

ECOMMERCE

THE GAP BETWEEN THE STRATEGY AND THE REALITY

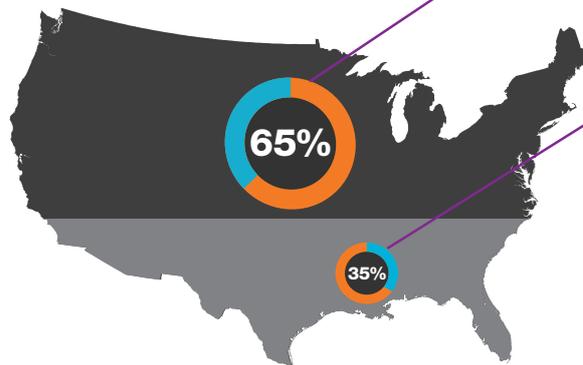
Recent research conducted by **Celebrus Technologies** reveals that top 120 UK Retailers (by web sales revenue) are failing to adopt many of the fundamental aspects of the eCommerce model that is proven time and again to deliver measurable uplift.

ENGAGE VIA MOBILE

mCommerce sales growth rose **136%** between June 2012-2013 ¹.



Research by Google in April 2013 ².



65% of US smart phone shoppers prefer to use mobile web for shopping.

Only 35% of US smart phone shoppers prefer to use mobile apps for shopping.

Celebrus found that... over **68.3%** of the UK's top retailers have no mobile app available.

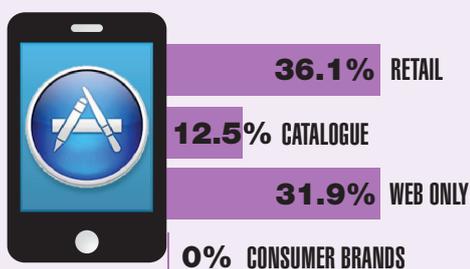


But **38.7%** of retailers who didn't have an app have also failed to optimise their website for mobile.

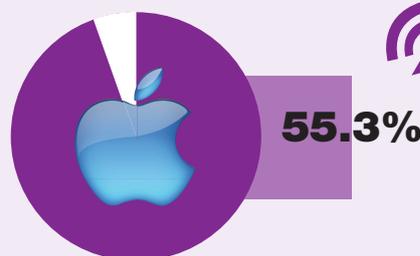


31.7% of the top 120 UK retailers, by web sales revenue, have mobile apps available.

And of those 31.7% retailers with mobile apps they break down into:

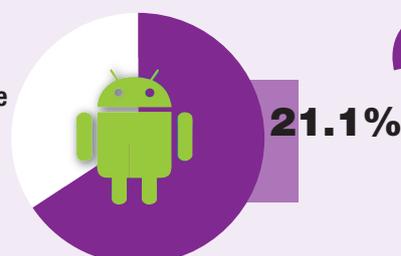


94.7% of companies have an iOS app available on the Apple App webstore.



But only **55.3%** promote their iOS app on their website.

But only **65.8%** of companies have an Android app on the Google Play webstore.



But only **21.1%** promote their Android app on their website.

ENHANCE VIA PERSONALISATION

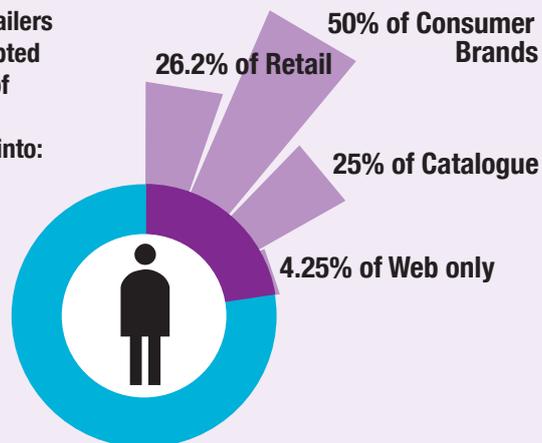
Companies that personalise their website are seeing a

19% uplift in sales³

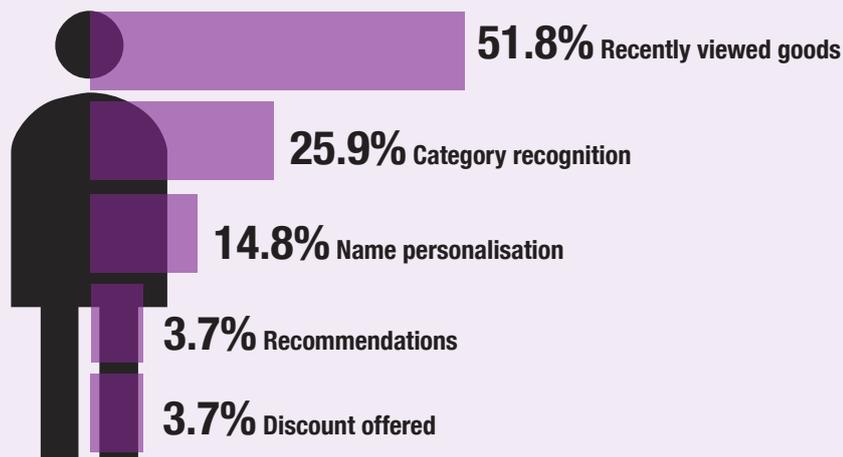


Celebrus found that...basic personalisation of the website for a returning browser is very limited with only

