

# E-Commerce

## Changing consumer patterns & behaviours

**Irini Sacha**

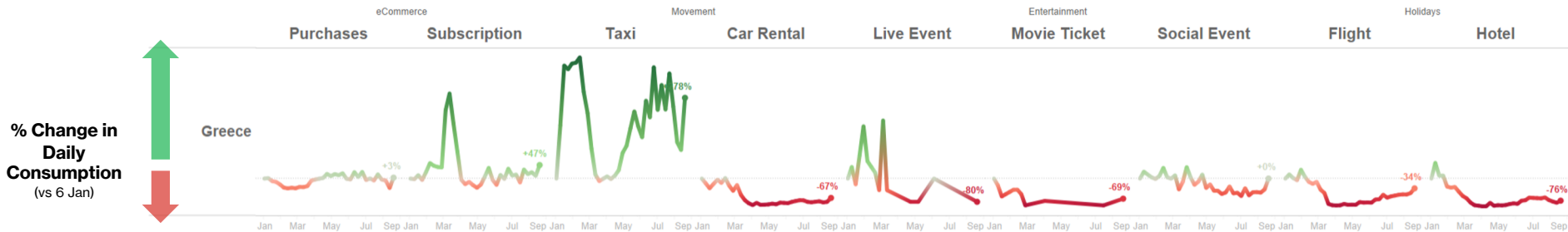
Founder Acrossmedia241

**Anita Caras**

Sales Insights Director EMEA

**verizon<sup>✓</sup>  
media**

# Shift from the High Street to Online Commerce



**40%**

Increase in online purchases YOY

**2.8x**

Lift in online subscriptions YOY

**2.1x**

Taxi e-receipts have doubled YOY



Source: Verizon Media Internal BR. % change in volume of purchases vs. 6th Jan 2020 baseline 6 Jan- 10 May 2020

Verizon confidential and proprietary. Unauthorized disclosure, reproduction or other use prohibited.

