Ecommerce Trends To Boost Your Revenue in 2020

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Introduction

2018 was a great year for the ecommerce industry. The worldwide revenue of ecommerce amounted almost $ 2290 Billion. It can further grow up to an annual rate of almost 19.11 percent. This would result in a market volume of $ 4479 Billion by the end of the year 2021. These numbers speak for themselves about the growth of the global ecommerce

Ecommerce Trends or Fads?

- In our globally connected world, fads are now confused for "ecommerce trends." You need to understand that fads start and end like Twitter trends. Genuine trends for online business stay for a longer time. You can afford to ignore fads, but never the genuine trends. Businesses should analyze all fads and trends carefully. There is no need to avoid the temptation of jumping the bandwagon immediately.

- Trends in ecommerce industry emerge from various things. How customers shop. What they buy and how they respond to marketing tactics employed by businesses. Within the last decade, a lot of new trends have emerged with a profounding influence. Ecommerce giants like Amazon, Walmart, and Alibaba have been at the forefront of adopting and benefiting from such trends.

Contextual and Programmatic Advertising

- Context/ Target oriented
- (Event based)
- Programme or occasion
- e.g.
- Facebook allows advertisers to select the audience
- Google Admob shows video ads in between mobile games

The elements of context

Language
Time of day
Weather
Device
Channel preference
Past behavior
Location
Purchase history
Business or personal

HostGator
Birthday Sale
UP TO
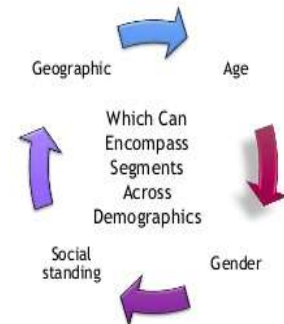**55% OFF**
WEB HOSTING.
Buy Now

What Is Programmatic Marketing?-

Changing the way brands connect with their target audience

Software and algorithms place targeted content in front of defined groups in specific and relevant places

Big data exists: The programmatic approach acts as the glue that makes it actionable

Geographic
Age
Which Can Encompass Segments Across Demographics
Social standing
Gender

Compiled by author from sources : dialeddigital.com - business2community.com

Marketing Automation

For laymen, marketing automation means automating email marketing and scheduling social media posts.

However, marketing automation has now become the new trend. It shows no signs of stopping. It covers areas including customized landing pages and easy-to-access shopping carts.

Marketing automation is technology that manages marketing processes and multifunctional campaigns, across multiple channels, automatically. With marketing automation, businesses can target customers with automated messages across email, web, social, and text.

Artificial Intelligence (AI)

The theory and development of computer systems able to perform tasks that normally require human intelligence, such as visual perception, speech recognition, decision-making, and translation between languages.

What is Artificial Intelligence?

Artificial Intelligence is the field of computer science that is associated with the concept of machines "thinking like humans" to perform tasks such as learning, problem-solving, planning, reasoning and identifying patterns.

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Enhanced Shipping Options

- Shipping and logistics is one area that stagnated in the past years. Small improvements like free shipping did occur. But nothing extraordinary until 2013 when the idea of same-day delivery became mainstream.

- However, things began to look up in this area. Amazon started testing drone deliveries in USA. With the help of Google Maps integration, these drones are able to discover the shortest route to the destination. This trend will grow as the technology improves. Believe it or not, delivery drones will become a viable business component.

Mobile Commerce

Online retailers from around the world confirm that mobile transactions increase each year. Especially during the holiday sales season. If you don't have a website which is mobile responsive – NOW IS THE TIME TO MAKE IT RESPONSIVE!

People are now more exposed to their mobile devices than they are to their computers. Gartner says ecommerce shopping through mobile will reach an all-time high this year.

Augmented Reality for Product Visualization

Apple has introduced an AR kit for its new operating system iOS 11. In response to that, Google launched AR Core for Android smart phones. The Augmented Reality trends for product visualization will see shift upward in 2019. The adoption of AR/VR enabled smart devices will increase sharply leading to a change in global ecommerce trends.

Pro Tip: You can check out the latest global ecommerce trends in this info graphic by eScale Agency.

e.g. the new app by Ikea lets the users visualize furniture in their homes using the mobile's camera. Now how cool is that?

Voice Search Will Take Lead

- By **2020**, 50% of all **searches** across the internet **will** be **voice**-based. By **2020**, 30% of all **searches will** be done using a device without a screen. In the US, house penetration for smart speakers was 13% in 2018. In the US, house penetration for smart speakers is predicted to rise to 55% by 2022.

# Snap and Shop

A new ecommerce trend of image shopping will emerge. Users will point their camera towards a product they see to order it from an online store. There are many photo apps available like Cam Finder, and many more will popup this year. This trend will also lead in selling affiliate products through photo shopping.

