# eCommerce

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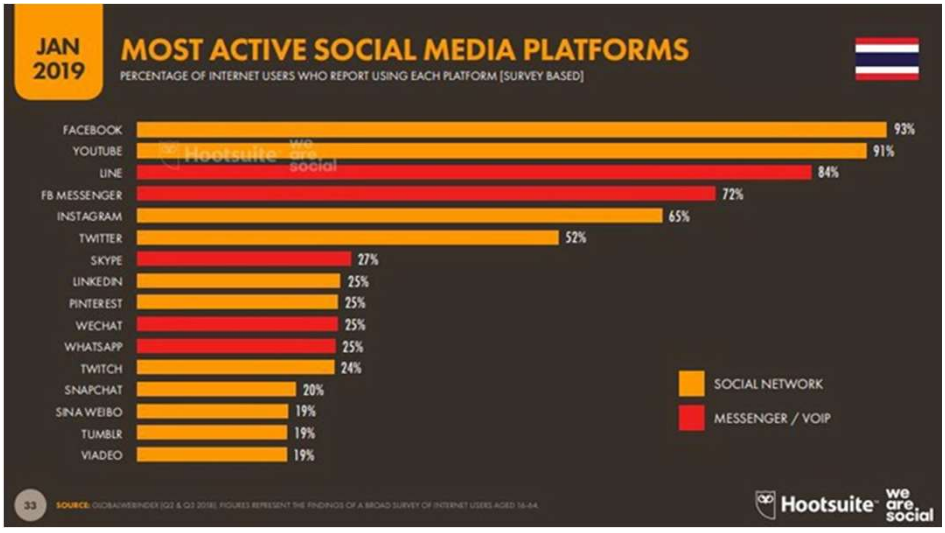
JAN 2019
CONTENT STREAMING ACTIVITIES
PERCENTAGE OF INTERNET USERS WHO STREAM EACH KIND OF CONTENT EACH MONTH [SURVEY BASED]
WATCH VIDEOS ONLINE
STREAM TV CONTENT VIA THE INTERNET
PLAY GAMES STREAMED LIVE VIA THE INTERNET
WATCH LIVE STREAMS OF OTHERS PLAYING GAMES
WATCH E-SPORTS TOURNAMENTS
98%
53%
36%
31%
20%
28
Hootsuite
we are social


JAN 2019
MOST ACTIVE SOCIAL MEDIA PLATFORMS
PERCENTAGE OF INTERNET USERS WHO REPORT USING EACH PLATFORM [SURVEY BASED]
FACEBOOK 93%
YOUTUBE 91%
LINE 84%
FB MESSENGER 72%
INSTAGRAM 65%
TWITTER 52%
SKYPE 27%
LINKEDIN 25%
PINTEREST 25%
WECHAT 25%
WHATSAPP 25%
TWITCH 24%
SNAPCHAT 20%
SINA WEIBO 19%
TUMBLR 19%
VIADEO 19%
SOCIAL NETWORK
MESSENGER / VOIP
33
Hootsuite
we are social

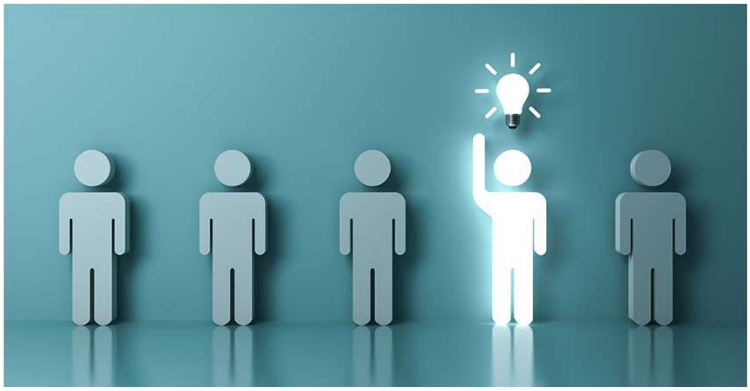
# eCommerce Trends To Watch For In 2019

- Retail will either evolve or continue to die

REF : https://www.coredna.com/blogs/ecommerce-trends
https://www.psdcenter.com/top-20-ecommerce-trends-for-2019-to-boost-your-sales

