

# TRENDS



The newspaper for online retailers.

trends.salesfire.co.uk

**BIGCOMMERCE**

# THE TIME TO MODERNISE IS NOW:

## WHY ENTERPRISES NEED A COMPOSABLE COMMERCE SOLUTION



**Meghan Stabler**

Senior Vice President of Global Product Marketing, BigCommerce

Following three-straight years of uncertainty and rapid change, 2023 looks like it will offer more of the same — but with even more challenges for a wide range of enterprise businesses. And eCommerce won't be immune.

In times of uncertainty and change, enterprises must make smart technology investments. They need to invest in modern technology that enables, not hinders, delivering cutting-edge shopping experiences. Because without a flexible commerce solution, it's next to impossible to drive growth, especially during economic downturns.

In 2023, we'll see composable commerce — a modular approach that allows merchants to customise their tech stacks by choosing interchangeable solutions to suit their unique business requirements — emerge as the preferred model for forward-thinking B2C and B2B merchants.

Continued on page 2



Now, nearly three years on from the start of the pandemic, life may largely be back to normal, but the switch to B2B eCommerce is irreversible.

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With customer acquisition costs high and marketing budgets under fire, marketers that focus on enhancing their CX and optimising the value of the shoppers they already interact with can drive truly incremental value for their business.



Read on page 5



# THE TIME TO MODERNISE IS NOW: WHY ENTERPRISES NEED A COMPOSABLE COMMERCE SOLUTION

Continued from page 1

Let's consider why enterprises should move away from monolith platforms and explore how composable commerce solutions provide the flexibility necessary to adapt to customer and business needs of the future.

### Why monolith technology holds back enterprises

For many years, the go-to structure for many eCommerce businesses has been an all-in-one monolithic structure. This approach ties together the front-end — the digital storefront — and the back-end — the server side.

While a monolithic, one-size-fits-all approach used to be sufficient, it is now antiquated and won't sustain enterprise business innovation and longevity.

Although a monolith may work for businesses with limited requirements, once you move into the enterprise space — launching multiple brands or websites, expanding into new regions or selling through several marketplaces and social channels with unified inventory — the needs are much more complex.

Enterprises need technology solutions to enable selling across more channels, to reach more shoppers where they are and get a better return on their investment.

Take BigCommerce merchant Solo Stove for example. Solo Stove went headless for its European website so it could easily customise and transact in different currencies and display translations while still having the back-end familiarity of BigCommerce.

### Build for the future with composable commerce

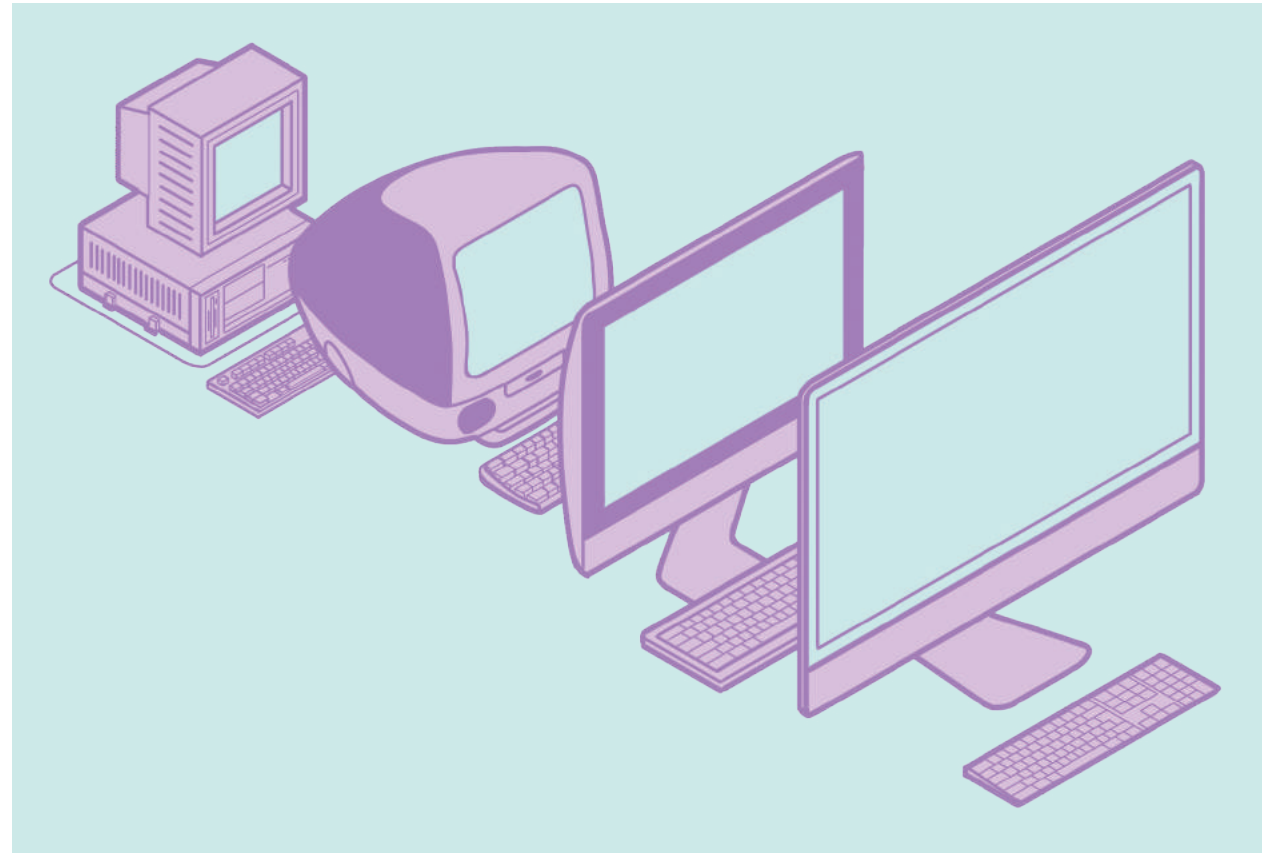
Composable commerce is achieved by assembling and combining Packaged Business Capabilities (PBCs). PBCs are software components that meet specific business needs, such as a virtual shopping cart, order management or account management.

Composable commerce enables greater efficiencies by giving staff the tools they need to remain agile.

Think of PBCs as LEGO pieces. Just like you can join and detach LEGO pieces to form various shapes, composable commerce allows you to assemble the building blocks of your tech stack to meet the specific needs of your business using APIs to connect the systems.

Developers can use front-end frameworks that they're already familiar with, and marketers can use a CMS to make quick changes to promotions, content and more. It enables greater efficiencies by giving staff the tools they need to remain agile.

