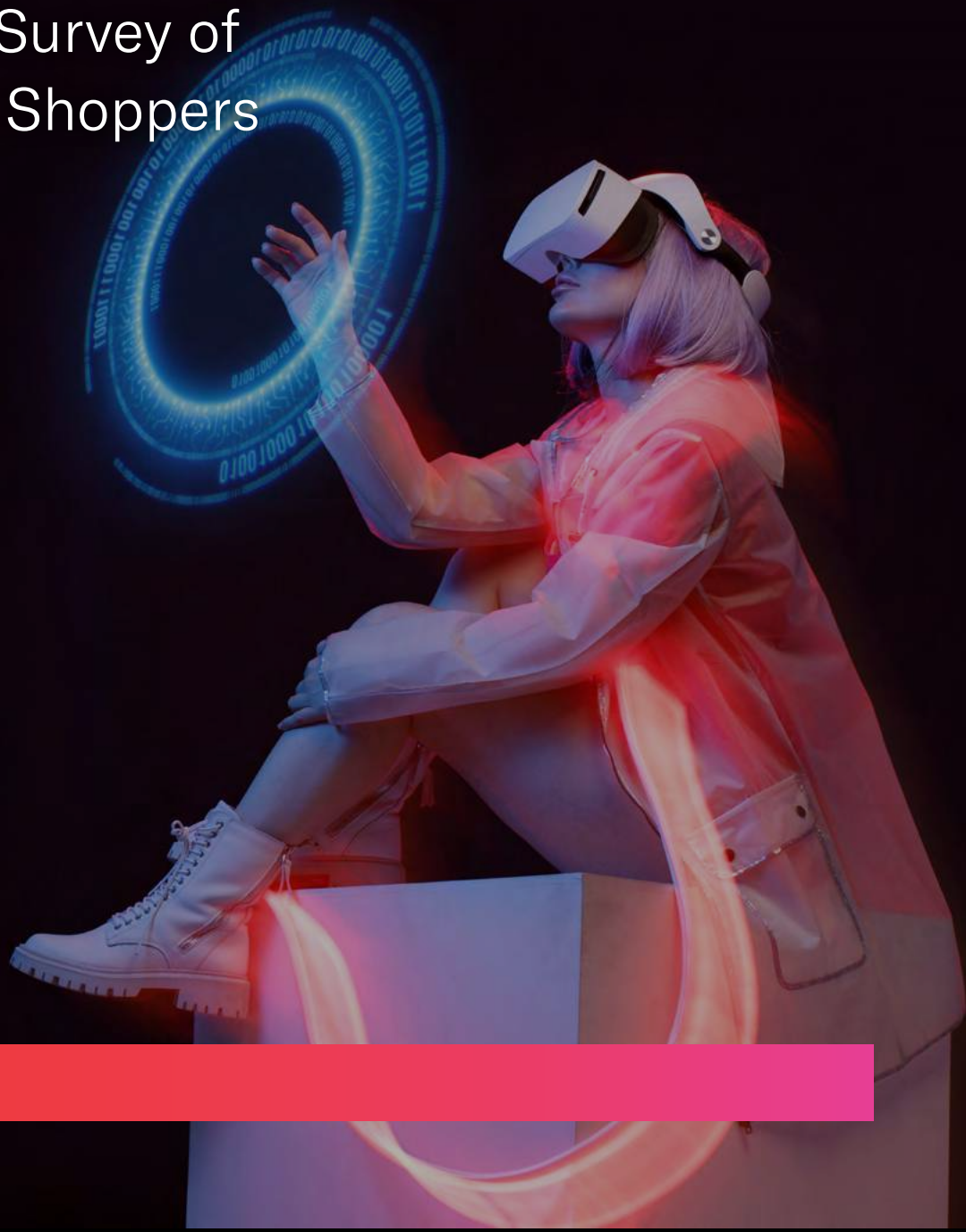


---

# The 2022 Amazon Consumer Behavior Report

Based on a Survey of  
2,000+ U.S. Shoppers



**Feedvisor**

---

# A Reshaped Consumer Landscape: Economic Pressures and Shifting Priorities Replace Pandemic Challenges

Initial signals indicated that 2022 would bring a return to normalcy for the U.S. economy; yet early in the year, optimism gave way to a new series of challenges and frustrations. Political fractures, societal problems, and the war in Ukraine layered upon an already unstable supply chain and labor shortages, caused unprecedented inflation and threats of recession.

As 2022 has progressed, these mounting pressures have materially affected the way consumers behave, but there remains a continuation of “digital-first” behaviors adopted during the pandemic.

The U.S. e-commerce market has managed to maintain and even build upon those early pandemic shifts in consumer buying behavior, with U.S. e-commerce sales expected to cross the \$1 trillion mark and hit \$1.050 trillion by the end of 2022.<sup>1</sup>

Even in the face of high inflation, the healthy job market, low unemployment, and wage increases have kept U.S. consumers spending, but they are more budget conscious and spending differently. Marketplaces have benefited, as Amazon’s Q2 earnings report was surprisingly strong, with a 7% increase in revenue and a 13 - 18% increase predicted for Q3.<sup>2</sup>

Feedvisor’s fifth installation of its consumer survey: *The 2022 Amazon Consumer Behavior Report* provides focused insights into the changing behaviors and trends shaping e-commerce. Providing an in-depth view into the minds and wallets of over 2,000 U.S. consumers, this report includes the influence of supply chain and inflation on consumers’ buying habits, how online media consumption and shopping behaviors have evolved, and the reshaping of consumer brand loyalty.

Asked about their shopping motivations and tendencies, consumers offered a wide range of thoughts on topics such as which categories they are buying from, what ad types resonate with them, and how loyalty programs like Prime membership and Walmart+ influence their purchasing decisions. Plus, this report includes insights into upcoming holiday shopping plans for Black Friday, Cyber Monday, and beyond.

Explore this in-depth report to understand what brands and retailers need to know about consumer needs, perspectives, and behaviors and their most important needs, as well as effective strategies for how to leverage Amazon and e-marketplaces to identify and act on key high-value opportunities.



**Dani Nadel**

President and Chief Operating Officer,  
Feedvisor

<sup>1</sup> eMarketer 2022

<sup>2</sup> CNBC 2022

## Table of Contents

KEY TAKEAWAYS	4
THE EVOLUTION OF AMAZON AND E-MARKETPLACES' ROLE IN CONSUMER SHOPPING	5
MEET THE NEW AMAZON CONSUMER	13
THE THREE DRIVERS INFLUENCING CONSUMER PURCHASE BEHAVIOR TODAY	14
ALL CONSUMER SHOPPING JOURNEYS NOW LEAD TO AMAZON	27
PRIME DAY LESSONS & HOLIDAY TRENDS	34

*This poll was commissioned and analyzed by Feedvisor. It was distributed online from July 13–19, 2022, among a sample of 2,014 U.S. adults who have purchased a product on Amazon within the last 6 months. Results from the full survey have a margin of error of plus or minus 2.2 percentage points. All numbers have been rounded to the nearest percent. Zogby Analytics conducted the survey on behalf of Feedvisor.*

*The respondent pool encompassed all age ranges and income levels as well as Prime and non-Prime members to provide a true snapshot of what the overall market wants from online retail experiences.*

# Key Takeways

Despite inflation and concerns that have followed, many consumers are still heading online to shop, with 48% citing they now shop more online than before.



**Deals and discounts (43%) and budget constraints (34%) have also altered consumer shopping behaviors**

Supply chain disruptions are lessening as consumers are seeing an improvement in inventory.

**89% of consumers say product availability has sometimes or rarely been an issue**



Social commerce and influencers are playing a much larger role in purchasing behavior.



**50% of consumers saying they have purchased from the beauty and personal care category because of an influencer**



Amazon remains a driving retail force.

**87% of consumers are more likely to buy products from Amazon than other e-commerce sites with 52% visiting Amazon daily or at least a few times a week**

Amazon continues to be the first place consumers look for product information.



**75% of consumers say they check prices and product reviews on Amazon before making a purchase.**

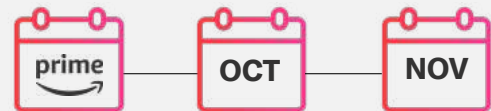
Consumers want to click, not think.



**32% of shoppers frequently purchase the first product listed on the Amazon search results page, up from 28% last year.**

Holiday shopping has already begun.

**15% kicked off gift shopping during Prime Day while almost half plan to start in October and November**



Despite earlier holiday shopping, consumers still view the holidays as the best time to score deals.



**58% of consumers shop for deals and discounts during Black Friday and Cyber Monday  
38% of consumers will wait to make a big purchase until one of these events**

# The Evolution of Amazon and E-Marketplaces' Role in Consumer Shopping



# The Evolution of Amazon and E-Marketplaces' Role in Consumer Shopping

## Pre-Pandemic Shopping Habits Return, Yet E-Commerce Remains Vital

Of U.S. adults, more than 50% shop online at least weekly.

The global pandemic had a profound effect on the way consumers shop, with most shoppers basing their purchasing decisions on convenience, safety, and product availability for the first year and a half. Now facing a recession, e-commerce growth has slowed for the first time since 2020, causing many experts to wonder if consumers were returning to pre-pandemic shopping habits.

Despite the slow down in growth, U.S. marketplace e-commerce sales are still expected to hit \$357.26 billion in 2022, making up a significant 35% of all online sales.<sup>1</sup>

This is due to the fact that more than half of U.S. adults still shop online at least once a week, and 16% even do so on a daily basis.<sup>2</sup> Consequently, online shopping is still on the rise and moving to mobile, thanks to a host of technological advances that are making it easier for users to shop on their phones, dubbed "m-commerce". It is estimated m-commerce will account for 44.2% of retail e-commerce sales in the U.S by 2025, totaling \$728.28 billion.<sup>3</sup>

Advances such as engaging mobile apps that can personalize experiences and safe, secure checkout from within social apps are part of the m-commerce drivers, but the main driver is consumers' reliance on digital devices reaching the highest point since before the pandemic. Consumers are glued to their phones, using them for everything from making purchases to watching videos.

However, consumers are adopting a more hybrid shopping approach by buying more in-store than in previous years, but still not as much as before the pandemic. They are favoring specific categories to purchase in store versus online.

### Categories Consumers Purchase

	Online	In-Store
 Grocery & Gourmet Food	<b>33%</b>	<b>49%</b>
 Clothing, Shoes, Jewelry & Watches	<b>53%</b>	<b>37%</b>
 Beauty and Personal Care	<b>44%</b>	<b>34%</b>
 Home & Kitchen	<b>32%</b>	<b>22%</b>
 Electronics	<b>26%</b>	<b>20%</b>

Consumers make e-commerce their first destination as the flexibility and convenience they found during the pandemic sticks. Categories consumers purchase in-store are mainly due to product availability (53%) and prices (47%). Given the current climate, consumers are taking action to save money, seeking out the best prices on products whether those sales are in-person or online.

<sup>1</sup> eMarketer 2022

<sup>2</sup> Insider Intelligence 2022

<sup>3</sup> eMarketer 2022

## Consumers Feel the Strain of Inflation and Budget Constraints; Choose Online Due to Price and Convenience


Earlier this year, inflation hit an all-time high of 9.1% in the U.S., eventually dropping to 8.4% in July, leaving consumers and businesses alike feeling the strain.<sup>1</sup> Many have had to look at their budgets and cut unnecessary spending, with roughly two-thirds of consumers taking steps in July to save money in response to rising inflation.<sup>2</sup> In fact, almost half of shoppers say they are buying more online than they were a year ago. This is especially true for Prime members, male shoppers, those in the \$150K+ income group and Older Millennials (53%).

**48%**


of shoppers say they are buying more online than they were a year ago

Despite inflation and the concerns that have followed, many shoppers are still heading online to shop, and shop more. In fact, almost half of shoppers (48%) say they are buying more online than they were a year ago, especially Prime members, male shoppers, those in the \$150K+ income group, and Older Millennials (53%).


### Groups That Are Buying More

-  **1.** Prime Members


---

-  **2.** Male Shoppers

---

-  **3.** Those in the \$150K+ Income Group

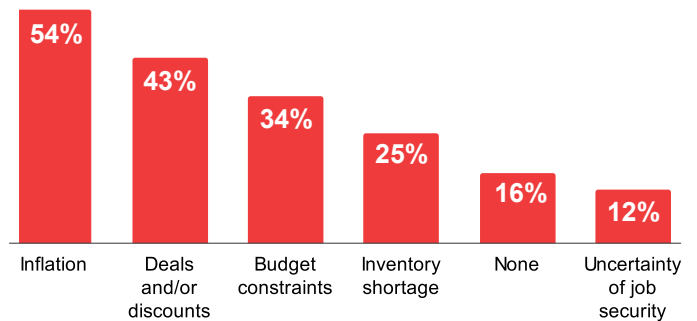
---

-  **4.** Older Millennials

---




### Influences on Consumer Purchasing



Other generations, like Gen Z, are motivated to purchase online more for the deals, discounts, and online shopping offers. Although Gen Z is not the only generation looking for deals, as 43% of survey respondents said deals and discounts have modified their online purchasing habits as well.

When it comes to online shopping, lower prices (30%, up 6% from the year prior), convenience (22%), and free shipping (11%, up 1% from last year) matter most to consumers.

