

# Keeping Pace with the Evolving E-Commerce Consumer Journey

As constant advancements to mobile technology, social media and search continually reshape how consumers interact with brands and retailers, the e-commerce consumer path to purchase can often feel like a moving target. The journeys people now take are far more complex — and much less predictable — than they were a mere decade ago. Or even a few years ago.

As a result, the number of channels that are effective in today's increasingly competitive landscape has grown exponentially. Check your current strategies against the following checklist to ensure you're not leaving untapped revenue potential on the table.

## Leave No Marketplace Unturned

Your consumers are everywhere — and you should be, too. Whereas a decade ago many shoppers started their product searches on Google, only 28% of them do so today. More than half (55%) start on Amazon. And now, a growing number are turning to fast-growing marketplaces like Walmart and Jet as well.

AMAZON • BLUEFLY • EBAY • JET • NEWEGG • OVERSTOCK • PRICEFALLS •  
RAKUTEN • SEARS • WANELO • WALMART



55% of US consumers begin their product searches on Amazon.com

### MARKETPLACE EXPANSION IN ACTION



After experiencing initial success on eBay and Amazon, Seismic Audio still managed to **increase gross sales by 1,250%** by expanding to Rakuten.com and Sears.

**1250% GROWTH**

## Be Sure to Go Broad

And not just when selecting keywords. The further your digital marketing reach, the more likely your ads will be to attract consumers as they compare prices, evaluate options and contemplate a purchase. That means diversifying the types of ads across marketplaces and digital marketing channels, staying ahead of new shopping trends and algorithms and keeping up with the latest tools.

Did you know that more than half (55%) of U.S. consumers use [Pinterest to find products](#)? Or that Facebook dynamic ads can be used to target broad audiences based on likes and interests, in addition to past visitors of your website? These are just a few of the countless reasons to maintain a wide footprint.

- Headline Search Ads
- Product Display Ads
- Product Listing Ads
- Retargeting Ads
- Sponsored Products
- Facebook Dynamic Ads
- Facebook Carousel Ads
- Pinterest Rich Pins

Spreading your budget across a variety of platforms is the most reliable way to ensure you'll meet different consumers at varying stages of the buying process.

## Sweat the Small Stuff

In today's e-commerce environment, slow and steady truly wins the race. Not long ago, it took just two touch points for the average shopper to make a first-time purchase from a brand. [Today, it's five](#). But even as [98% of first-time visitors](#) abandon shopping carts before completing transactions, there are some highly persuasive, proven strategies to increase sales.

- Buy Box Algorithmic Repricers
- Detailed Product Descriptions
- Product Imagery
- Where to Buy: Buy Online
- Daily Deal Sites
- Automated Inventory Management

Yes, it's a lot. But it doesn't have to be overwhelming. Learn how you can automate many of the most important marketplace and digital marketing strategies by [contacting the experts](#) at ChannelAdvisor.

## Further Reading

EBOOK

The Evolving E-Commerce Consumer Journey

BLOG

From Browse to Buy: How Successful Sellers Leverage the (New) Path to Purchase

## Connect and optimize the world's commerce

ChannelAdvisor is a leading provider of cloud-based e-commerce solutions that enable retailers and branded manufacturers to integrate, manage and optimize their merchandise sales across hundreds of online channels including Amazon, Google, eBay, Walmart, Facebook and more.



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