⊛REVIEWS.io

NEXT LEVEL LOYALTY:

## *MOVING BEYOND THE BASICS TO UNLOCK PROFITABLE BRAND ADVOCACY*

Rich Ball

Brand Marketing Manager
REVIEWS.io

Many online retailers are realising the importance of customer retention in today's competitive market and are incentivising repeat purchases through loyalty programs. It's a strategy that's become so popular that the loyalty management market size is expected to reach 18.2 billion USD by 2026 - up from 8.6 billion USD in 2021.[1]

However, basic loyalty programs that offer discounts, points, or rewards for purchases are no longer enough to foster deep-rooted brand advocacy. eCommerce brands need to adopt innovative strategies to build long-term relationships by offering exceptional experiences, personalised interactions, and meaningful engagement.
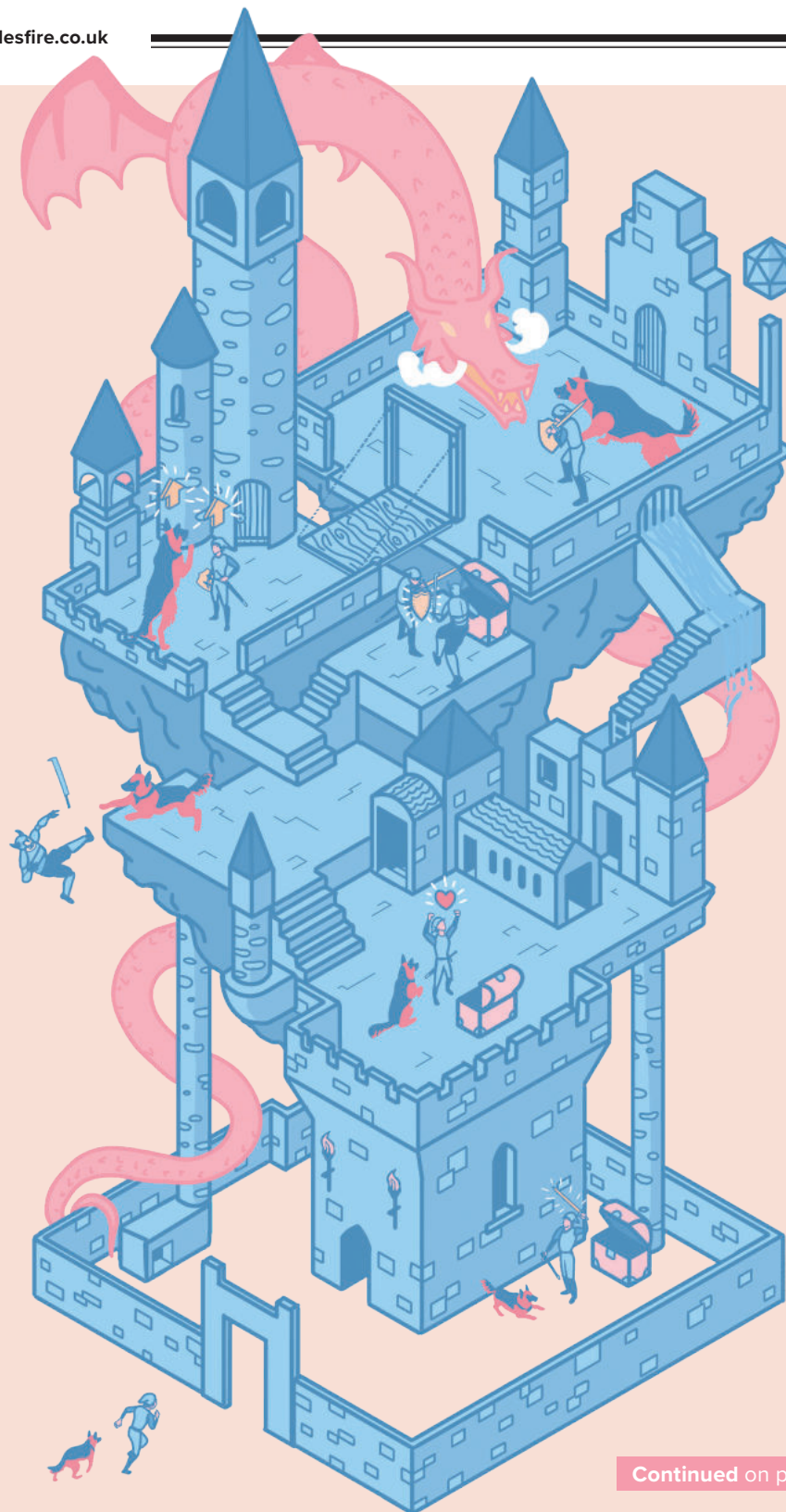
> ❝ The true value of data for eCommerce businesses lies in its potential to understand and predict customer behaviour, remove internal biases, and drive positive change. But how do you make data meaningful?

> ❝ We're seeing lower production, user-generated content working better than traditional high-production content and these results aren't slowing down.

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NEXT LEVEL LOYALTY: *MOVING BEYOND THE BASICS TO UNLOCK PROFITABLE BRAND ADVOCACY*

Understanding next level loyalty

Next level loyalty involves creating a seamless customer experience across all touchpoints, understanding customers on a deeper level, anticipating their needs, and exceeding their expectations. This loyalty focuses on creating a deep emotional connection with customers, turning them into true brand advocates who make repeat purchases and influence others to do the same, driving both customer acquisition and retention.

Rewarding engagement and leveraging data for personalisation

To achieve next level loyalty, merchants need to focus on rewarding engagement, leveraging data for personalisation, and working with affiliates to drive customer acquisition and expand brand reach. Rewarding engagement is a critical component of next level loyalty. By offering points or rewards for social media interactions, such as follows, likes, shares, and mentions, merchants encourage customers to actively engage with a brand's social media, build a visible brand community, and amplify its reach.

Encourage user-generated content (UGC)

Merchants can incentivise loyalty subscribers to leave reviews by rewarding them, which not only provides valuable feedback but also boosts their online reputation and trustworthiness. Brands can also generate user-generated content (UGC) like photo and video reviews, allowing customers to become brand advocates by sharing visible experiences, and providing merchants with authentic, relatable content that resonates with shoppers.

Take REVIEWS.io's customer, the German paint brand Miss Pompadour. They took this approach by linking Influence.io and REVIEWS.io to reward visual UGC submissions. As a result, it generated an additional 883 before and after images within three weeks, persuasively marketing its products through the advocacy of its existing customer base.

> **Personalisation is key to building emotional relationships with customers.** ❞

Influence.io is an example of a highly adaptable loyalty program that can customise the loyalty experience according to specific business requirements and create additional touchpoints (such as app downloads and landing page visits) that can foster stronger customer relationships, ultimately leading to increased revenue for the business.

