## INSIDE THE MINDS OF ECOMMERCE EXECS

UK FDITION

The United Kingdom has never been shy about innovating in the online commerce space. They embrace change and often lead the world in adopting new techniques to meet the needs of today's shoppers.



Retailers in the UK are currently focused on creating the ultimate customer experience.

Their top business priorities:

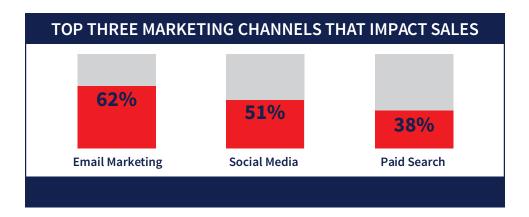
Customer loyalty and retention.

#2 Improving the mobile experience.

37% optimise their mobile strategy by device.

63% treat tablets and phones the same.

Email is still a successful strategy. When asked what channels impact sales the most, **62%** chose email marketing.



UK consumers are browsing on mobile more often than buying.

71% frequently search, while just 59% frequently by

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

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



49% said new payment options, such as one-click buying.

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

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

28%

Equipping sales associates with tablets.