For example, **Pinterest has launched its own photo camera.** It recognizes and interprets images to **provide an accurate product description.** It has already partnered with many ecommerce stores and top search engines. It provides them with relevant data for classifying and interpreting images.

Snapchat is working with Amazon for "Camera Search"

Shop for items with just your camera
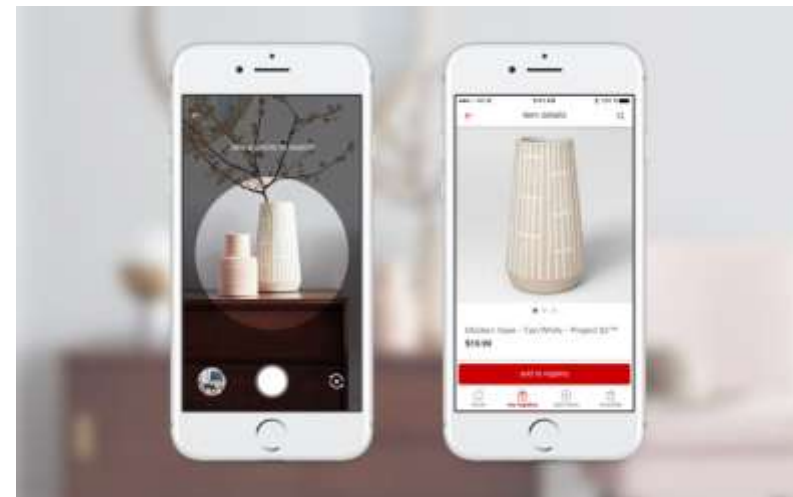
Revival of Brick-And-Mortar (B&M) Models

▸ The term "**Brick and Mortar**" refers to traditional businesses that have a physical presence in the form of storefronts, warehouses, factories, etc. Grocery **stores**, dentists, gas stations, and walk-in banks are all **examples** of "**Brick and Mortar**" businesses.

Subscription Based Models Will Rise

A **subscription based** pricing **model** is a payment structure that allows a customer or organization to purchase or subscribe to a vendor's IT services for a specific period of time for a set price. **Subscribers** typically commit to the services on a monthly or annual basis.
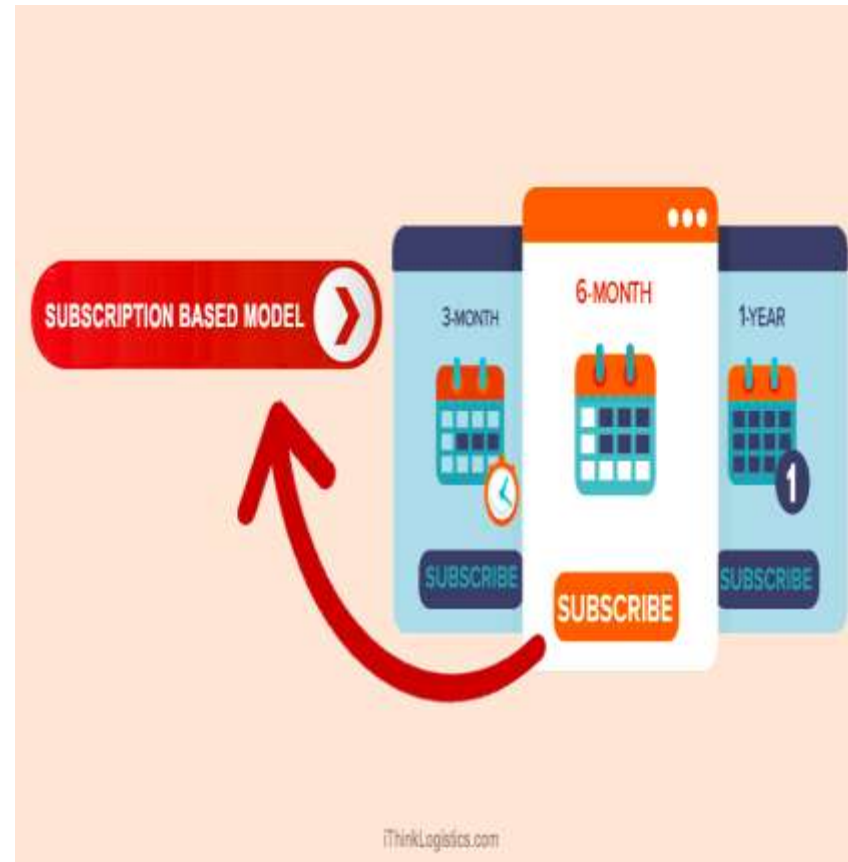
Chatbots as Personal Assistants

▸ A **personal assistant** controls and handles all the home appliances with a single touch. **Chatbots** are those computer programs that mimic human conversation using artificial intelligence and are transforming the way people interact with the Internet for information and assistance and knowledge.