Composable also means that should businesses want to replace other commerce components down the line, they're not locked into a system or a way of doing things — in essence, it's how businesses build for the future.



### Examples of how composable supports customisation

Planning for future growth, La Perla chose a composable approach because it offered the flexibility and agility the brand required to deliver a long-term omnichannel commerce strategy across Europe, the Middle East, the US and Asia that's mobile-first and user-focused. The La Perla team can rely on the technology to do the heavy lifting to localise the experience.

Another great example of composable commerce in action is Ted Baker, the UK-based global fashion brand. It uses composable commerce along with BigCommerce's Multi-Storefront solution to elevate its digital game and deliver a modern, compelling online experience.

Using a single BigCommerce store, Ted Baker operates multiple unique storefronts and leverages the platform's ever-evolving partner network to strengthen its posture as a digital-first brand.

Black Diamond leveraged composable to integrate content and stories throughout the eCommerce site. For example, if a shopper is looking to read stories about the brand's ambassadors or athletes, they are presented with a clear path from the homepage to quickly get to content or products. This design ensures that the essence of the Black Diamond brand is ever-present throughout the site experience.

While content and commerce are connected on the site, behind the scenes, the separation of the front-end and back-end enables Black Diamond's US and EU marketing teams to have direct access and capability to manage the site and campaigns — without having to rely on developers to make changes.

Finally, Burrow chose a composable solution with BigCommerce to offer customers access to many things not found in non-standardised checkout experiences, including the option to delay orders and have a signature on delivery, as well as the ability to use a headless CMS to create a great digital experience across multiple channels.

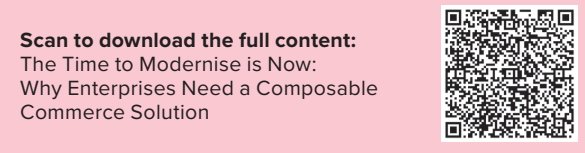
### Final words

Composable commerce gives merchants the freedom to mix, match and combine best-in-breed tech vendors to create a customised and robust stack that responds to unexpected change. While a monolithic, one-size-fits-all approach used to be sufficient, it is now antiquated and won't sustain enterprise business innovation and longevity. Now is the time to make digital investments that provide flexibility during near-term challenges and a strong competitive advantage when the economy rebounds.



Meghan Stabler

Senior Vice President of Global Product Marketing, BigCommerce



Scan to download the full content: The Time to Modernise is Now: Why Enterprises Need a Composable Commerce Solution



BigCommerce (Nasdaq: BIGC) is a leading open software-as-a-service (SaaS) eCommerce platform that empowers merchants of all sizes to build, innovate and grow their businesses online. BigCommerce provides merchants sophisticated enterprise-grade functionality, customisation and performance with simplicity and ease-of-use. Tens of thousands of B2C and B2B companies across 150 countries and numerous industries use BigCommerce to create beautiful, engaging online stores, including Ben & Jerry's, Molton Brown, S.C. Johnson, Skullcandy, Solo Stove, Ted Baker and Vodafone. Headquartered in Austin, BigCommerce has offices in London, Kyiv, San Francisco, and Sydney.

# NOTE FROM THE EDITOR

I'm here to present the second edition of Salesfire Trends, your go-to source for the latest eCommerce news. We've listened to your feedback and made significant improvements to provide you with even more insight, analysis and content. We're excited to bring you more exclusive content with industry experts, in-depth analysis of emerging trends, and practical tips to help you boost your online sales. Thank you for your continued support and we look forward to keeping you informed, inspired and in the loop.

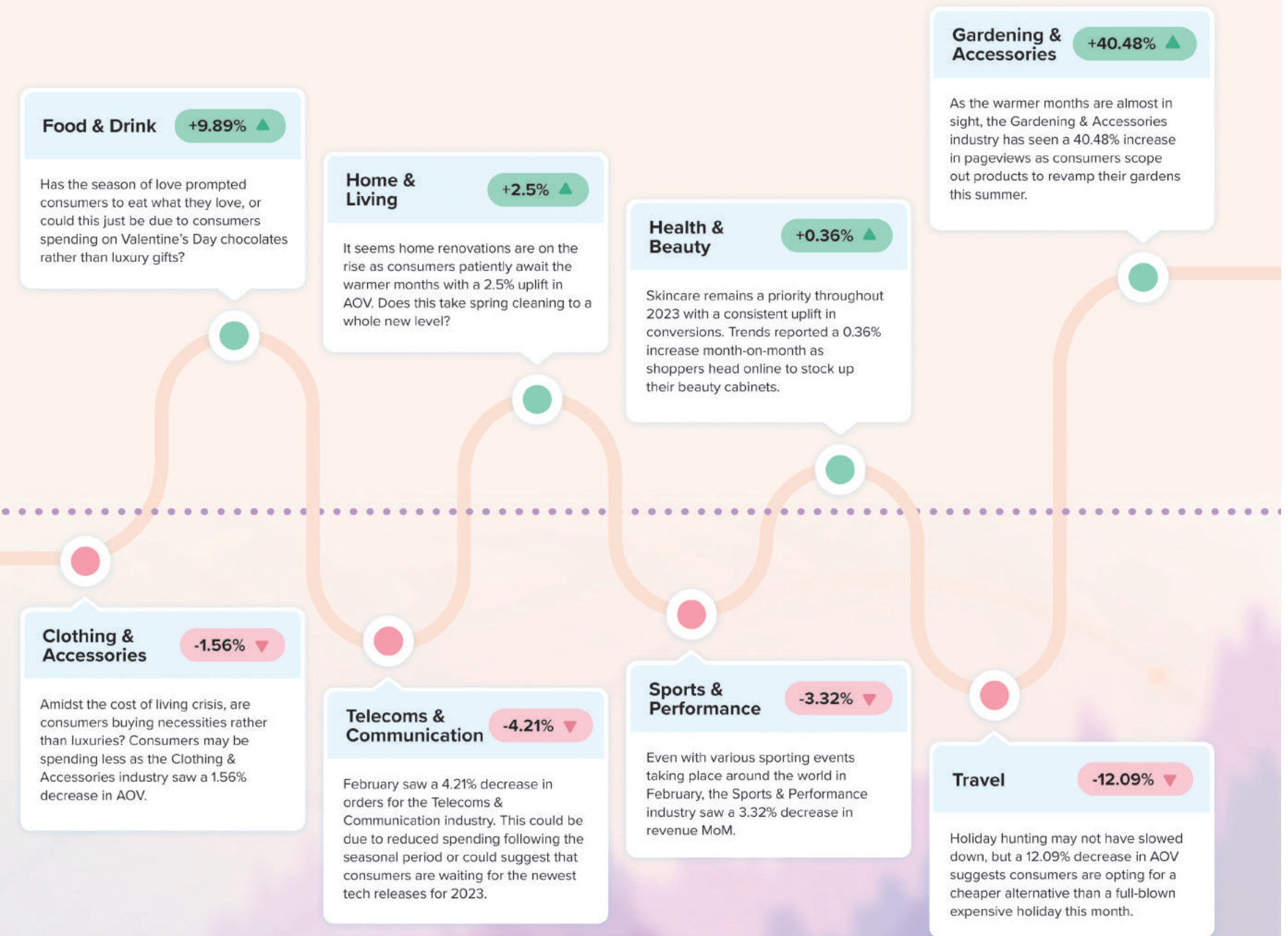
Rich Himsworth, CEO



Salesfire Trends

## February in numbers

We looked at Salesfire Trends data for February 2023 compared to January 2023 to see the route consumer spending has taken month-on-month.