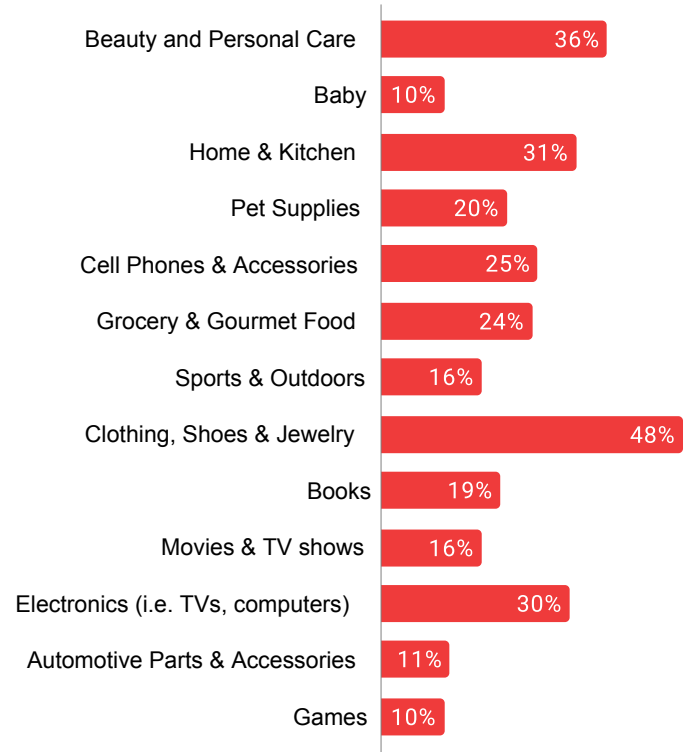
<sup>1</sup> CNET 2022

<sup>2</sup> Morning Consult

**Other Reasons Consumers Are Choosing to Shop Online**



**Categories Consumers Search on Amazon**






Amazon has and continues to prioritize their consumer experience, and it shows. An overwhelming majority of surveyed shoppers are satisfied with Amazon’s customer service, and more than half are very satisfied. Overall, 23% of shoppers have no concerns regarding shopping on Amazon.

And when there are issues, they are resolved quickly. Our survey found that 31% of consumers cite the rapid response to complaints or order issues as the number one reason they prefer Amazon. This is followed by a streamlined checkout process and multiple delivery options.

Amazon also takes the shopping experience one step further by integrating experiences consumers like on other platforms into their own shopping experience. For instance, Amazon has been on a mission to make its marketplace more social, even going so far as to create a TikTok-like feed the #amazonfinds tag on TikTok had over 25.6 billion lifetime views.

The categories with an uptick in online purchasing are Clothing, Shoes, Jewelry & Watches, Electronics, and Sports & Outdoor goods. Shoppers have enjoyed the vast savings and delivery of items in these categories that would not ordinarily fit in a car.

**Consumers Purchasing More In:**

1.  Clothing, Shoes, Jewelry & Watches
2.  Electronics
3.  Sports & Outdoor

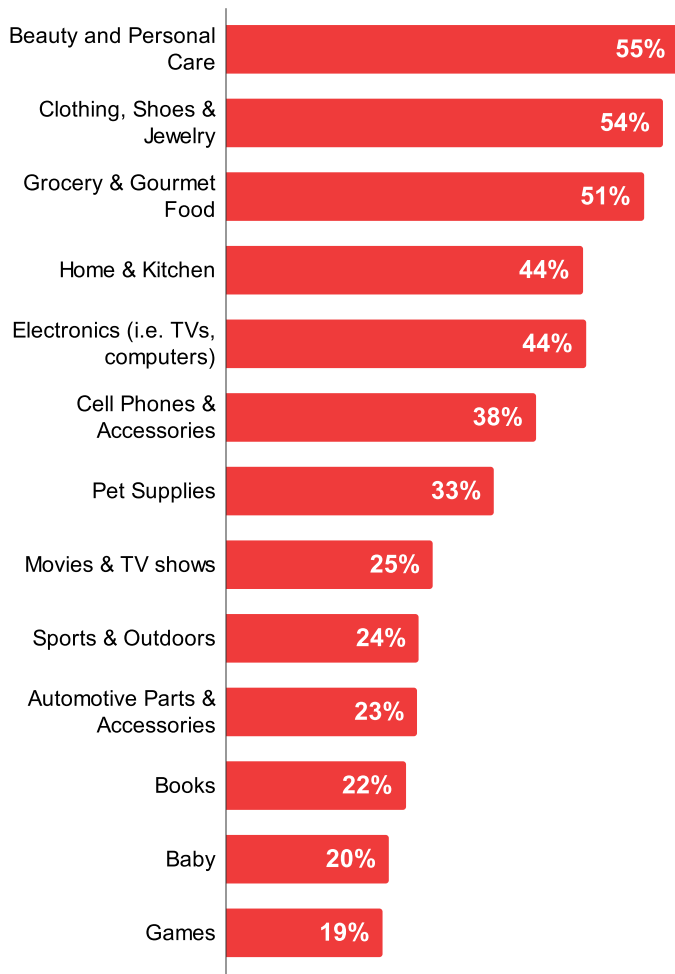


**55%**

of consumers say prices have gone up online

Even though consumers are shopping more online, they have noticed the sharp increase in prices in most cases due to inflation, with 55% saying that prices have gone up. While outside reports state some high-income consumers are not as affected by inflation,<sup>1</sup> Feedvisor's survey shows that the consumers noticing the price hikes the most are Older Millennials and Gen X (63%). Across the board, consumers have indicated prices are noticeably higher in these categories:

**Categories Consumers Noticed Prices Increased in 2022**



While inflation may be impacting consumer choices and demand, inventory is not as much of an issue, at least in the eyes of the consumer. Consumers reveal they are seeing improvements in inventory, stating that product availability has not been an issue (43%), and 46% said it was only sometimes an issue. New reports suggest the global supply chain is in its best position in several years, which means the array of challenges that emerged last holiday season, including inventory, will be less of a factor for many retailers in Q4.



Consumers have indicated they are purchasing more in the Clothing, Shoes, Jewelry & Watches, Electronics, and Sports and Outdoor categories, despite the increase in prices. These categories can all be linked to revenge shopping, also known as impulse buying, which is a habit consumers adopted from the pandemic and is a key part of consumers' online shopping behavior.

**56%**

of consumers said that more than half of their online purchases are spontaneous<sup>2</sup>

With social media sites like Tiktok and Instagram fueling the new impulse buying habit, online shopping is accelerating in importance.

<sup>1</sup>Retail Dive 2022

<sup>2</sup>CNBC 2022

## Amazon Remains at the Center of Consumer Online Shopping

# 53%

say they make an online purchase at least weekly, and nearly 10% daily

Consumers are spending more online, with 53% of shoppers saying they make an online purchase at least weekly, up slightly from last year, and nearly 10% make a purchase daily. Additionally, U.S. e-commerce spending in Q2 marked its fourth straight quarter of single-digit growth following the 45%-50% jumps during the first year of the pandemic, according to Digital Commerce 360.<sup>1</sup>

Consumers are increasingly turning to e-marketplaces, including Amazon, Walmart, and others, as their preferred choices over brand and retailer websites.



At the center of this shift to online spending is Amazon, where 87% of consumers surveyed say they are more likely to buy products here than any other marketplace, down slightly from 92% last year.

As so many consumers embrace Amazon, it comes as no surprise that the online shopping leader is expected to account for 40% of all e-commerce sales in 2022, or nearly \$2 in \$5 spent online.<sup>2</sup>

In fact, 46% of consumers make a purchase from Amazon weekly, while 6% make daily purchases from the marketplace. The numbers mirror last year's percentages, showing how ingrained Amazon now is in consumers shopping journeys.

<sup>1</sup> Digital Commerce 360 2022

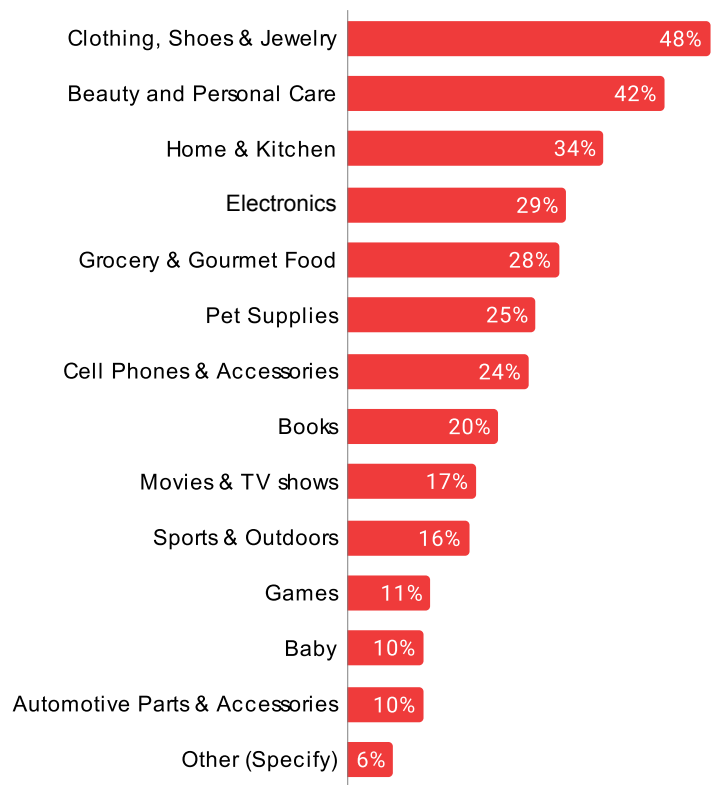
<sup>2</sup> Insider Intelligence 2022

While the spend on Amazon is down 8% year over year, with 72% of consumers spending up to \$200 on Amazon a month, this is not surprising given the shopping frequency remaining the same and the current economic crisis of inflation. The spending amount does go up to \$500 for those with children.

Looking at purchasing habits, consumers flock to Amazon for these three categories the most:

- Clothing, Shoes, Jewelry & Watches (**48%**),
- Beauty & Personal Care (**42%**)
- Home & Kitchen (**34%**).

### Categories Most Frequently Purchased on Amazon

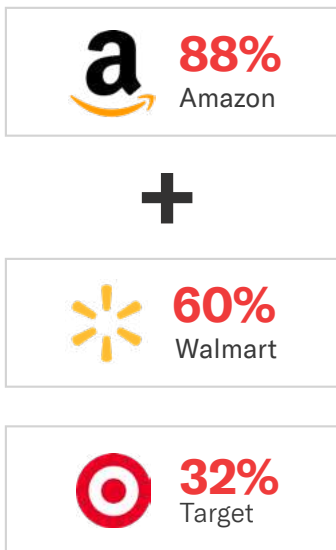


While Amazon is one of the most popular online retailers with 88% of consumers buying products here, this is down 4% year over year, showing consumers are looking at other retailers.

In addition to Amazon, 60% of consumers say they also purchase products from Walmart, down slightly from 63% last year. Walmart, Amazon's closest rival, is expected to see a 14.6% growth in sales this year, which is faster than the overall U.S. e-commerce market, expected to expand by 14.1%.<sup>1</sup> Despite the potential for inflation to hit profits, Walmart's revenues beat analysts' expectations in Q2 as its low grocery prices wooed a wider array of shoppers.<sup>2</sup>

In a bid to offload excess inventory, Target.com cut prices which also attracted new shoppers. Of consumers surveyed, 32% say they purchase products from the site in addition to Amazon. Target's online sales grew 9% in Q2 when compared to year-over-year with traffic increasing 2.3% as customers are attracted to the lower prices.<sup>3</sup>

**Marketplaces Consumers Purchase From**

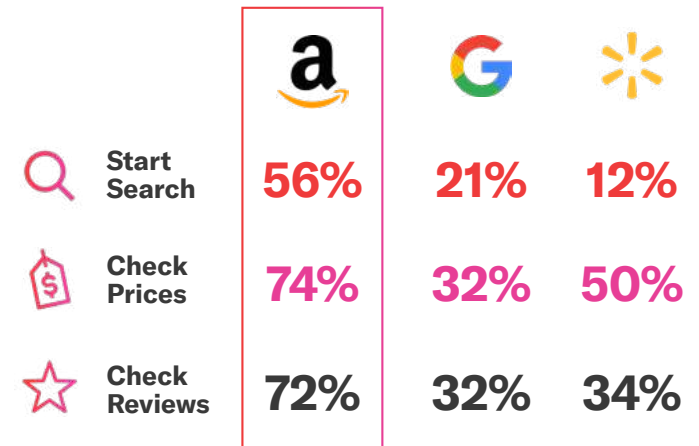


Amazon continues as the defending champion for where to start your search for new products (56%), where to go to check prices before making a purchase (74%), and where to check product reviews (72%), with Walmart and Google trading second in all three categories.



Meanwhile, only 22% of consumers surveyed said they buy products on retailer websites, down from 27% in 2021, while 21% of consumers said they make purchases on brand websites, down slightly from 23% in 2021. Consumers are being more selective in their purchases, but continue to choose e-marketplaces like Amazon and Walmart for the majority of their needs.