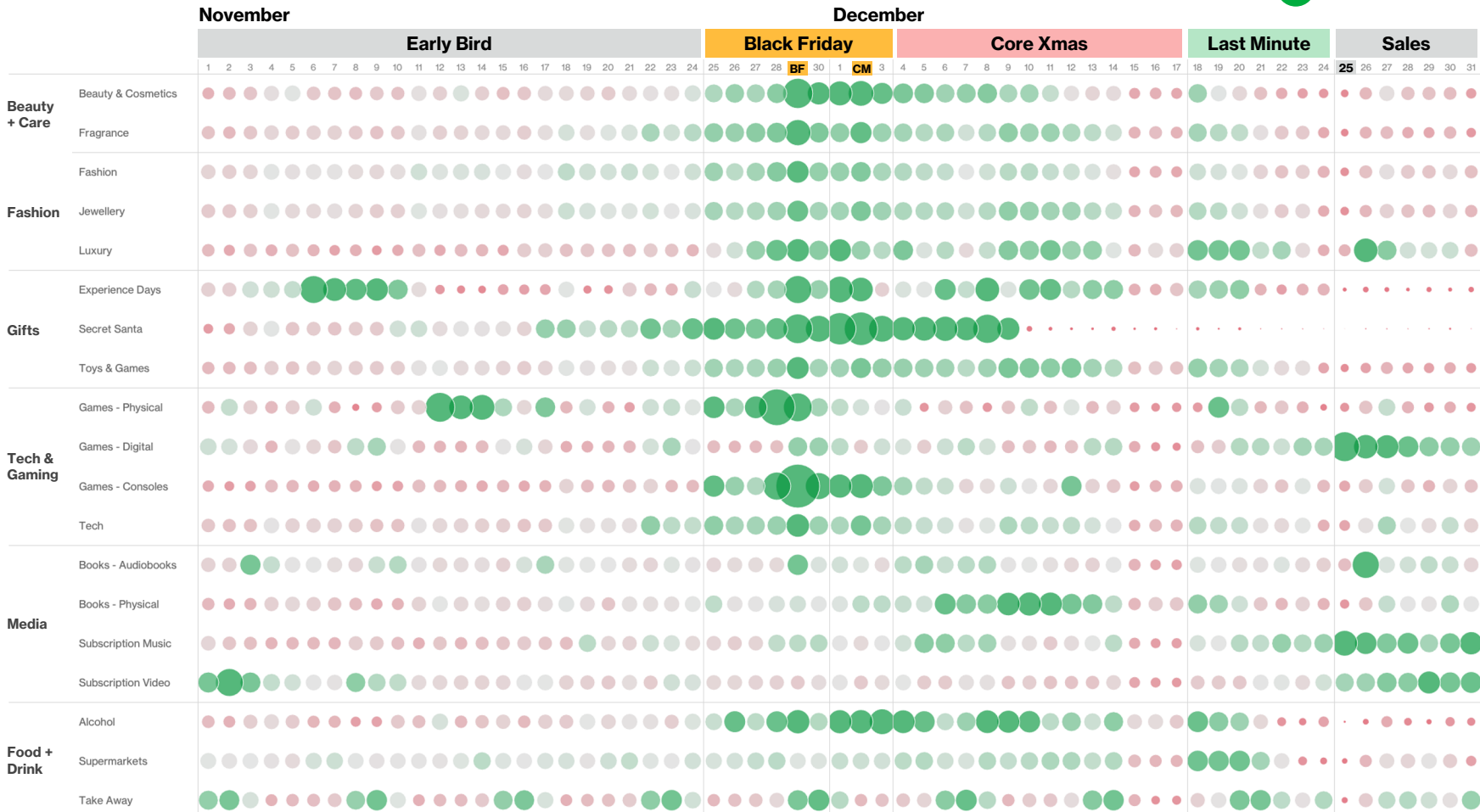






# What Happened Last Year

Scale 10% of sales happened on this day



# e-Commerce trends

		Early	Black Friday	Core	Last Minute	Sales
<b>Beauty + Care</b>	Beauty & Cosmetics	32%	27%	25%	9%	7%
	Fragrance	35%	23%	25%	11%	6%
	Personal Care	41%	20%	23%	10%	7%
<b>Fashion</b>	Fashion	39%	21%	22%	10%	8%
	Jewellery	36%	20%	26%	11%	7%
	Luxury	25%	21%	27%	14%	13%
<b>Gifts</b>	Toys & Games	34%	21%	28%	12%	5%
	Experience Days	37%	23%	28%	10%	1%
	Secret Santa	40%	37%	23%	0%	0%
<b>Tech &amp; Gaming</b>	Games - Consoles	23%	37%	21%	10%	9%
	Games - Digital	34%	14%	19%	12%	22%
	Games - Physical	41%	28%	15%	9%	7%
	Tech	34%	21%	23%	11%	11%
<b>Media</b>	Books - Audiobooks	39%	15%	21%	11%	14%
	Books - Physical	32%	16%	32%	11%	10%
	Subscription Music	30%	14%	22%	14%	20%
	Subscription Video	43%	13%	17%	10%	18%
<b>Food + Drink</b>	Alcohol	30%	25%	32%	10%	3%
	Supermarkets	40%	16%	24%	13%	8%
	Take Away	39%	14%	22%	13%	11%
		<b>42%</b> 150M sales	<b>18%</b> 60M	<b>23%</b> 80M	<b>10%</b> 35M	<b>7%</b> 25M

Source: Verizon Media Internal Data UK

Verizon confidential and proprietary. Unauthorized disclosure, reproduction or other use prohibited.



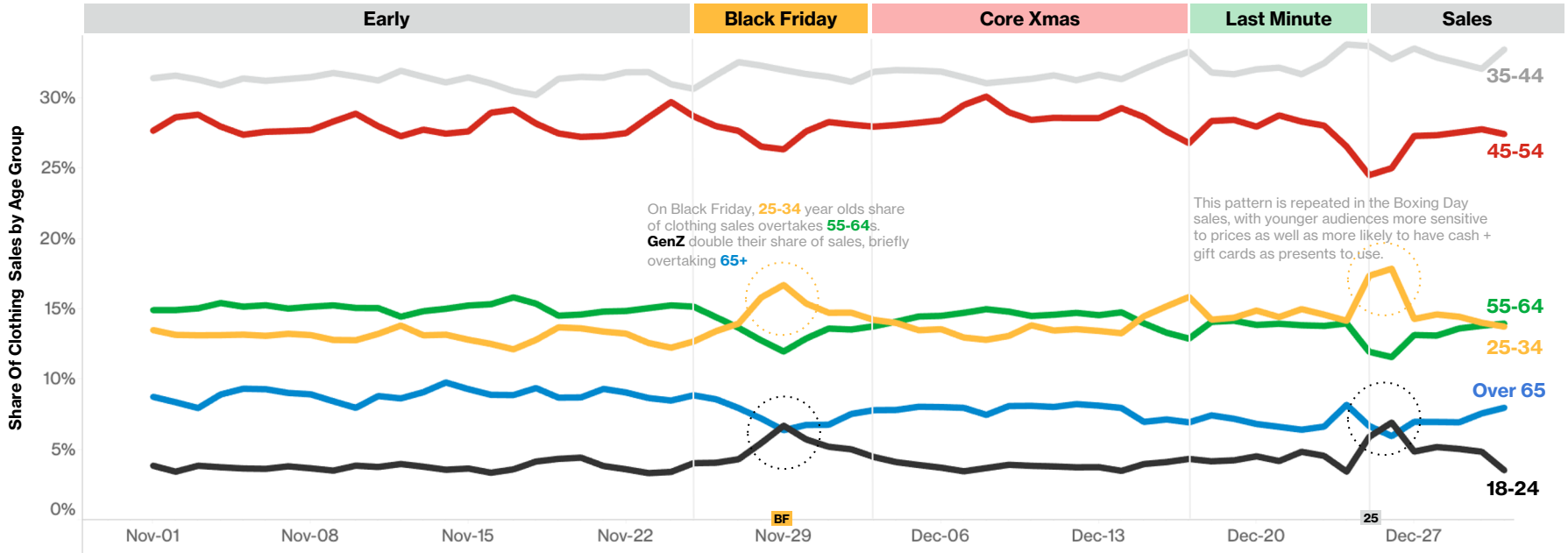






# Discounted periods are key for younger audiences

## GenZ & Millennials are more likely to hold out for Black Friday & Boxing Day fashion sales



---

**Capturing consumers early is key**

**2x**

those who purchase gifts in October and November **spend on average twice** that of those who start shopping in December

**60%**

of all Christmas shopping took place between 1st November - 2nd December (Cyber Monday)

**69%**

of Greek population use e-commerce

**verizon**<sup>✓</sup>  
**media**

Source: Mintel Consumer Buying Patterns/Statista Digital Market Outlook Dec 2019

Verizon confidential and proprietary. Unauthorized disclosure, reproduction or other use prohibited.



