

# THE ULTIMATE ECOMMERCE INFOGRAPHIC

2018/2019



## 81% OF SHOPPERS

conduct online research before making big purchases.

### What's Important to the Online Shopper

Most important online shopping delivery elements for customers 2016



World online survey with 24,331 respondents, Sep. to Oct. 2016  
Source: IPC

### MOBILE E-COMMERCE IS UP AND POISED FOR FURTHER GROWTH

Estimated mobile e-commerce sales worldwide

Mobile as share of total e-commerce

52.4%

58.9%

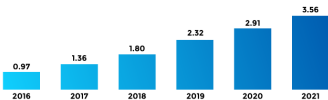
63.5%

67.2%

70.4%

72.9%

Total mobile e-commerce sales (in trillion U.S.dollars)

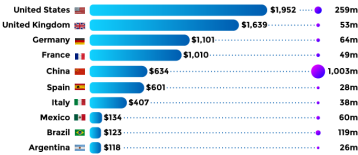


Includes products or services purchased via mobile devices (including tablets) regardless of the method of payment or fulfillment; exclude travel and event tickets. As of January 2018 - Source: eMarketer

### A CLOSER LOOK AT GLOBAL E-COMMERCE

E-commerce revenue per user in U.S. dollars and number of users in 2018\*

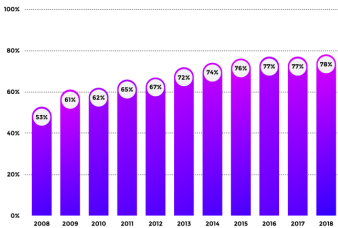
Revenue per user User



Estimate Date as of October 2018

\*Sale of material items to end consumers over digital channels (B2C) through computers and mobile devices - Sources: Statista Digital Market Outlook

### SHARE OF INDIVIDUALS WHO MADE PURCHASES ONLINE IN GREAT BRITAIN



### 92% OF SELLERS STILL HANDLE EITHER SOME OR ALL OF THE DIGITAL MARKETING IN-HOUSE



### THIRD-PARTY MARKETPLACE VISIBILITY

90%

OF SELLERS LIST PRODUCTS ON MULTIPLE MARKETPLACES



OR MORE

25%

OF SELLERS LIST PRODUCTS ON 6 OR MORE MARKETPLACES



OR MORE



Einstein Marketer