Personalisation

Personalisation is key to building emotional relationships with customers, and a loyalty program can be a powerful tool for collecting first-party and zero-party data directly from customers. First-party data is collected through interactions with the brand, such as purchase history, browsing behaviour, and engagement with the loyalty program, while zero-party data is voluntarily shared by the customer, providing deep insights into everything from marketing preferences to personal tastes. Merchants can segment customers based on their behaviours, preferences, and engagement levels, and tailor loyalty program offerings and communications accordingly. Merchants can also use data to understand
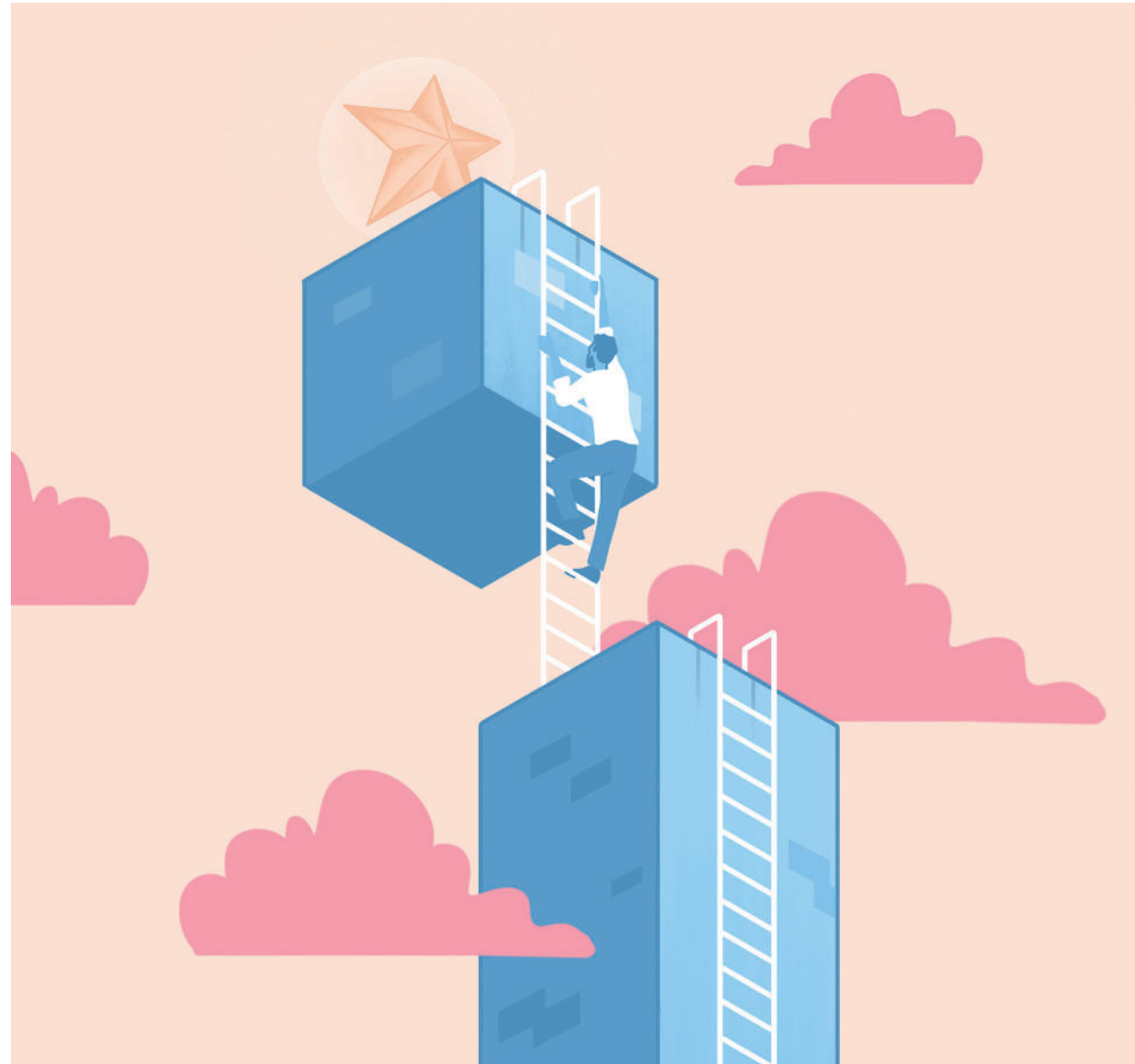
each customer's preferences and offer customised rewards that align with their needs and interests.

Working with affiliates

Loyalty programs are typically associated with retention, but affiliate marketing can be seamlessly integrated to drive customer acquisition and expand brand reach. Customers who are already engaged with a brand's loyalty program are more likely to refer their friends and family, as they have a higher level of trust and affinity towards the brand.
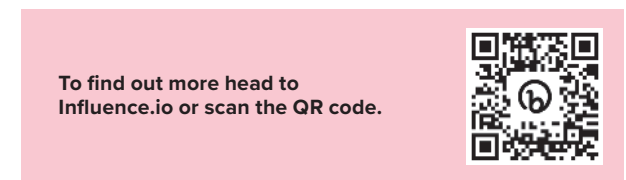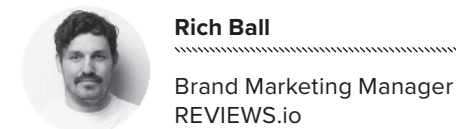
> **Next level loyalty involves going beyond traditional loyalty programs that offer discounts, points, or rewards for purchases.** ❞

Merchants can provide unique referral codes to an affiliate, which can be shared with their network through social media, email, or other channels. In return, the affiliate earns a commission for every purchase attributed to that code.

In conclusion, next level loyalty involves going beyond traditional loyalty programs that offer discounts, points, or rewards for purchases. It requires creating a seamless customer experience across all touchpoints, understanding customers on a deeper level, anticipating their needs, and exceeding their expectations.

Merchants need to focus on rewarding engagement, leveraging data for personalisation, and working with

affiliates to drive customer acquisition and expand brand reach. With the right loyalty program in place, brands can foster strong emotional connections with their customers and turn them into passionate brand advocates who not only make repeat purchases themselves but also influence others to do the same, driving both customer acquisition and retention.

Rich Ball

Brand Marketing Manager
REVIEWS.io

To find out more head to Influence.io or scan the QR code.

★ REVIEWS.io

REVIEWS.io is a Google licensed platform which allows clients to grow their online reputation through authentic reviews. REVIEWS.io offers seamless integration with a multitude of different shop platforms and other eCommerce services in order to maximise your customers' engagement and confidence. Utilising our tools will allow you to collect your customers' photos and videos which can be integrated into your marketing campaigns ensuring an authentic and trustworthy tool, to drive up conversion rates.

NOTE FROM THE EDITOR

Welcome to the latest edition of Trends. In this issue, we're excited to focus on one of the most crucial factors for eCommerce success: customer loyalty. As the competition for customer attention intensifies, it's more important than ever to cultivate a loyal customer base that returns to your business time and time again. In this edition, we've gathered the latest insights and proven strategies from industry leaders to help you attract that elusive repeat attention and long-lasting loyalty.
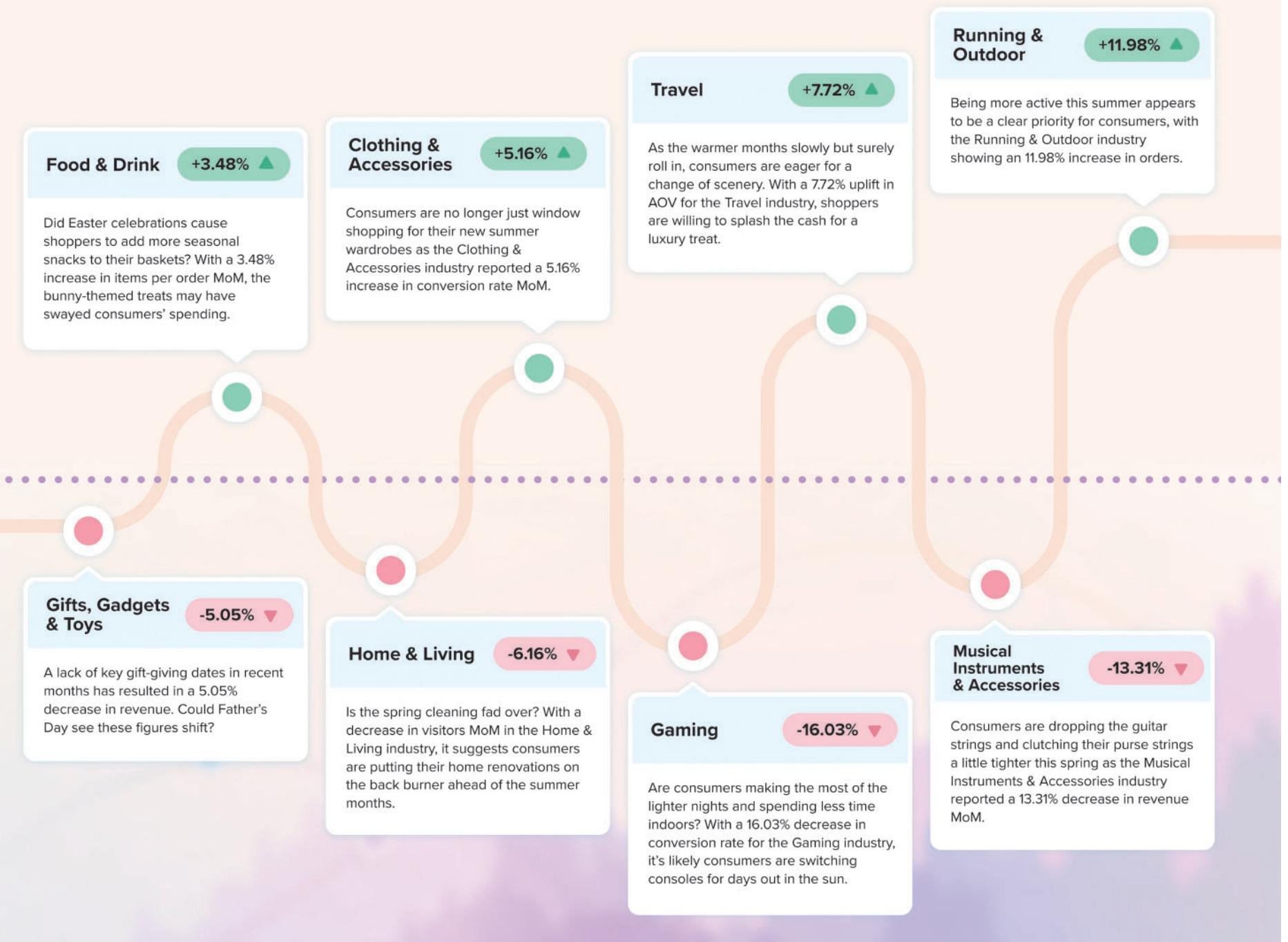
Rich Himsworth, CEO

Salesfire | Trends 📊

eCommerce in numbers

We analysed Salesfire Trends data from April 2023 compared to March 2023 to highlight changes in spending patterns and identify any emerging trends in the market.