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## AFFILIATE IS THE CHANNEL OF CHOICE FOR MARKETERS IN TIMES OF CRISIS - HERE'S WHY



The effects of inflation are being felt by shoppers across most of the world. That means more pressure on salary income and less disposable cash for shopping. Consumer confidence is low, and supplier costs are high.

The recession of 2008 was credited with growing the importance and size of the affiliate channel, partially as it supported publisher models designed to save consumers money. Incentive partners, in particular, dominated the space, peaking in 2018 with a 70% share of channel sales. That has since been diluted by more recent diversification in the industry and a shift toward recognising marketing value beyond just last-click attribution.

Fast forward to 2023, and UK marketers are continuing to invest and spend more in the affiliate channel. Yet, the key difference is affiliate now proffers a greater choice of partners and more sophisticated technology available to brands and retailers, which means the channel doesn't rely on one partner type to drive growth.

**Awin channel segmentation revealed affiliate retail growth of an impressive 12.4% year-on-year.**

Combined with its heritage as a low-risk ad model where spend is tied to tangible KPIs like sales and revenue and where the ROI returns are consistently high, it's easy to see why brands and retailers have turned to affiliate partnerships in these ongoing, turbulent circumstances.

According to a recent UK industry-wide survey, there is a growing appetite for affiliate partners that can achieve more than just driving profitable sales volume. Brands have identified more upper-funnel awareness generators like editorial partners and influencers as key targets in 2023. In addition, the emergence of affiliate brand partnerships and technology solution providers, such as Salesfire, are paving the way for brands to experiment much more and reduce reliance on one or two core partner types that offer only lower-funnel value.

Throughout 2022, Awin brands with a more diverse

partner base benefited from large partner growth and were able to protect themselves somewhat from the impact of many macro factors surrounding retail. IMRG reported an overall online retail decline of 10% year-to-date, however, Awin channel segmentation revealed affiliate retail growth of an impressive 12.4% year-on-year.

### Technology is your friend

With advances in technology and shifts in consumer behaviour, businesses and marketers need to stay ahead of the curve to remain competitive. Many brands and retailers turn to technology partners as an exciting way to diversify their affiliate strategy.

**Technology partners allow you to accelerate your own in-house innovation.**

There are over 100 technology partners live on Awin's platform, and a different partner available to meet every objective. For example, if your business changes tack on what stock to shift and when, a partner such as Salesfire focused on dynamic, personalised offers or on-site Overlay technology might be the best choice to interact with consumers during their shopping journey and incentivise specific purchase decisions. Technology partners allow you to accelerate your own in-house innovation, removing traditional martech barriers around allocating development resources and costs.

This coincides with the value consumers place on experiential shopping journeys. The unprecedented effects of Covid-19 and imposed lockdowns forced shoppers and businesses to migrate online. With that influx of demand and choice of the web, it became ever simpler for shoppers to find new alternatives to the brands they previously bought from. As competition intensified and loyalty diminished, retailers had to ensure users who landed on their eCommerce sites could easily find the products they were looking for. The act of buying had to be a frictionless one they enjoyed.

In 2023, with customer acquisition costs high and marketing budgets under fire, marketers that focus on enhancing their CX and optimising the value of the shoppers they already interact with can drive

truly incremental value for their business. And with technology providers in the affiliate space able to offer CX enhancements quickly and easily on a performance-based commercial model via platforms like Awin's, we expect to see tech partner adoption gather real momentum in 2023.

### Awin's #Power100

To help brand marketers access marketing options within the affiliate space, we have launched our first, annual Power 100 list. This listing showcases a selection of the most innovative and valuable partners on our global platform. Covering partner types from mass media houses, influencers and creators, fintech partners, comparison sites and apps, cashback and coupon communities, and many more.



**Lauren Moyse**  
Publisher Development Lead  
Awin

Scan the QR code to download the free report: The AWIN Report 2022: Power 100



With twenty years of experience, our platform offers a global community of people, technology and business intelligence insights. No matter what type of partner, level of service, or tools your business needs, Awin provides solutions to drive sustainable growth. Part of the Axel Springer and United Internet Groups, with ShareASale and Commission Factory, Awin's global affiliate network is powered by 15 offices worldwide, over 1,200 employees, 241,000 contributing publishers and 21,200 advertisers. Connecting businesses with customers around the world across the retail, telecommunications, travel and finance verticals, Awin generated £12 billion in revenue for its advertisers and £920 million for its publishers in the last financial year.

# HOW TO REVAMP YOUR CUSTOMER EXPERIENCE FOR Q2

Recent studies show that 80% of customers were more likely to purchase from a brand if it offered a personalised experience.<sup>1</sup>

With consumer expectations growing as each year passes, can you ensure your Q2 strategy is optimised for maximum impact?

To provide the experience your shoppers are looking for, retailers need to look for opportunities to capitalise on innovative eCommerce technologies, review and enhance existing campaigns and use personalisation to drive conversions.

With insights into tried and tested campaign ideas and the implementation of a personalisation solution, like Salesfire's Digital Assistant, you can transform your on-site experience and Q2 marketing strategy to generate more revenue, and meet the needs of modern shoppers.



**Sophie Wheadon**  
Head of Client Success  
Salesfire



**Hollie Dixon**  
Client Success Manager  
Salesfire

We've reserved your items  
Order now to secure your purchase.

**Your basket**  
is waiting for you

Hurry! We've reserved your items.

00 : 25 : 09

**WEBINAR** (30 min watch)  
Download the full webinar to learn more about transforming your customer experience for Q2.

**SCAN TO WATCH »**

# HOW TO BOOST ECOMMERCE SALES FOR THE LONG RUN

Studies show that 58% of UK adults have reduced their spending on non-essential items.<sup>2</sup>

From the cost of living crisis, disruption to supply chains and overall financial unrest, the past year has brought many challenges for eCommerce retailers.