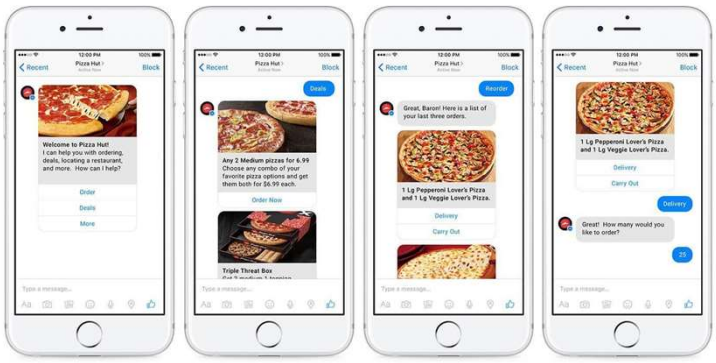
# eCommerce Trends To Watch For In 2019

- Consumers will drive retail innovation



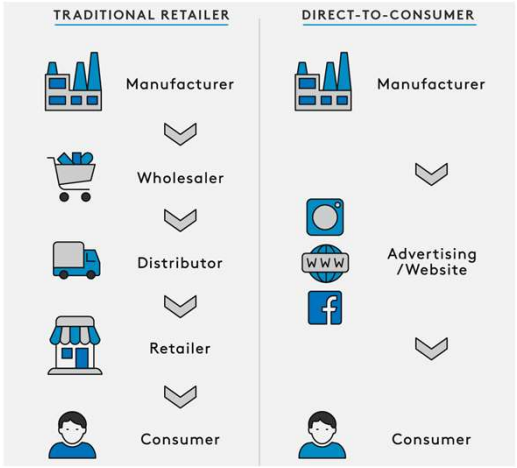
# eCommerce Trends To Watch For In 2019

- Chatbots will become a standard part of the eCommerce toolkit



# 21 eCommerce Trends To Watch For In 2019

- A shift toward D2C (Direct to Customer)



## 21 eCommerce Trends To Watch For In 2019

- eCommerce brands are going brick-and-mortar

**"Going brick-and-mortar" has a number of benefits, including:**

- **The ability to engage more directly with your customers**
- **The ability to provide an enhanced experience to said customers**

## eCommerce Trends To Watch For In 2019

- B2B eCommerce growth will accelerate = B2C
- Death of the middleman
- Smart home assistants & voice recognition systems will emerge as a new eCommerce battleground
- Machine learning and AI-assisted eCommerce will smooth out sales funnels
- Better Payment Methods (Cryptocurrency)
- Expect even more subscription boxes

## eCommerce Trends To Watch For In 2019

- Mobile payments will increase
- Brands will unite to create larger marketplaces
- Personalization gets “fancy”
- Fulfillment comes to the share economy
- Brands are pouring money on **TrueView** Shopping
- The rise of decoupled or headless content and commerce systems
- Companies will get more creative with Shoppable Instagram Stories

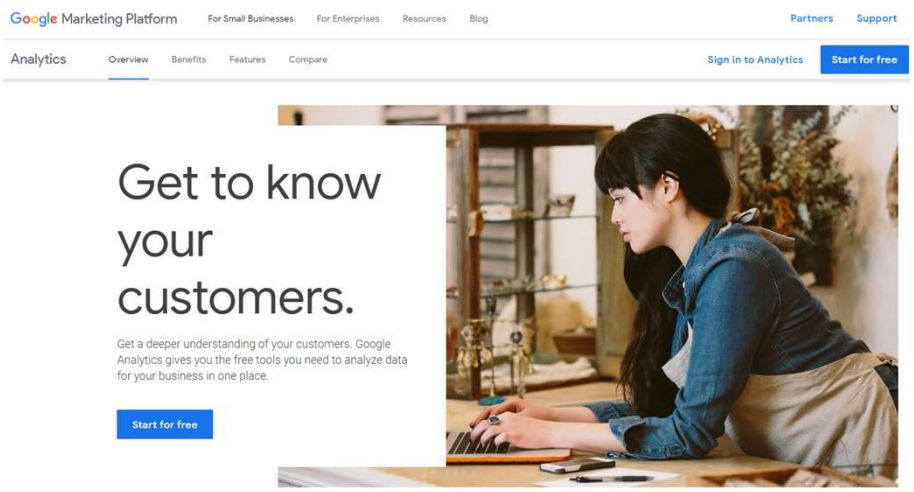
## eCommerce Trends To Watch For In 2019