**Sites Consumers Search Most During Buyer Journey**



As Amazon continues to permeate the shopping experience, their new feature, Buy with Prime, is now going to help them become more ubiquitous and engage with shoppers wherever they are. The service allows shoppers with a Prime membership to shop on e-commerce websites other than Amazon and check out using their Amazon account.

<sup>1</sup> Insider Intelligence 2022  
<sup>2</sup> Insider Intelligence 2022  
<sup>3</sup> Target 2022

## Amazon's Role in the Customer Experience

# 97%

of consumers are satisfied with the assortment of products on Amazon

Consumers consistently choose Amazon as their go-to online shopping destination due to the assortment of products, customer service, search relevancy, and more.

### Top 3 Reasons Consumers Like Purchasing From Amazon



**97%** Product Assortment



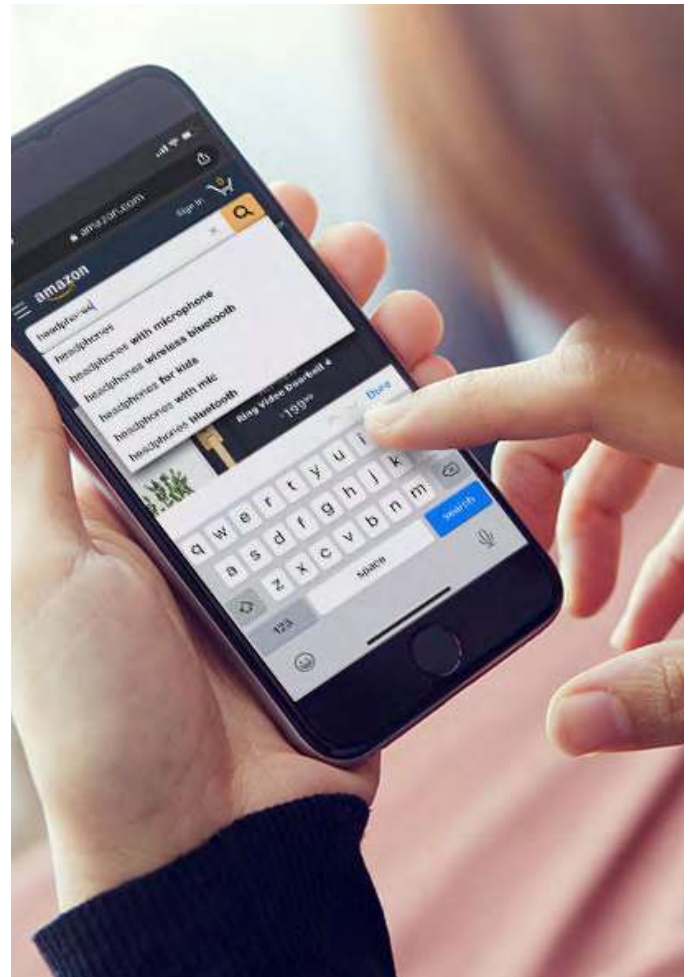
**93%** Free Shipping



**91%** Fast Shipping

When you're searching for a product online, you are just a keyword search away from losing a customer, which is why an effortless search experience is very important for shoppers, and Amazon is doing this well. An overwhelming majority of shoppers are satisfied with the relevancy of Amazon's search results (94%), with 51% stating they're highly satisfied.

According to our survey, consumers most often search for Clothing, Shoes, Jewelry and Watches (48%), Beauty and Personal Care (36%) and Home & Kitchen items (31%).



# Who's Shopping on Amazon?

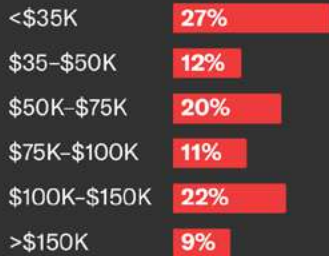
## Today's Amazon Consumers Identify As:



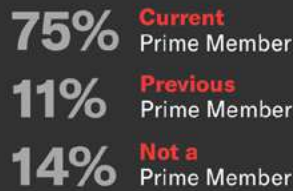
### Demographics



### Household Income



### Relationship with amazon



### They prefer to:

Purchase from these **top 5 categories online:**



Clothing, Shoes, & Jewelry



Beauty & Personal Care



Grocery & Gourmet Food



Home & Kitchen



Electronics

## Consumer's Online Purchasing Behavior

**53%** make an online purchase **weekly with 8% purchasing daily.**



27% spend between \$51 - \$100  
25% spend between \$101 - \$200



### Most Used Interactive Shopping Activities:

- 49% Ability to use the **360 option** to see products from all angles
- 32% Viewing **a product in their space** before purchasing
- 31% Purchasing products **within a game**
- 30% Flexible payment options like **"buy now, pay later"**
- 24% Using a **QR code** to purchase

Consumers still view the **holidays** as **the best time to score deals:**




**58%** of consumers say they shop for deals and discounts during **Black Friday** and **Cyber Monday**

**38%** of consumers say they **wait specifically for these dates** to make a big purchase.

Get in touch with us at [feedvisor.com](https://www.feedvisor.com)

# The Three Drivers Influencing Consumer Purchase Behavior Today



# The Three Drivers Influencing Consumer Purchase Behavior Today

## DRIVER #1:

### Consumers Choose Products Based on Price and Value

During the height of the pandemic, name-brand goods were flying off the shelves, becoming out of stock within hours and causing many consumers to try private label, white label, and store brand products. Often the cheaper of the two, private label products had the advantage of being both available and more cost effective for financially constrained shoppers, yet carried the stigma of being “less than” brands because of their price. Consumers traditionally equate price with quality.

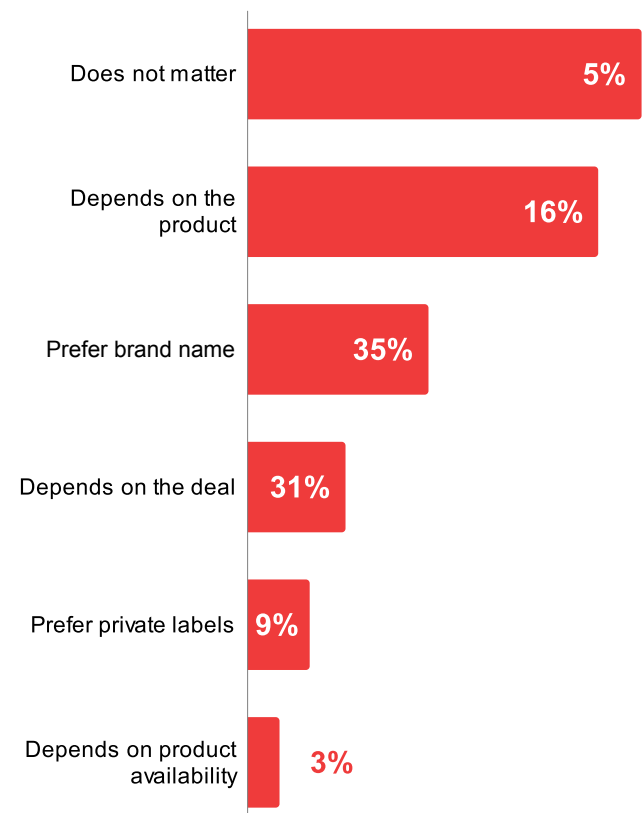
As supply chains eased, experts hypothesized private label preferences would be a pandemic habit only.

For 66% of consumers, they remain open to purchasing private labels versus brand names, with about half reporting it depends on the products.

The younger generations (Gen Z and Millennials) are more likely to have a preference than older generations, with 21% preferring brand names. This makes sense given the social media usage and prevalence of brand influencers younger generations are exposed to. Additionally, those in the low and middle income classes have no preference whereas for high earners the decision is more product dependent.



### Consumers Purchasing Preferences



**76%**

of shoppers on Amazon are more likely to purchase a private label product versus a brand name product

Yet, when asked about Amazon private label products, 76% of shoppers indicated they are more likely to purchase an Amazon private label product instead of a brand name product. This could be because of the pains Amazon has taken to ensure the quality of their private label products match that of the brand name products they are mimicking.

### The Main Factors Influencing Consumers' Private Label Choices on Amazon Are:

**70%**

Price

**60%**

Low shipping cost

**57%**

Product reviews

**54%**

Product Appearance/Listing Quality

**52%**

Fast Shipping

**49%**

Flexible Return Policy



Image source: Amazon.com

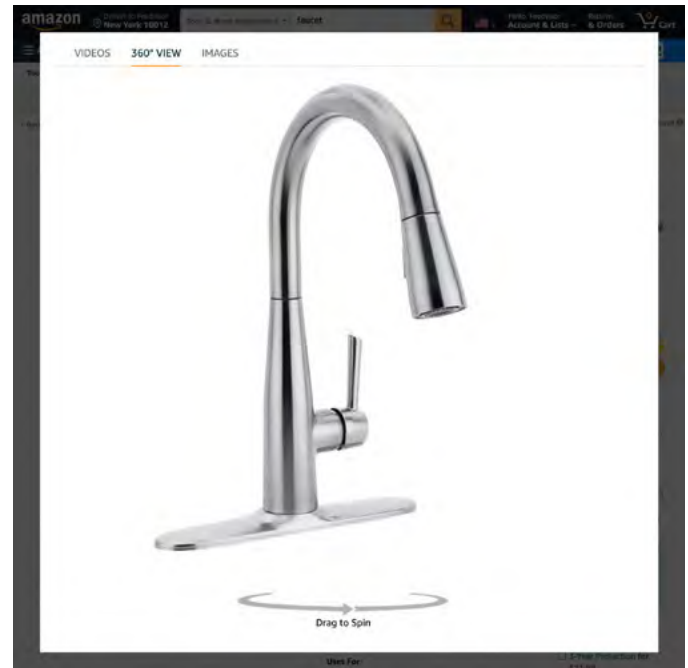
To optimize your Amazon strategy, get in touch with us at [feedvisor.com/connect](https://www.feedvisor.com/connect)



**DRIVER # 2:**

**Advancements in Technology Are Enhancing Online Shopping Experiences and Convenience**

As online shopping grows in popularity, retailers continue to develop new ways to make buying even more convenient for consumers that fit their needs and expectations. Consumers now expect an interactive shopping experience that provides convenience and the flexibility to purchase products quickly and safely. They want to explore product features virtually to ensure the right fit or use before spending, and they want these capabilities available throughout the shopping journey. To accommodate, several new technology options have been adopted to oblige this shift of preference.



**Technology advancements consumers use throughout their purchase journey for a more integrated and seamless experience online:**

	Currently use	Anticipate using
Use a <b>360 option</b> to see products from all angles:	<b>49%</b>	<b>24%</b>
Viewing a product <b>in their space</b> before purchasing:	<b>32%</b>	<b>36%</b>
Purchasing products <b>within a game</b> :	<b>31%</b>	<b>31%</b>
<b>Flexible payment</b> options like “buy now, pay later”:	<b>30%</b>	<b>24%</b>
Using a <b>QR code</b> to purchase:	<b>24%</b>	<b>30%</b>

Our survey found use and adoption by consumers of these new technologies is growing. The most popular tool being used today is the “360” viewing option, which allows you to see products from all angles, with 49% of shoppers currently using it and 24% anticipate using this feature for future purchases.

For those that decided to renovate their home offices or invest in home improvements, 32% of consumers used a feature to view a product in their space before making a purchase and 36% anticipate using this technology for a future purchase.



Image source: Business Insider

## DRIVER #2 continued: QR Codes: Not Just an In-Store Feature

Long thought of as an in-store-only feature, QR codes are re-emerging in the e-commerce world, helping bring more customers to sites or bring back customers with promises of deals.

At Amazon Style, a brick-and-mortar fashion store, consumers can use their phones to scan QR codes as they shop the floor and choose between different colors, sizes, and styles in the app.<sup>1</sup>

Their clothing selections will then be sent to their choice of a fitting room, a physical checkout, or a no-line digital checkout experience for an easily integrated shopping experience that brings online and offline shopping together.

Aura Bora, a sparkling water company, also utilizes QR codes as fridge magnets that come with every purchase that takes customers to a personalized replenishment cart for previous purchases for easy one-click purchases.<sup>2</sup>

Our survey revealed that 24% of shoppers currently use QR codes, and 30% anticipate using them in the future.

Some of the most popular ways e-commerce retailers use QR codes include: sending messages or emails, saving contact information, and opening a webpage.



<sup>1</sup>Feedvisor 2022

<sup>2</sup>Shopify 2022

**DRIVER #2 continued:****Augmented Reality Looks Bright**

Augmented reality looks bright as 18% currently use and 33% anticipate using it.

While still a relatively new feature for e-commerce, the future of augmented reality (AR) looks bright, especially as a component of the metaverse. Consumers are currently using augmented reality in their online shopping journeys.

Currently, 18% of shoppers use this feature online, while 33% anticipate using it. While there is a fairly low usage rate, we expect this number to rise since new research suggests nearly 75% of the global population and almost all smartphone users will be frequent AR users by 2025.<sup>1</sup>

**Brands are jumping on board the AR bandwagon, and for a good reason, as a recent study found that interacting with products with AR experiences leads to a 94% higher conversion rate.<sup>2</sup>**

Augmented reality has been around for years; the first mass adoption and use happened with Snapchat's geo and dog face filters. It has recently become a powerful lever for both retailers and brands, as they continue to use augmented reality in a way that replaces a consumer's need to physically interact with a product.

