

# The Ever-Evolving E-Commerce Consumer Journey

Looking for a snapshot of the common path to online purchase? It doesn't exist. Today's continually-evolving e-commerce consumer journey is less of a path — and more of a constant, continuous cycle of activity.



## TODAY'S CONSUMERS RELY ON NUMEROUS CHANNELS AND DEVICES TO FIND PRODUCTS



start product searches on **amazon**



purchase products they see on social media



follow brands on **Instagram**

**1 in 9** regularly use smart speakers to shop



visit Walmart Marketplace each month

**Walmart** ✨



## THEY EXPECT EASE ...



## ...AND REWARD CONVENIENCE

Consumers have been shown to spend:

**66%**  
more on Amazon when using a smart speaker



**17%**  
more per order when the experience is matched on multiple devices

**30%**  
more when using a branded mobile app

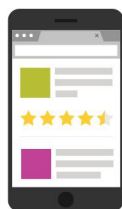


## MOST OF ALL, THEY MULTITASK



**70%** frequently browse and shop on smartphones while watching TV

**80%** use smartphones in stores to read reviews and compare prices



## BUT ARE BRANDS AND RETAILERS KEEPING PACE?



E-commerce sales still account for **10%** of total retail sales in the U.S.

Have your strategies evolved alongside today's complicated consumer journey?

Learn more about the modern consumer and the many ways you can reach them in our latest eBook: [The Evolving E-Commerce Consumer Journey](#).

**GET EBOOK**

### SOURCES:

<https://voicebot.ai/2018/03/14/voice-shopping-monthly-habit-11-5-smart-speaker-owners/>  
<https://searchengineland.com/report-google-beats-amazon-product-search-reach-rival-sees-greater-loyalty-282570>  
<https://www.businesswire.com/news/home/20171115006040/en/New-Survey-Curalate-Finds-76-Consumers-Purchase>  
<https://business.instagram.com/>  
<https://www.statista.com/statistics/271450/monthly-unique-visitors-to-us-retail-websites/>  
<https://www.thinkwithgoogle.com/data-collections/brands-improve-user-experience-on-mobile/>  
<https://www2.deloitte.com/us/en/pages/consumer-business/articles/holiday-retail-sales-consumer-survey.html>  
<https://www.marketwatch.com/story/your-amazon-echo-could-be-making-you-spend-more-money-2018-01-03>  
[https://www.criteo.com/wp-content/uploads/2018/04/17\\_GCR\\_Q4Report\\_US.pdf](https://www.criteo.com/wp-content/uploads/2018/04/17_GCR_Q4Report_US.pdf)  
<https://theconversation.com/more-businesses-are-trying-mobile-apps-to-lure-and-keep-consumers-88684>  
<https://www.marketingdive.com/news/emarketer-70-of-us-adults-second-screen-while-watching-tv/510341/>  
<https://www.outerboxdesign.com/web-design-articles/mobile-ecommerce-statistics>  
<http://www.businessinsider.com/ecommerce-percent-retail-sales-charts-2018-5>