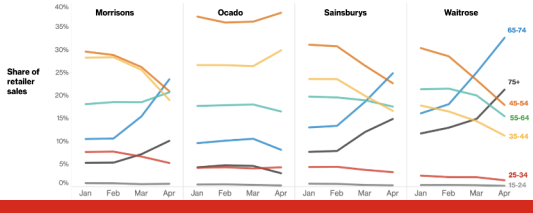
# What we saw in lockdown

And how this may affect the BF &  
Christmas season

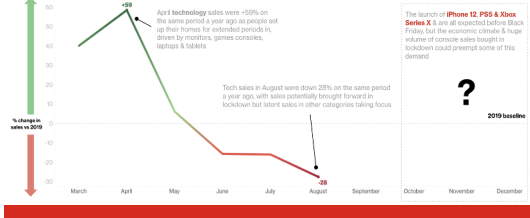


# Summary of Trends Coming out of Lockdown

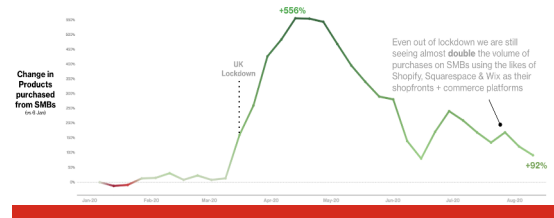
Over 65s are buying 2x the amount online than they were in 2019  
Priority access for the **vulnerable & sheltering** meant total online purchases +130% in July.  
This played out in a big way among the UK supermarkets:



Tech sales were +59% in lockdown but are now -28% YoY  
How will the disruption of lockdown affect traditional Christmas peaks in the category? To what extent will the growth in console purchases in particular affect the launch of



Explosion in usage of plug & play eCommerce platforms by SMBs  
Businesses are quickly building **online presences** + **transactional capability** as physical stores close, leading to over **85,000** businesses launching online.



## Covid has accelerated the shift online

Covid has led to the formation of **new and lasting habits online**. Most notably the rapid growth of e-commerce behaviours particularly for **Gen X** and **Boomers**.

In May 2020, **33% of UK retail sales were made through online channels**, compared with 20% in February\*\*\*

## Big ticket Lockdown Purchasing

During Lockdown Toys (+115%) and Tech (+59%) saw **huge spikes in sales**. This may cause huge disruption to the traditional Christmas purchase peaks seen in each category, however, **products that enrich life at home and fuel newly founded lockdown hobbies** will likely continue to be popular as consumers will seek continued home and self improvement

## Small businesses Ecommerce

Covid-19 has sparked a retail transformation in the UK with more than **85,000 businesses launching online** stores or joining online marketplaces\*

**Consumers want to support local businesses, insofar as it is convenient**. Success during the Christmas period will be a pivotal to the survival of many small businesses in the UK

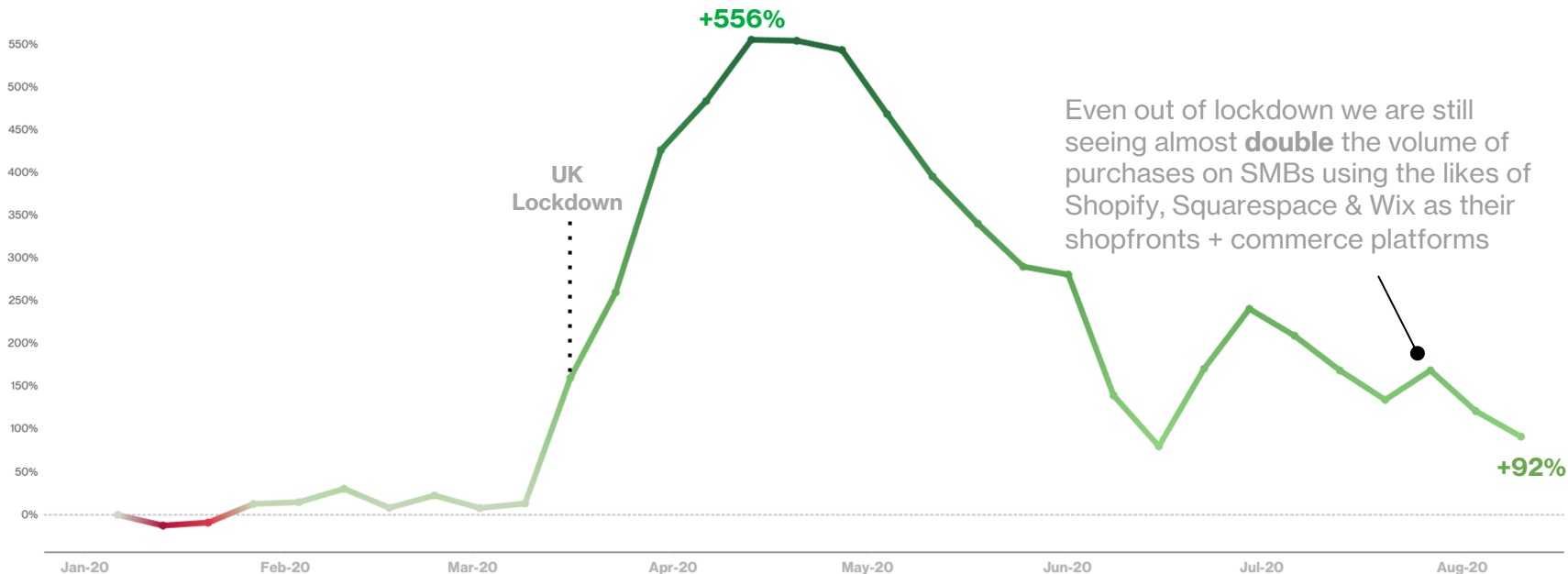




# Explosion in usage of plug & play eCommerce platforms by SMBs

Businesses are quickly building **online presences + transactional capability** as physical stores close, leading to over 85,000 businesses launching online.