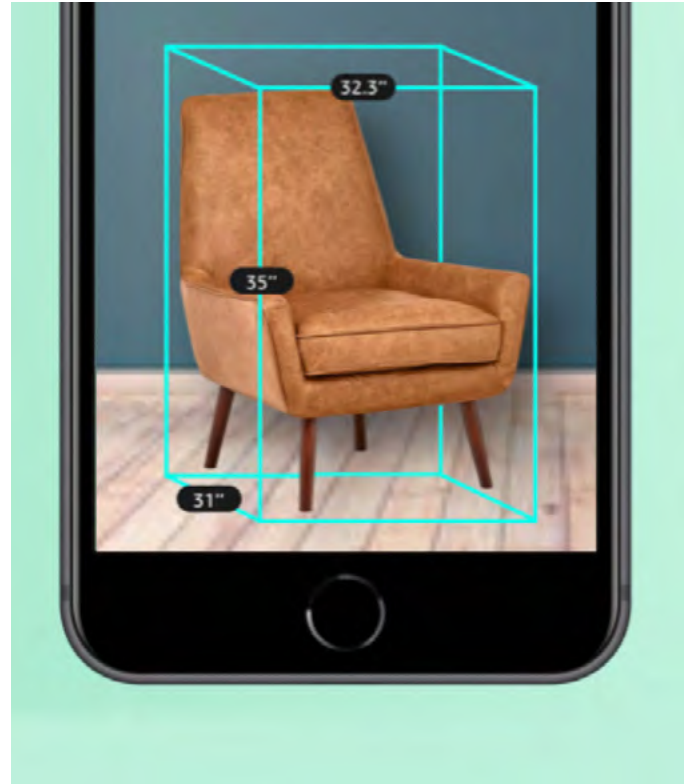


Image source: Amazon.com

For example, in January of 2022, Ulta created an AR filter for Snapchat users that consumers could use to "try on" make-up looks and purchase directly in the app.<sup>3</sup> IKEA and Amazon have also recently leveraged AR for furniture and hard line products, allowing users to save time, effort, and even money by virtually evaluating the photo-realistic representations and viewing the product from different angles. This is one feature where retailers and brands must start experimenting to be better prepared for the future.

<sup>1</sup> Snapchat Business 2022

<sup>2</sup> Harvard Business Review 2020

<sup>3</sup> Shopify 2022

## DRIVER #2 continued: Metaverse and Gaming Are Catching On



Over half of consumers say more of their lives and livelihoods are now happening in digital spaces.<sup>1</sup>



Image source: Balenciaga

Gaming has seen tremendous growth as a retail driver, with in-game advertising estimated to grow at a CAGR of 7.08% during the forecast period to reach \$221.511 billion by 2027, from \$137.266 billion in 2020.<sup>2</sup>

The newest digital space, the Metaverse, is already here, opening up a new realm of opportunities for product discoverability, brand awareness, and purchase for brands and retailers. As an untapped space, this is an opportunity for experimentation as each brand figures out what will work for them.

Endless possibilities are available, as Gucci discovered with their Roblox Gucci Garden Experience where they found success selling a digital twin of a purse for a higher price than its real-world counterpart.<sup>3</sup>

Adoption is picking up speed as our survey revealed 31% of consumers have already purchased within a game, while 19% anticipate doing so in the future.

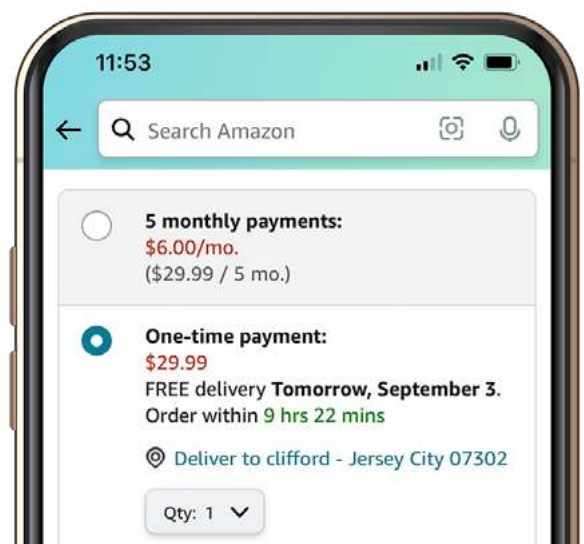
With over half of consumers saying more of their lives and livelihoods are now happening in digital spaces, the key to success in the Metaverse for brands and retailers will be to create virtual experiences and products.

## Consumers Want Easier Payment Options

# 30%

of consumers currently use “buy now, pay later” when online shopping

U.S. Buy Now, Pay Later (BNPL) users are expected to hit 79 million in 2022, up from 50.6 million last year.<sup>4</sup> Consumers have many buy now, pay later options that are expanding past the major banks like Mastercard and Visa, including Amazon’s own BNPL service, Amazon Monthly Payments. Around 30% of consumers currently use BNPL, and 24% anticipate using this as a payment option in the future.



<sup>1</sup>Accenture 2022

<sup>2</sup>Business Wire 2022

<sup>3</sup>Gucci 2022

<sup>4</sup>Insider Intelligence 2022

**DRIVER #2 continued:****Voice Search and Purchasing is Finally Gaining Momentum****71%**

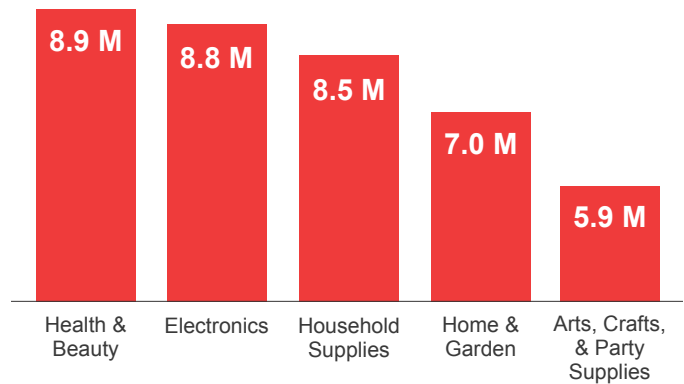
of consumers prefer to conduct queries by voice

More and more people have started to turn to their smart speakers to research products and shop online, with voice search becoming more popular than typing as 71% of consumers prefer to conduct queries by voice.<sup>1</sup> Accessibility is a huge reason for the uptick in voice queries, with the visually impaired and parts of the disabled community greatly benefiting from voice search by avoiding typing or texting for a variety of tasks.

**44%**

of shoppers say they use voice assistants to make a purchase

Convenience is another major factor driving consumers to make voice searches, and also purchases, with 44% of shoppers making purchases through voice assistants, up 3% from 2021. The most common purchases made via voice are for health and beauty products, electronics, and household products.<sup>2</sup> Consumers are more likely to buy existing goods or essentials they recognize from a voice assistant device because they do not need to see or touch them.

**Top 5 Categories in Which U.S. Internet Users Have Made a Purchase via Smart Speaker, Aug 2019-Aug 2021**

Note: ages 18+; home and work; cumulative totals for period of Aug 2019-Aug 2021  
Source: Comscore Plan Metrix Multi-Platform as cited in blog post, Dec 2, 2021

Feedvisor's survey shows Gen Z and Millennial males who are parents and high earners tend to make the most voice search purchases (53%) when compared to all other demographics.

**50%**

of shoppers say they own a voice assistant device

As we look to the future, voice-assisted devices are becoming part of many consumers' daily routines, whether they are checking the weather, asking Alexa to play their morning playlist, or adding items to their grocery list. Currently, half of all shoppers (50%) say they own a voice assistant device such as an Amazon Alexa or Google Home, and 52% of all smart speaker owners use their devices daily.<sup>3</sup>

A large part of its popularity can be attributed to ease of use, as well as readily accessible technology such as smartphones, smart speakers, smart watches, TVs, and even home appliances. It will be up to retailers and brands to harness this accessibility for use in promotions and their shopping experience.

<sup>1</sup> PwC 2018

<sup>2</sup> Insider Intelligence 2021

<sup>3</sup> NPR 2019

**DRIVER # 3:**

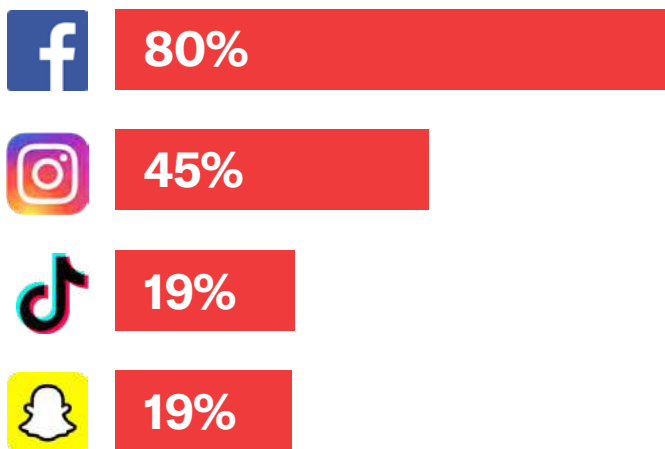
## The Seamless Social Commerce Experience and Rewards for Loyalty

Consumers are spending more time on social platforms, with the average consumer spending two and a half hours daily on social media.<sup>1</sup>

**52%**

of consumers have made a purchase from social media

These platforms have taken advantage of the increased engagement by providing commerce capabilities. Dubbed social commerce, this activity became quite popular during the pandemic as most shoppers were forced to stay inside and scroll their feeds instead of shopping in a mall. This is one habit that appears to be sticking as 52% of consumers surveyed reported making a purchase from social media in the past six months.

**Consumers Shop Through:**

This social purchasing behavior has become an integral driver of the “shoppability movement” as social feeds continue to move away from life updates and friend requests to in-app purchasing, product tagging, and product review sharing.

Part of the shoppability movement involves social influencers who have become a movement of their own. Previously geared toward brand awareness, social influencers have now taken on a much larger role in e-commerce strategies.

Millennials and Gen X are more likely to make purchases after seeing influencers, with 43% saying they have.

The rise of social commerce has provided an outlet for influencers to build a more organic, trustworthy, and candid product review and promotion space, and for shoppers to tell their stories and express their opinions. Now over 50 million people worldwide consider themselves a creator or influencer, and even more shoppers feel more empowered to share their opinion of their favorite or least favorite products with friends or the online communities they are a part of.<sup>2</sup>

The authenticity of influencer marketing is shown in the sheer number of consumers going to social platforms to seek out the “real reviews” of products from user-generated content and influencers. Over 53% of global Internet users between 18 and 24 use social media to research brands,<sup>3</sup> and our survey revealed that Millennials and Gen X are 52% more likely to make purchases after seeing influencers than any other age group.

New shoppable experiences like TikTok’s Product Tag feature, Instagram’s “Checkout” feature, and Amazon Live in-app purchasing make it even easier for shoppers to click the “Buy Now” button directly and instantaneously make a spontaneous purchase.

<sup>1</sup> Techjury 2022

<sup>2</sup> No Good 2022

<sup>3</sup> Hootsuite 2022

**DRIVER #3 continued:**

**Social Commerce and Influencers Are Here to Stay**






**37%**

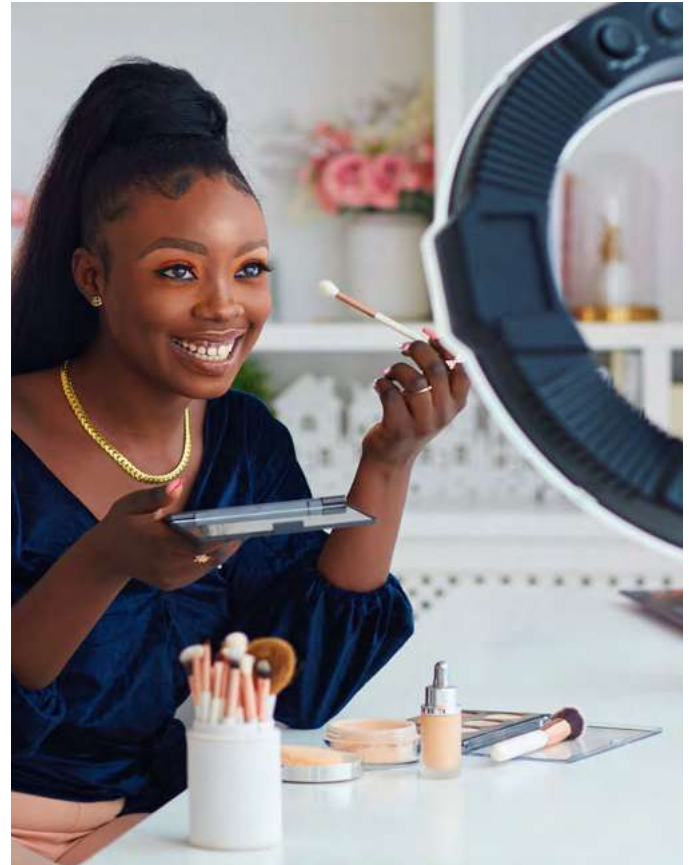
of consumers have made purchases after seeing Amazon influencers talk about or recommend them

The most popular social channels that consumers shop through are Amazon (60%), Facebook (56%), and Instagram (43%). While Amazon is not a traditional social network, they are headed towards a more social experience and have successfully competed with the top social networks in terms of social commerce adaptation.

