

Analyzing Ecommerce  
Trends 2024:

# Bridging the Gap Between Shoppers and Retailers ✨



# Contents ✨

---

- 01. **Mobile Shopping**
- 02. **Personalization and Recommendations**  
Digital native | Success strategies
- 03. **Site Search**  
Site Search unlock value
- 04. **Conversion Rate Optimization**
- 05. **Increasing Popularity**  
AI and ecommerce combo
- 06. **Consumer Preferences**
- 07. **The Takeaway**

In today's digital age, ecommerce has become a cornerstone of retail, driven by the increasing prevalence of mobile shopping, advanced personalization tactics, and efficient site search capabilities. To achieve sustainable growth and scalability, online retailers must capitalize on these critical factors to enhance user experience and boost conversion rates.

This report delves into key data points and insights highlighting the significance of mobile shopping, personalization, and site search in the ecommerce landscape, offering a comprehensive overview of current trends and best practices.

## Mobile shopping: The rising domination in ecommerce ✨

The shift towards mobile shopping is undeniable, with **79% of online shoppers** now placing orders via phones. Additionally, over **50% of all internet traffic related to shopping originates from mobile devices**, underscoring the necessity for ecommerce platforms to prioritize mobile optimization. Implementing the right digital solutions is crucial for effective growth and scalability in this mobile-driven market.

### 💡 Pro tip

Did you know? Mobile shoppers do almost everything on their smartphones using just four touchscreen gestures. So, make sure your site supports mobile gestures for ease of shopping.