As consumers spend less frequently, online retailers need to take a long-term perspective on increasing eCommerce sales and boosting loyalty amongst their shoppers.

By delivering excellent customer service, implementing personalisation on-site and optimising product discovery, eCommerce retailers can enhance the shopping experience and generate long-term repeat revenue.



**Sophie Walker**  
Content Marketing Executive  
Salesfire

**ARTICLE** (2-3 min read)  
To learn more about boosting your eCommerce sales for the long run take a look at the full article.

**SCAN TO READ »**

# THE CATCH UP PODCAST

As we navigate through economic hardship, it's essential for online retailers to take the steps towards recession-proofing their business and look at the ways they can continue to grow through adversity.

It's crucial for merchants to focus on customer retention, boost brand loyalty and create a resilient eCommerce experience that thrives amidst uncertainty.

In a recent episode of The Catch Up podcast, we chatted with Delivery & Operations Director, Laura Black at Brave the Skies. Brave the Skies is a Shopify Plus agency that helps merchants reach their eCommerce and branding goals to stand out in a competitive marketplace.



**Laura Black**  
Delivery & Operations Director  
Brave the Skies



**Tim Mawson**  
Head of Partnerships  
Salesfire

**PODCAST** (35 min watch)  
Watch the full podcast to learn more about creating an eCommerce brand that will thrive through uncertainty.

**SCAN TO WATCH »**

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Microsoft  
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# CIRCUS

## SHOULD YOU BE WORKING WITH A SPECIALIST PPC AGENCY?

As the age-old saying goes, 'a Jack of all trades is a master of none,' which in some cases, can work just fine, and allow businesses and individuals to branch out and increase their service offering.

However, when it comes to the growth and success of a business, is working with anyone less than an expert a risk you're willing to take?

Whilst we may be a little bit biased, if you are in the market for some expert PPC management, look no further than a specialist PPC agency. From fantastic communication and close relationships with fellow agencies, to the ability to closely track attribution and test new methods using industry knowledge and expertise – specialist PPC agencies can help you to grow your business and reach your business goals.



**Ahmed Chopdat**  
Commercial Director  
Circus PPC

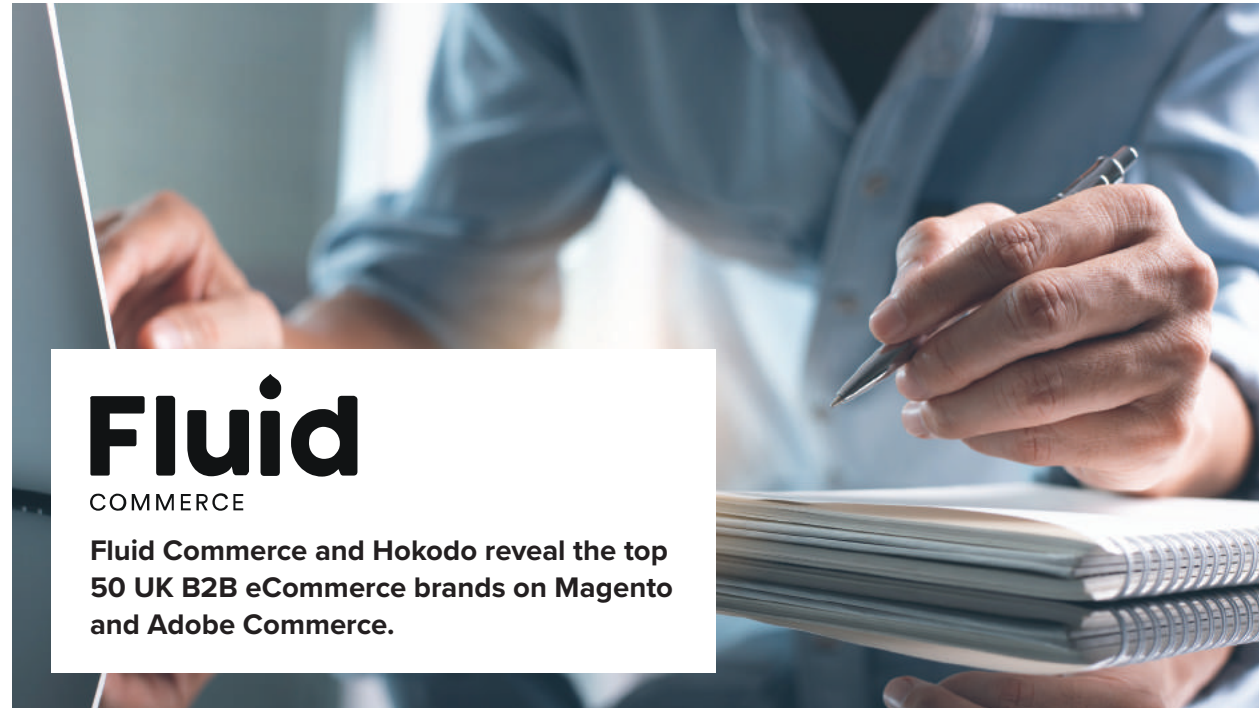


**ARTICLE** (2-3 min read)  
To learn more about why you should hire a specialist PPC agency take a look at the full article.

**SCAN TO READ »**

<sup>1</sup>Pressroom | Epsilon <sup>2</sup> How will the cost-of-living crisis affect eCommerce? | Asendia

# 2023's TOP 50 B2B ECOMMERCE BRANDS REVEALED



## Fluid

COMMERCE

Fluid Commerce and Hokodo reveal the top 50 UK B2B eCommerce brands on Magento and Adobe Commerce.

In the third annual edition of the Top 50 B2B Ecommerce Report from Fluid Commerce, there have been significant changes in who is leading the pack and who is falling behind.

Analysing the leading UK B2B sites for evidence of eCommerce excellence, the report reveals:

- Which B2B brands are excelling at eCommerce in 2023.
- What tech to invest in to reach — or stay — at the top.
- How to create an outstanding product page.
- Who is excelling at payments and checkout.
- Examples of eCommerce best-in-practice.

### The post-pandemic landscape

Prior to the COVID-19 pandemic, increasing numbers of B2B merchants had begun to turn their attention to their eCommerce sites. Once the pandemic hit, this slow growth accelerated at full speed.

As buyers and sellers could no longer meet in person at physical stores, merchants had to adapt quickly. The pivot to working from home helped expose and develop new technology dedicated to supporting remote business.

Combined, this meant that brands had to adapt or face losing out to competitors who embraced the rapid digitisation of B2B commerce.



Now, nearly three years on from the start of the pandemic, life may largely be back to normal, but the switch to B2B eCommerce is irreversible.