Currently, Amazon has an extensive influencer network with livestreaming that consumers look to for live demonstrations of products, especially beauty and personal care products, as well as clothing. Consumers prioritize getting to see candid reactions to products and services, providing the social proof that shoppers feel they can trust.

**Most Popular Purchases Driven by Social and Influencers**

	Social	Influencers
 Clothing, Shoes, Jewelry & Watches	<b>42%</b>	<b>45%</b>
 Beauty and Personal Care	<b>39%</b>	<b>50%</b>
 Home & Kitchen	<b>28%</b>	<b>31%</b>
 Cell Phones & Accessories	<b>26%</b>	<b>28%</b>
 Electronics	<b>21%</b>	<b>25%</b>



The convenience of purchasing directly through the livestream, rather than being redirected in order to complete a transaction is a welcome feature removing purchasing barriers and blocks in the path to purchase other livestreaming platforms have yet to address. With the recent announcements from TikTok and Meta removing live shopping features from their platforms, Amazon is poised to benefit.<sup>1</sup>

But not every product does well on social media, even with an influencer. Consumers tend to purchase products from influencers that present themselves well, where proof of “benefit” can be shown. For instance, beauty products that claim to even skin tone after just one use could work well in front of a live audience, where a product that needs more time to show results would do better as a before and after shot. Aligning your brands target audience with the influencers audience will ensure a more successful partnership.

<sup>1</sup>Insider Intelligence and CNET 2022

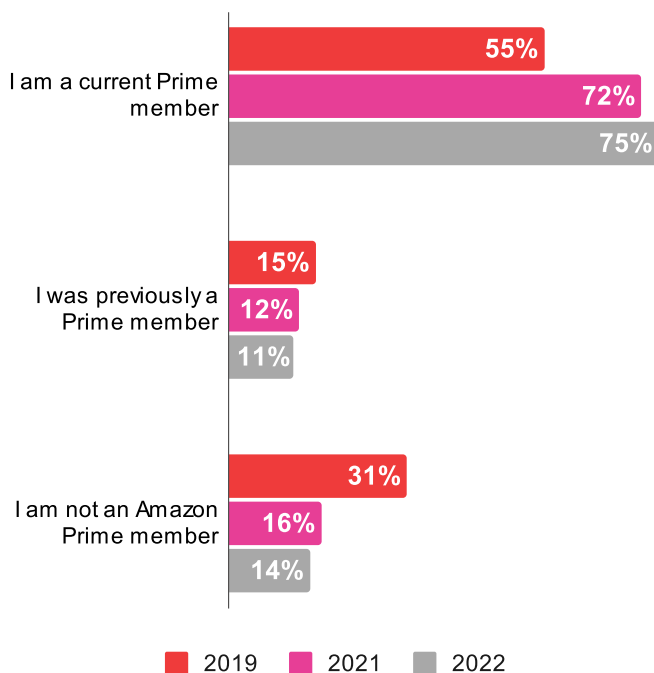
## Loyalty Programs Matter Much More

Subscriptions and memberships have never been more in demand. With inflation still a concern, they are more attractive than ever as members seek out the exclusive deals and discounts coupled with the convenience of faster or free shipping that generally accompany them.



Amazon Prime memberships are at an all-time high, up 20% since 2019.

### Prime Membership Over the Years



## Best Part About Being a Prime Member



Currently, Amazon Prime memberships are at an all-time high, up 20% since 2019. Despite the price increase (\$139 annually vs. \$119), an overwhelming majority of shoppers said the best part of being a Prime member is the free one-day / two-day shipping with Prime-exclusive deals and early access during shopping events (i.e. Prime Day, Cyber Monday).

To make up for the increased cost, Prime membership has padded its perks, now allowing Prime members to share their Prime benefits with one other adult for free, including free Amazon delivery, streaming access, free shipping at Shopbop, and free upgraded shipping at Zappos.

The access to exclusive Prime deals and events has risen 3% since the following year, while free shipping has decreased significantly since 2019, this is attributed to other subscriptions offering the same service.

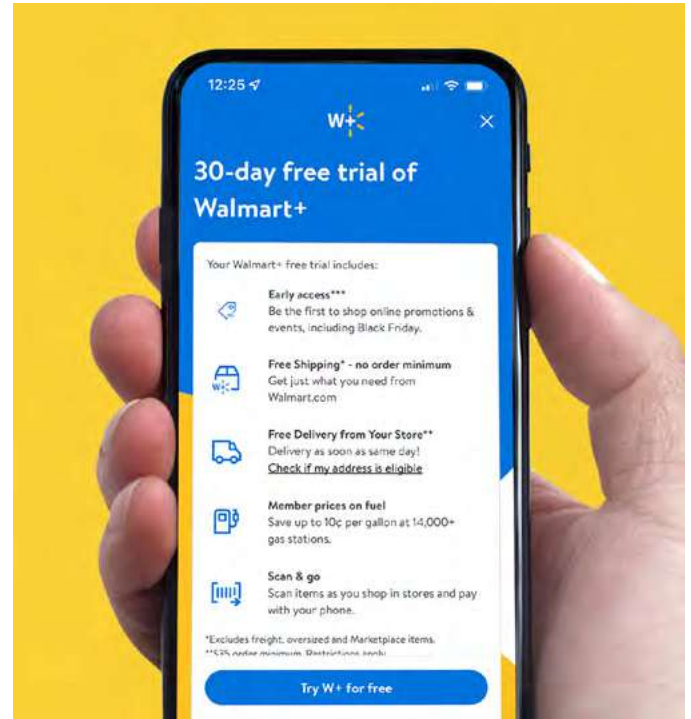


Our survey revealed that most consumers have more than one membership, with 34% of Prime members also subscribing to Walmart+ and 26% also subscribing to Costco to increase their savings. However, 36% of surveyed shoppers stated they were only Prime members.

**36%** of consumers say they are only subscribed to Prime

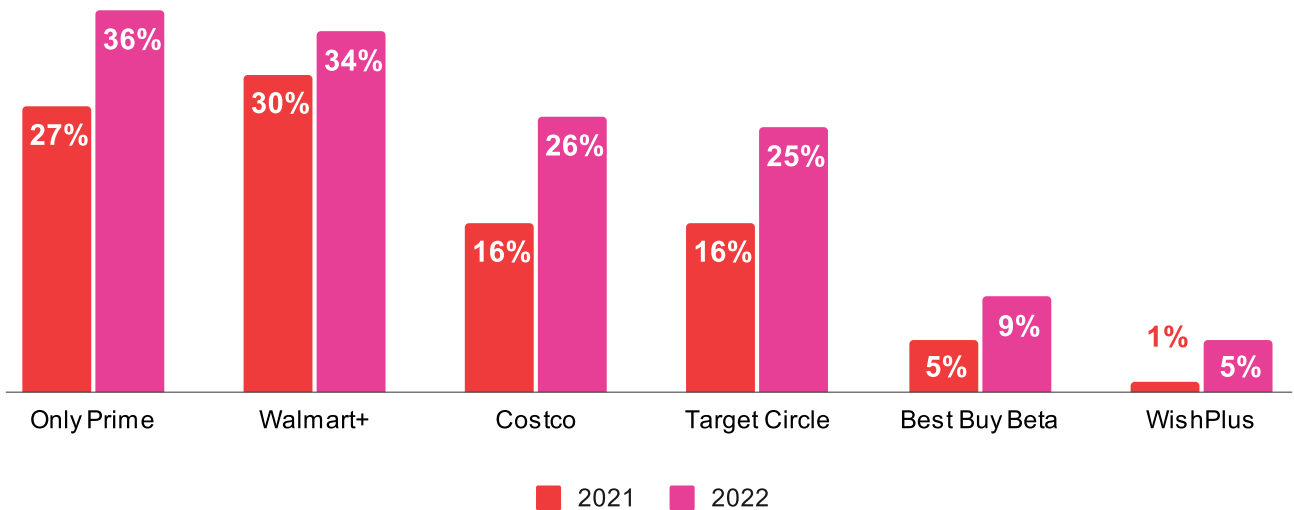
Memberships have all risen in the past year, but especially for Costco and Target Circle. To compete with Amazon Prime, Walmart has attempted to use its Walmart+ program to attract more high-income consumers, but has been met with limited success.

Currently, only 11% of U.S. adults pay for Walmart+—considerably less than the 62% who subscribe to Amazon Prime, according to a June survey by Bizrate Insights for Insider Intelligence.<sup>1</sup> Walmart+ also lost roughly half a million subscribers over Q1, due to inflation forcing consumers to seek out even deeper discounts at the likes of Aldi and Dollar General.



Walmart+ offers similar shipping benefits to Amazon Prime, with free one and two-day shipping, but the similarities stop there. Walmart+ members also enjoy grocery deliveries, fuel discounts, and access to a specific mobile app for easy in-store shopping.

**Membership Subscriptions in Addition to Amazon**



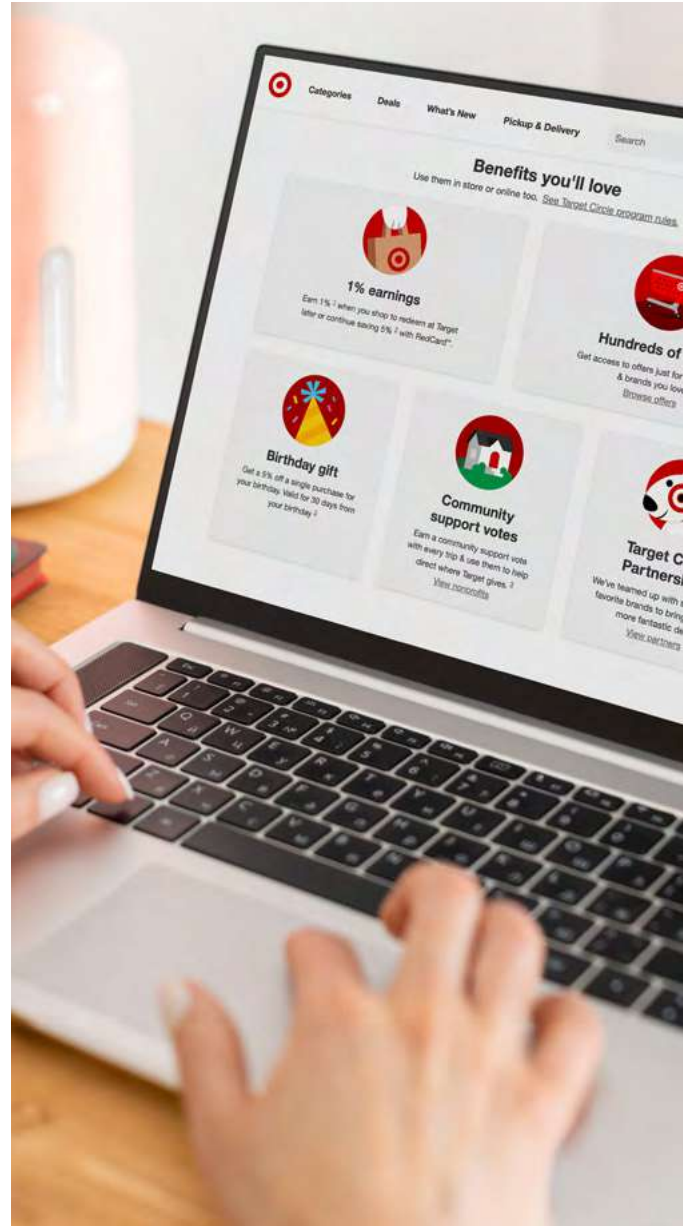
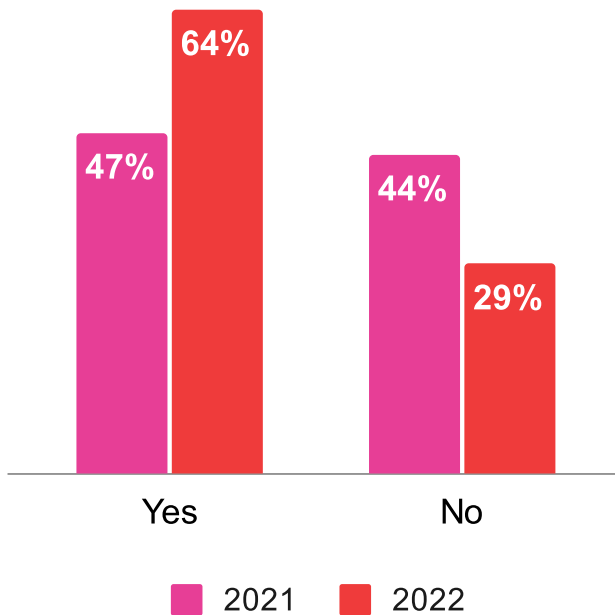
<sup>1</sup> Insider Intelligence 2022

**64%**

of consumers say having a membership influences where they shop


Loyalty programs are effective ways for retailers to acquire new customers, as well as maintain relationships with existing ones. Since cost saving is the main motivator, it makes sense that 64% of consumers say their loyalty program membership influences where they shop, and has increased by 7% from the previous year. This increase could be attributed to the current economic climate as shoppers search for savings. The number rises to 73% if consumers are parents, as their budgets are tighter than most.