Running & Outdoor +11.98% ▲

Being more active this summer appears to be a clear priority for consumers, with the Running & Outdoor industry showing an 11.98% increase in orders.

Travel +7.72% ▲

As the warmer months slowly but surely roll in, consumers are eager for a change of scenery. With a 7.72% uplift in AOV for the Travel industry, shoppers are willing to splash the cash for a luxury treat.

Food & Drink +3.48% ▲

Did Easter celebrations cause shoppers to add more seasonal snacks to their baskets? With a 3.48% increase in items per order MoM, the bunny-themed treats may have swayed consumers' spending.

Clothing & Accessories +5.16% ▲

Consumers are no longer just window shopping for their new summer wardrobes as the Clothing & Accessories industry reported a 5.16% increase in conversion rate MoM.

Gifts, Gadgets & Toys -5.05% ▼

A lack of key gift-giving dates in recent months has resulted in a 5.05% decrease in revenue. Could Father's Day see these figures shift?

Home & Living -6.16% ▼

Is the spring cleaning fad over? With a decrease in visitors MoM in the Home & Living industry, it suggests consumers are putting their home renovations on the back burner ahead of the summer months.

Gaming -16.03% ▼

Are consumers making the most of the lighter nights and spending less time indoors? With a 16.03% decrease in conversion rate for the Gaming industry, it's likely consumers are switching consoles for days out in the sun.

Musical Instruments & Accessories -13.31% ▼

Consumers are dropping the guitar strings and clutching their purse strings a little tighter this spring as the Musical Instruments & Accessories industry reported a 13.31% decrease in revenue MoM.

A BRIGHTER FUTURE FOR ECOMMERCE

Following a year filled with political instability, supply chain disruption and a return to brick-and-mortar shopping, 2023 is looking favourable for eCommerce with month-on-month improvements to revenue and order figures.
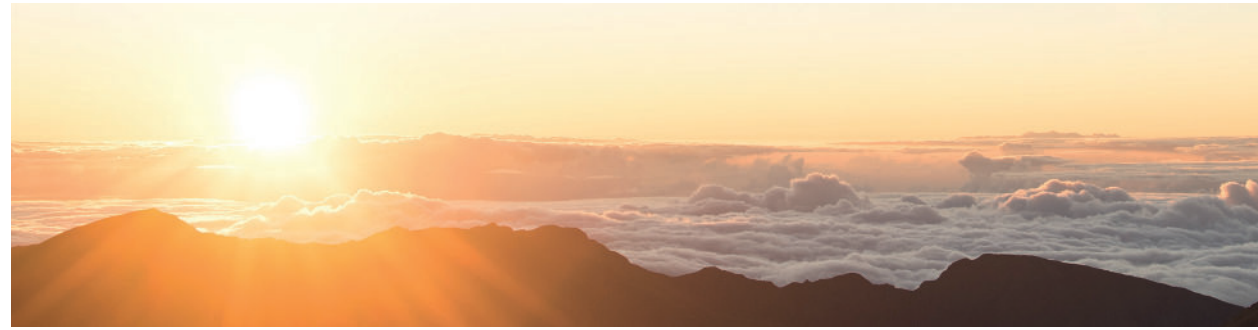
Reviewing the month of April, YoY eCommerce revenue didn't decrease for the first time since September 2021, orders saw its strongest performing month this year and average order values were up close to 4%.

Taking an industry-specific look at the figures, orders in the Gardening industry have consistently grown MoM in Q1 and Q2 and revenue in the Travel industry is significantly increasing in Q2.

> **Month-on-month improvements to revenue and order figures are signalling that recovery is in sight for eCommerce.**

But while some industries will benefit from the upcoming summer consumer buying trends, others may not fair as favourably. Looking towards Q3, the eCommerce summer slump can be a challenging season for some online retailers. As warmer months and longer days see consumers head outside and abroad, eCommerce stores in certain industries can see a fall in customers, lower conversion rates and reduced engagement.

Navigating this period will require the monitoring and analysing of consumer behaviour to identify opportunities to optimise website traffic and performance. Data-driven decisions will allow retailers to enhance the customer experience, improve customer loyalty and drive more sales.

Harnessing the power of eCommerce data

As it becomes harder to reach target audiences due to oversaturation in the eCommerce market, monitoring consumer trends through eCommerce data analytics can allow you to optimise your selling strategy.

Using the analytics platform, Trends, you can monitor consumer buying patterns and adapt your marketing strategy accordingly. Benchmarking your performance against the rest of your industry allows you to see how your site is measuring up against the competition.

Taking notice of fluctuations within the industry can allow you to build a firm understanding of what is driving consumer behaviour and can help you make the most of these patterns to generate profit and encourage loyal customers.

It's essential you focus on analysing the right type of data in order to reap the benefits. By creating a strategy informed by previous sales data and key performance metrics, you can predict future demand and eCommerce trends to ensure you're ahead of the competition.

Although external factors will continue to have an impact on eCommerce retailers, not least the cost of living crisis and rising customer acquisition costs, combining data-driven decisions with technology that allows for reactive campaign launches will help online businesses to navigate the coming months.

Bethany Llewellyn

Email Marketing Manager
Salesfire

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3 DATA-DRIVEN TACTICS TO SUPERCHARGE YOUR ECOMMERCE REVENUE

In 2006 British mathematician Clive Humby declared that "data is the new oil." Since then, it's become something of a cliche and what many people fail to remember is that data, like oil, isn't useful in its raw state. The true value of data lies in its potential to provide insights, inform decision-making, and drive meaningful action.

However, many businesses struggle to know where to start when it comes to data processing and analysis. This can be due to limited resources, a lack of understanding about how to extract value from data or usually a combination of both.

As a data-driven growth agency, we specialise in working with eCommerce businesses to transform data into more traffic, customers, and profitable sales. Here we'll share three actionable tactics that you can start with to harness your data and fuel significant growth.

Data-driven CRO to mitigate internal biases

Conversion rate optimisation (CRO) is an often misunderstood practice - it's so much more than A/B testing. By analysing and interpreting the wealth of user behaviour data available through Analytics and eCommerce platform tools, CRO helps retailers gain valuable insights into their customers' needs and preferences to overcome internal biases that may cloud their judgement. For context, we've seen website 'revamps' that have killed conversion rates because they are based on little more than a wing and a prayer.

In medicine, triage is the process of sorting patients into groups according to the severity of their illness to ensure that patients with the most serious conditions are seen and treated first. Well, CRO is the same; it can be used to identify your customers' biggest pain points and blockers to conversion then make sure they are tested and prioritised accordingly. For your business, this might be the checkout process, for others it might be fine-tuning the on-site search and merchandising strategy.

The point is that by using data to understand your customers' behaviour and frustrations, you can drive your feature development and resource roadmap to start delighting your customers.

Get ahead of the curve with AI

The rise of AI and machine learning has transformed the way we gather customer data on eCommerce platforms. With the help of AI, businesses can now more efficiently analyse customer data by categorising audiences with similar shopping patterns and building precise customer profiles that can help in anticipating consumer behaviour.

For retailers, this means they can provide shoppers with personalised recommendations and streamline the buyer journey to improve customer satisfaction and boost conversions. For example, Salesfire's Recommendations tool uses AI to provide customers with hyper-relevant product suggestions while AI-based pricing applications, like PriceShape, dynamically optimises your pricing strategy.

Savvy retailers are already developing a plan and vision for leveraging AI to drive eCommerce growth. Start to think about how your data differentiates you from the competition.

Hook up Facebook's Conversion API

Advertisers can lose up to 30% of conversion data because of ad blockers and tracking restrictions when relying on the Meta (Facebook) pixel alone.[1] That's why you should also leverage the Facebook Conversion API - a server-side method for tracking Facebook events which gives greater data quality and control over the information you track compared to a Facebook pixel.

With this information, you can create more highly targeted ad campaigns, retarget customers who have abandoned their carts and create lookalike audiences based on your best customers to improve your audience targeting and boost your return on ad spend. In summary, with the Conversion API, you benefit from better targeting, enhanced tracking, improved attribution and lower cost of acquisition.

Success story

In just two months since implementing the Meta Conversion API for a UK leading flooring supplier, their paid conversion rate has increased from 1.1% to 1.6%, cost per click is down 80% and their return on ad spend is up from 8x to 12x.