- Influencer marketing will keep driving sales
- Analytics platforms will continue to evolve
- To Amazon or not to Amazon... (SEO)
- Voice Search will change the face of SEO
- Research Online Purchase Offline (ROPO)
- Advanced Product Search
- Image Search

# Tools

xero
stripe
Basecamp
Google Analytics
1Password
KLAVIYO
justuno
PENNYPIPE
Bill.com
Dropbox
shopify
Keywords Everywhere
veem
Formerly Align Commerce
bankfeeds
G Suite
CloudApp
FOMO
wooly
PayPal
kickpay
HARVEST
GUSTO
friendbuy
Facebook Messenger
Darkstore
Hootsuite
STAMPED
GitHub
FRONT
namecheap
zembula
easypost
FLEXPORT
Inventory PLANNER
SHAREASALE

# Google Marketing Platform



# Platform

The Top Ten Most Visited E-commerce Platforms in Southeast Asia in Q1 2019

Ranking The Top Ten Most Visited E-commerce Platforms with the Total Monthly Average Visits on Desktop and Mobile Web as of Q1 2019.

| | INDONESIA | MALAYSIA | PHILIPPINES | THAILAND | VIETNAM | SINGAPORE |
|---|---|---|---|---|---|---|
| 1 | tokopedia | LAZADA | LAZADA | LAZADA | Shopee | Qoo10 |
| 2 | BukaLapak | Shopee | Shopee | Shopee | TIKI | LAZADA |
| 3 | Shopee | Lelong.my | ZALORA | Chilindo | LAZADA | Shopee |
| 4 | LAZADA | 11 | argomall | NBS | thegioididong | Strawberrynet |
| 5 | blibli | ZALORA | ebay | Advice | Sendo.vn | ezbuy |
| 6 | JD.ID | ebay | BEAUTY | JIB | Tiki Kanh | ZALORA |
| 7 | Orami | GO SHOP | Galleon | JD CENTRAL | FPT | ebay |
| 8 | sociolla | HERMO | Shopping | Power Buy | adayroi.com | REEBONZ |
| 9 | ZALORA | Qoo10 | SEPHORA | Central.co.th | cellphone.S | FORTYTWO |
| 10 | BHINNEKA | FASHIONVALET | imstore | SHOP24 | vatgia.com | HipVan |

Methodology:
Data on the total visits on desktop and mobile web was obtained through SimilarWeb. Analysis by iPrice Group. Data were accurate as of April 2019.

iprice group SimilarWeb

# Advantage

- Speed up the buying process and save time for customers
- Makes wider options for customers than to buy products from physical store
- Saves costs for the business owner for employees that can be replaced with virtual support
- Easy to retarget customers. For example, with coupons, left e-mail addresses, google search analysis

REF : https://medium.com/magebit/advantages-and-disadvantages-of-ecommerce-40313012d3a9

## Advantage

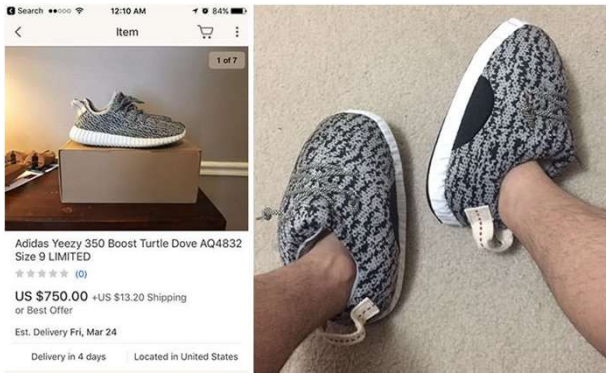
- Easy to encourage impulsive purchases
- Available reviews and recommendations
- Available detailed information about the product
- Possibility to lower costs due to cutting physical store rent, staff, store design etc.
- Quicker marketing because it is easier to pull eCommerce business into online marketing
- Flexibility for customers to shop 24/7

## Advantage

- Less store set up costs and quicker return of investments
- Quicker training for new employees because all information about products is already given
- Less human errors on eCommerce owners' side
- Possibility to easily compare products and prices
- No geographical limits

# Disadvantage

- Lack of personal touch
- Insecurity about the quality




# Disadvantage

- Possible late delivery due to third parties
- Insecurity about personal information
- Very competitive business because of the growth of online stores
- Mostly there is no possibility to receive a sample or to try on
- Site crashes

Q & A