Change in Products purchased from SMBs (vs 6 Jan)



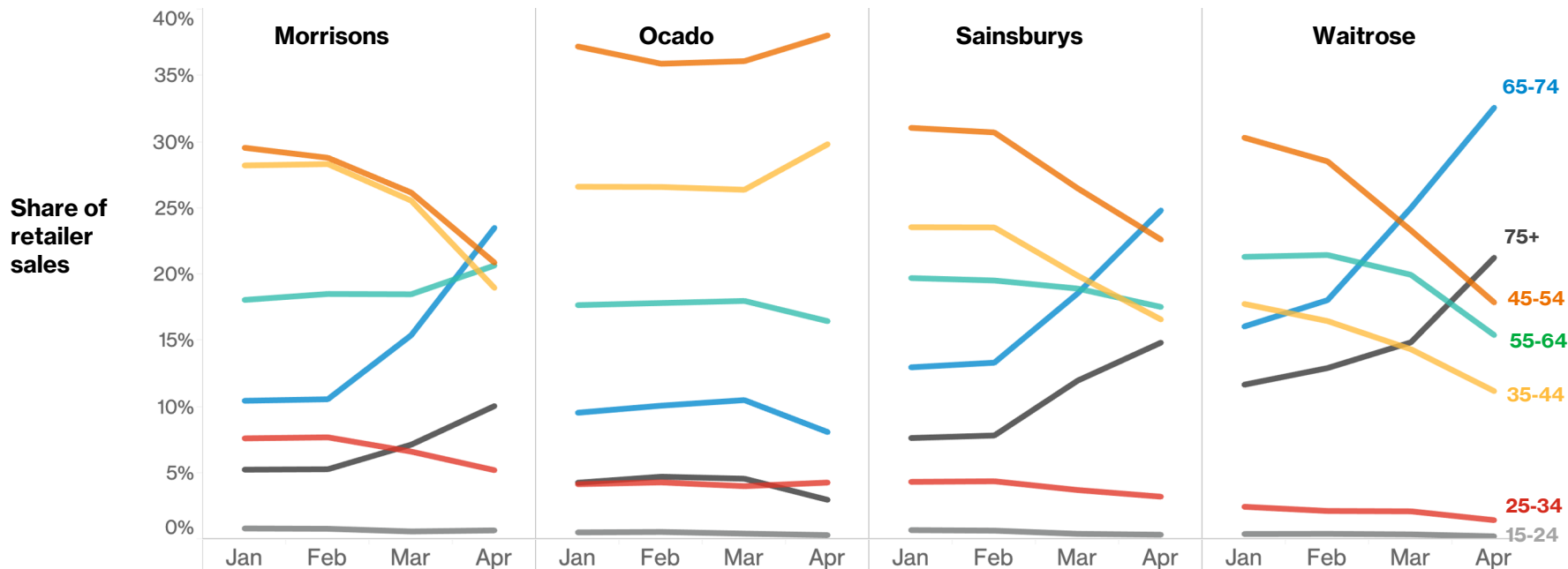




# Over 65s are buying 2x the amount online than they were in 2019

Priority access for **the vulnerable & sheltering** meant total online purchases +130% in July.

This played out in a big way among the UK supermarkets:



Morrisons sales have seen a 2x increase in the % that come from 65-74 year olds

Ocado most stable due to prioritising existing customers

# But Q4 Black Friday and Christmas will be different

# Christmas 2020 will be **more local**

**40%**

Intend to stay local with close family/friends

**36%**

more likely to celebrate in smaller groups this year

**64%**

are less likely to travel abroad during the Christmas break this year

**21%**

more likely to send gifts via post than in person



# Christmas 2020 will be **more virtual**



**52%**

Less likely to attend a  
Christmas Party in person



**54%**

Less likely to visit Santa's  
grottos or Christmas fairs



**31%**

Are somewhat interested in  
experiencing a virtual tour of  
lapland or santa's grotto