Tap



Double Tap



Drag



Flick



Spread



Pinch

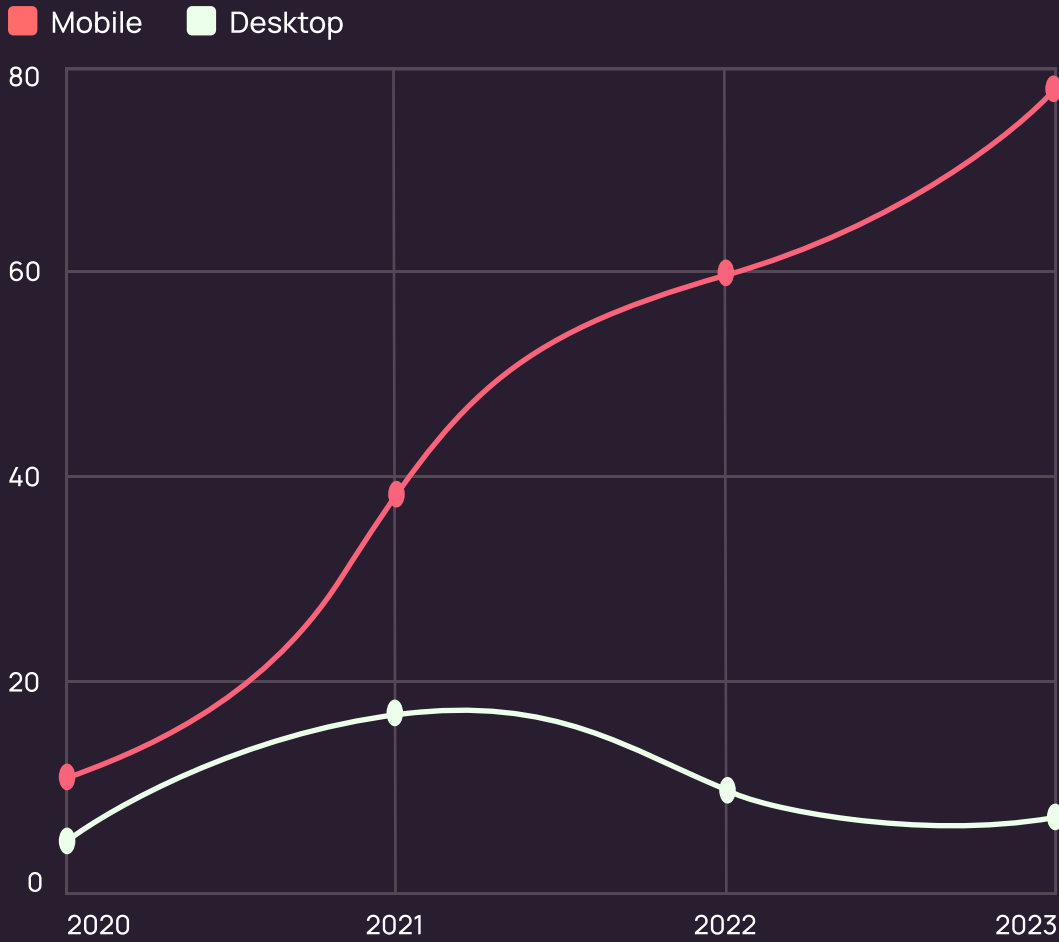


Press

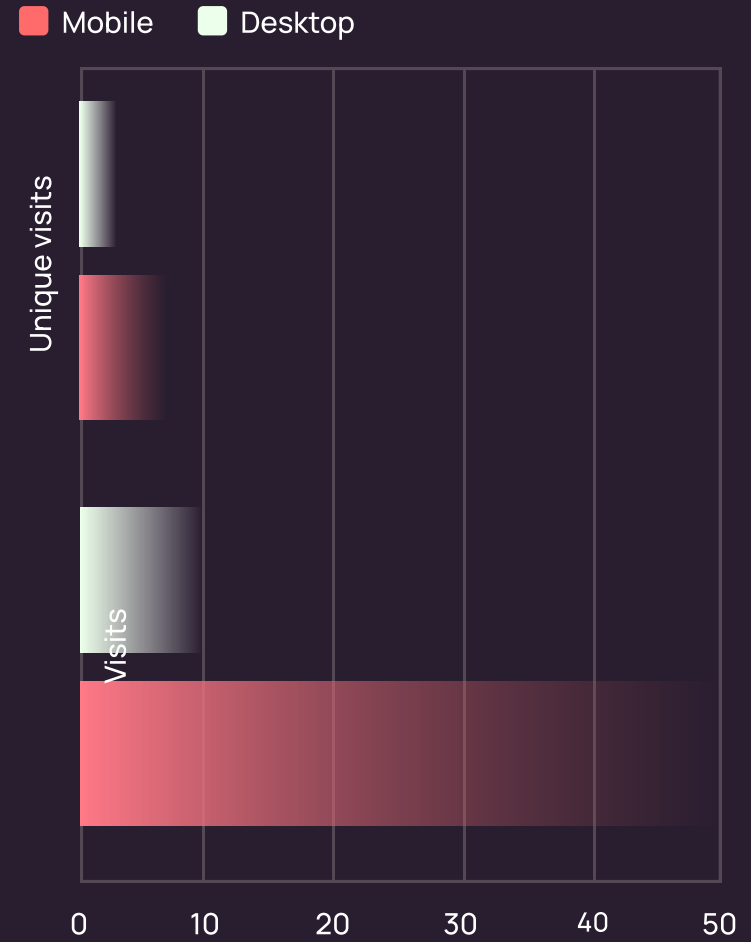


Press + Tap

### Desktop vs Mobile Usage (2020-2023)



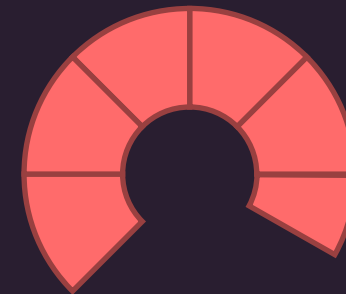
### Mobile vs Desktop Total Traffic (in billions) (2023)



Source: Semrush Traffic Analytics tool

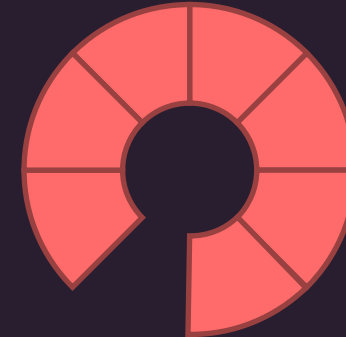
## Personalization and recommendations: Enhancing customer experience ✨

