



THE 5 W'S OF EXPERIENCE-DRIVEN COMMERCE

A 2018 STUDY FROM EPISERVER OF 4,000+ GLOBAL ONLINE SHOPPERS FOUND JUST 17% OF PEOPLE SAY THAT MAKING A PURCHASE IS THEIR PRIMARY PURPOSE FOR VISITING A BRAND'S WEBSITE FOR THE FIRST TIME. BRANDS THAT FOCUS ON OPTIMIZING FOR EXPERIENCE OVER CONVERSIONS WIN SALES BY KNOWING:



1. WHO THEY ARE

87%

87% OF SHOPPERS ARE OK WITH COMPANIES KNOWING MORE ABOUT THEM TO PERSONALIZE THEIR EXPERIENCE



2. WHAT THEY WANT

50%

50% LOOK AT THE PRODUCT THEY CAME FOR FIRST WHEN VISITING A BRAND'S WEBSITE OR MOBILE APP

- EASY-TO-USE PRODUCT SEARCH FUNCTIONS
- AMPLE INFORMATION ABOUT PRODUCTS AND RETURNS
- PERSONALIZED RECOMMENDATIONS
- USER-GENERATED CONTENT



3. WHEN THEY'RE DISAPPOINTED

46%

46% OF SURVEYED CONSUMERS BLAME INACCURATE OR INCOMPLETE CONTENT FOR OFTEN NOT COMPLETING A PURCHASE

✕ TOP 10 REASONS FOR SITE ABANDONMENT ✕

1. SHIPPING WAS TOO EXPENSIVE
2. COULDN'T FIND WHAT THEY WERE LOOKING FOR
3. PRICE CONCERNS
4. JUST BROWSING
5. NOT ENOUGH INFORMATION
6. FOUND A BETTER PRODUCT
7. LOOKING FOR STORE OR BRAND INFO ONLY
8. SHOWN IRRELEVANT PRODUCTS/SERVICES
9. CHECKOUT TOO LONG
10. DIGITAL CONTENT WASN'T PERSONALIZED

! MOST IMPORTANT CONTENT !

- PRODUCT SPECIFICATIONS
- CUSTOMER REVIEWS
- IMAGES OF PRODUCTS IN USE
- COMPANY INFORMATION
- IMAGES OF PRODUCTS NOT IN USE



4. WHERE THEY CONVERT



29% OF SHOPPERS ARE COMFORTABLE BROWSING ON THEIR SMARTPHONES DAILY, BUT JUST 27% GO ON TO MAKE PURCHASES ON THE DEVICE AT THE SAME FREQUENCY



5. WHY THEY'LL TRY NEW TECH



- 36% OF SHOPPERS ARE INTERESTED IN TRYING FINGERPRINT RECOGNITION OPTIONS FOR SIGNING INTO THEIR ACCOUNT FOR EASIER AND MORE SECURE ACCESS
- 33% ARE INTERESTED IN ONLINE CHAT WINDOWS FOR ASSISTANCE
- 30% ARE OPEN TO DRONE DELIVERY FOR FASTER SHIPPING

...AND HOW FREQUENTLY THEY SHOP

63%



63% SHOP ONLINE AT LEAST ONCE A MONTH AND 23% SHOP AT LEAST WEEKLY

RETAILERS WHO PROVIDE VALUABLE AND ENJOYABLE EXPERIENCES CAN CREATE BRAND LOYALTY, WHICH IS NOT EARNED ON A FIRST VISIT. A STRONG INITIAL IMPRESSION, HOWEVER, CAN RESULT IN RETURN VISITS AND REPEAT SALES.

REPORT IS BASED ON A SURVEY OF 4,028 GLOBAL CONSUMERS AGES 18+ WHO HAVE SHOPPED ONLINE WITHIN THE LAST YEAR.
SOURCE: [HTTPS://WWW.EPISERVER.COM/LEARN/RESOURCES/RESEARCH--REPORTS/ONLINE-CONSUMER-BEHAVIOR-2018/](https://www.episerver.com/learn/resources/research--reports/online-consumer-behavior-2018/)