

SEIZING THE Season

PREPARING YOUR ECOMMERCE BUSINESS FOR THE 2020 HOLIDAYS



Yuletide Landscape

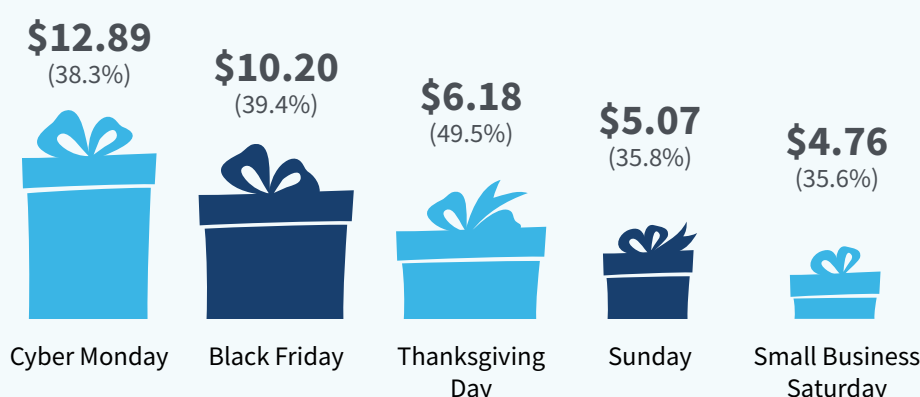
2020 has accelerated already changing consumer spending habits. Ecommerce merchants must harness this year's holiday shopping season and provide consumers with added conveniences and peace of mind.

Cyber Monday

IS PROJECTED TO BE THE TOP ONLINE SPENDING DAY OF THE YEAR

US Cyber Five Retail Ecommerce Holiday Season Sales, by Shopping Day, Nov-Dec 2020