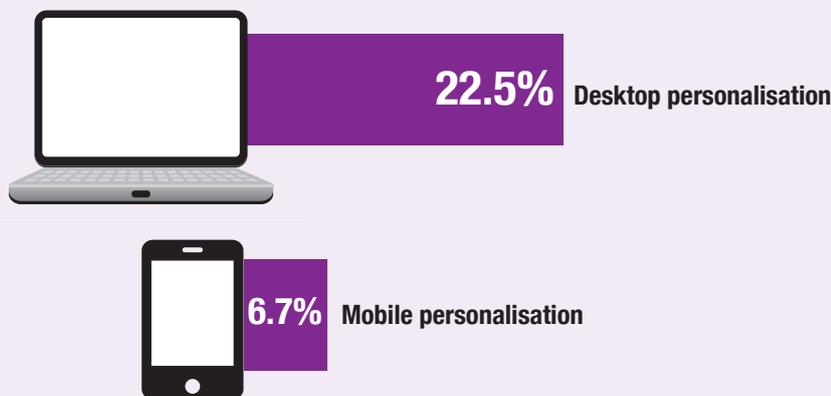
22% of all retailers researched attempted at least one type of personalisation. They break down into:



Five types of personalisation used were



But only **6.7%** of mobile sites have any degree of personalisation, in contrast with almost a quarter of sites accessed via a desktop.



ENCOURAGE VIA EMAIL MARKETING

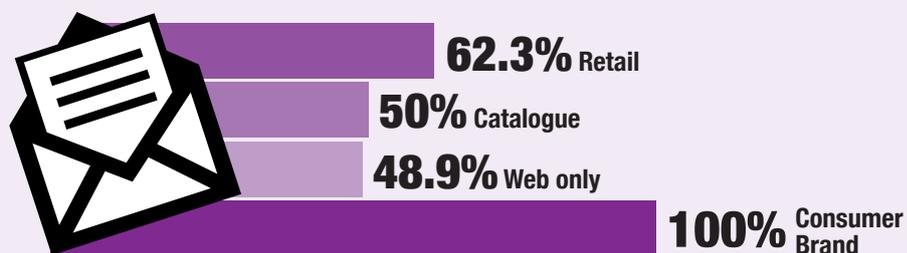
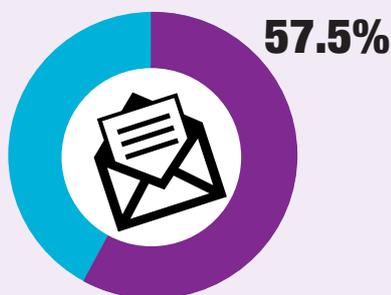
Celebrus found that...

86.7% of retailers have a sign up email Newsletter option.



But only **57.5%** sent out a 'Welcome' email to customers when they sign up.

they break down into:



Only **22.5%** of all retailers personalised their 'Welcome' email.



An estimated £1.02bn worth of online shopping transactions were abandoned in 2011 by UK consumers.⁴



The abandoned basket uplift.

Retargeting browsers can encourage 20% of basket abandoners to return to purchase.⁵



And retargeted abandoners spend on average 55% more than those who aren't.⁵



The abandoned basket recognition Desktop V Smartphone.



68.3%

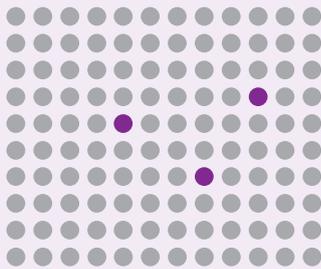
of retailers recognise abandoned baskets on a desktop when a visitor returns to the site.



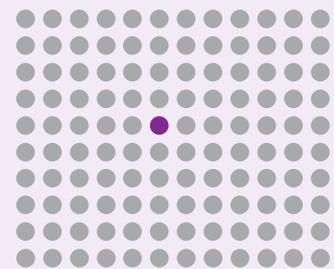
40%

but just 40% on a Smartphone.

Only three of the 120 (2.5%) retailers routinely send abandonment emails to retarget customers.



Only one company offered more than a basic link to the basket and/or product and included an incentive - such as free delivery - to entice the customer back online.



Sources:

- ¹ Interactive Media in Retail Group (IMRG - <http://www.imrg.com/>) and Capgemini (<http://www.capgemini.com>).
- ² Google. (<http://www.google.com/think/research-studies/mobile-in-store.html>).
- ³ www.econsultancy.com. Reports. The Realities of Online Personalisation, 22nd April 2013.
- ⁴ Experian. (<http://www.experian.co.uk/identity-and-fraud/news-and-events/uk-shoppers-abandon-over-one-billion-worth-of-online-transactions-due-to-inefficient-identity-measures.html>).
- ⁵ Hubspot.com (<http://offers.hubspot.com/e-commerce-abandoned-cart-nurturing-video>).