Blockchain – The New Shift

- A blockchain is, an immutable time-stamped series record of data that is distributed and managed by cluster of computers.

- Initially, used for Bitcoin and other cryptocurrencies blockchain has now found use cases in several industries including finance, real estate, and health.

BLOCKCHAIN FOR E-COMMERCE

Social Payments Make Shopping Seamless

Another trend in ecommerce that is gradually rising is social payments. Popularized by Paypal, social payments allow users to transfer funds using social media. Almost all major social platforms have formed their own version. Such as Apple pay, Google wallet, Facebook payments, Twitter Buy, etc.

These payment methods work similar to a digital bank account. Social media users can either buy products on the platforms or from the online retailers that offer such payment methods.

Localize and Personalize Customer Experience

Localization is nothing but a form of personalization. It refers to the alteration of your website's content. Identify the IP address of a customer and provide more contextual merchandising.

Personalization often refers to personalized merchandising in e commerce. Use various customer data points to personalize your website and deliver relevant products.

The data points include customers' Search Queries, Purchase History, Shopping Cart, Social Behavior, Geographic Location or Segments. By using such data points, you can deliver nothing but the best to individual customers. All personalization should aim to better the customer experience.

In simpler terms, improving the customer experience is WOW'ing the customer. Exceptional customer services, faster shipping, lower prices, easy-to-navigate website increases customer satisfaction.
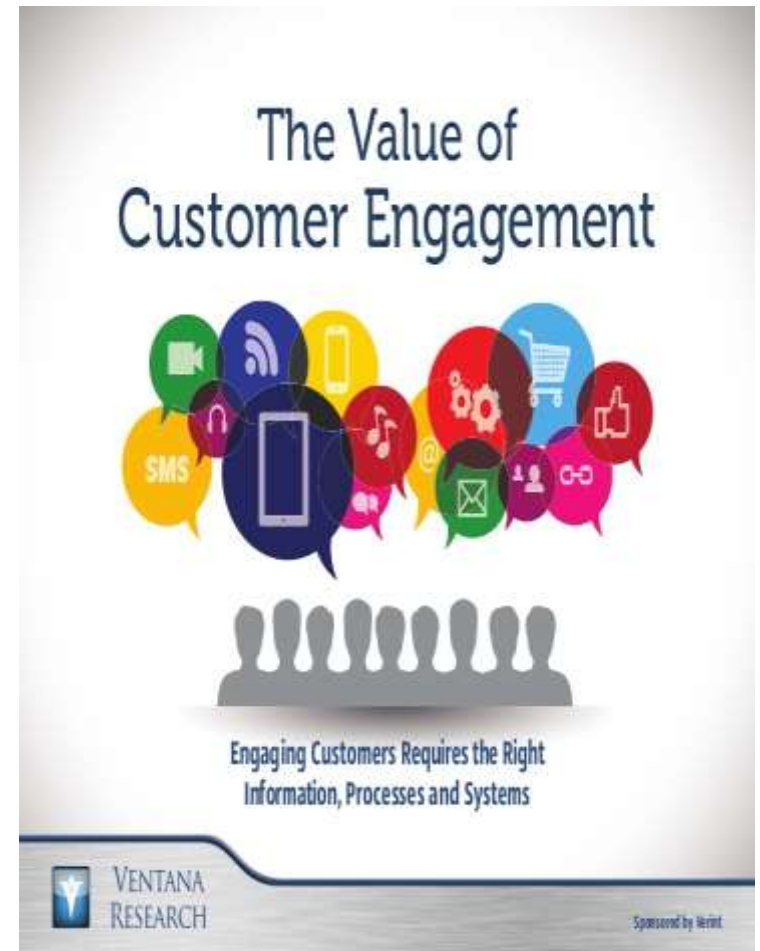
Build Communities, Engage Customers and Enhance CRM

Building a community and engaging with your customers is difficult. Hence, offering a satisfying CRM is mandatory. CRM means Customer Relationship Management. To develop a satisfying CRM you need to sum up the customer information.

For example, order information or additional data that they have provided. When was the last time you sent them an email? Who last spoke to them? And about what? When did they last buy something? What is their average Life Time Value (LTV)? So on and so forth.

Ecommerce entrepreneurs can pull out such information in many ways. For instance, On-site chat, Facebook messenger, SMS, Emails, Order statuses, Customer groups, Loyalty programs, Referral programs and more.

The Value of Customer Engagement

Engaging Customers Requires the Right Information, Processes and Systems

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Post Payments Will Boom

Ecommerce entrepreneurs face high losses due to cart abandonment. Ecommerce firms in 2015 lost a revenue worth $4.4 billion due to cart abandonment. Post payment mechanisms is an effective solution to overcome such losses.