**Memberships Influence Where Consumers Shop**



To optimize your advertising strategy, get in touch with us at [feedvisor.com/connect](https://feedvisor.com/connect)

# All Consumer Shopping Journeys Now Lead to Amazon



# All Consumer Shopping Journeys Now Lead to Amazon

## The Amazon Shopping Journey

# 2.4B

people visit Amazon a day<sup>1</sup>

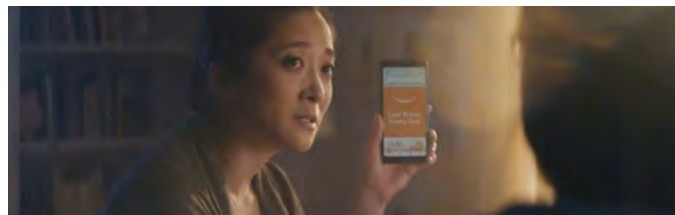
All shopping avenues lead back to Amazon, especially for consumers, as the retail giant uses its vast network of subsidiaries including Audible, Twitch, IMDb, Goodreads, Zappos and more to attract shoppers. This is evidenced by the nearly 2.4 billion people who visit Amazon a day. As a result of this extensive network, Amazon can create awareness across a variety of partners and publishers including social media platforms like TikTok.

When consumers begin their shopping journey, they are typically of two mindsets: specific intent and browsing. High-intent consumers are those who have a specific goal in mind when they start researching or shopping. They are actively searching for a solution to their problem, whether that entails exploring various options within a category, considering several brands or products, or price checking.

On the other hand, spontaneous consumers are those who are just browsing and seeing what is out there. They may not have a specific goal in mind, and their browsing behavior may be unplanned, but they are open to finding something they like.

Appealing to both of these consumer mind-sets has become the key to e-commerce and marketplace success, something Amazon understands and has enabled for brands and merchants through innovations in ad types and its growing network.

Almost half of shoppers have visited Amazon after listening to or watching an ad on a different platform.



On top of the expansive network, Amazon has also invested time and dollars into the growth of new avenues and ad types like demand side platform (DSP) ads, OTT, and Twitch making it easier than ever for consumers to discover products. Due to increasing awareness of advertising, more than half of consumers come to Amazon after hearing or watching an advertisement elsewhere.

Among those shoppers, Gen Z, Millennial Males, and parents are the most likely to visit Amazon after listening to or watching an ad on a different platform like Twitch.

As consumers arrive on Amazon.com, ads continue to play an important role in helping them to achieve their goal. Ads, such as Sponsored Ads and display or video ads, help to engage them and drive them to the most relevant products for their needs, regardless of their mindset.

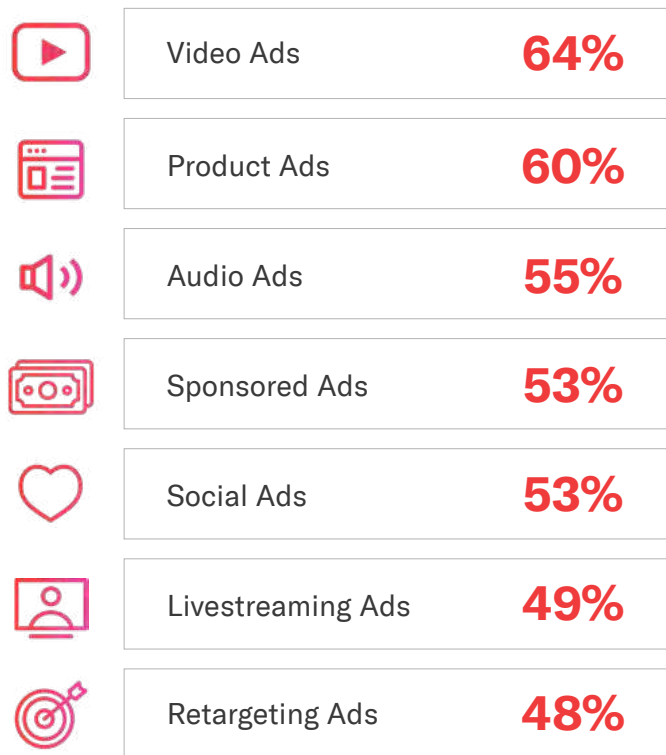
Appealing to consumers throughout their journey is more complex than ever, and requires having the right advertising optimization technology and partner to ensure intelligent strategies. The key is using data-driven, AI-powered technology that can help you optimize your advertising budget to achieve specific business objectives using messaging that truly resonates with the needs of today's shoppers.

<sup>1</sup>Statista 2022

## Consumers Want Interactive Ads

Consumers are more aware of ads than ever before, often passing up “passive” ads in favor of “interactive” ads for a more enjoyable experience. Interactive ads differ from passive as they often require users to actively participate in them or present the product as part of the content they are experiencing. For example, swiping through carousels or watching videos.

Our survey revealed consumers tend to engage with video (64%) and product ads (60%) the most, with audio (55%) coming in third, shown in the chart below.



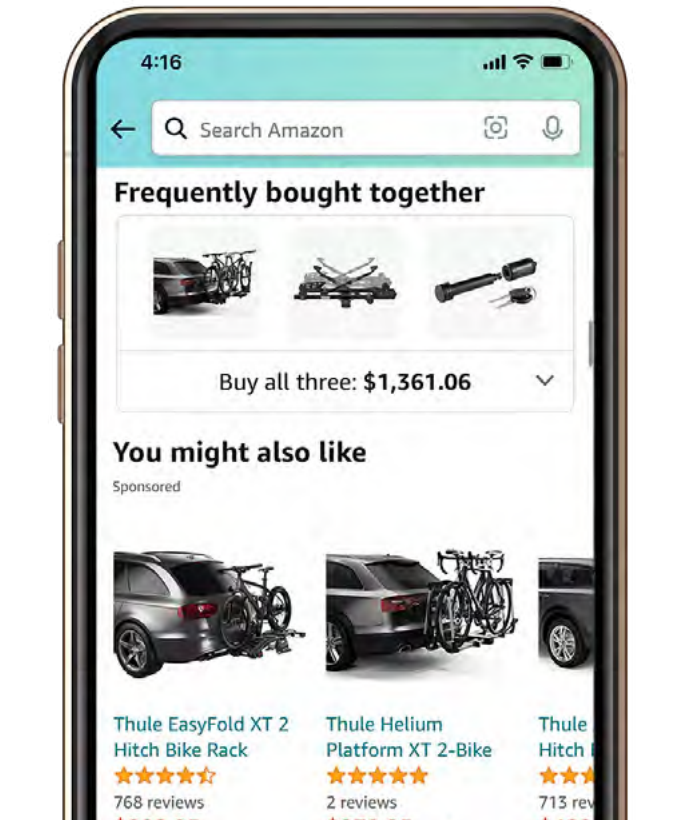
Gen X and Millennial generations that are males, high-earners, and parents are the consumers most likely to engage with video, livestreaming, and audio ad types.

Advertisers are increasingly aware that creativity will hold consumers' attention and interest, as these ad types get 47% more viewing time than static ones.<sup>1</sup> Brands and retailers who can afford to do so will benefit from investing in interactive ads.

<sup>1</sup>The State of Interactive Advertising 2022

## Sponsored Ads Perform Best with Consumers

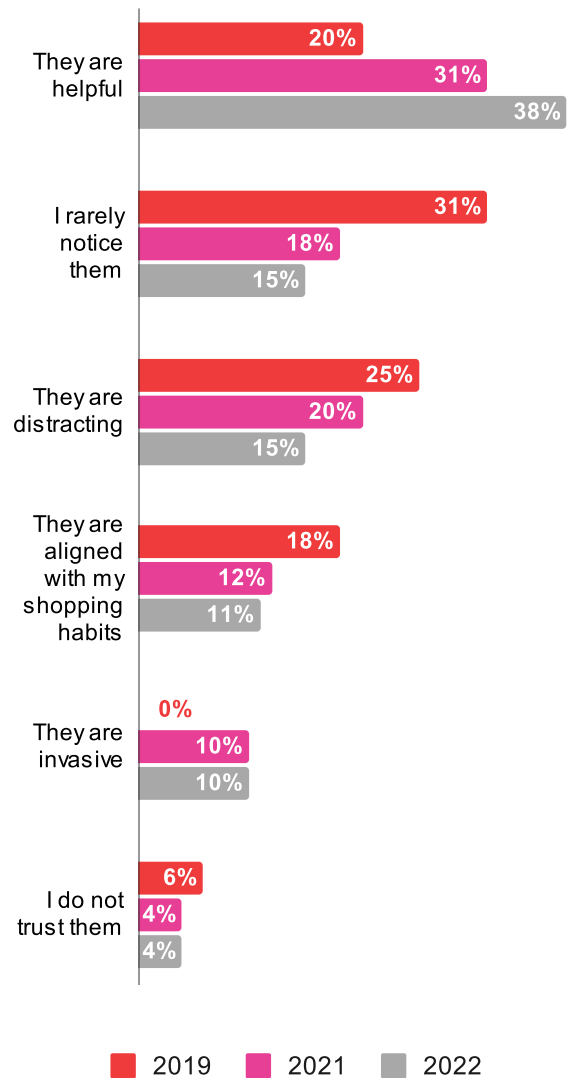
Sponsored Ads are seen as the most helpful ad type by 38% of consumers, up 7% from last year.



The perception of digital advertising has changed over the years, as many shoppers continue to find it helpful in finding new products and brands. Sponsored ads especially tend to perform the best with consumers, with 38% saying sponsored ads within search results are helpful, up significantly from 20% in 2019.

Only 15% of consumers said that these types of ads were distracting, down from 25% from 2019. With more shoppers clicking on Sponsored Products related to that item now compared to 2019, brands should utilize these ad types to redirect traffic from competitors to their own product listings, as well as target audiences that view products in their category.

### Consumers' Opinion on Sponsored Ads



## Consumers Want to Click, Not Think

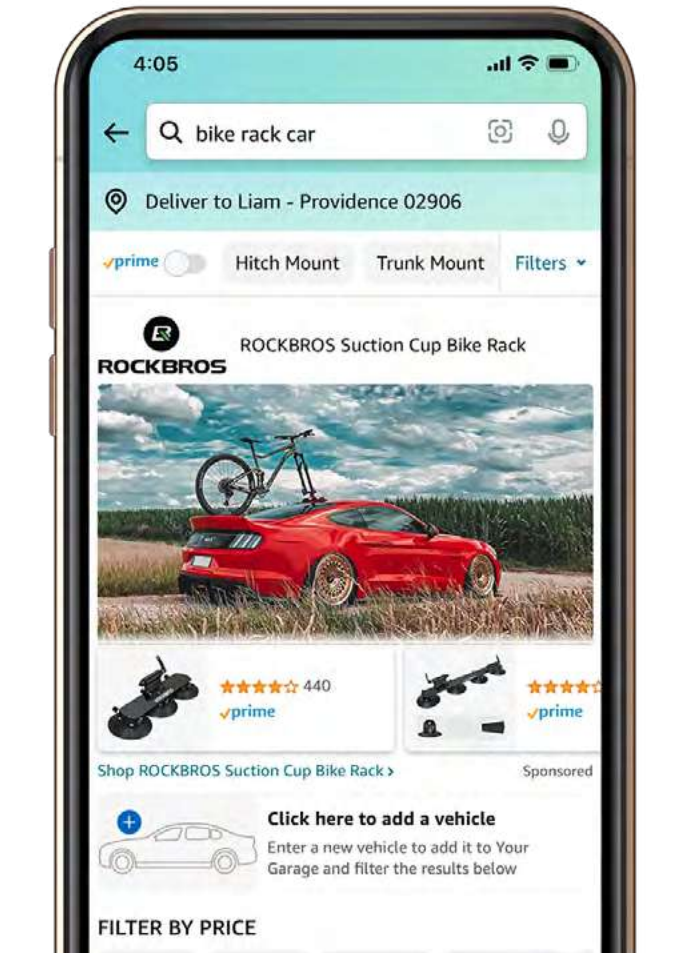
**70%**

of consumers frequently purchase the first product listed on the search results page