Personalization has emerged as a powerful tool for ecommerce retailers, with 45% of online retailers utilizing personalization strategies to boost sales. According to McKinsey, 72% percent of consumers expect businesses to recognize them as individuals and understand their interests. When defining personalization, consumers associate it with positive experiences that make them feel special. They respond well when brands show they value the relationship beyond the transaction. Thoughtful touchpoints, like post-purchase check-ins, how-to videos, or review requests, enhance positive brand perceptions. Furthermore, **62% of U.S. shoppers are willing to share their email addresses to receive personalized offers**, and 11% of U.S. and U.K. consumers feel that brands using personalized experiences make a significantly more positive impression. Personalization drives loyalty. Research from **Google and Storyline Strategies** reveals that 72% of consumers are more likely to remain loyal to a brand offering personalized experiences with additional rewards and benefits. According to **Forrester**, 77% of consumers have chosen, recommended, or paid more for a brand that offers personalized service or experiences.



**71%**

of consumers expect personalization

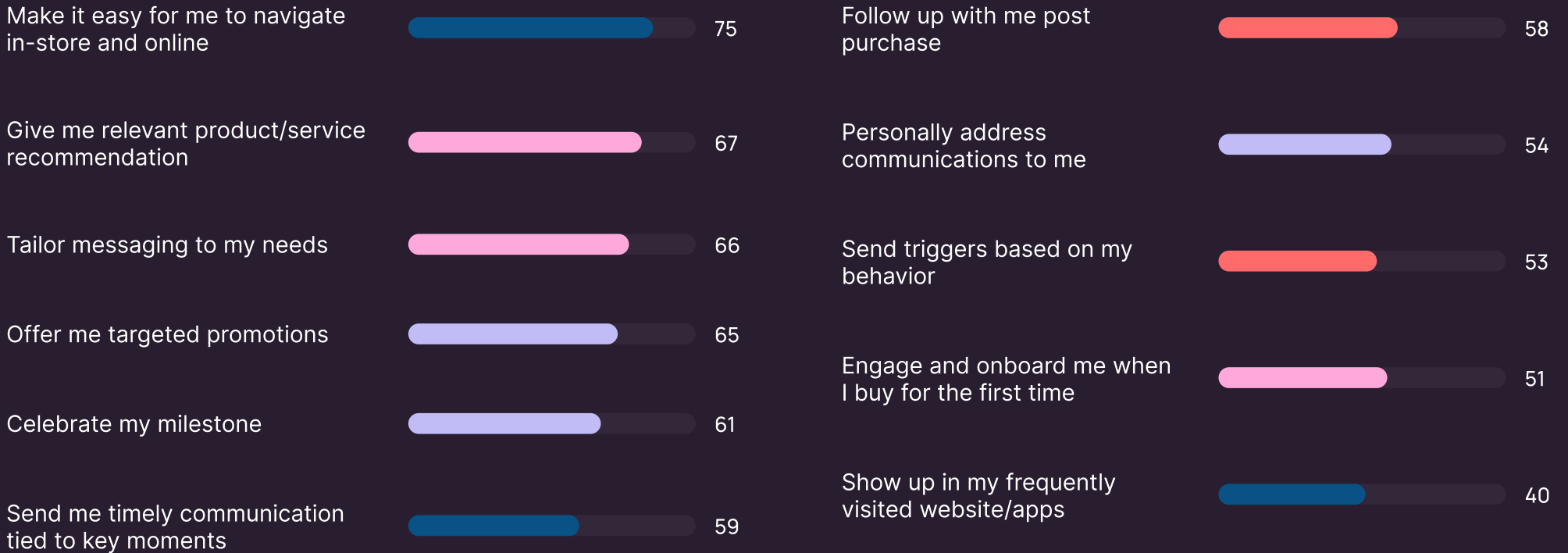


**76%**

of consumers get frustrated when they don't find personalization

Source: McKinsey & Company

# Consumers expect brands to demonstrate they know them on a personal level ✨



Source: McKinsey & Company



## Digitally native? You have more to gain from personalization ✨

McKinsey's research found out that personalization typically drives a 10 to 15 percent revenue lift. The returns increase as companies become more adept at using data to enhance customer knowledge and intimacy. For digitally native companies with a data-driven, direct-to-consumer model, personalization should be integral to the operations and not just a marketing strategy.