The moral of the story? To stay ahead in an ever-changing eCommerce landscape, retailers must find a way to leverage past and real-time data insights that can drive forward all aspects of their business, from customer acquisition and retention to website and business operations.

Joe Turner

Director
Proof3

proof3.co

Proof3 is dedicated to empowering retailers with data, insights and solutions for growth and scale.

Backed by iWeb - Adobe Commerce Gold Partners - with over 27 years of eCommerce experience, we've developed solutions that transform data into more traffic, customers, and profitable sales, connecting the data dots to drive positive change in your business.

We combine our outstanding expertise with best-in-class technology partners including Google, Meta, Salesfire and VWO.

[1] Stape.io

THE RISE OF MOBILE SHOPPING

Being able to access a world of shopping through our smartphones is redefining the eCommerce industry, with mobile commerce now accounting for 60% of total UK online sales.[1]

This shift in online consumer behaviour coincides with an increase in the usage of mobile devices and the flexibility that comes with making purchases on the go. The ease and accessibility of shopping through mobile are winning over the loyalty of modern consumers looking for a streamlined way to get the products they want, and fast.

The switch to mobile for shopping can also be explained by a change in shopping habits due to the Covid-19 pandemic, with 7 in 10 people shopping more often on their mobile devices in the UK than before the pandemic.[2]

When looking to enhance mobile experiences, it's important to address how choosing the right tech stack for your site can support your shoppers through the shopping journey.

Integrating device-agnostic tools that best understand customer behaviour, and support users across mobile, tablet, and desktop will help to provide the frictionless experience your shoppers are looking for.

When discussing mCommerce, it's important to acknowledge the role that social media has played in its growth by offering streamlined searching and an endless supply of product inspiration.

Retailers can integrate on-site solutions that replicate the social media experience and mimic intelligent, personalised algorithms to appeal to shoppers that are accustomed to seamless social media browsing.

With this switch to mobile, eCommerce retailers need to modify their approach to appeal to a new generation of shoppers and address how their site functions on different devices.

This will involve optimising eCommerce sites for speed, enhanced functionality, and a new level of convenience.

SUCCEED IN THE FASHION INDUSTRY

Fashion is the largest B2C eCommerce market and the potential for online brands to thrive in this sector is huge. But as retailers continue to refine their offerings for the digital age, the highly competitive nature of the fashion eCommerce industry means brands are met with the challenge of differentiating themselves from competitors.

Merchants must look to adapt their strategies towards the current economic climate and the needs of their customers, as it's no longer viable for retailers to take a one-size-fits-all approach when it comes to an eCommerce strategy.

The chance for optimisation is no longer exclusive to the eCommerce giants, it's now a reality for fashion retailers of all sizes looking to advance. Plug-and-play tech solutions can maximise the efficiency of marketing efforts for the long term and help retailers reach their revenue goals.

Using tactics like on-site personalisation can help brands boost customer engagement and stand out against the increased competition.

By creating an intuitive user journey for the modern consumer and offering product inspiration at every turning point with the use of intelligent, AI-driven technology, retailers can make this innovation a reality for their sites.

Letting AI do the heavy lifting to deliver personalised product recommendations and an optimised on-site search can elevate the fashion browsing experience. And there is now the possibility to expand functionality to include a visual search tool, taking search optimisation one step further and allowing social media users to bring inspiration on-site in order to discover close matches.

These optimisation tools improve accuracy and expand capability, by using AI to simplify the product discovery process and empower visitors to make their purchases.

Thriving within the highly saturated fashion eCommerce marketplace is possible and made likely with the help of an innovative suite of solutions designed to assist in increasing conversions.

HOW TO BUILD A LOYAL CUSTOMER BASE

Retaining customers is a crucial part of the growth of any brand, and as customer acquisition costs continue to rise year-on-year, retention is the answer to avoiding intimidating acquisition spend.

As digital channels mature and they refine methods to meet the needs of an increasingly competitive online space, studies estimate that the costs of acquiring customers have increased by 60% in the last five years.[3]

Despite these rising costs, data shows that 44% of companies still have a greater focus on customer acquisition, vs 16% that focus on retention within their strategies.[4]

Many retailers still consider customer acquisition as the driving factor for expanding their business, which means retention often takes a back seat.

By maximising the value of the shoppers you already have and encouraging them to make repeat purchases, you use fewer resources and reduce spend on trying to identify new traffic.

Your existing shoppers are the most likely to engage in word-of-mouth marketing and come to build up a rapport with your brand, meaning they will keep new products and developments on their radar.

While there's no disputing that acquisition can be very beneficial towards your brand's growth, it should sit in harmony with a robust retention strategy that focuses on enhancing the experience for your existing customer bases.

By building up trust and solidifying customer relationships, you can take steps to boost your retention rates and drive more repeat sales.

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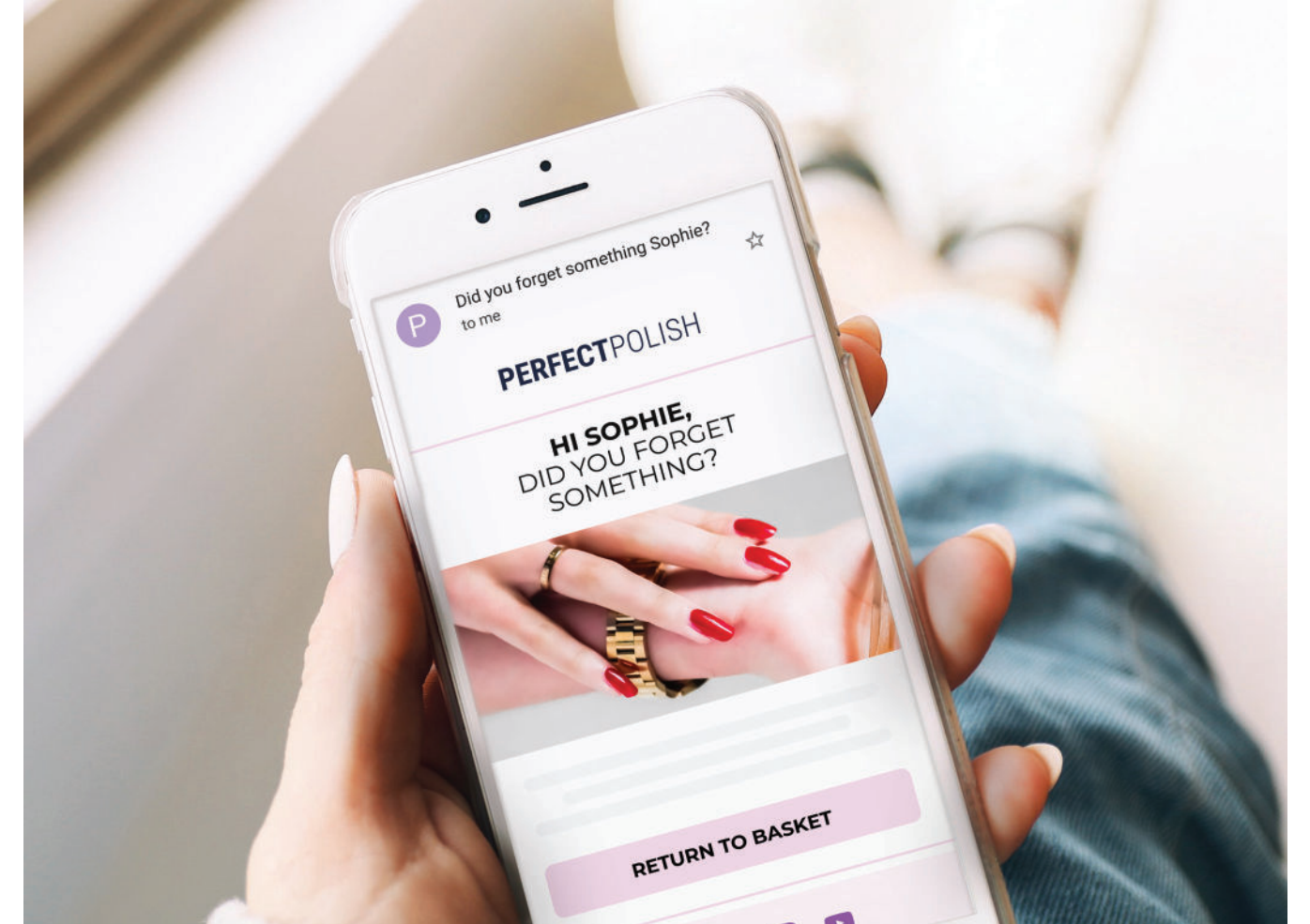
[1] Mobile commerce in the United Kingdom | Statista   [2] Mobile Shopping Surges in the UK | Klarna   [3] Cost-effective Customer Acquisition and Retention for eCommerce and Marketing Leaders in 2022 | Internet Retailing   [4] Companies more focused on acquisition that retention | Econsultancy

NAVIGATING THE WORLD OF SOCIAL COMMERCE IN 2023

As social media becomes the new global storefront, it's no surprise that the term 'social commerce' has risen to the top of marketing buzzwords over the past couple of years. But how can retailers adapt the latest performance marketing and content strategies to help fuel their growth during turbulent economic times?