### The movers and shakers

In 2023, there were three B2B retailers who increased their score dramatically year-on-year:

- Dental Sky climbed up from 24th to first place.
- Trutex grabbed second place, up from 39th.
- R Tech moved up from 48th to 8th place.

In order to move up the ranks, they each invested in several critical areas of eCommerce best practices. These included speed, search, checkout and product page imagery.

### Growth areas

In reviewing the data from the three annual B2B Top 50 Ecommerce Reports, there are three key areas of eCommerce best-in-practice criteria that stand out: speed, trust and search.

It is in these areas that B2B merchants have invested most of their time and resources in order to improve their online stores.

### Speed

Using Google PageSpeed Insights, our analysis found that there has been a 22% increase in the average speed of websites on both desktop and mobile between 2022 and 2023.

Today's B2B customer expects a rapid online service, from page load speed to customer service to checkout.

This builds on a 21% increase between 2021 and 2022.

The need for improved speed is something that we have long emphasised as an agency, launching our PWA service at the start of 2022 and recently announcing our partnership with Hyvä.

Today's B2B customer expects a rapid online service, from page load speed to customer service to checkout.

Nothing should stop or slow them down in finding what they need and placing an order.

### Trust

Demonstrating trust in your website is a hugely important conversion tool. Customers who are new to your store will look for trust signals to reassure them that your brand is reputable, has good quality products and offers good customer service.

In our analysis, we look for reviews on the homepage and product page, as well as reassurance messaging or icons on the homepage. Examples of reassurance messaging include credentials, awards, affiliations and memberships. It also includes finance offers, years of service, price matching and so on.

With 92% of brands including reassurance messaging in 2023, up from 80% the year before, trust has proved a key area for improvement for most B2B brands.

### Search

Perhaps the most significant area of improvement for B2B merchants has been in search. In 2021, just 32% of merchants offered a dynamic search that returned search term recommendations of categories and blogs, as well as product recommendations. In the 2023 report, this has jumped to 86%.

Dynamic search is an essential tool to help customers navigate your site. In the B2B sector, many users know exactly what they are looking for and want to get to it straight away.

By having a sophisticated AI-powered search on your site, not only can you provide this product to the user, but you can also use it to showcase related products to improve your average order value.

### Why Adobe Commerce for B2B?

Magento and Adobe Commerce are designed to help B2B businesses succeed. Unlike other platforms, Adobe Commerce offers integrated B2B capabilities. These include world-class B2B buying experiences, customised catalogues and pricing, personalised experiences, and self-service customer portals for easy account management and ordering.

To download the B2B Top 50 eCommerce Report, visit:



**Adam Hindle**  
Managing Director  
Fluid Commerce

## Fluid

Fluid Commerce is the technology and performance marketing partner for B2C, B2B and D2C eCommerce brands who want to accelerate their business growth, profitably and sustainably.

Launch a new eCommerce store, modernise your existing platform, expand internationally or scale up your performance marketing channels. Whatever your goal, get there faster with award-winning consultancy, Adobe Commerce (Magento) websites, Paid Search, Social and Marketplace strategies.

# THE GREEN SHOOTS OF ECOMMERCE RECOVERY

Since eCommerce inadvertently gained from Covid-induced lockdowns, the industry has struggled to maintain the same level of growth, that is until recent signs of improvement have created a reason for optimism.

Online retailers were perfectly placed to serve those who not only wanted but needed the convenience of shopping from the comfort of their homes during the pandemic, with Trends reporting a revenue jump of 89.3% in November 2020, the month the UK's second national lockdown began.

Inevitably this growth proved to be unsustainable once consumers began to exercise their freedom in late 2021/2022.

As shoppers returned to brick-and-mortar stores, we experienced seemingly endless months of declining revenue and orders.

More recently, news of record-breaking inflation, a cost of living crisis and an impending recession made it unlikely that consumers would be willing to spend online as they had previously.

That is until March 2023 when Trends uncovered what we recognise as the green shoots of eCommerce recovery, with the strongest performing month in YoY revenue since November 2021.

### The beginnings of recovery

Online retailers headed into 2023 tentatively with a seemingly not-so-bright future ahead of them.

Insights from Trends initially reinforced these claims

with reports of consistent declines in orders and visitors across all industries.

Fear-inducing news coverage as well as genuine price hikes prompted consumers to re-evaluate their spending habits — cutting back on non-essential item spend, saving more and abandoning entire retail sectors.

But when analysing the figures for the first quarter of 2023, things aren't quite as uncertain for online retailers as you might think. Since December, revenue figures have been inching closer and closer to a YoY expansion.

Supporting this move towards recovery are the findings from our average order value YoY metric. Since January, this stat has remained above 3.15% — this is in stark contrast to Q4 2022 which was defined by an unseasonably low 0.08% decrease in average order value YoY during November.

With Trends surfacing year-on-year improvements in revenue, conversion rate and average order value in Q1, this suggests that consumers are becoming more measured when it comes to adapting their shopping habits to the current economic landscape and we can start to see early signs of eCommerce recovery.

### The future of eCommerce

Although external difficulties will continue to impact the industry, the green shoots of recovery we are now seeing show that eCommerce can compete and overcome them.

Advances in artificial intelligence, on-site solutions, supply chains and strategies show no signs of slowing — creating a promising future of growth.



If the past few years have taught us anything, it is that no one can predict the future of eCommerce with complete certainty.

But insights drawn from the eCommerce platform, Trends, can provide guidance and reassurance to retailers of all industries.

Keep up to date with eCommerce growth to inform your business decisions amidst a time of uncertainty. **SCAN TO TRACK »**



**Courtney O'Riordan**  
Content Marketing Executive  
Salesfire

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Rich Himsworth will be hosting with special guests in **Workshop 1 at 10:45 am.**

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Where: NEC, Birmingham  
When: Wednesday 24<sup>th</sup> - Thursday 25<sup>th</sup> May 2023