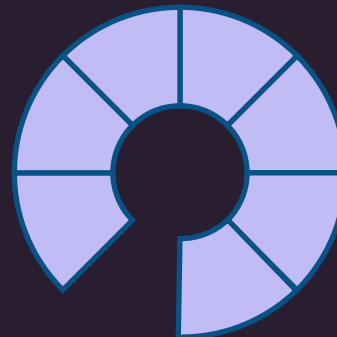
**Pro tip**

Build a list of high-intent, valuable shoppers to provide personalized shopping experiences, tailor-made advertisements, and post-purchase follow-ups that improve loyalty and satisfaction.



**76%**

Consumers are more likely to consider purchasing from brands that personalize



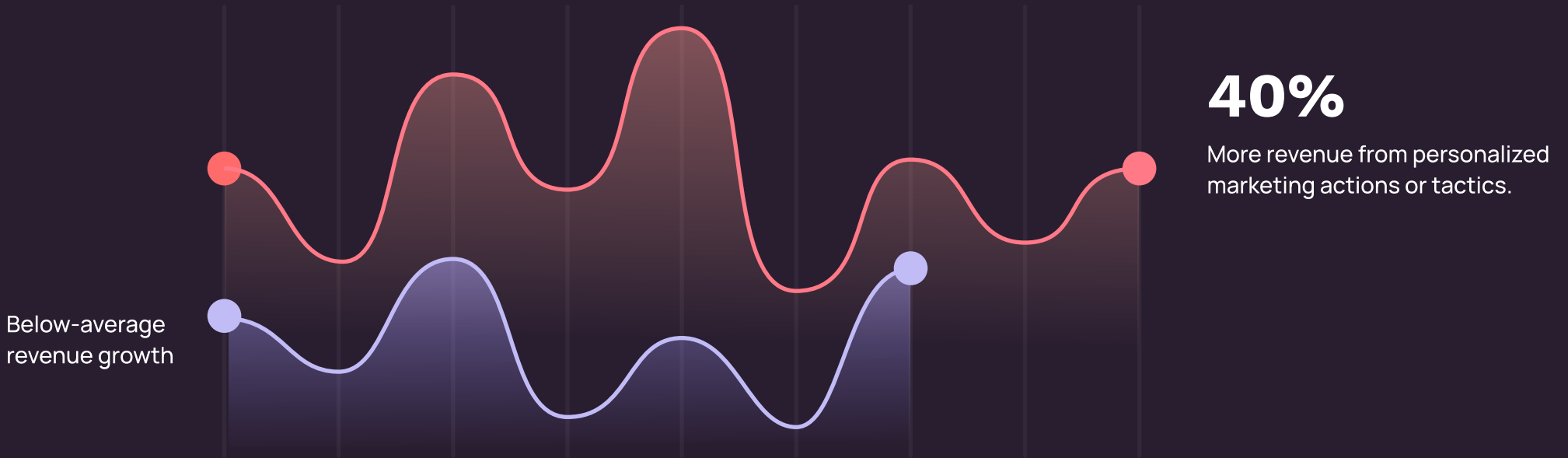
**78%**

Consumers are more likely to make repeat purchases and refer companies when they do personalization

# Companies that capture more value from personalization grow faster ✨

## Harnessing data and analytics

Top performers leverage data and analytics to uncover opportunities throughout the customer life cycle. By building detailed views of customer value through segmentation and analyzing behavioral, transactional, and engagement trends, they set clear personalization objectives and anchor their efforts in customer-centric KPIs.