We're expecting to see five billion active social media users by the end of 2023, and annual social sales trending past $1 trillion with no signs of slowing down.[1,2] This is being propelled by content creators and influencers, digitally savvy customers and modern culture shifting towards a social first search strategy. Predictions suggest over the next four years, social transactions will reach upwards of $8.1 trillion as more traditional commerce shifts online.[3]

The question is, how do retailers capitalise on a social reliant population, and stay at the forefront of their customers' minds in a super competitive landscape? With over two billion people expected to shop on social media in 2023, the number one success factor for advertisers globally is 'to be seen'.[4]

So what does social commerce mean exactly?

Social commerce is the process of buying and selling goods directly on social media platforms, from the point of inspiration to transaction. It's the combination of seeing your favourite brands and influencers endorsing a product and feeling instantly inspired to complete the seamless few taps that allow that product to be delivered straight to your door without even leaving the sofa.

Research shows that over 33% of the US have made a purchase through social media, and over 60% of many countries around the world follow social media influencers to get inspiration and feel connected.[5]

Adopting a 2023 video-first content strategy

We've been suggesting that a video-first content strategy should be adopted for a long time, but already that dialogue has changed and shifted. We're seeing lower production, user-generated content working better than traditional high-production content and these results aren't slowing down.

> **Meta, Pinterest and TikTok are investing billions to develop new ways to future-proof your marketing efforts.**

With the likes of TikTok taking over the world, users are familiar with vertical short-form video content showcasing the product in under 15 seconds. We're encouraging clients to take out their phones and create small short-form videos to showcase their products from the comfort of their homes or offices, and guess what... most are performing around 35-67% better than their previous older (expensive) content!

It's a new era where people want to **get to the point - quick**, and it couldn't be easier to create content that packs a punch in 2023.

Utilising the latest advancements in ad platforms

The likes of Meta, Pinterest and TikTok are investing billions to develop new ways to future-proof your marketing efforts. As analytics get cloudy, legacy solutions become redundant, and the social ecosystem becomes more crowded.

Since mid-last year, we've been driving success by adopting solutions like the brand new Advantage+ releases into our clients' campaigns, helping improve personalisation, budget efficiency, and better all-round targeting to help keep our clients' ads at the forefront of their customers' newsfeeds. We've also been looking at new ways to optimise signals, like experimenting with the brand-new outbound clicks optimisation on Pinterest and adopting the conversion API across the platforms we advertise through.

On average our clients are seeing a 23-54% increase in performance since adopting the majority of the latest releases in Q3-Q4 2022.

Cross-platform data sharing

For many years, brands and retailers have worked in silo when it comes to their individual marketing channels. At FUTCOM, we ensure there's an actual collaboration between marketing channels, including integration between our clients' CRM, feed optimisation and sharing data across channels such as Google Ads.

A common example of this is collecting email marketing data via social media, and sending that customer down a personalised email marketing journey that's social media related, different to their main welcome flow. We would then send certain mailing lists opted in for marketing back through to Meta, for retargeting purposes or use for lookalikes.

Another success story for our clients is showcasing best sellers via Google Ads to prospective customers on social. By doing this, you can keep products fresh based on what's trending to inspire new and potential customers.

What are the next steps for me as a brand or retailer?

The customer today is looking for frictionless shopping experiences, no matter where they are in the world. But to flourish in social commerce, marketers must understand what data they have access to, create content that showcases their offering (simple and fast) and take advantage of what social platforms are creating to help advertisers succeed.

Gianni Casagrande

Director
FUTCOM Group

⊨ FUTCOM®

FUTCOM is a social-first digital agency with almost a decade of experience working in digital marketing and eCommerce. Their clients include brands from the JD Sports Group, Sara Davies Crafter's Companion, Moda in Pelle and Kit & Kaboodal. They specialise in paid social and digital consultancy, alongside top-tier partnerships with Meta, Pinterest and TikTok. Find out more by visiting futcom.co.uk.

[1] Deloitte Insights, 2022   [2] Smart Insights, 2023   [3] Pinterest Internal Data, 2023   [4] Deloitte Insights, 2022   [5] Deloitte Insights, 2022

SEARCHING FOR EFFICIENCY WITH MOSS

Online retailers are having to work harder to deliver smooth digital experiences to a new generation who work, socialise, and shop online.

Being able to navigate quickly and easily to their ideal purchase is now fundamental to the modern shopper's experience. But traditional eCommerce search engines are struggling to keep up with the demands of consumers who expect relevant search results in an instant.

As eCommerce competition only intensifies, those online retailers who fail to optimise their search functionality risk losing sales and customers.

The problem with eCommerce search

Studies show that 44% of people use a search bar as soon as they land on a website.

With close to half your shoppers interacting with your search as part of their journey to purchase, it's an invaluable tool for driving eCommerce sales. But despite the opportunities this pivotal website function offers, 72% of users feel that websites are still unable to meet their search requirements.[1]

So why do many retailers still not consider what users need from eCommerce search?

From lagging speed times, empty search results, and poor UX, search can be one of the biggest sources of frustration for online shoppers. Customers are quite literally spelling out what they want to find, and revenue is lost if a site search can't connect them with the product they're looking for, and fast.

Search optimisation in action

Retailers who recognise the importance of optimising their core eCommerce search can greatly improve the on-site user experience and drive more conversions.

Optimisation that's underpinned by AI technology will empower online retailers to deliver data-driven, accurate search results that make the customer's journey from opening the website to completing their purchase as seamless as possible.

One of the UK's biggest menswear fashion retailers, Moss, has seen a 32% uplift in the use of its search function and a 3.7% increase in average order value through the use of Salesfire's AI-powered Search on its site.

Using search to meet shoppers' needs and facilitate an easier browsing journey has allowed Moss to encourage larger orders by offering their shoppers a variety of choices and personalisation.

The switch to visual

As well as the call for an optimised text-based search, retailers such as Moss understand the benefits of expanding search functionality beyond the conventional.

Studies show that 71% of Gen Z consumers say social media is where they most often discover products.[2]

In today's world, the widespread use of social media for product discovery and the prominence of influencer marketing means users have a plethora of product inspiration at their fingertips.

This has led retailers to look at the ways they can capitalise on this visual inspiration, and replicate the social experience on their own sites. With the modern consumer in mind, visual search functions are growing in popularity.

By allowing users to search based on an image query rather than text, retailers can expand the capabilities of their on-site search and improve user engagement.

The team at Moss have seen impressive results based on the introduction of Salesfire's visual search tool, noting a 5.7% conversion rate through image search upload. Delivering hyper-personalised results, successful retailers are now embracing the latest functionalities that matter most to a new generation of digitally literate, eCommerce shoppers.

The future of search

In the age of eCommerce, there's no denying that site search is a crucial revenue driver for your site. Finding opportunities for optimisation within search, and implementing visual search technology can accelerate sales to new heights.

Sophie Walker

Content Marketing Executive
Salesfire

[1] Why is eCommerce Search Still So Terrible | Forbes   [2] How social media influences 71% of consumer buying decisions | Search engine watch
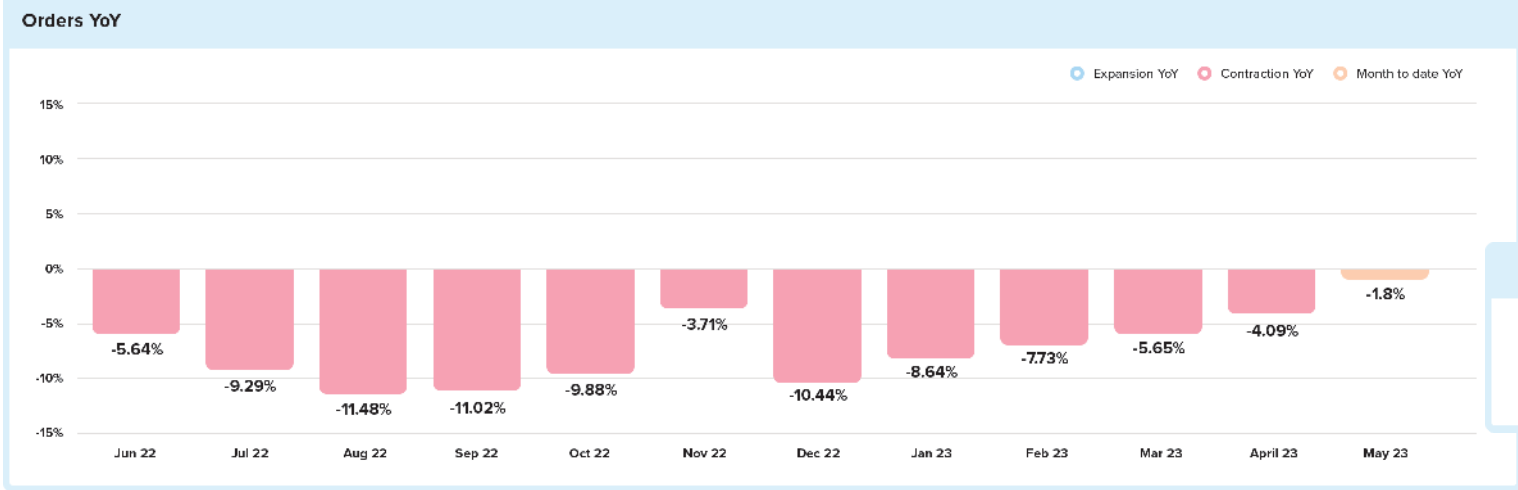
Salesfire | Trends