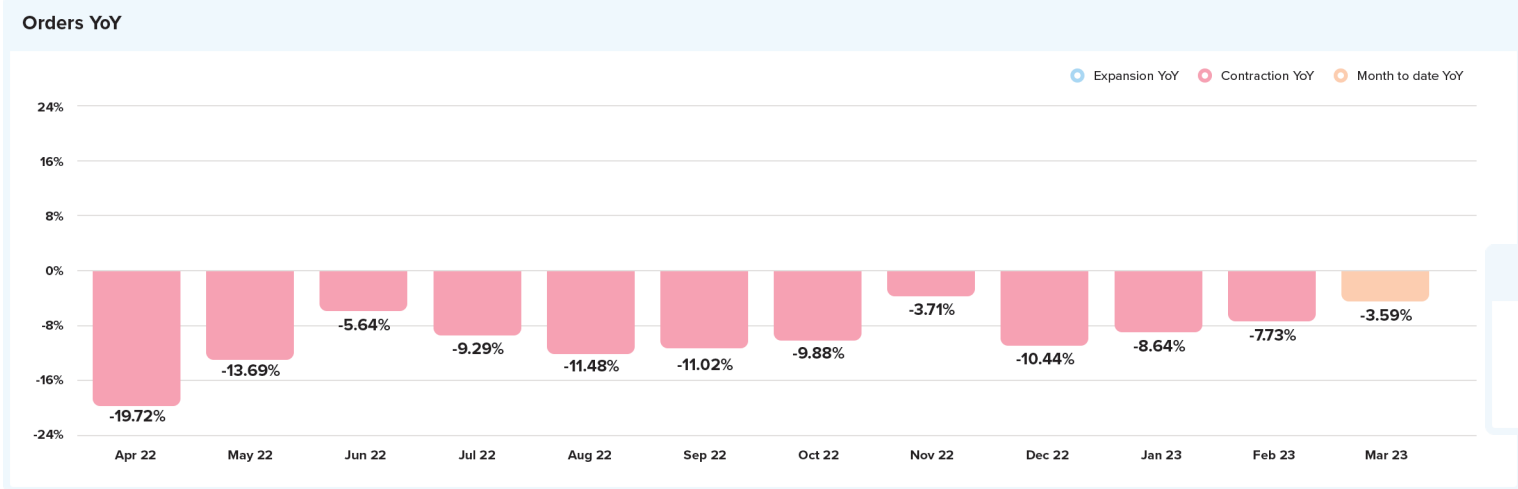
## Salesfire | Trends Podcast

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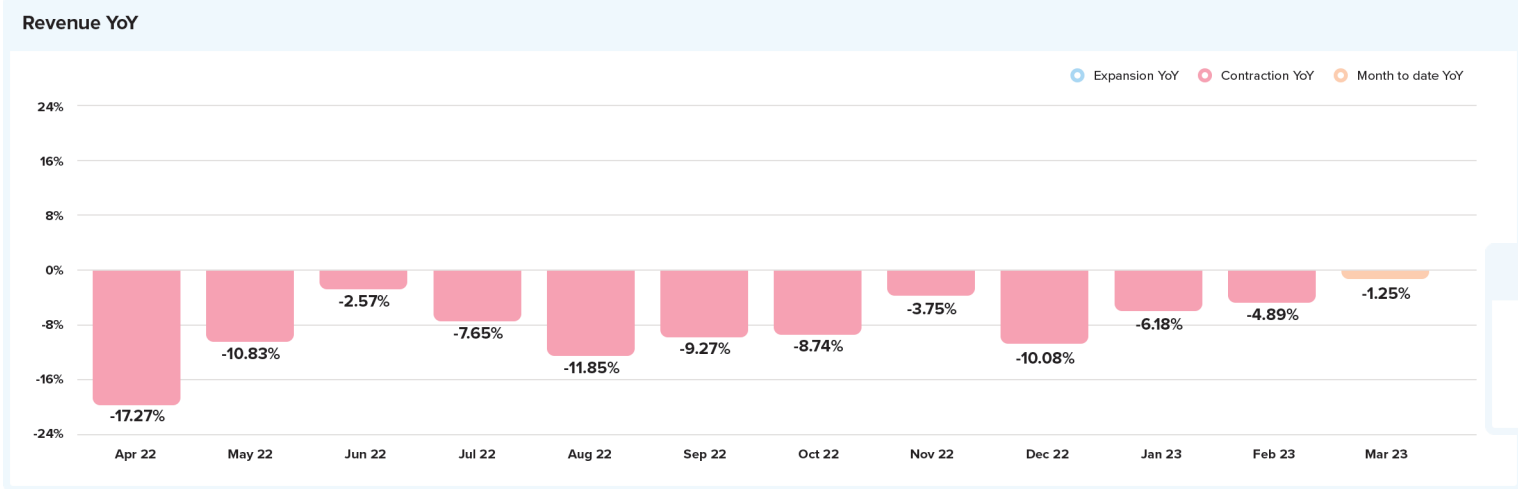
We used Salesfire Trends to review, compare and analyse data from February 2023 compared to February 2022 but what does this data tell us? Let's break it down.



The continuous YoY decrease in orders is a reflection of the times as customers cut back on non-essential purchases.

February 2023 vs February 2022

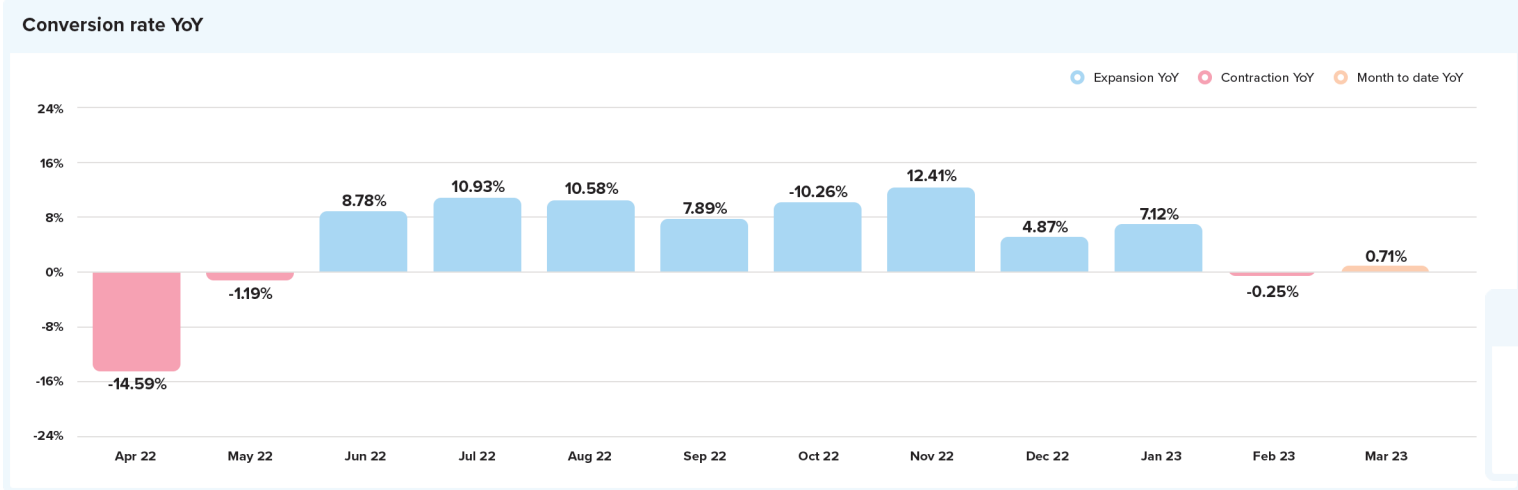
**-7.73%** ▼



Revenue has seen consistent YoY decreases over the past 12 months, but March 2023 indicates the lowest decrease in the past year. Could this be a sign that more positive times are yet to come?