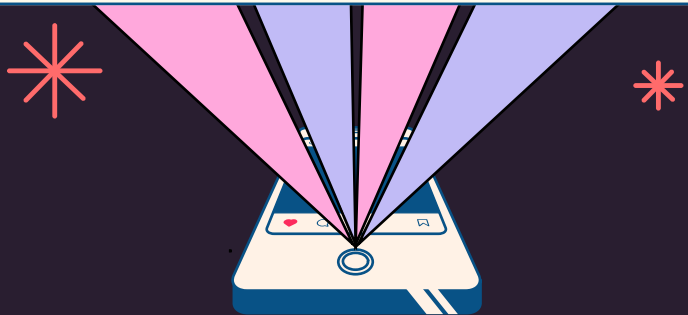




## Developing rapid activation capabilities

Leaders invest in advanced analytics to develop at-scale content creation and AI-driven decision-making capabilities. They utilize predictive models to tailor content and messages for specific customers in real time. Robust measurement processes track intervention impacts, providing feedback to refine strategies and ensure timely, relevant content delivery.

Non-personalized strategies risk creating a low-loyalty environment



“ We know that our customers need to be able to quickly and easily fill their online shopping trolley with minimal effort. Through working with Unbx we have already seen a significant improvement in customers satisfaction with our search feature, with more personalised results. ”

- Waitrose & Partners



## Targeting specific martech and data investments

Rather than adopting a scattergun approach, successful companies focus on specific customer outcomes and use cases. They align resources with these goals, working backward from desired outcomes to create a data and martech road map, identifying necessary enablers and investments to achieve their targets.

## Adopting an agile operating model

To scale personalization, businesses establish cross-functional teams spanning marketing, product, analytics, and technology, following a hub-and-spoke model. Each hub manages elements of the personalization journey, while spokes develop use cases. These teams conduct numerous tests annually, driven by advanced analytics and iterative test-and-learn methods.

## Investing in talent and training

Leading companies apply a data-driven approach to building their teams, focusing on skills essential for large-scale personalization, such as digital expertise, advanced analytics, product management, and performance marketing.

 **Pro tip**

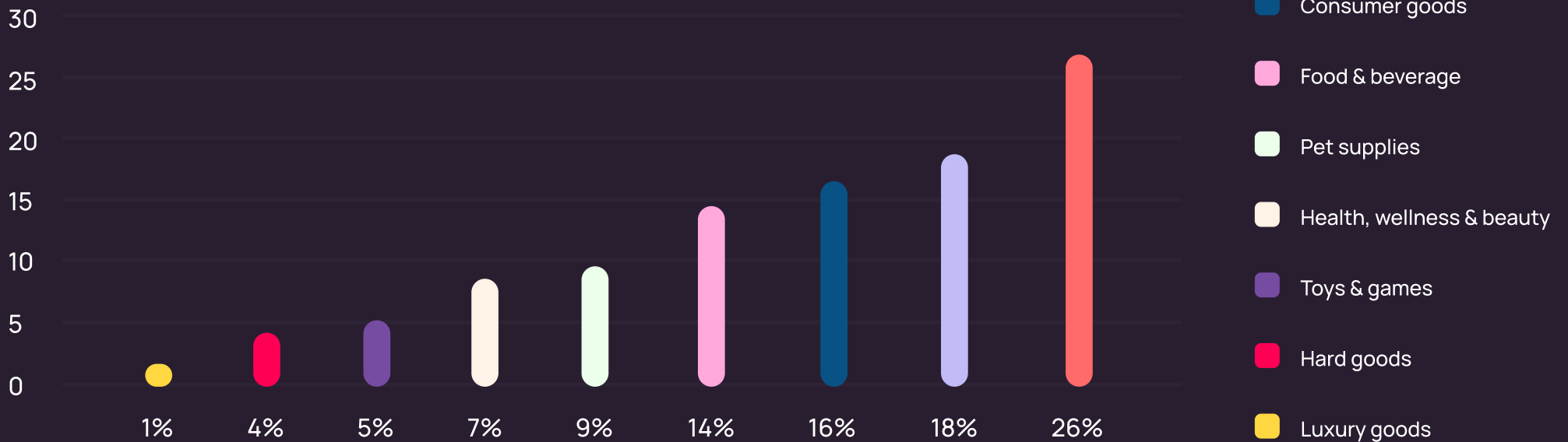
Companies that are at the forefront of personalization are achieving better customer outcomes. Thus, it pays to be at the front of the line. Emphasizing relationships and long-term value will improve upward migration, retention, and loyalty.



