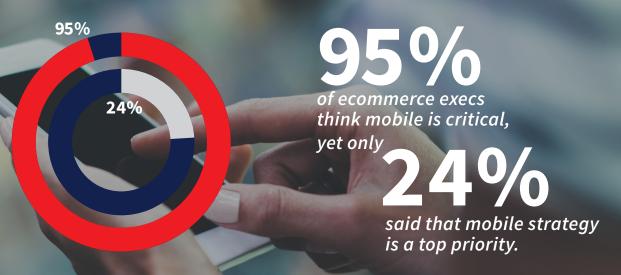
## INSIDE THE MINDS OF ECOMMERCE EXECS

US FDITION

A personalized consumer experience is the new frontier for ecommerce, and retailers in the US know it. They're enthusiastically reaching past the boundaries of what's known into new realms of innovation and focusing on the digital experience across channels.



Retailers in the US are determined to create the ultimate customer experience, which requires more in-store technology and an enhanced mobile experience.



49%
have a dedicated mobile strategy.

51%
treat desktop and mobile the same.

Email is still a successful strategy. When asked what channel impacts sales the most, **52%** chose email marketing.



Customers who use social media before shopping are

29%
more likely to buy the same day and

more likely to spend more.

US retailers are also focused on using newer technology to improve the customer experience.

Their most popular choices if time or money weren't an issue:



**44%** said new payment options, such as one-click buying.



**35%** said social selling.

What do they think would have the greatest impact on in-store sales?

Equipping sales associates with tablets.

44%

**45%** 

In-store Wi-Fi for online shopping and price.