We used Salesfire Trends to review, compare and analyse year-on-year data but what does it tell us?

Let's break it down.

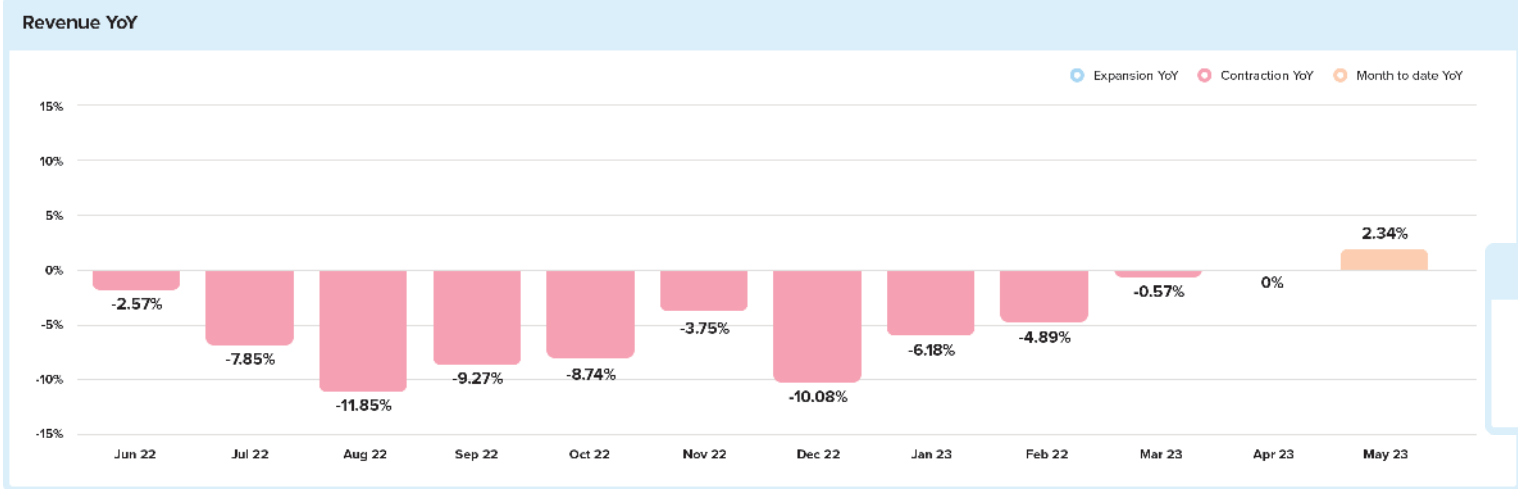## Orders YoY

Orders have seen a consistent YoY decrease over the past 12 months but April 2023 recorded the lowest decrease of the past year, with May set to be even stronger.
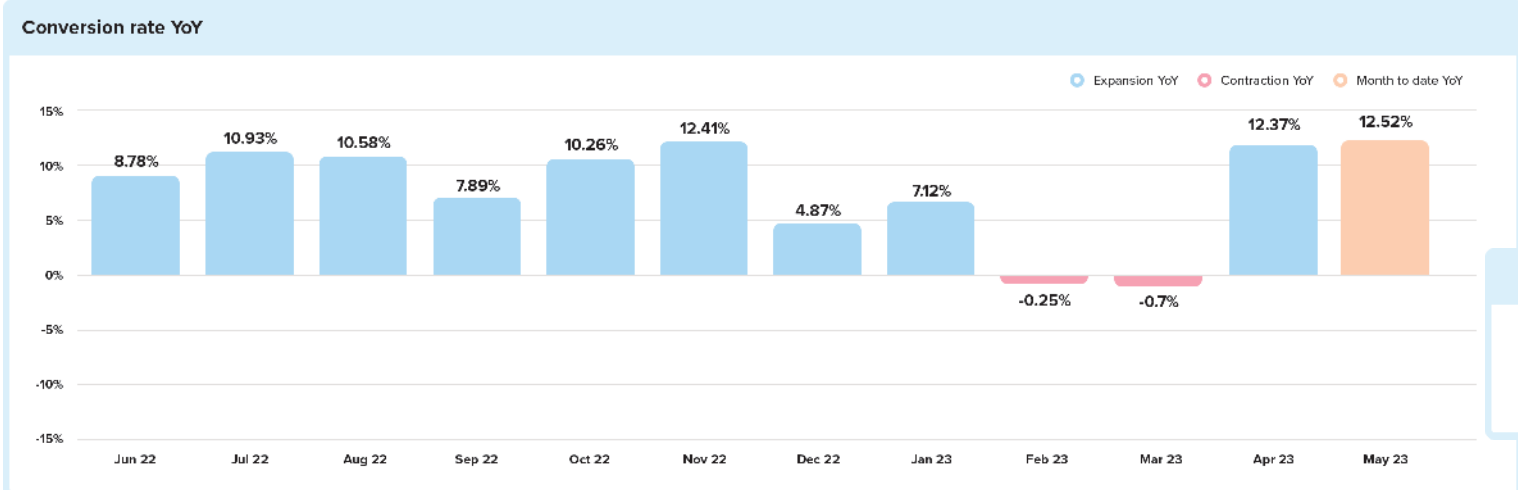
April 2023 vs April 2022

-4.09% ▼

Revenue YoY

Revenue continues to improve in 2023 with April being the first month since September 2021 where YoY revenue didn't contract.
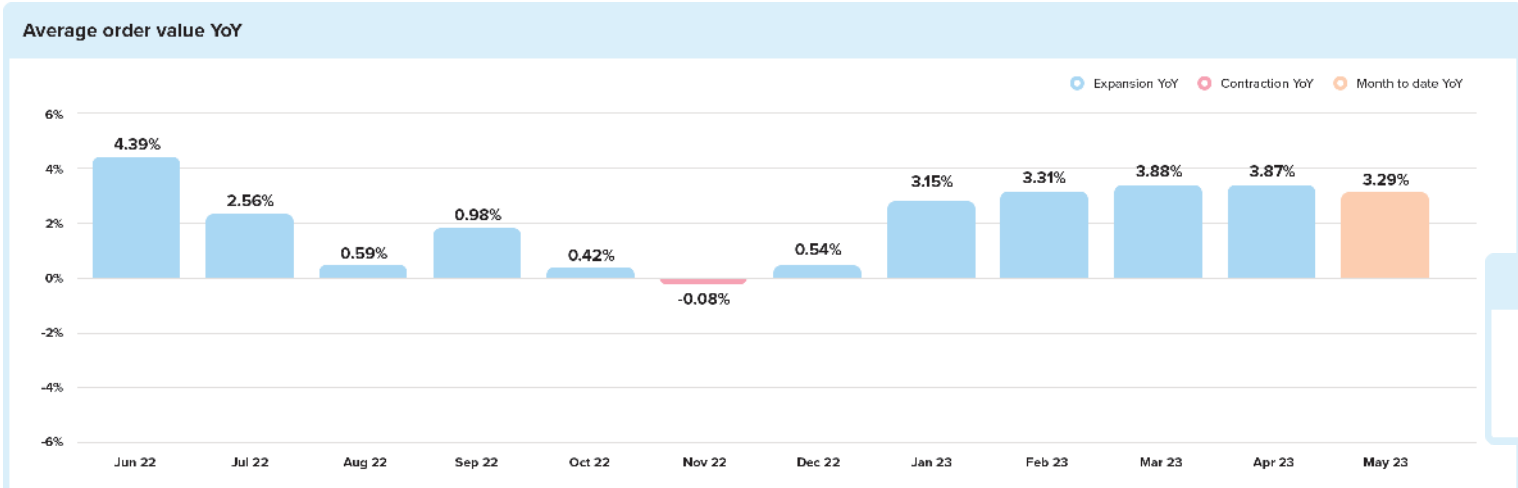
April 2023 vs April 2022

0% –

Conversion rate YoY

Following two months of contraction, conversion rates are improving. April saw a **12.37% YoY increase** and May is set to be the largest YoY expansion of the past 12 months.