# Understanding consumer preferences

Understanding consumer preferences is vital for ecommerce success. Fashion and apparel remain the most popular online shopping categories, with 80% of consumers purchasing these items. Electronics (56%) and entertainment and media (55%) are the next most popular categories.

## Industry Vertical



Source: McKinsey & Company

## Site Search: A critical component in establishing shopper-retailer relationships ✨

Effective site search functionality is critical for retaining customers and driving conversions. A substantial 77% of US consumers will likely abandon an online purchase and the site if they cannot find the product they were looking for. Moreover, between **30-60% of ecommerce shoppers use on-site search functions**, and those who do are 2-4 times more likely to convert.

Despite its importance, 61% of major ecommerce sites fail to return all relevant results when users search by common product types or synonyms. Utilizing AI-powered search technology can improve usability and provide a better online shopping experience. Notably, 60% of mobile users turn to search as their initial product exploration strategy when landing on a new site's homepage.

**\$300B**

lost each year from bad online search experiences (U.S. only)

**85%**

of global online consumers view a brand differently after an unsuccessful search

**64%**

of U.S. retail website managers have no clear plan for improvement

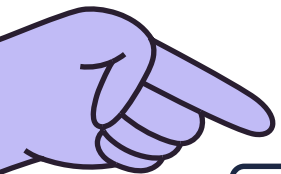
## How does Site Search unlock value? ✨

### Time saved

Advanced search technology significantly reduces the time required to find products, thereby streamlining decision-making and purchasing processes. This acceleration in information retrieval enhances overall customer satisfaction and operational efficiency.

### Raised awareness

Effective search capabilities contribute to increased visibility for products and brands. This heightened awareness benefits consumers and advertisers, as they can more effectively engage with their target audiences.



“

Unbx Search’s intelligent algorithms ensure that our customers always receive accurate and relevant search results. This has reduced bounce rates, improved the time customers spend on our site, and, most importantly, increased conversions. Our customers can quickly find the products they’re looking for, thanks to features like autocomplete, typo tolerance, and synonym support.

- Forrest Essentials

”

## Price transparency

Enhanced search functions facilitate price comparisons, enabling users to quickly find the best deals. This transparency helps customers make informed purchasing decisions and promotes a fair competitive market.

## Long-tail offerings

Search technology allows consumers to discover niche products that might not be prominently displayed. These long-tail queries, though appealing to a smaller customer base, have significant profit potential.

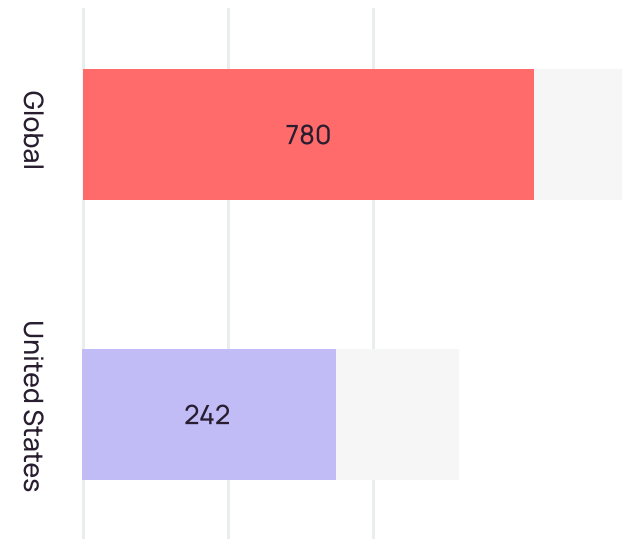
## People mapping

Matching shoppers with the most relevant products, recommendations, or customer service interactions improves the shopping experiences.