Many at times, customers show interest in your products. Nonetheless, they end up abandoning the cart. Why? Simply because lack of confidence in your product's quality. Many eCommerce entrepreneurs are now trying out the post payment strategy. It allows the customers to pay only after they receive their order.

A major reason for cart abandonment is the failure of payment gateways. Post payment strategy is an effective proposition. It can cut down the loss of revenue. Especially during the trending sales season up to a significant extent. Additionally, it proves to be an impressive strategy for customer acquisition.

Cognitive Supply Chain Management

Supply chain management plays a vital role in the ecommerce industry. However, keep in mind that it is delicate to handle. When it comes to supply chain management, three key factors complement continuous improvements. They are:

Automation – As far as supply chain management is concerned, it is all about automation. Process consolidation assists entrepreneurs to broadcast a crystal-clear unopposed shift of information flow.

Sharing Data – Details such as availability of inventory, shipping, and customer information. It should be available at all stages of supply chain management.

Customer-Centric – Identify the goals, fondness and tendency of your customers. It depends on such factors to improve the operational efficiency of the business.

Amazon Will Keep Winning

Amazon is the B2B marketplace that connects many e-commerce sellers with worldwide customers. It had a billion dollars in sales in its first year. Today, it is growing at 20% on a monthly basis. It is safe to say that you can expect them to continue winning in 2020 as well.

There is no need to run and hide. You can become an affiliate of Amazon. Sell their products through your website. Here's how you can survive in the ecommerce industry and compete with Amazon.

The key factor that entrepreneurs should focus on is to offer niche-specific products. Build your own customer data. Thrive to provide a unique customer shopping experience.

Influencer Marketing Will Bring Sales

Online influencers are not just D-list celebrities. They have a real audience. A tangible influence. Believe it or not, 70% of millennial customers are influenced by their recommendations.

The decision making of customers strongly rely on influencers' recommendation. Delve deeper into this influencer marketing survey conducted by Collective Bias.

It also confirms that 30% of customers buy products recommended by non-celebrity influencers. Thence, market your products through relevant influencers for sales season in 2020.

Influencer marketing is still underpriced. Find relevant influencers in your niche on different social media platforms. By doing so, you can increase your ecommerce sales sharply. Just be wise enough to invest responsibly.

ROPO Will Rise

ROPO means Research Online Purchase Offline. It has been a noticeable customer shopping habit. Thrifty shoppers drive ROPO greatly. Additionally, bargain hunters also look for the best possible deals. We can expect a great deal of ROPO in 2020 in the ecommerce industry.

ROPO is the conclusion of the past 15 years of online shopping. Customers prefer researching products online before they make any offline purchases. It empowers them to get their hands on the products that they want at the best price possible.
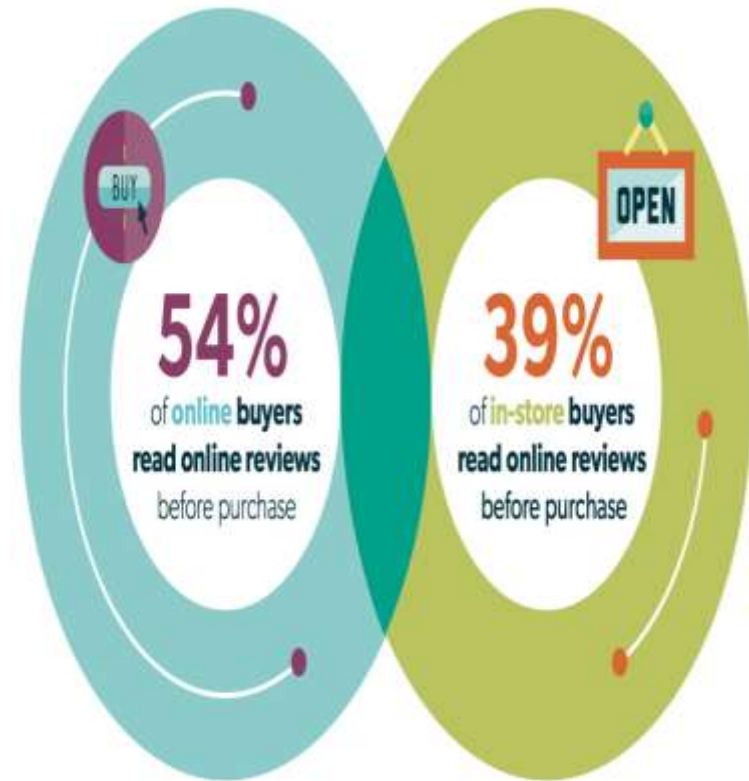
Anticipating Ecommerce Future Trends

▸ Our world is changing. Ecommerce will only get bigger and better in 2020. New technologies will help it achieve that.

▸ You, as ecommerce owners, need to embrace the ones that best suit your needs. Always provide value to the users. The better the user experience, the better your sales.

Thank you