# Christmas 2020 will be **a tale of two halves**

**88%\***

Uplift in online purchases during the lead up to Easter

**84%**

Relaxed

**98%**

Cautious

**15%**

Intend to spend more than last year

**51%**

intend to spend the same as last Christmas

**34%**

intend to spend less than last Christmas

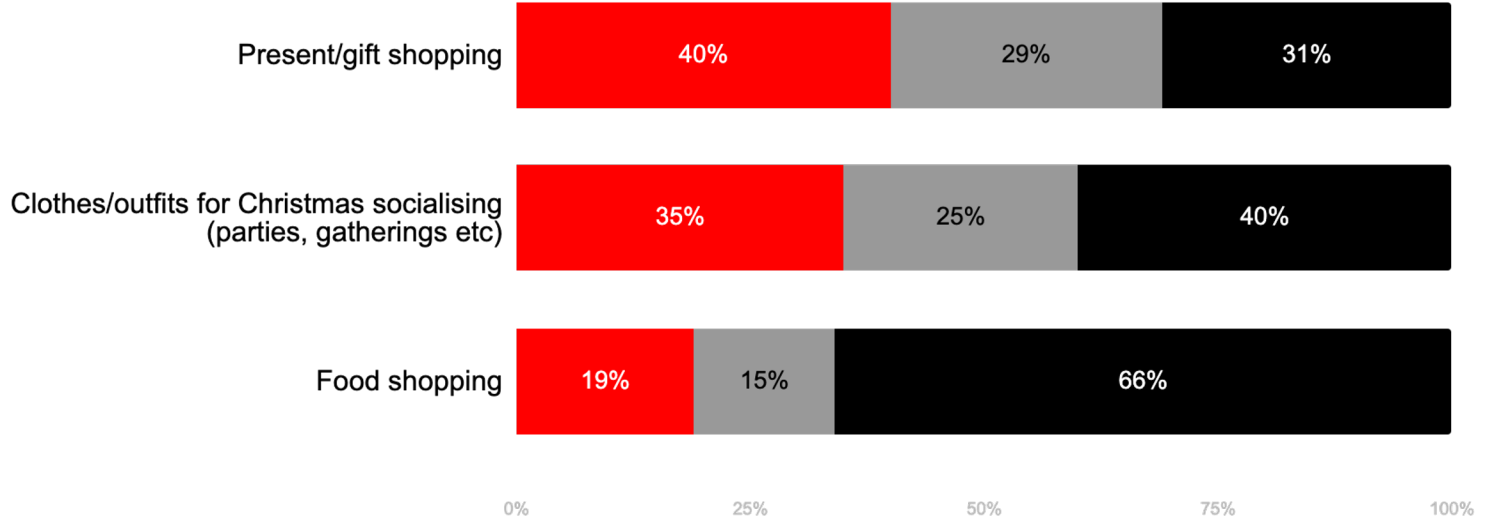
**5X**

More likely to spend less on luxury items/treats



# Preference for buying Groceries in-store at Christmas still leads, whilst 40% will shop online for gifts

■ More likely to purchase online   ■ An equal mix of online and in store shopping   ■ More likely to purchase in-store (physically visiting a store)





# How to ensure your brand stands out from the crowd

---

# Consumers expect brands to remain present, active and inventive



**37%**

say they want normalcy from advertisers in these current times



**32%**

say they want advertisers to focus on feel good messaging



**75%**

of Europeans now expect their digital experiences and interactions with brands online to be “seamless, innovative and enhance their real world” \*

# Consumer expectations changed.

Consumers want to hear from brands right now

**64%**

Source: Verizon media, internal data, 3/12 vs. 90 day average.

**Status quo.**

**91%**

Expect brands to keep advertising

**Inform.**

**83%**

They want a sense of normalcy and, if relevant, information on what the brand is doing to help with the crisis and prevent the spread.

**Provide reassurance but be authentic.**

**70%**

Said brands should adopt a more "reassuring" tone

**75%**

Said companies should not exploit the health crisis to promote themselves.

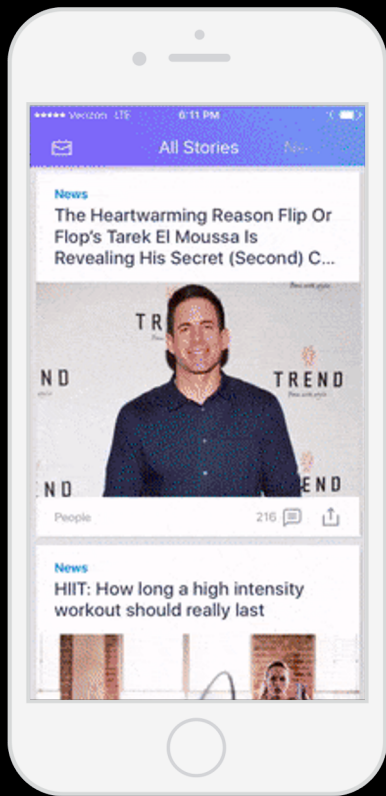


**People will forget what  
you said, people will forget  
what you did, but people  
will never forget how you  
made them feel.**

**Maya Angelou**

Poet and civil rights activist





verizon  
media

# Keys to commerce...



## ROI.

Driving impact in a competitive ecosystem.



## Trust.

Consumers need trust everyday, but even more today.



## Experience.

Mobile first experiences lead to a better customer journey.

---

# ROI.

**2.6%**

Of ecommerce visits lead to a purchase on average.

**69%**

Of shopping carts are abandoned.

**48%**

Of online shoppers head straight to a large ecommerce platform.

<sup>1</sup>Verizon Media, Halo Study, Nov 2019

<sup>2</sup>Verizon Media internal traffic data, October 2019

<sup>3</sup>Kantar, Oath performance norms, Dec 2018

**verizon**<sup>✓</sup>  
**media**



Trust matters.

**50%**

of consumers are choosing their favorite news sources based on credibility.<sup>1</sup>

**1 in 3**

consumers feel more favorable towards brands who advertise on trusted news sites.<sup>1</sup>

---

**Trust drives consumption.**

We've earned it.

**+23%**  
Increase in  
Yahoo News traffic

**+32%**  
Increase in  
Yahoo Finance traffic

<sup>1</sup>Source: Verizon Media, Insights Now survey, March 2019  
<sup>2</sup>Verizon Media, Trust and Content Study, 2019