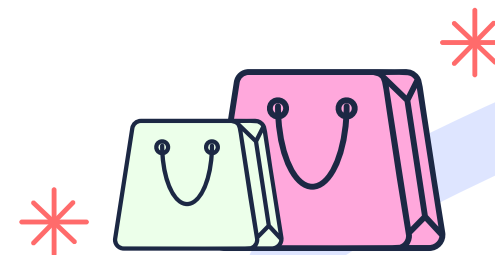
## New business models

The rise of sophisticated search technologies has spurred the development of new ecommerce businesses and models. These innovations leverage search capabilities to create unique value propositions and thrive in a competitive market.

## Gross value created by search across countries, 2009



\*Additional value not quantified. \*Measured in USD

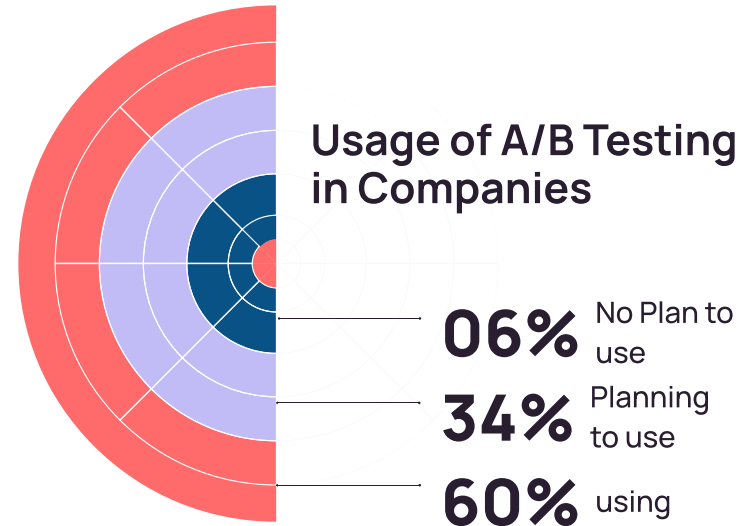


## A/B testing for conversion rate optimization ✨

A/B testing has established itself as the cornerstone of conversion rate optimization (CRO) strategies. Businesses gain confidence in their decisions by comparing two versions of a strategy.

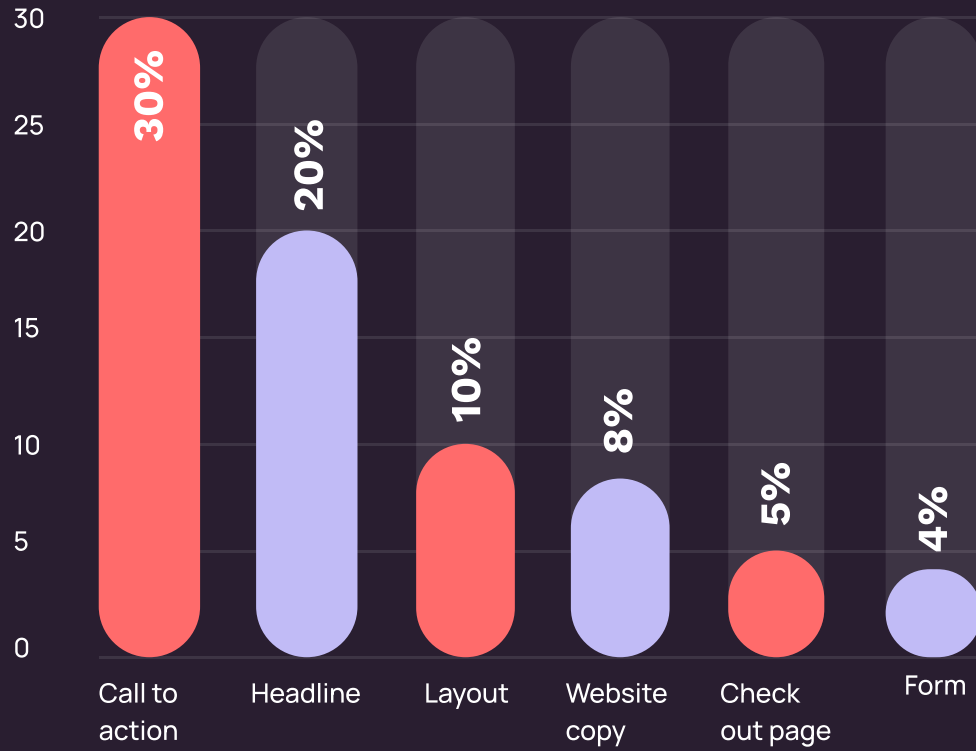
For example, Google conducted thousands of A/B tests on various UI aspects, such as font sizes, colors, and search result layouts. This extensive testing allowed them to identify the most user-friendly configurations, leading to incremental improvements that helped Google maintain its market dominance and high user satisfaction rates.