billions and % change vs. prior year



Source: eMarketer, "Holiday Shopping 2020" report



\$190 billion

amount US consumers will spend on holiday ecommerce purchases in 2020¹



44.9%

of 2020 holiday ecommerce sales will come from mobile commerce²



Sleigh New Challenges

TOP FACTORS EXPECTED TO INFLUENCE GIFT PURCHASES AMONG US ADULTS DURING THE 2020 HOLIDAY SEASON³



Shipping costs

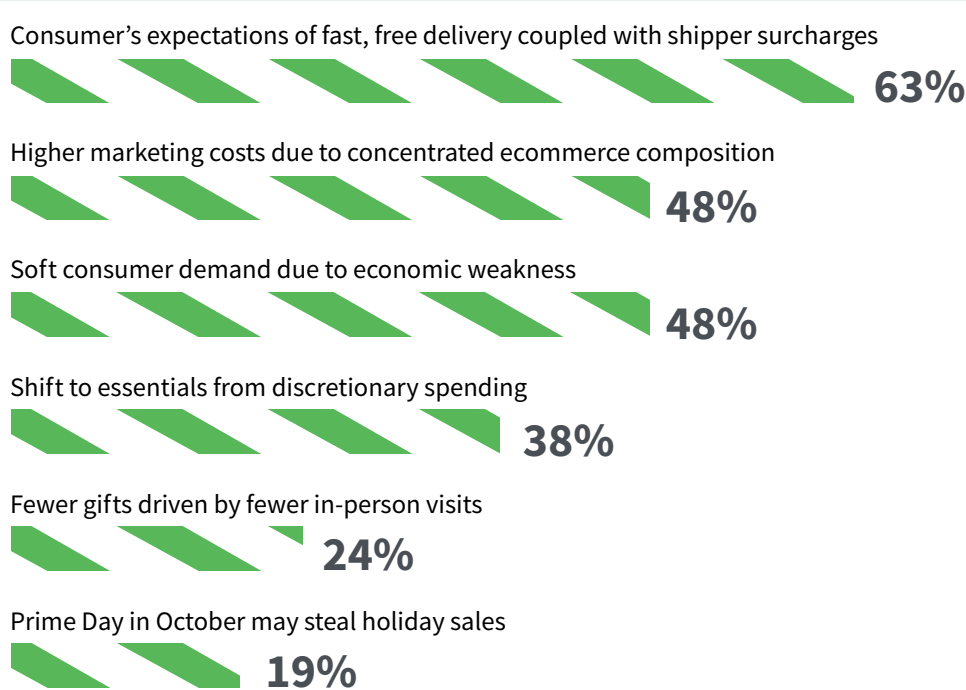
Promotions

Recommendations from friends and family

Shipping dates

Consumer-related Concerns US Retailers Have for the Holiday Season, Sep 2020

% of respondents

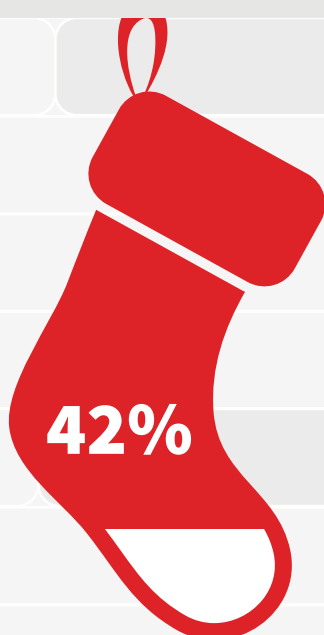


Source: CommerceNext, "Holiday 2020 - The impending shipping nightmare?"



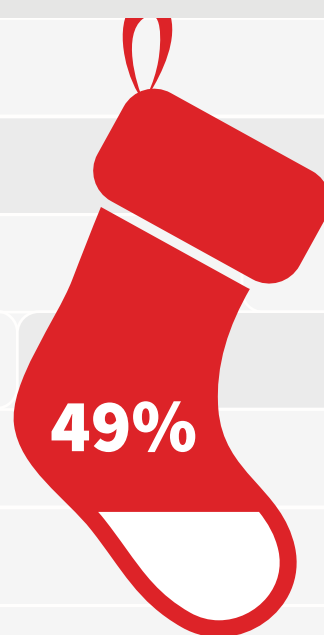
56%

of surveyed businesses anticipate inventory issues related to having items in stock and shipping items in a timely manner this year⁴



42%

of Americans say that longer shipping times make them "furious" when shopping online⁵



49%

of surveyed businesses are redirecting more resources and/or employee time toward preventing fraud⁶

Beyond

the Most Wonderful Time of the Year



CHANGES IN ONLINE PURCHASING HABITS ARE LIKELY TO LAST WELL BEYOND THE 2020 HOLIDAY SHOPPING SEASON

~80%

OF CONSUMERS PLAN TO MAINTAIN SOME OR ALL OF THEIR SHOPPING HABITS OVER THE NEXT THREE YEARS⁷



The Wrap Up



Offer holiday shoppers free or reduced-price shipping

Optimize your website for mobile commerce

Create a strategy and processes to mitigate inventory issues



Adopt an ecommerce platform that fights fraud attacks

Enhance customer experiences to create brand loyalty

Discover how sticky.io empowers ecommerce merchants during the holiday shopping season and all year round.

REQUEST DEMO

Sources:

1. eMarketer, "US Holiday Ecommerce Sales Will Surge 35.8% to \$190.47 Billion"
2. eMarketer, "Holiday Shopping 2020" report
3. Criteo, "Holiday Season Survey" conducted by Qualtrics and Lucid
4. Kount, "The 2020 Holiday eCommerce Guide: Risks, Tools, & Keys to Success"

5. Kount, "The 2020 Holiday eCommerce Guide: Risks, Tools, & Keys to Success"
6. Kount, "The 2020 Holiday eCommerce Guide: Risks, Tools, & Keys to Success"
7. PYMNTS + sticky.io, "D2C and the New Brand Loyalty Opportunity" report