoning the website.

Nilo is developed based on the Google Cloud Platform Nilo is developed on the Google Cloud Platform which in addition to offering a guarantee of quality, also provides infrastructures that are designed to function in the long term and adapt each one to each case.

## Mobile First

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Mobile commerce, also called m-commerce, includes any monetary transaction completed using a mobile device. As consumers' trust in online shopping increases, they feel more comfortable making purchases using their mobile devices. Mobile devices are expected to make almost 73% of total ecommerce sales by the end of 2021.

Therefore, it would be beneficial for an e-commerce brand to enable people to buy and sell goods or services from almost anywhere, simply using a mobile phone or tablet device.

Nilo Commerce platform takes mobile idiosyncrasy to the core.

Nilo is mobile first!

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## 100% customizable

Start using a plug-and-play e-commerce product may seem like the best option because of the money and time it saves. However, using a generic product may end up costing your company further down the line. Using a customizable platform which will adapt to e-commerce specific needs and processes can help the growth of your e-commerce.

Nilo allows you to customize the functionalities of your e-commerce thanks to the fully customizable nature of the platform improving conversions and bouncing rates.

## Modular structure

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Modular design involves creating a flexible system of standalone, reusable components unlike a static collection of pages.

The system of components is essentially a library of modules that can be mixed and matched, used and reused to accommodate new content as required.

For example, you could have modules for navigation, hero images, content blocks, photo galleries, etc and the way you arrange modules to create new pages is entirely up to you.

With Nilo you can design and create your pages as you have always wanted, you will have exactly what you want where you want it to be!



## E-commerce integration across the entire supply chain.

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Through integration, data flows can be combined and enhanced between two separate software applications enabling independently designed applications to work together.

These applications address several business needs and can be anything from CRM, ERP systems or logistic platforms and your e-commerce platform.

Think, for example, how the integration of your e-commerce and your CRM can connect every interaction across email, mobile, advertising, and the web along with sales into a seamless customer experience.

Nilo offers direct integration with your CRM, logistic platform or with your ERP unifying the vision of your customers and products in a single place and enabling the sharing of processes and business data to transform and orchestrate the data required for business workflows.

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## Multi-store, multi language and multi currency

A multi-store e-commerce platform allows you to launch and manage multiple stores from a single platform. The ecommerce can make changes to each of these stores in a way that is personalized to each store, not only the design, but also create offers that are exclusive to a particular store while the remaining stores are unnoticed to it.

Additionally, the ability to give your potential customers details of products in their native language and in their local currency helps to break down any barriers they may have to purchasing from you.

Nilo can manage all your local stores selecting the currency and language of each one of them from a single platform and will have a unified vision of the products sold in each country.

Digital marketing continues to evolve and consumer expectations have never been higher; they expect to be able to browse or buy online and offline, securely and quickly, and receive their products as quickly as possible. Engaging with brands via whatever channel they feel most comfortable with; social media, email, phone and in person.

How do leading brands and retailers rise to this challenge?

An effective digital marketing strategy is essential for any ecommerce to adapt to the ever changing world of digital media and what tactics to apply to their marketing campaigns.

## Digital Marketing Ready

We have more than 20 years experience in marketing strategy, helping our partners to set relevant KPIs, understand their clients needs and plan their strategy and implement and measure it. This knowledge has helped birth Nilo and created a unique e-commerce platform with the best of two worlds: technology and digital marketing.

## Omnichannel

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As discussed before, omnichannel retailing has become the standard for success in the retail environment since consumers engage via whatever channel they feel most comfortable with.

Retailers success will depend on their ability not only to keep track of users across a growing number of devices and touchpoints, but also to figure out how to effectively measure which of those are most effective at driving sales.

Nilo allows retailers and brands to attribute sales to the different marketing touchpoints, empowering them for decision making processes of advertising investment.

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## Multiplatform ecommerce

Many retailers and brands choose multiplatform selling to increase their exposure and customer reach. It is easy to understand since according to data from a survey, sellers who sell products on a marketplace make 38% more than those who just use their own website. Those who sell on two marketplaces increase revenue by 120%.

Nilo enables ecommerce to increase their sales through different platforms creating, optimizing and distributing the feed (digital product catalog) to all main ecommerce platforms: Google Shopping, Facebook, Instagram, Pinterest...



## Voice search and SEO

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Optimizing content for voice search is a critical step for brands to list higher than all other products in the same category.

Nilo's entire design, development and structure of the page is optimized to maximize visibility in search engines and optimize the loading time of images and product pages. It has taken into account technical SEO so that retailers and brands only have to create the best content for their products and has a robust but simple code structure that allows navigation to be faster than 95% of current websites with a loading time less than 2 seconds.

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## Artificial Intelligence (AI)

AI acts as ecommerce guidance by offering personalized assistance and recommendations to customers by looking at shoppers' past purchase history and browsing behavior.

Nilo offers enhanced data supply to analytics platforms to track customer behaviour. Subsequently it feeds Nilo's own developed AI technology to enrich customer experience by applying it to business strategies, such as life time value, lookalike audiences or product recommender.

# REFERENCES

- **Kave Home:** Furniture & Decor
- **Sanitas:** Health Insurance Company-Multistore
- **Savia:** Mapfre Digital Health Services Online Platform
- **Mount Legend:** Sport Wear
- **Making Science Foundation**



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**MAKING SCIENCE** TO IMPROVE YOUR RESULTS