Etsy experimented with different promotional banners and discount offers on its homepage. The A/B tests revealed the most effective promotional strategies, resulting in a 20% increase in sales during promotional periods.



According to McKinsey's research, the value of search is often underestimated due to hidden sources of value. Some of these can be quantified financially, while others cannot.

## The ecommerce elements that undergo A/B testing



Source: McKinsey & Company





## The highly profitable AI and ecommerce combo: How to thread the needle? ✨

McKinsey research shows that companies investing in AI are experiencing a revenue increase of 3 to 15 percent and a sales ROI boost of 10 to 20 percent.

### Develop a clear AI vision and strategy

Align AI initiatives with overall business goals. This involves identifying key areas where AI can add value, such as customer experience, operational efficiency, and revenue growth.

Businesses like Netcore Unbx, with decades of experience, are well-equipped to help enterprises harness AI for growth. Choosing the right partner can ensure successful AI implementation and drive significant business impact.

### Prioritize risk mitigation

Implement strategies to address data privacy, security, and ethical concerns associated with AI adoption.

AI is increasingly recognized as a pivotal element in ecommerce search strategies, with **64% of retailers acknowledging its importance.**



## The Takeaway ✨

The future of ecommerce is unequivocally intertwined with mobile optimization, advanced personalization, and robust site search capabilities. The shift towards mobile shopping is not just a trend but a dominant force, requiring retailers to prioritize seamless mobile experiences. Personalization has proven to be a powerful driver of customer loyalty and revenue growth, as consumers increasingly expect tailored interactions and offers. Meanwhile, the critical role of site search in enhancing user experience and driving conversions cannot be overstated.

By investing in AI-related technologies, businesses can unlock unprecedented opportunities for hyper-personalization and operational efficiency while mitigating data privacy and security risks. Companies like Netcore Unbx, with their extensive experience and expertise, are poised to lead enterprises through this digital transformation, ensuring sustainable growth and scalability.

The ecommerce landscape is rapidly evolving, and those who adapt and innovate will survive and thrive. Embracing these key factors and leveraging cutting-edge technologies will enable online retailers to stay ahead of the curve, delight customers, and achieve long-term success. The time to act is now—invest in the future of ecommerce and take charge of your growth.

---

## Jerome's Furniture's travel with Netcore Unbx

“Product discovery is everything for our business. It drives the online experience and inspires customers to visit our physical stores in person. Unbx has proven to be a joy to work with and a solid, collaborative partner as well.”

**Scott Perry, Executive Vice President Digital at Jerome's Furniture**



**25%**

Increase in site search conversions



**35%**


Increase in Average Order Value


## About Unbx


Netcore Unbx is an AI-powered platform that helps brands provide personalized customer experiences to scale online exponentially. Our commitment to revolutionizing ecommerce experiences has garnered us esteemed recognition, positioning us as a leader in Gartner® 2024 Magic Quadrant™ for Search and Discovery and the Forrester Wave™: Commerce Search and Product Discovery, Q3 2023 report.

### Contact Us

---

 1710 S. Amphlett Blvd  
Suite 124 San Mateo,  
CA 94402

 [sales@unbx.com](mailto:sales@unbx.com)  
[support@unbx.com](mailto:support@unbx.com)

 +1 (650) 282-5788

---