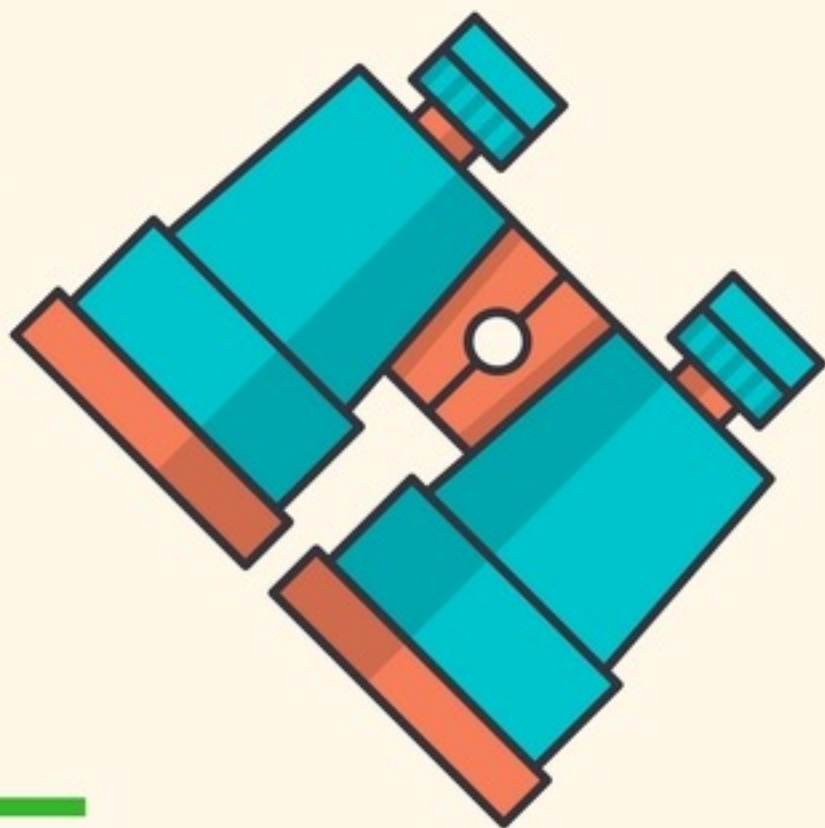


# 7 INTERESTING E-COMMERCE TRENDS FOR 2017



by Chase Doran

## 1 SMARTPHONE PURCHASES

Mobile Commerce is expected to jump up 36% this year to \$157b and will (for the first time) represent 1/3 of online retail sales. Website visits in the US increased 69% in the last 3 years, while desktop traffic fell 23% in the same time. 50% of consumers are now making purchases on smart phones.



## 2 E-COMMERCE POWERHOUSE

E-Commerce is set to grow 16% in 2017 to \$462b. This is largely due to better interfaces, fulfillment and increased mobile shopping. By comparison, regular retail sales is set to grow at 3.5% to \$5t.



## 3 APPAREL & ACCESSORIES

Apparel & Accessories will take the largest share of online spending at 19%, a trend that has continued from previous years. This category is trailed closely by Computers & Electronics at 17%.



## 4 CHATBOTS

Chatbots with robust capabilities are still being tested, but we expect most consumers to start seeing these go live in 2017. Live chat users spend an average of 5-30% more and the buyer conversion rate is 5-10x higher following a chat session. Chatbots mirror the customer experience that an associate would provide at a brick and mortar location.



## 5 ARTIFICIAL INTELLIGENCE

Companies are reporting big wins with the help of AI (like Cortex by Retention Science.) Dollar Shave Club reduced cancelations and customer churn by 60%, while increasing their resubscribe rate by 5x. BCBG increased revenue by 1.5x in 6 months, increased customer engagement by 20% and saw a 3x lift in conversion across lifecycle campaigns. Companies will catch on to these "superhuman" results and time savings and pursue AI in 2017.



## 6 EMAIL MARKETING

Email marketing constantly drives more conversions than any other marketing channel, including search and social. EConsultancy asked brand side marketers what the future of email would be. They responded: Personalization, Automation, Data, Devices and Content. Video will become prominent in email marketing with 30% of marketers having tried embedded video by the end of 2017



## 7 SUBSCRIPTION BUSINESSES

In the last 5 years, the subscription economy has been growing 200% per year. Subscription businesses are finding ways to use technology like AI to reduce churn and expand to different revenue streams and channels, increasing the longevity of the customer lifecycle. Many expect these companies to flourish in 2017.

