

Key Insights on eCommerce

Verizon Media

Jan – March 2020



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Commerce is moving fast. Brands need to keep up.

75%

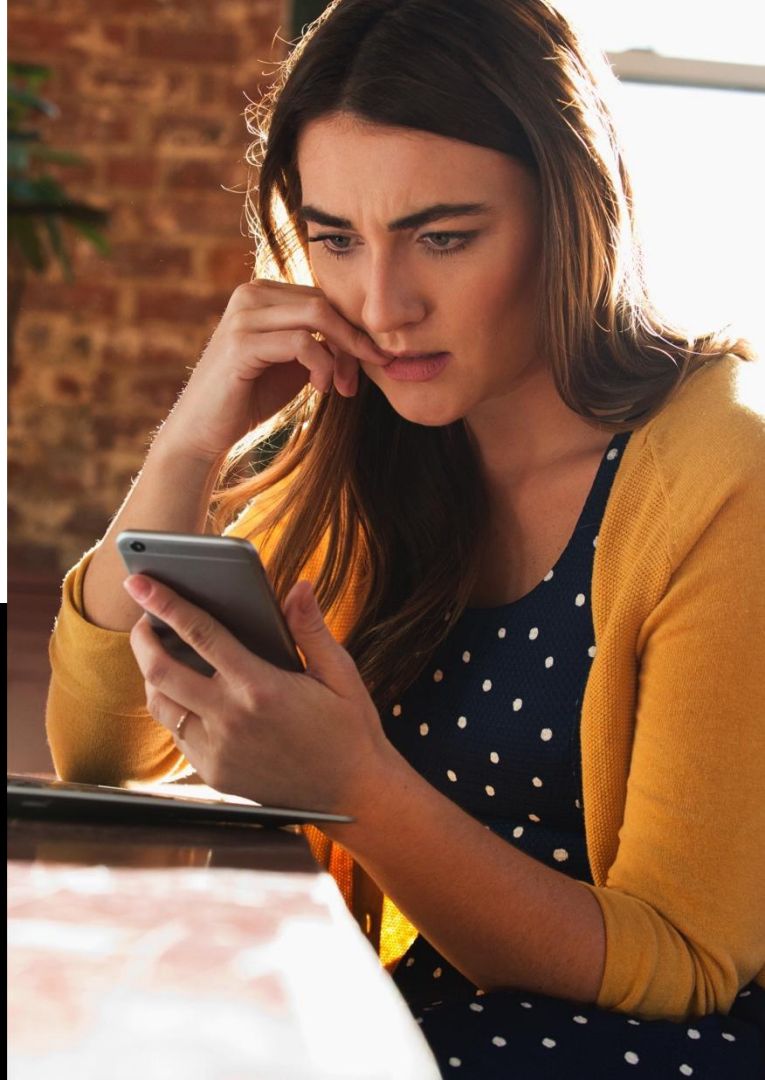
of consumers are likely to avoid stores

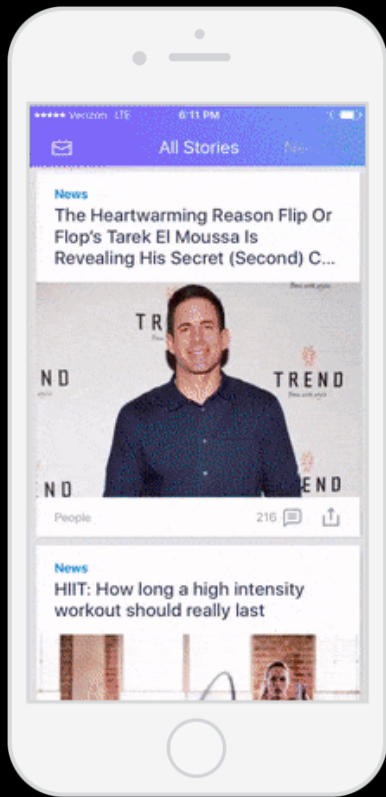


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¹Big Commerce, 14 ecommerce trends leading the way, March 2020

²Statista





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Keys to commerce...



ROI.

Driving impact in a competitive ecosystem.



Trust.

Consumers need trust everyday, but even more today.



Experience.

Mobile first experiences lead to a better customer journey.

ROI.

2.6%

Of ecommerce visits lead to a purchase on average.

69%

Of shopping carts are abandoned.

48%

Of online shoppers head straight to a large ecommerce platform.

¹Verizon Media, Halo Study, Nov 2019
2018

²Verizon Media internal traffic data, October 2019

³Kantar, Oath performance norms, Dec

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Trust matters.

50%

of consumers are choosing their favorite news sources based on credibility.¹

1 in 3

consumers feel more favorable towards brands who advertise on trusted news sites.¹

Trust drives consumption.

We've earned it.

+23%
Increase in
Yahoo New traffic

+32%
Increase in
Yahoo Finance traffic

¹Source: Verizon Media, Insights Now survey, March 2019
²Verizon Media, Trust and Content Study, 2019



The experience matters.

80% of people will stop doing business with a company because of poor customer experience¹

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Mobile matters

1/2

Of ecommerce is happening on mobile devices.¹

¹Salesforce, State of the Connected Customer, 2019

Consumer habits are changing.

Online retail purchases are up after lockdown

+12 points

Weekday Shopping

+46%

Increase in shopping activity during the weekdays

Categories with Commerce growth

4%+

Health & Beauty
Food & Drink
Home & Garden
Media
Baby & Toddler

Home Improvement

+86%

Increase in purchase volume online

Consumer expectations changed.

Consumers want to hear from brands right now

64%

Source: Verizon media, internal data, 3/12 vs. 90 day average.

Status quo.

91%

Expect brands to keep advertising

Inform.

83%

They want a sense of normalcy and, if relevant, information on what the brand is doing to help with the crisis and prevent the spread.

Provide reassurance but be authentic.

70%

Said brands should adopt a more "reassuring" tone

75%

Said companies should not exploit the health crisis to promote themselves.

Creative is evolving

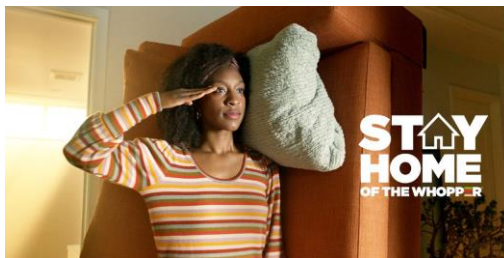
Education.



If someone in your household gets **COVID-19**

- ✓ Avoid sharing items with the patient like dishes, drinking glasses, cups, eating utensils, towels or bedding.
- ✓ Wash each item thoroughly after the patient uses them.

PSA.



Changing Priorities.

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Alicia Keys

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Outreach.