---

# The experience matters.

**80%** of people will stop doing business with a company because of poor customer experience<sup>1</sup>

verizon  
media



Mobile matters

**1/2**

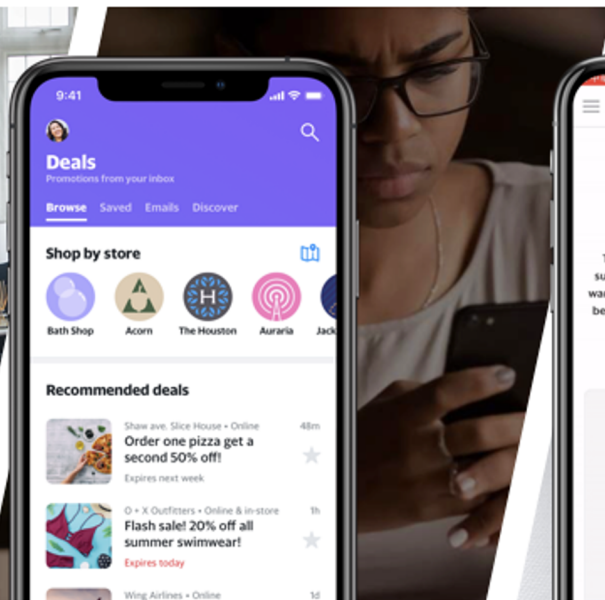
Of ecommerce is happening on mobile devices.<sup>1</sup>

# Building Experiences to Connect Content & Commerce

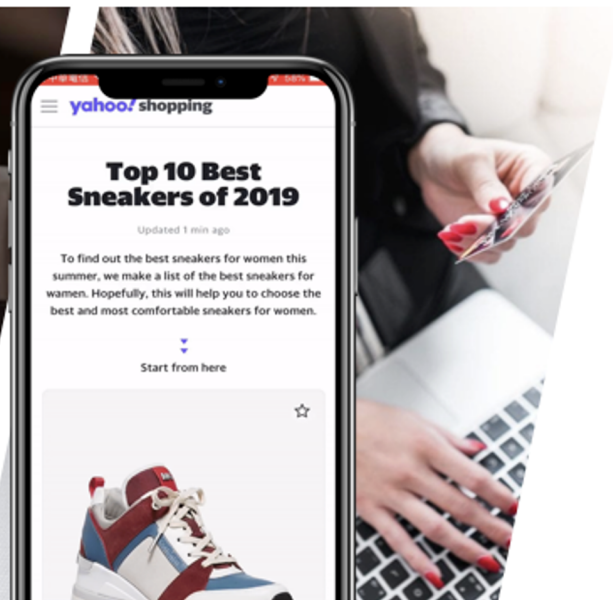
## Inspiration



## Intent



## Transact



---

# Connecting with the BF & Christmas shopper – Ad Copy



## **Conversational**

“Buy them what they really want”



## **Practical**

“Browse our range of kid friendly tablets”



## **Comparative**

“Fitness band or sports watch?”



## **Relatable**

“Which gaming PC is right for you?”



## **Questioning**

“Stumped for that perfect Christmas gift?”



---

# Connecting with the BF Christmas shopper – Imagery



**Seasonal Tones**



**People and Products**




**Domestic Scenes**



# Right image, right message, right time

**Sponsored**  
Spread a little love this Christmas




Retailer [Learn more](#)

**Sponsored**  
All your favourite brands at your fingertips



Retailer [Shop now](#)

**Sponsored**  
Dress your little elves in festive fashion



Retailer [Shop now](#)

**Sponsored**  
Free shipping on orders over £50



Retailer [Shop now](#)



Discovery

Research

Comparison

Purchase



October

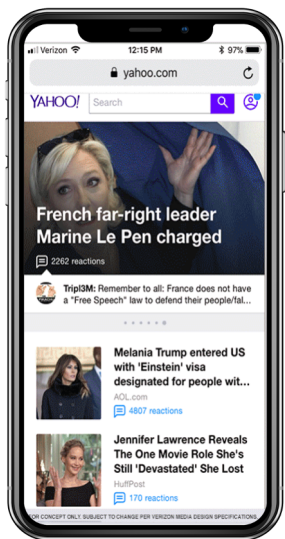
November

December

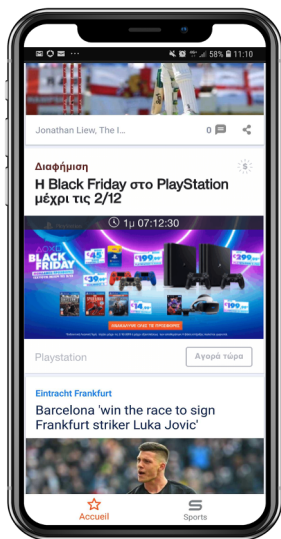
# Formats to drive action

At the point where users are ready to make a purchase, use those formats and features designed to drive traffic to your site or app