February 2023 vs February 2022

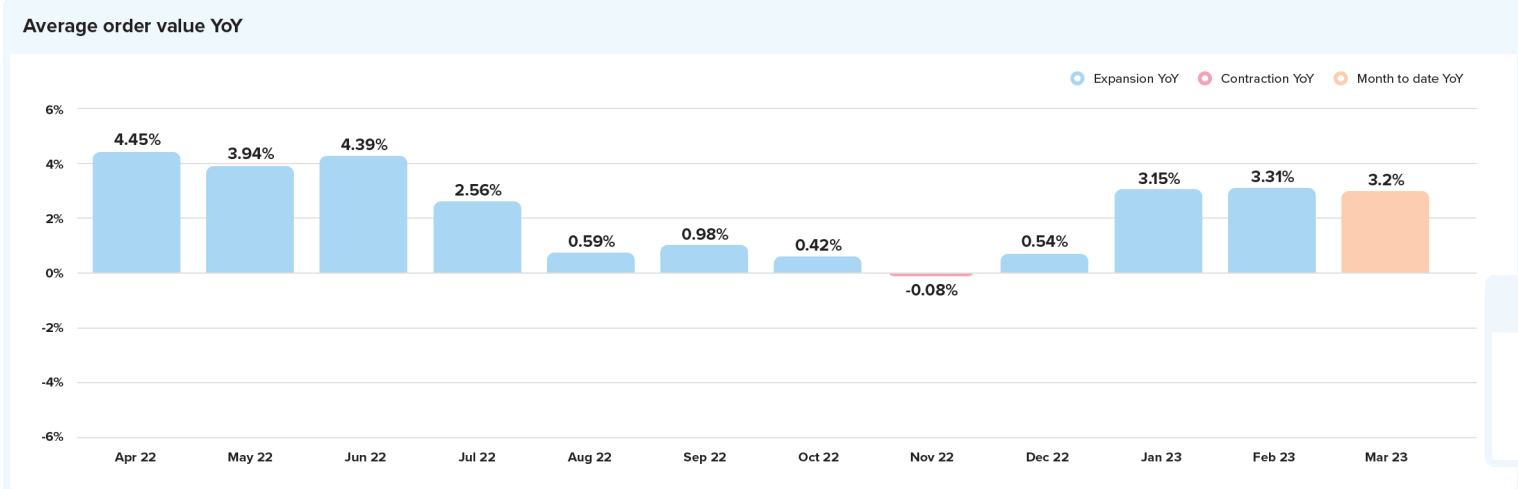
**-4.89%** ▼



Trends reported a **0.25% YoY decrease** in conversion rate in February following a consistent 8-month spike. With March set to be a return to YoY expansion, is this a sign of an increase in high-intent browsing behaviour and a decrease in window shoppers?

February 2023 vs February 2022

**-0.25%** ▼

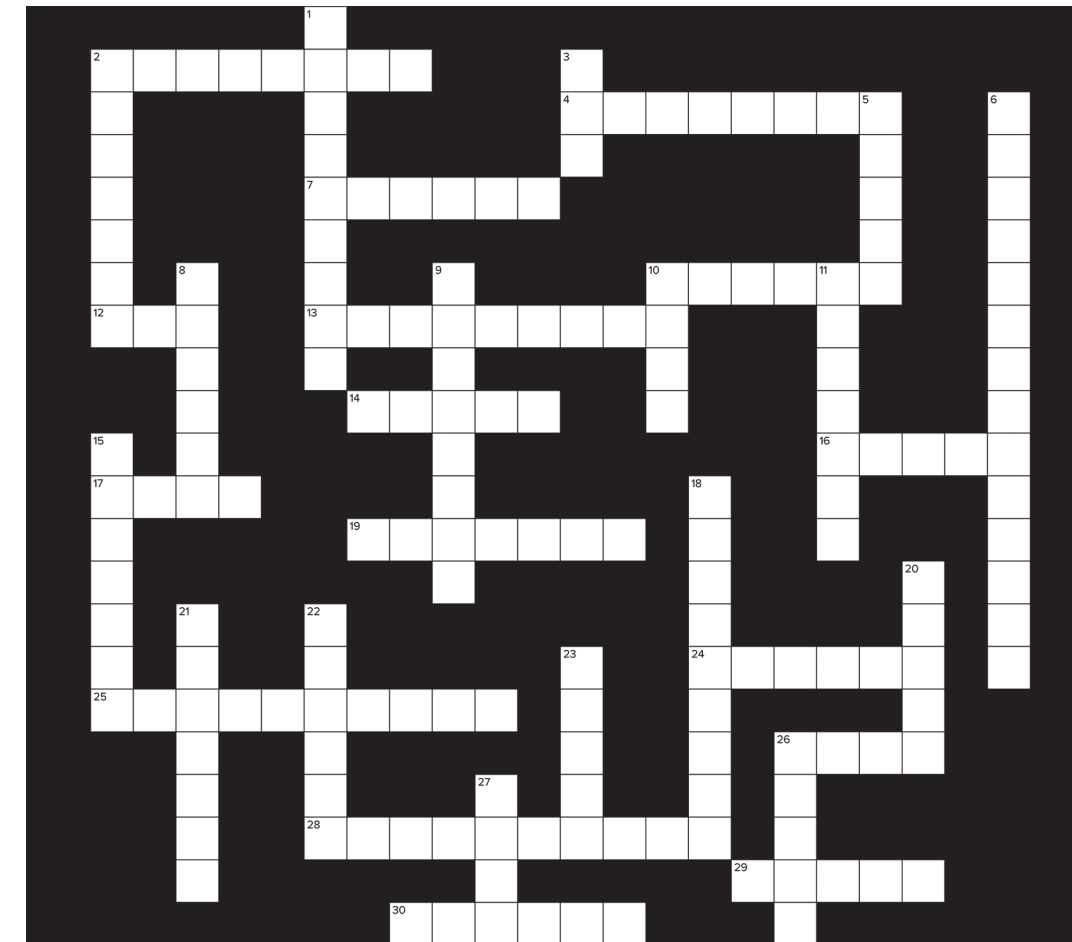


Consistently higher average order values could suggest shoppers are opting to make large orders rather than various small deliveries, perhaps linked to the rise of conscious consumerism and more eco-friendly shopping behaviours.