April 2023 vs April 2022

+12.37% ▲
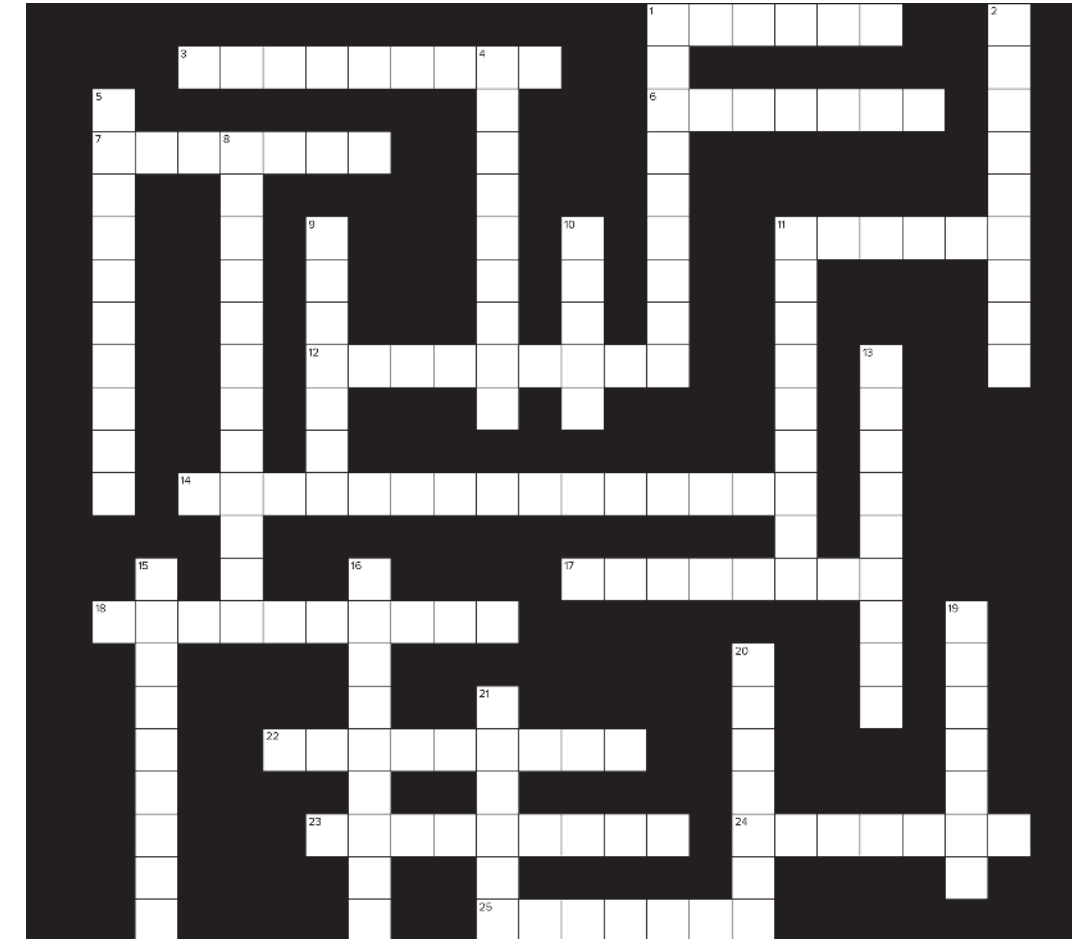
Average order value YoY

Average order values continue to grow YoY suggesting shoppers are building bigger baskets to make the most of free delivery thresholds and incentives.

April 2023 vs April 2022

+3.87% ▲

Data correct as of 10th May 2023

CROSSWORD

Across

1. Small blocks of data that are created by a web server. Also known as a sweet biscuit.
3. A field of computer science that uses maths, statistics, and machine learning to find meaningful patterns in data.
6. Limited-time offers, abandoned cart discounts and countdown timers all create a sense of _ _ _ _ _ _ _ _.
7. To improve the quality or usefulness of something.
11. The powerful effect that something has on somebody/something.
12. A significant, widespread, and prolonged downturn in economic activity.
14. The act of making something suitable for the needs of a particular person.
17. A group of people who buys goods.
18. An email _ _ _ _ _ _ _ _ _ _ is someone who has given your company permission to send them emails.
22. _ _ _ _ _ _ _ _ _ _ gives users access to online shopping platforms without the need for a desktop or laptop.
23. To copy or repeat something.
24. To _ _ _ _ _ _ _ _ an item is to put it in your shopping cart but never complete the purchase.
25. The ability to understand and share the feelings of a customer.

Down

1. The presence of a _ _ _ _ _ _ _ _ _ timer on-site can encourage customers to convert faster.
2. The process of getting people interested in your company's product or service.
4. A list of things to be checked or done.
5. Programmable software that causes manual or repetitive tasks to perform on their own with little to no intervention.
8. A set of things that are needed or necessary.
9. Conversion rate, revenue and average order value are examples of Trends tracking _ _ _ _ _ _ _ _.
10. Messages distributed by electronic means from one computer user to one or more recipients.
11. eCommerce stores should aim to _ _ _ _ _ _ _ _ _ the purchase decisions of consumers.
13. An _ _ _ _ _ _ _ _ _ shopper makes unplanned purchases.
15. Individuals who buy something from a seller, vendor, or supplier in exchange for money.
16. The act of finding something.
19. The _ _ _ _ _ _ _ industry is devoted to the business of making and selling clothes.
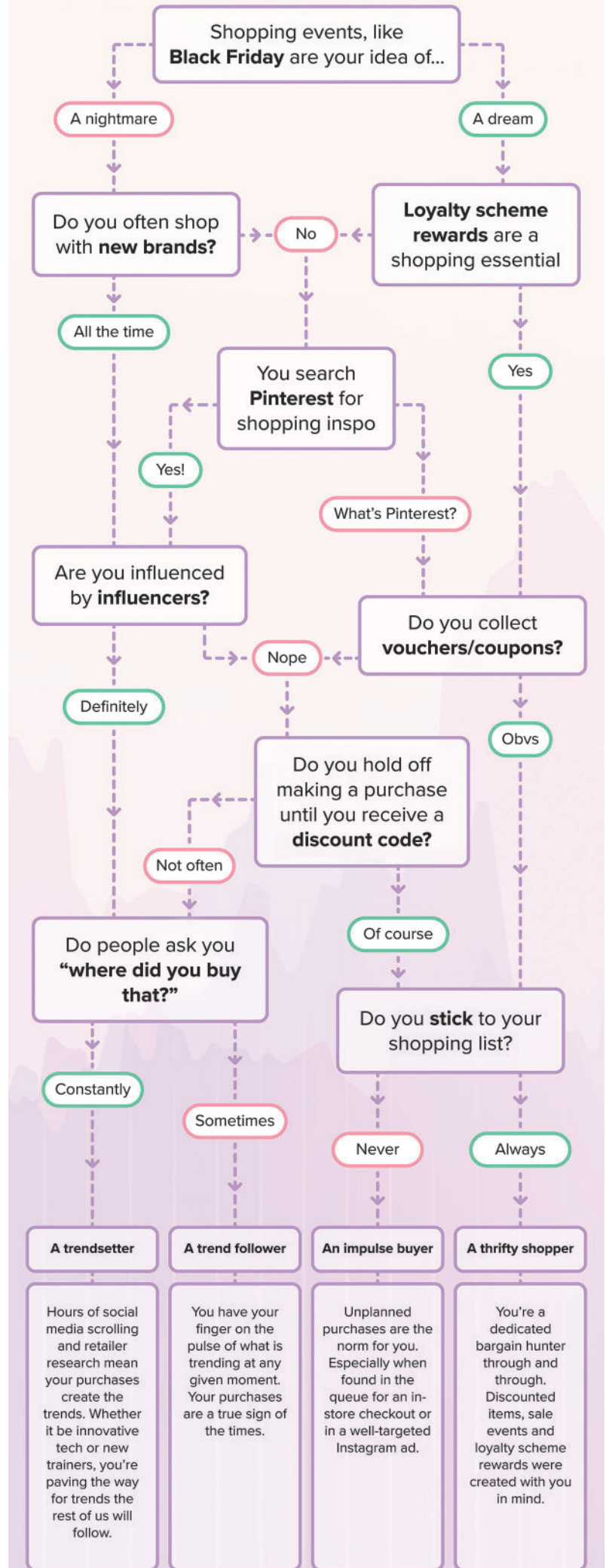20. The first month of Q1.
21. To bring something back to such a state.