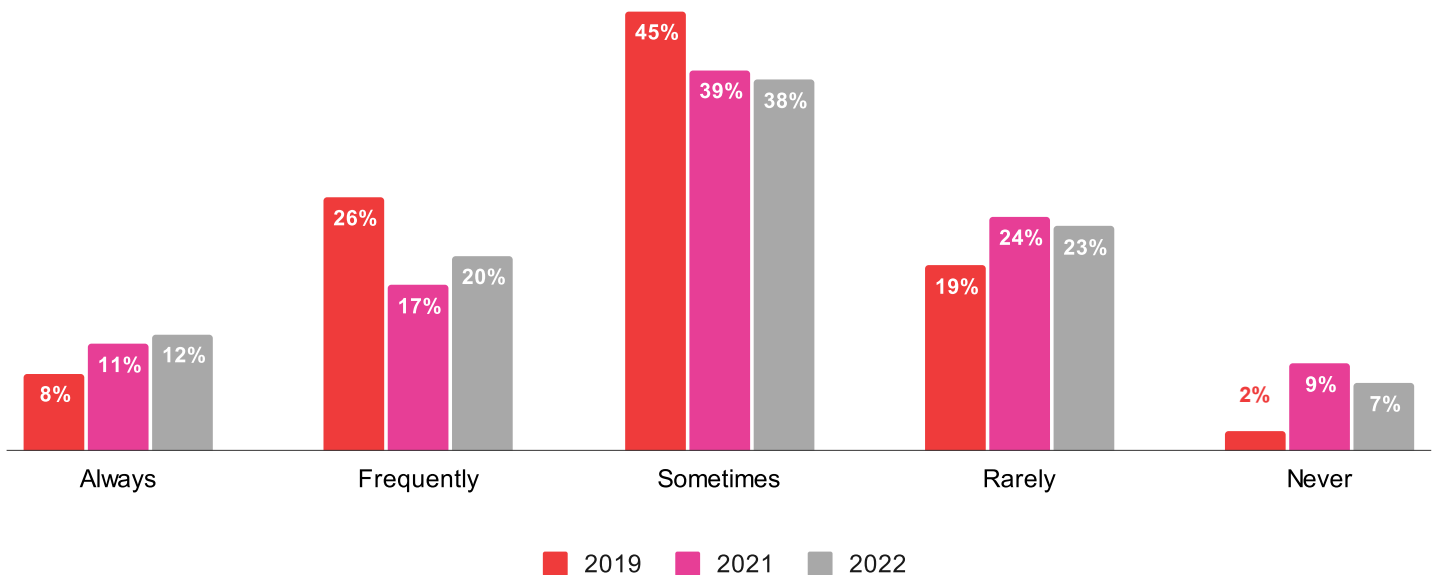
The days of researching a product for hours on end have come to a close as more and more shoppers prefer to click, not think. Our survey reveals 32% of shoppers frequently buy the first product in search results, up 4% since the following year, with an additional 38% citing they sometimes do. The top of search advertising placement clearly matters.

As the effects of the pandemic and return to school continue to disrupt normal life, many consumers have had to reprioritize what matters to them, with time being among the top priorities. As a result, they are seeking shopping experiences and products that cater to their new needs.

This is especially true for Millennial males, as 82% said they are the most likely to purchase the first product listed.



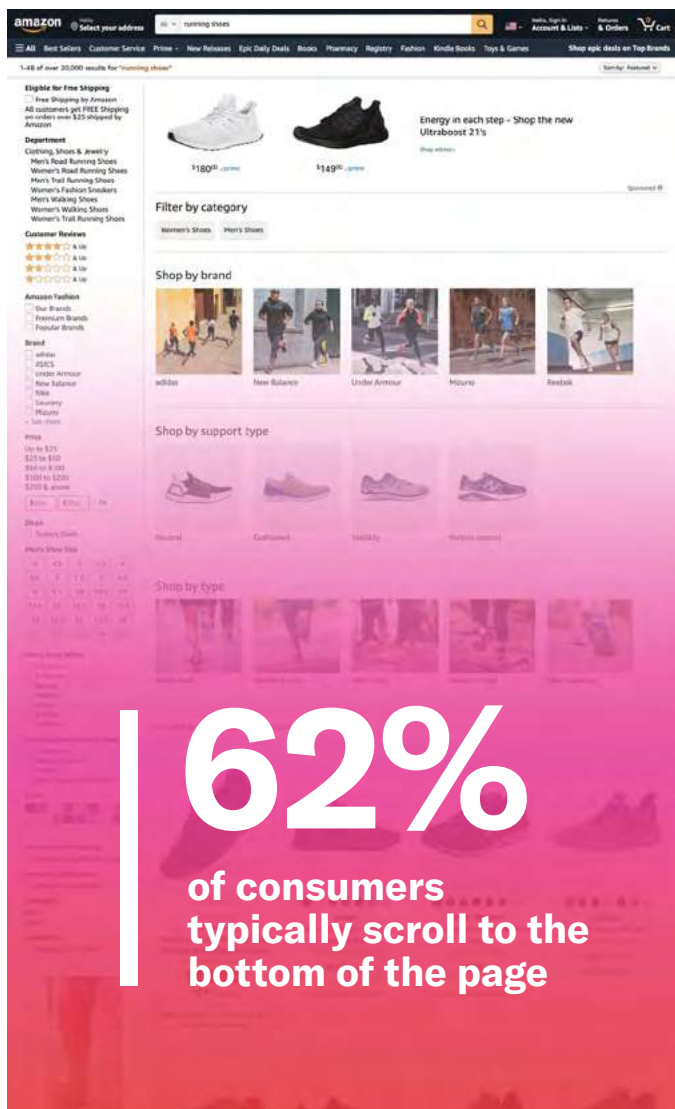
### Consumers Choose the First Product Listed



**62%**

of respondents typically scroll to the bottom of the search results page seeking deals

However, since inflation has been a large factor in consumers spending intentions, a majority have had to contend with constrained wallets. This has prompted most shoppers to seek out deals, with nearly two-thirds of respondents scrolling to the bottom of the search results page in search of deeper discounts.



This is good news for businesses that cannot secure above-the-fold placement, as a majority of shoppers will still view their products.

**54%**

of consumers notice price in product details first

When searching on Amazon for products, consumers have always noticed the price, but as inflation rises, consumers are becoming even more budget conscious. This is further proved by our survey revealing consumers are first looking at price and then the image when searching for products on Amazon. In fact, consumers noticing price first has increased 10% year over year, up from 44%.

The importance of the title has decreased from 10% to 6%, showing that consumers are glossing over the title in favor of lower prices and high-quality imagery so shoppers can get a full view of the product. Prime eligibility has also risen slightly as consumers look to get the most out of their membership.

**Consumers Tend to Notice These Product Details First:**

- 1 **Price (54%)**
- 2 **Image (19%)**
- 3 **Prime Eligibility (12%)**
- 4 **Ratings (9%)**
- 5 **Title (6%)**



Meanwhile, the “other product suggestions” section is also becoming more important as 32% of consumers always or frequently notice them, up from 28% in 2021. According to the survey, 44% have clicked on “frequently bought together” after viewing an item, and 37% of consumers have clicked on “items other customers have bought.”

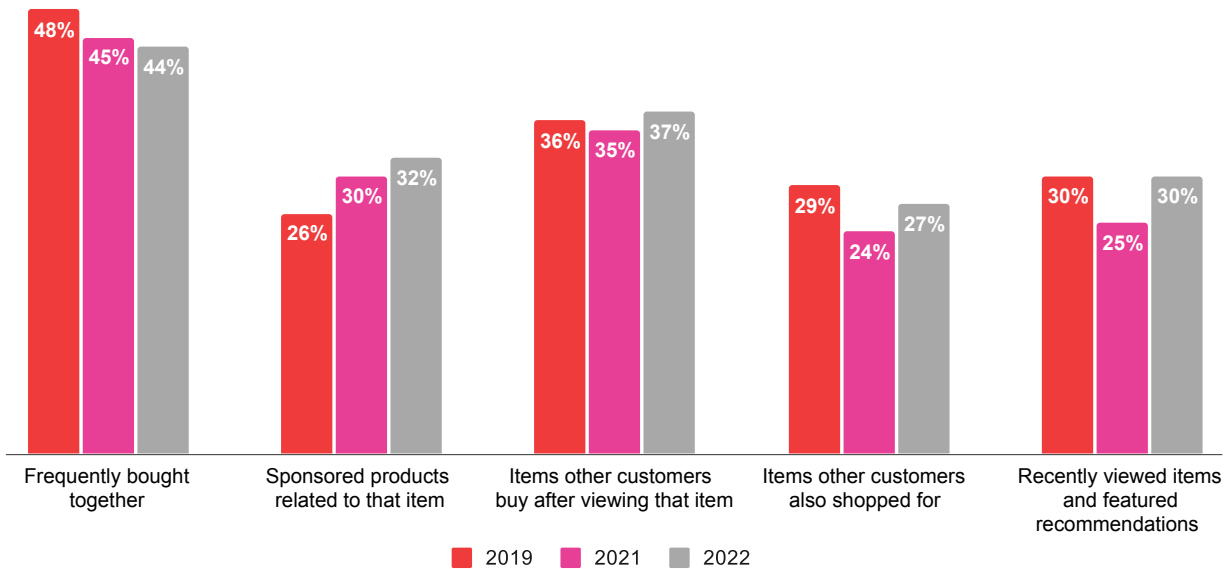
32% of consumers have clicked on the “related to that item” section for Sponsored Products on a product detail page, up from 26% in 2019.




Besides product search page results, the majority of shoppers also notice ads on the product detail page. Due to the optimal ad placement found below the Buy Box or other buying options on the customer review page often times, competitors use product detail page ads to show similar products during a time when a consumer is most likely ready to make a purchase but can also be used for complementary products.

With more shoppers clicking on “frequently bought together” and “related to that item” sections on the product detail pages, this is a great strategy to redirect traffic from competitors to your own product listings.

**Suggested Items Consumers Click on From Product Detail Page**



# Prime Day Lessons & Holiday Trends



# Prime Day Lessons & Holiday Trends

## Consumers' Reactions to Prime Day 2022

Over the years, Amazon Prime Day has become an anticipated event for deals and discounts and at one point was even popularly called “Christmas in July.” Even though Feedvisor data indicates that overall sales for Prime Day increased by 17%, consumers did not feel the deals were as deep this year as they were the past few years.

This could be a by-product of the overall “save where you can” mentality as consumers and sellers alike are cutting costs as a way to deal with inflation.



Escalating costs across merchants and brands is another reason for less than satisfactory discounts. Deals could not be as steep as normal in order for retailers and brands to still turn a profit. No one was impervious to the effects of inflation, as even Amazon had to raise their seller fees 5% to deal with rising fuel costs.<sup>1</sup>

Regardless of the reasons why consumers felt this Prime Day was not as economical, the most popular categories purchased during Prime Day were Clothing, Shoes, & Jewlery (36%), Beauty & Personal Care (33%), and Home & Kitchen (29%).

When compared to last year, the Home & Kitchen category saw the highest increase in total sales (by 30%), while Beauty & Personal Care saw an impressive 26% increase. On the other hand, Electronics saw a 5% decrease in total sales, which could be attributed to lackluster deals.

### Top 5 Category Purchases During Prime Day



**36%**

Clothing, Shoes & Jewlery



**33%**

Beauty & Personal Care



**29%**

Home & Kitchen



**26%**

Electronics



**24%**

Grocery & Gourmet Food

## Participation in Prime Day Lead-In was Enthusiastic

This year, Amazon pulled out all the stops to drive engagement and awareness for pre-Prime Day events, especially for small businesses. From June 21 to July 11, leading up to the 48-hour event, there were chances to win prizes like an all-expenses-paid trip to the Super Bowl for their “Small Businesses to Win Big” sweepstakes. Amazon also incentivized pre-event shopping experience with a free \$12 Amazon credit for Amazon Prime Members who reloaded money into their account and virtual stamps you could collect for taking certain actions like becoming a Prime Member or streaming a show on Prime Video.<sup>1</sup> These incentives worked as shoppers spent over \$3 billion on more than 100 million small business items.<sup>2</sup>



# 62%

of consumers made a Prime Day related purchase with 32% of consumers making a purchase before Prime Day

From the help of all of the pre-event incentives and deals, pre-Prime Day participation was slightly elevated than the actual Prime Day with 32% of consumers making a purchase during the lead-in, whereas only 30% made a purchase during the actual event. This is a trend we see continuing as more pre-event deals continue to happen, especially those that involve small businesses that sell on Amazon.

<sup>1</sup> Yahoo 2022

<sup>2</sup> Forbes 2022

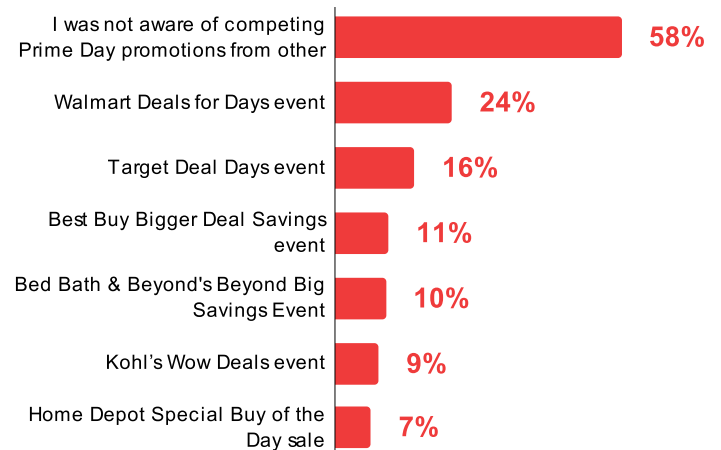
<sup>3</sup> Numerator 2022

## Prime Day Deals Eclipsed Other Retail Deals

More than half of consumers were unaware of other deals outside of Prime Day.

Typically Amazon's competitors host their own deal events to compete with Prime Day and take advantage of the shopping spirit. Retail giants like Walmart and Target all capitalize on Prime Day's popularity with Walmart+ Weekend and Target Deals Days, to name a few. Unsurprisingly, this year Prime Day once again came out ahead of other retailers as more than half of consumers were unaware of deals happening with other retailers.