February 2023 vs February 2022

**+3.31%** ▲

# CROSSWORD



### Across

- Communication by phone, radio, etc. and the business connected with it.
- One of two people who do something together or are closely involved in some way.
- The sale of goods to consumers.
- Salesfire's eCommerce insight platform.
- A prompt that tells a user to take a specific action.
- Set your revenues ablaze.
- Goods or services tailored towards a specialised industry, or a select product.
- To rely upon or place confidence in someone or something.
- Retailers should track their conversion \_\_\_\_\_.
- A web page that serves the sole purpose of persuading visitors to take a desired action.
- Human beings are \_\_\_\_\_ beings as they cannot live alone or in isolation.
- \_\_\_\_\_ Alpha are born between 2013-2025.
- A discount \_\_\_\_\_ can encourage a customer to purchase.
- A person highly skilled in a specific field.
- The amount of money expected, required, or given in payment for something.
- When a customer wants to \_\_\_\_\_ an item they've bought online, they post it back to your warehouse or fulfilment centre.

### Down

- The time to \_\_\_\_\_ is now.
- Not your favourite sort of jam.
- The acronym for the type of internet marketing which involves advertisers paying a fee each time one of their ads is clicked.
- What all retailers want.
- The act of putting a plan into action or of starting to use something.
- A safe space in which your shoppers can review the items that they have selected before they proceed to checkout.
- A person whose business is buying and selling goods for profit.
- Computers, mobile phones and artificial intelligence are examples of \_\_\_\_\_.
- The opposite of analogue.
- The control and operation of a motor vehicle.
- What Debbie McGee was to Paul Daniels?
- The importance or worth of something.
- A type of marketing that involves the creation and sharing of online material such as videos, blogs, and social media posts.
- Apple, Nike and Coca-Cola are examples of \_\_\_\_\_.
- B2C is an example of an eCommerce business \_\_\_\_\_.
- Describes the rate at which customers typically stop making repeat purchases from a seller within a given time frame.
- A wish \_\_\_\_\_ allows shoppers to create personalised collections of products they want to buy and save them in their user account for future reference.

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

# SUDOKU

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# WHICH GENERATION OF SHOPPER ARE YOU?





# 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.

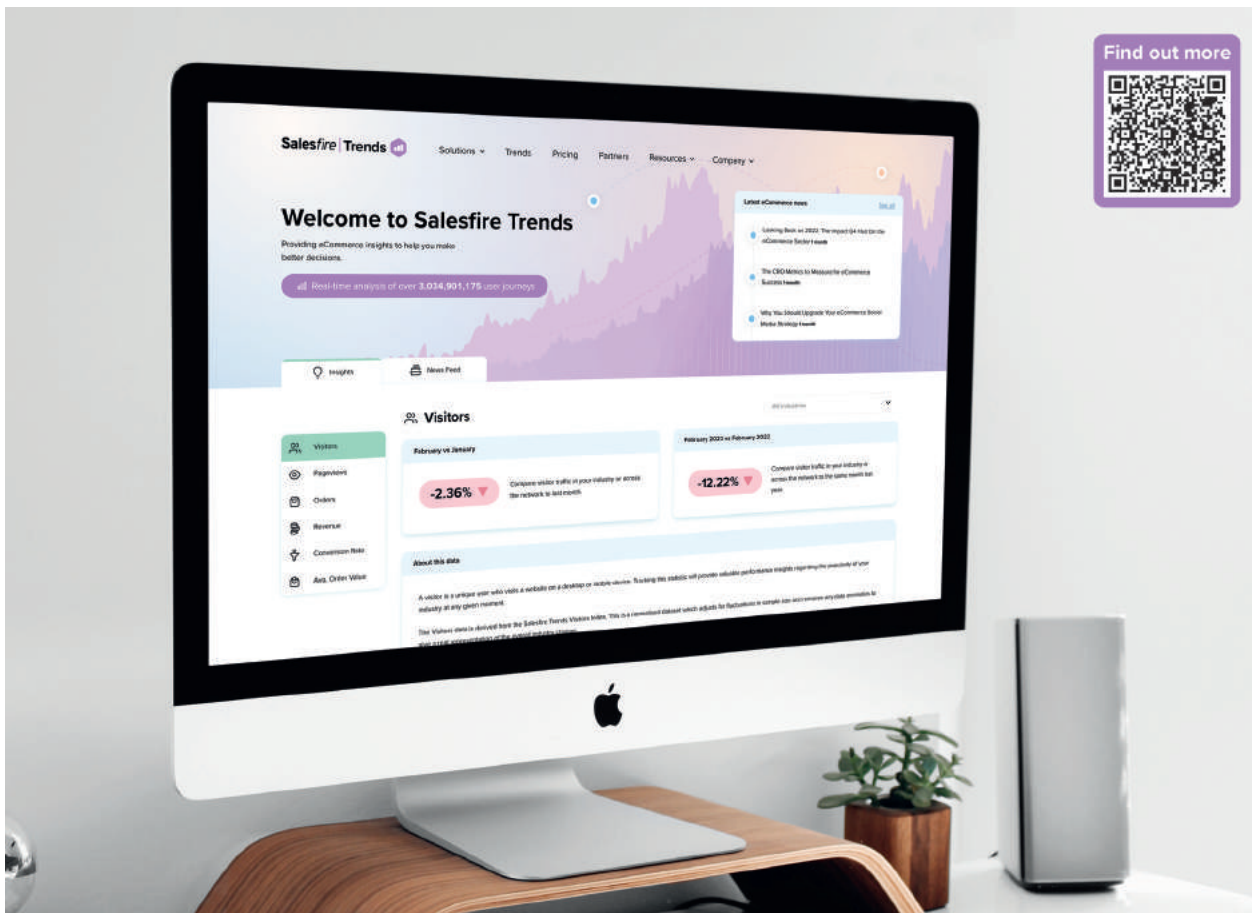
And in an environment so dynamic that decades of change can happen over a quarter, being able to read and respond to the market is what we believe to be fundamental to future success.

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**Crossword answers:**

11. Digital 15. Driving 18. Assistant 20. Value 21. Content 22. Brands 23. Model 26. Churn 27. List  
 Down: 1. Modernise 2. Traffic 3. PPC 5. Sales 6. Implementation 8. Basket 9. Merchant 10. Tech  
 19. Landing 24. Social 25. Generation 26. Code 28. Specialist 29. Price 30. Return  
 Across: 2. Telecoms 4. Partners 7. Retail 10. Trends 12. CTA 13. Salesfire 14. Niche 16. Trust 17. Rate

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