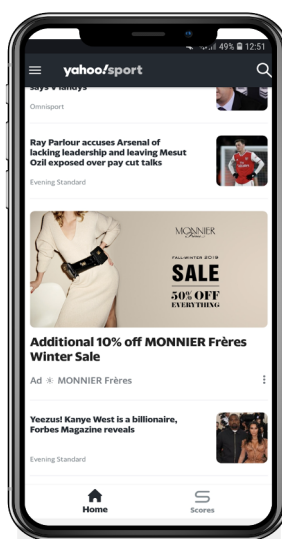
## Mobile Moments



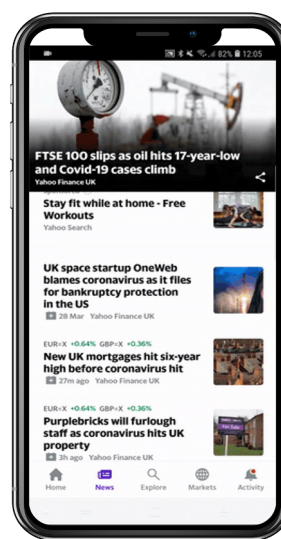
## Countdown Ads



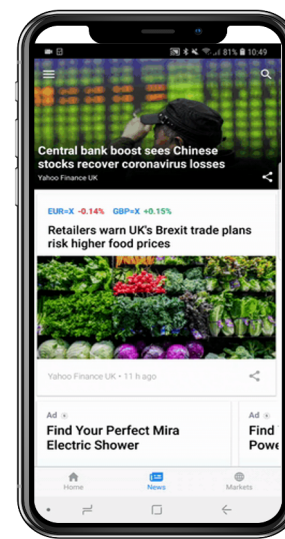
## Native Image



## App-Install

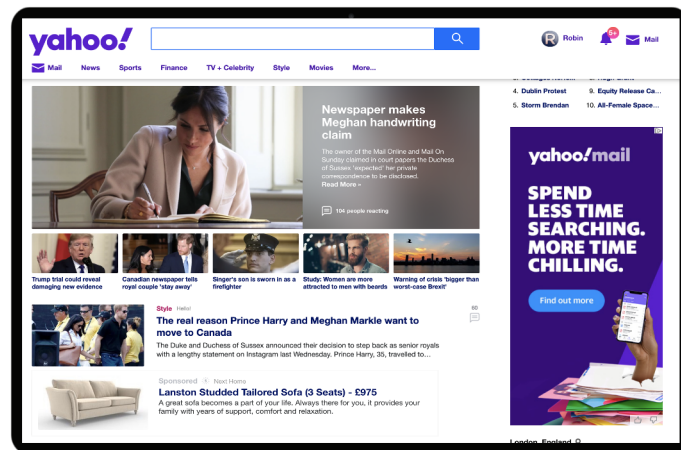
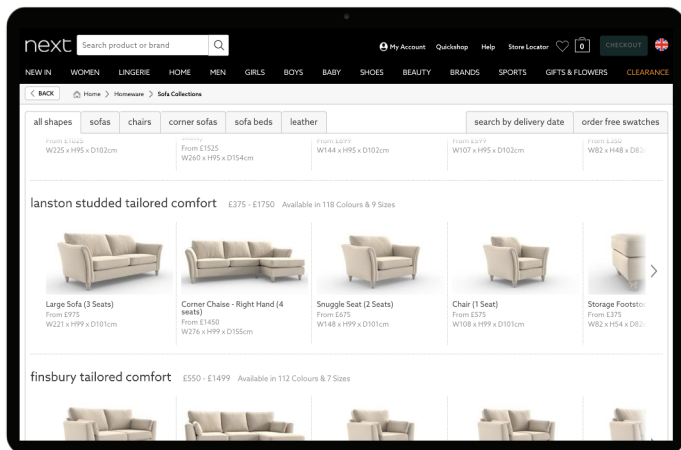


## Carousel



# Keep users coming back with Dynamic Product Ads

Save time and drive results with dynamic ads that automatically update based on customers' online habits. Promote your products to interested shoppers - whether they've visited your site or added items to their cart - throughout their path to purchase.



34%

More likely to purchase<sup>1</sup>

verizon  
media

<sup>1</sup> Source: [Back to School Study, 2018](#), Verizon Media

Getting started



Implement the [dot pixel](#)



Generate a product feed

# Better connections start with data

Gain exclusive access to a wealth of unique data and insights, enabling person-level targeting across device.

## Audiences available:



### Interests & behavior

Audiences based on insights from aggregated signals such as search, site visits and device usage.



### Purchase Receipts

Purchase Receipts in Audience Builder lets you define audience parameters based on anonymized purchase confirmation emails in Yahoo Mail



### Search Retargeting

Tap into the power of real intent and create segments based on search retargeting queries and/or clicks



Email



Search



Commerce



Content



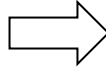
Predictive Audiences



3rd Party

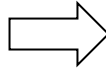
# Make your money work harder

**1** Optimising towards a CPA target



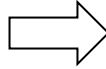
Bid strategies such as Target CPA and eCPC

**2** Targeting those interested in your business



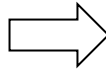
Site and Product Retargeting

**3** Reducing inefficient ad spend



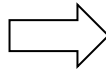
3rd party domain/app blocking

**4** Driving value from each impression



Site-level bid adjustments

**5** Finding new users



Predictive Audiences



# How to win BF promos

verizon  
media

1

## Ad copy & Formats

Crafting a message that stands out

2

## Targeting

Reaching the most relevant users

3

## Managing supply

Finding placements that convert

4

## Tracking

Making accurate and informed decisions

R Y O T

engadget

YAHOO!  
SPORTS

MAKERS

Aol.

TechCrunch

THE HUFFPOST

YAHOO!  
MAIL



YAHOO!

tumblr.