### Other Deals Consumers Shopped During Prime



Overall, Prime Day shoppers were loyal to Amazon during Prime Day, and only 24% said they made purchases in addition to Amazon at Walmart's Deals for Days event. This is slightly down year-over-year, while those unaware of other deals slightly rose. Of those that shopped during Prime Day, 96% were members of Amazon Prime and 91% had been a Prime member for at least one year.<sup>3</sup>

Even though Prime Day has been held during different months in the past three years, 95% of shoppers knew it was Prime Day before shopping because of the huge advertising effort from Amazon across their platform, social media sites, and more.

## Consumers Plan Early for Holidays

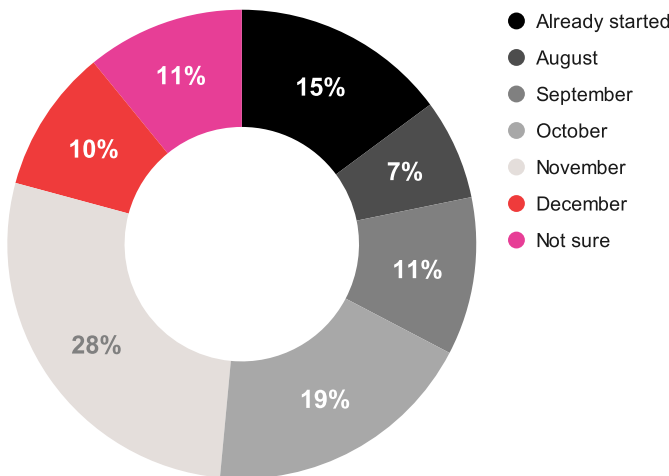
**15%**

of consumers started their holiday shopping during Prime Day

Black Friday used to be the official kickoff to holiday shopping. However, the past two years have changed this as holiday shopping has started earlier and earlier due to inventory issues, shipping concerns, and the global pandemic; including changing Prime Day's date from Summer to Fall in 2020.

Inventory availability and shipping concerns (70%) are still among the reasons why the majority of consumers plan to start shopping in October and November (47%) with 15% of consumers stating they've already started their holiday shopping.

### When Consumers Plan to Begin Holiday Shopping in 2022

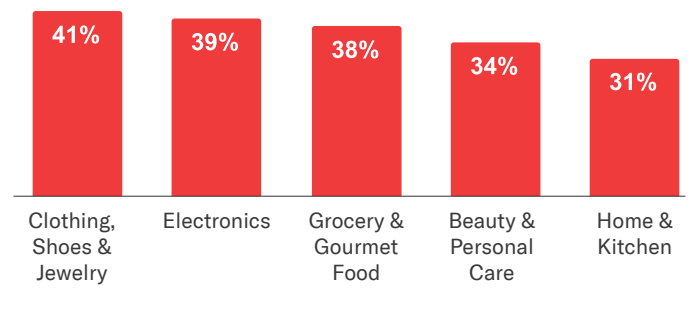


Consumers are planning their holiday lists now, with most citing inventory availability (63%), inflation (63%), and economic concerns (55%) playing a major role in what and when they plan on purchasing. Shoppers state among the top categories to be impacted by inventory availability, Groceries & Gourmet Food (37%), Electronics (39%), and Home & Kitchen (31%) products are the ones they are keeping their eyes on the most.

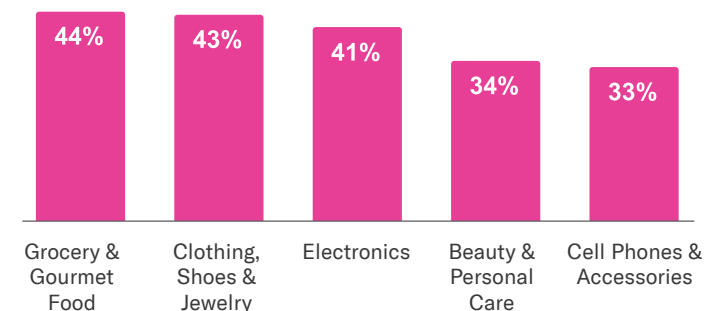


As far as economic concerns and inflation, Groceries & Gourmet Food and Clothing, Shoes, Jewelry & Watches are the top two categories that shoppers say they will be affected by. Given that grocery costs have risen 11.4% since August 2021<sup>1</sup> with no signs of slowing, and clothing costs have risen 5% in the last year<sup>2</sup>, consumers will be more likely to purchase these products when deals are prevalent.

### Top 5 Categories Shoppers Say Will be Affected by Inventory Availability



### Top 5 Categories Shoppers Say Will be Affected by Economic Concerns



<sup>1</sup>Forbes 2022

<sup>2</sup>CNBC 2022

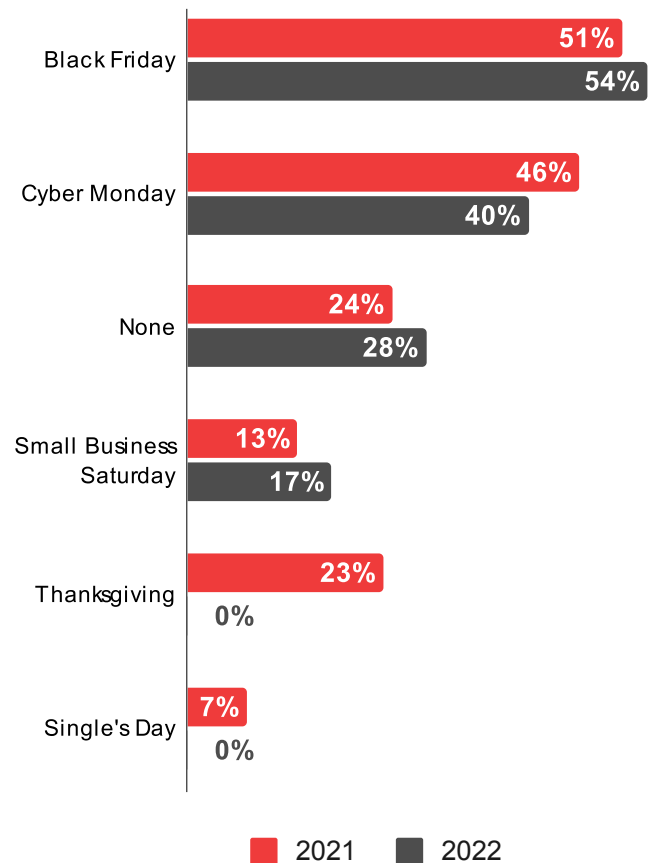
## Cyber 5 Still Reigns Supreme

Despite holiday shopping starting earlier, consumers still view the holidays as the best time to score deals with 60% of consumers saying they shop for deals and discounts during Black Friday and Cyber Monday and 38% of consumers saying they wait to make a big purchase until one of these events.



In particular, this year's Cyber 5, or rather, the period between Thanksgiving and Cyber Monday, is proving to be the time when the majority of consumers will make purchases, as 58% of consumers say these are the best times for deals. Black Friday continues to dominate as the most popular annual shopping event across all age groups as 42% of consumers say the best deals are on Black Friday and 54% claim they will make a purchase on Black Friday, up 3% from last year. Cyber Monday is still just as important with 40% of consumers also planning to shop on this sales day.

### Holiday's Consumers Plan on Making a Purchase During



## Amazon is the Top Gift Destination

Amazon remains the top gift destination as more than 75% of consumers plan to spend 40%+ of their holiday budgets there. Additionally, 20% of all consumers surveyed plan to spend between 60-100% of their holiday budgets on Amazon.

The age group planning on spending the most of their holiday budget on Amazon are **Millennial parents**, who are more likely to **spend between 40-60% of their budget**.

Part of Amazon's appeal is their ability to make timely deliveries, especially during periods of high demand when delivery deadlines are of the utmost importance. Luckily, supply chain worries in general should be less of a concern this year as new reports suggest the global supply chain is in its best position in several years. This means the array of challenges that emerged last holiday season will be less of a factor for many retailers, including Amazon, in Q4.

Consulting firm RSM's U.S. Supply Chain Index—which aims to provide a near real-time look at the elements of transportation, manufacturing, sales, and labor that underscore the manufacturing and service sectors—rose above neutral for the first time in nearly three years in July.<sup>1</sup> Additionally, Flexport's Ocean Timeliness Indicator—which measures the amount of time it takes an item to make its way from Asia to North America—fell to the lowest level since Aug. 1, 2021.<sup>2</sup>

All of these signs are creating a hopeful outlook, however Amazon appears to not be taking any chances. A second Prime Event called the Prime Early Access Sale, has been announced for October 11 - 12th, most likely in an attempt to extend holiday sales. In fact, this is not the first time Amazon has promoted sales in the fall, as last year they announced their first-ever multi-week Holiday Beauty Haul which ran from October 4th to 25th.

The event featured deals and discounts for beauty, grooming, and self-care items. In 2020, Prime Day was held in October, after being delayed by the pandemic, and was met with marked success as consumers took advantage of the deals for their holiday purchases.

## 54%

of consumers will go to Amazon for all last minute holiday gifts

Despite efforts to begin holiday shopping early, over half (54%) of consumers will go to Amazon for all their last minute holiday gifts, especially younger Millennial Males and parents. Walmart is the second destination of choice, with 25% of consumers stating they will shop there, and Target is the third retailer, cited by 7% of consumers for last-minute shopping.



### Last Minute Shopping Destinations

With the end of summer nearing, the holiday shopping season is now underway. Inventory planning, promotions planning, and advertising strategies for Q4 should start now to lay the foundations for a successful and extended holiday period. Retailers and brands that holistically plan and optimize their operations and holiday strategies well in advance of key shopping dates are in the best position to drive demand and profits throughout the entire quarter.

**Learn More.**

<sup>1</sup>RSM 2022

<sup>2</sup>Flexport 2022

# Looking Forward: The Future of E-Commerce is Convenience Through Tech & Experiences

Supply chain, inflation, and labor concerns had a considerable influence on consumer purchasing behaviors in the past year, pushing this year's holiday shopping earlier once again.

**Despite the initial slowdown in growth, U.S. marketplace e-commerce sales are still expected to hit \$357.26 billion by the end of 2022, making up a significant 35% of all online sales.<sup>1</sup>**

Moreover, Forbes forecasts that we will experience some respite in 2023, as the economy will become more stable, especially in e-commerce.<sup>2</sup> However, next year, shoppers are likely to expect even better experiences, borne out of necessity to differentiate between competitors.

**Brands and retailers who adopt a hybrid shopping approach combining innovations in digital technology with in person shopping will upgrade the typical shopping experience while seeing greater success.**

For example, Amazon has created a new brick-and-mortar fashion store where consumers can use their phone to scan QR codes as they shop to see different colors, sizes, styles, and even reviews in the app to purchase in-store, get shipped to their home, or added to their wishlist for a later purchase.<sup>3</sup>

Next year, AR shopping will also be on the rise, and can be a successful tactic when combined with social commerce. Nike is a great example, as their in-app customizable Nike Air Force 1s use a filter to prompt users to toggle through and change the color and texture of 13 different parts of the sneakers before hitting the "try on" button to see a digital 360-degree overlay of what they would look like on the users feet.<sup>4</sup>

Hybrid or omnichannel experiences like these allow Amazon and other e-commerce sites to deliver more personalized shopping experiences and micro-moments for their customers while providing the consumer the most convenience.

It is not just creating trendy features but crafting a new retail model to seamlessly integrate with AR and VR, social commerce, and adapting to consumers' needs by investing in the entire experience.

With one click purchase, customers can now get the products they want faster and more conveniently than ever before. And with the availability of products 24/7 online, customers can shop whenever and wherever they want. But despite all of these advancements, customers still value things like competitive prices and product quality. So if businesses want to stay ahead of the curve, they need to focus on enhancing their technology while also maintaining the fundamentals that customers care about most.

This is an exciting time for consumers and retailers as personalized and connected experiences transform e-commerce from the customer journey to operations and logistics. To meet their goals and grow relationships with key customers and prospects, businesses across the e-commerce landscape need AI-powered technology and holistic optimization strategies.

<sup>1</sup>Insider Intelligence 2022

<sup>2</sup>Forbes 2022

<sup>3</sup>Business Insider 2022

<sup>4</sup>Time 2022



One Platform. One Team. 360 Optimization.

# Unlock Your Amazon Potential

Advertising | Pricing | Intelligence | Strategy | Brand Experience | Content

- Drive demand and conversion with real-time pricing and advertising optimization
- Holistic analyses and actions
- Precise, SKU-level insights and actions
- Actionable market intelligence
- Strategic planning and customer journey management
- SaaS Technology and managed services



[Start Free Trial](#)

## Client Results Spotlight

**87%** average YoY sales growth

**81%** average YoY profit growth

**57%** average YoY ad sales growth

## Get Ready for the Holidays with a FREE Personalized Advertising Audit

We'll help you improve your advertising performance just in time for the holiday rush.

### Your report covers:



Where you are wasting ad spend and how much



Which campaigns are more effective for your business (manual vs. automatic)



Where your ad strategy could be more efficient

[Get Free Audit](#)