Think you've cracked it? Find the answers on the back page.

SUDOKU

WHAT KIND OF SHOPPER ARE YOU?

Shopping events, like **Black Friday** are your idea of...

A nightmare / A dream

Do you often shop with **new brands?** — No — **Loyalty scheme rewards** are a shopping essential

All the time / Yes

You search **Pinterest** for shopping inspo

Yes! / What's Pinterest?

Do you collect **vouchers/coupons?**

Are you influenced by **influencers?**

Definitely / Nope — Obvs

Do you hold off making a purchase until you receive a **discount code?**

Not often

Do people ask you **"where did you buy that?"**

Do you **stick** to your shopping list?

Constantly / Sometimes — Never / Always — Of course

A trendsetter
Hours of social media scrolling and retailer research mean your purchases create the trends. Whether it be innovative tech or new trainers, you're paving the way for trends the rest of us will follow.

A trend follower
You have your finger on the pulse of what is trending at any given moment. Your purchases are a true sign of the times.

An impulse buyer
Unplanned purchases are the norm for you. Especially when found in the queue for an in-store checkout or in a well-targeted Instagram ad.
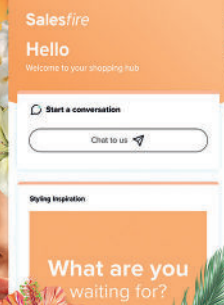
A thrifty shopper
You're a dedicated bargain hunter through and through. Discounted items, sale events and loyalty scheme rewards were created with you in mind.

ABOUT SALESFIRE TRENDS

Salesfire Trends manages the identification, analysis and communication of market trends and insight.

Collecting data from across 28 industries, Salesfire Trends analysed 659 million user journeys in the last year; that's 3.65 billion events. With its incomparable placement to track transactional and behavioural data across hundreds of online retailers in a range of industries, Salesfire recognises its unique view into eCommerce which few have the privilege of.

Salesfire uses this enriched data to inform its AI and machine learning to even greater lengths. The Trends platform provides evidence and data that feeds back into our client recommendations and AI-led personalisation products, supporting decision-making and reinforcing strategies.

The Salesfire Trends newspaper is here to start debate and conversation on eCommerce, a champion of insights within the industry.
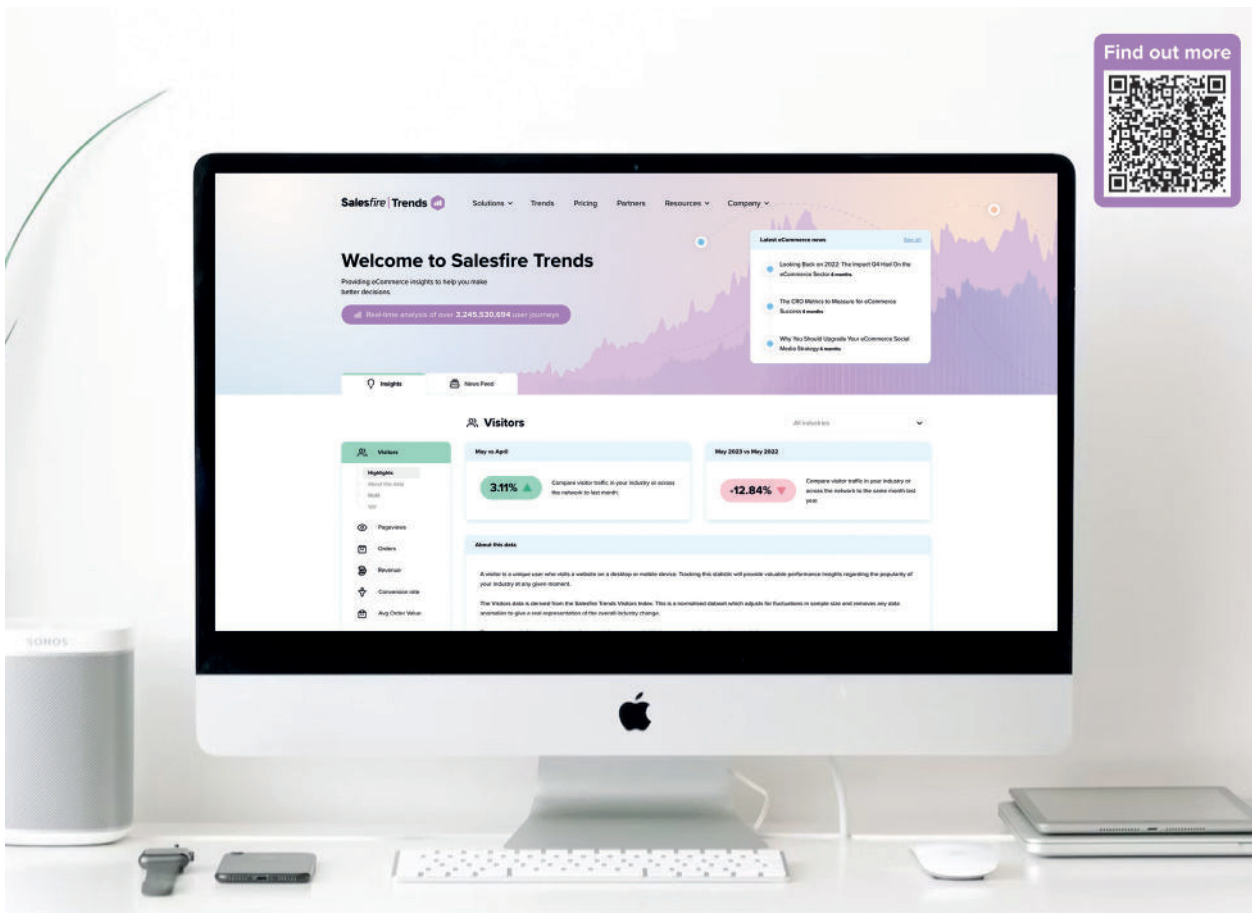
And in an environment so dynamic that decades of change can happen over a quarter, being able to read and respond to the market is what we believe to be fundamental to future success.
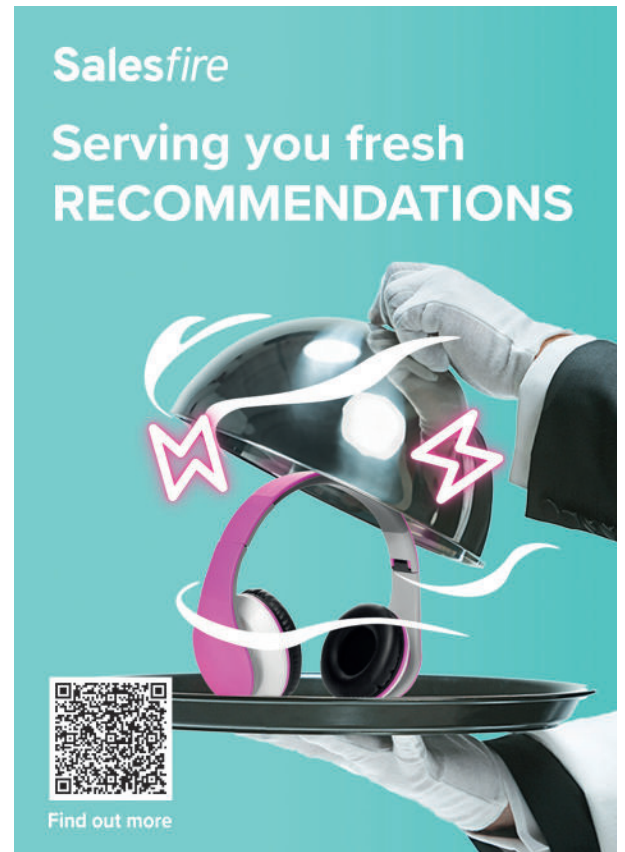
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Salesfire

Crossword answers:

Across: 1. Cookie **3.** Analytics **6.** Urgency **7.** Upgrade **11.** Impact **12.** Recession **14.** Personalisation **17.** Shoppers **18.** Subscriber **22.** mCommerce **23.** Replicate **24.** Abandon **25.** Empathy
Down: 1. Countdown **2.** Marketing **4.** Checklist **5.** Automation **8.** Requirements **9.** Metrics **10.** Email **11.** Influence **13.** Impulsive **15.** Customers **16.** Discovery **19.** Fashion **20.** January **21.** Revive

This newspaper is wrapped in potato starch poly wrap, which is biodegradable and compostable.
Recycle with your food waste or garden compost.