verizon/  
digital media services

YAHOO!  
FINANCE

BrightRoll

YAHOO!  
GAMES

# Verizon Media

 acrossmedia <sup>241</sup>

---

verizon/  
media



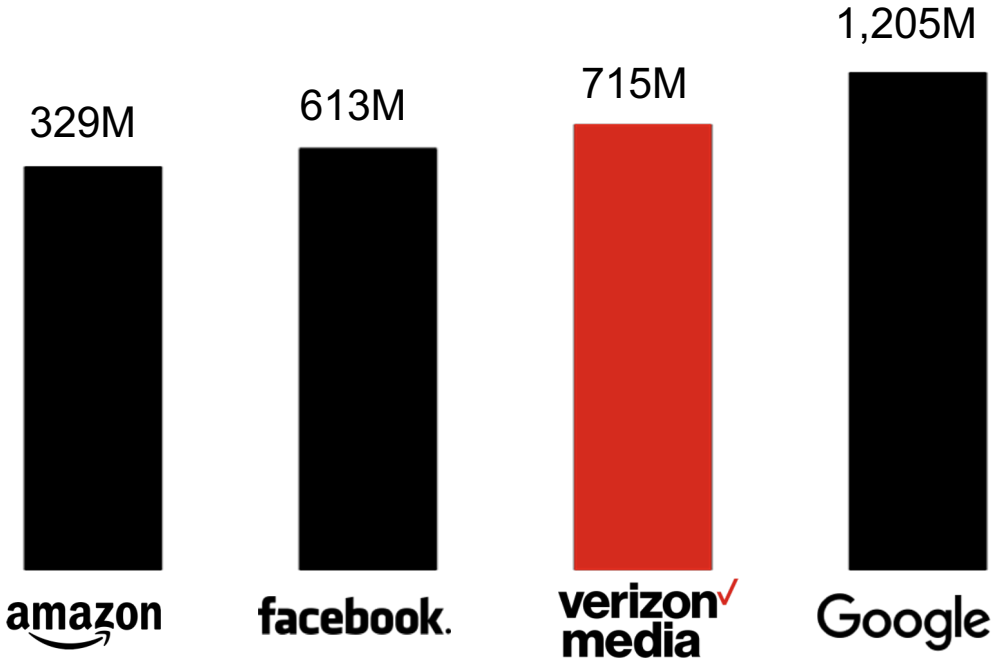
**1B+**  
consumers

**50+**  
media & tech  
brands

**#1**  
largest global  
scale of  
verified data

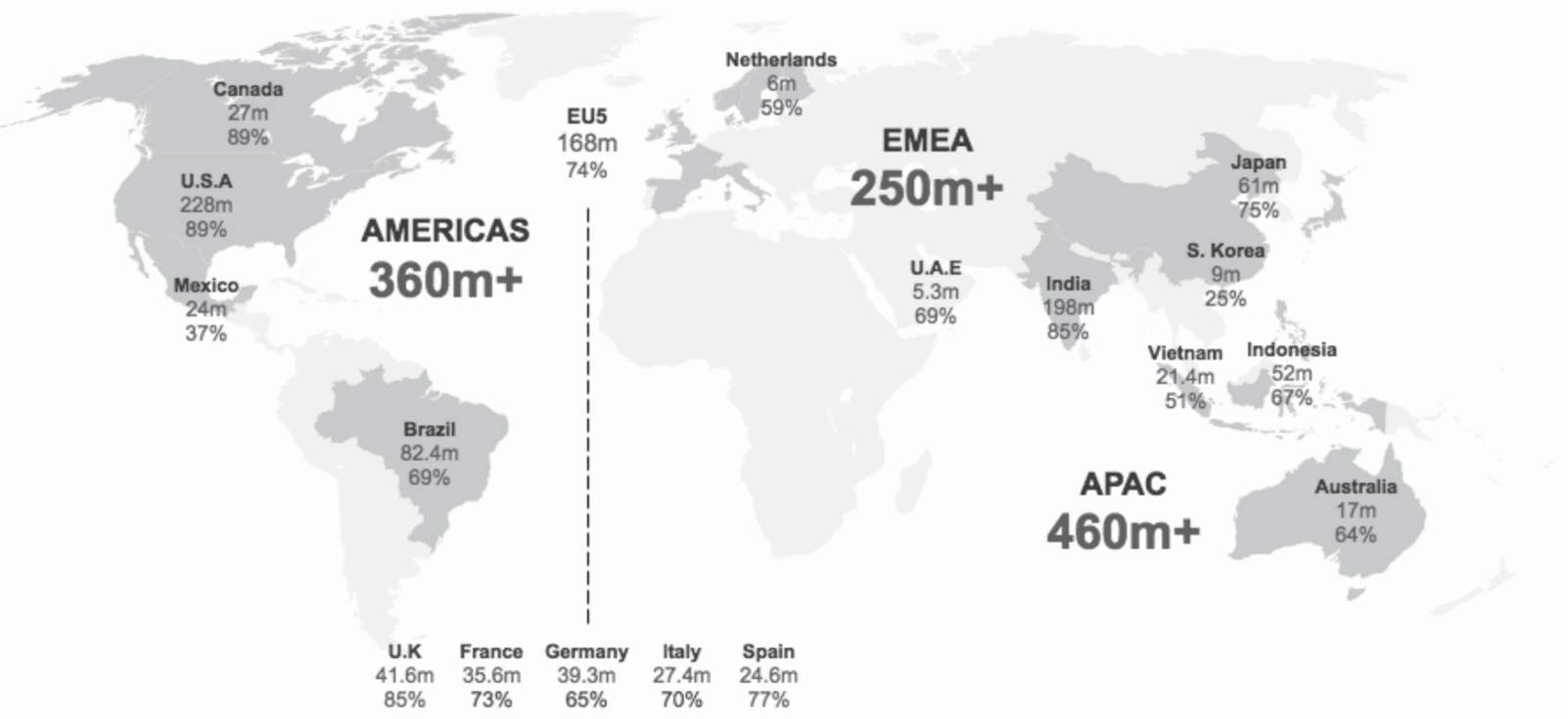


# Comscore Global ranking



Source: Comscore, Total Unique Visitors (July 2020)

# We have a global scale reaching almost 1B people



# Our Brands



***THE HUFFPOST***

**Aol.com**

**YAHOO!**

**RYOT**



**tumblr.**

**engadget**



***autoblog***

**TC TechCrunch**



# Thank you

**Web:** <https://acrossmedia241.com/contact-us/>

**verizon**<sup>v</sup>  
**media**

