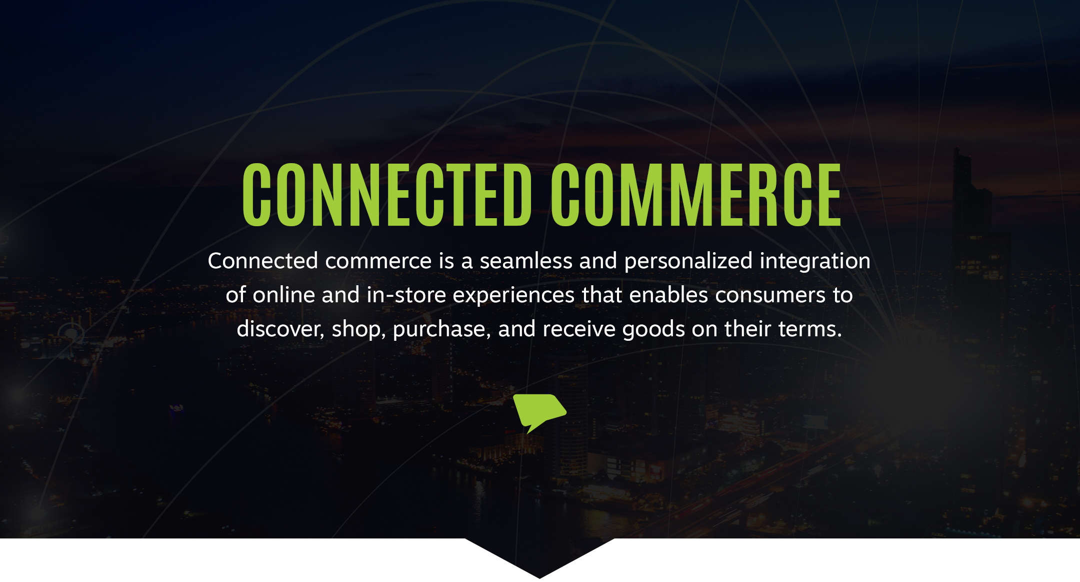
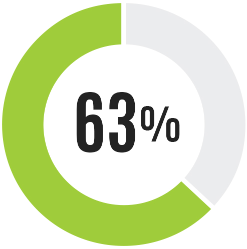
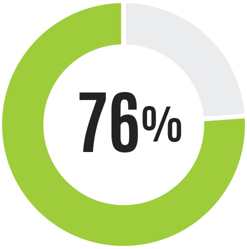


CONNECTED COMMERCE

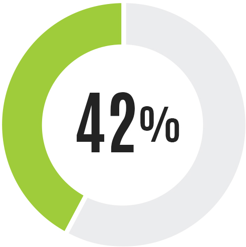
Connected commerce is a seamless and personalized integration of online and in-store experiences that enables consumers to discover, shop, purchase, and receive goods on their terms.



Consumers expect personalized service when they shop

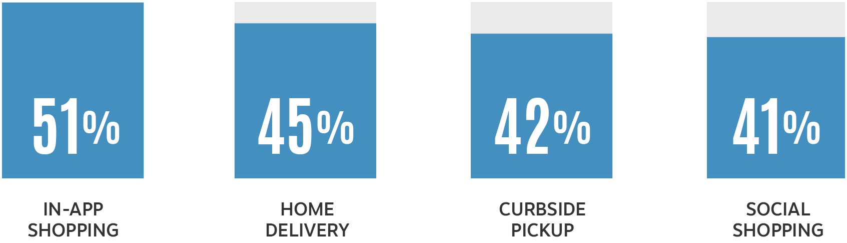


Consumers are likely to support a business that knows who they are and what they want



Use multiple channels during their shopping journey

CONSUMERS’ MOST POPULAR CONNECTED SERVICES



DEEP DIVE:
CURBSIDE PICKUP

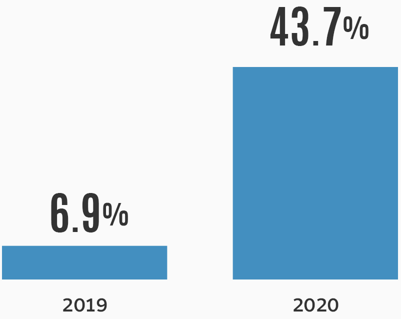
208%

Increase in curbside orders during the pandemic in the US

59%

Of consumers will continue to use curbside pickup post-pandemic

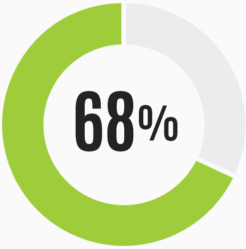
Top 500 Retailers with stores have launched curbside pickup en masse in North America



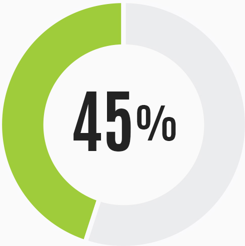
5x

Increase of Top 500 Retailers with stores offering curbside from 2019 to 2020

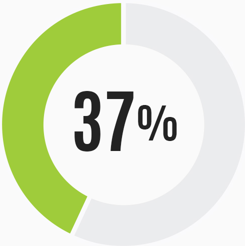
Types of items or businesses consumers would like to shop at or interact with using curbside pickup



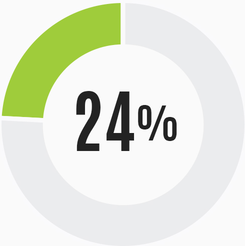
Grocery



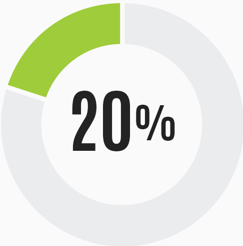
Home Goods & Supplies



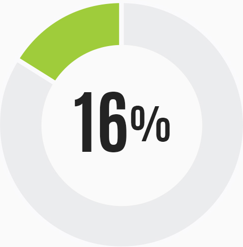
Pet Supplies



Beauty & Personal Care



Fashion & Apparel



Sporting Goods

DEEP DIVE:
SOCIAL SHOPPING

34%

Increase of the Global Social Commerce market in 2021

$735b

Global Social Commercial sales forecast for 2023

87%

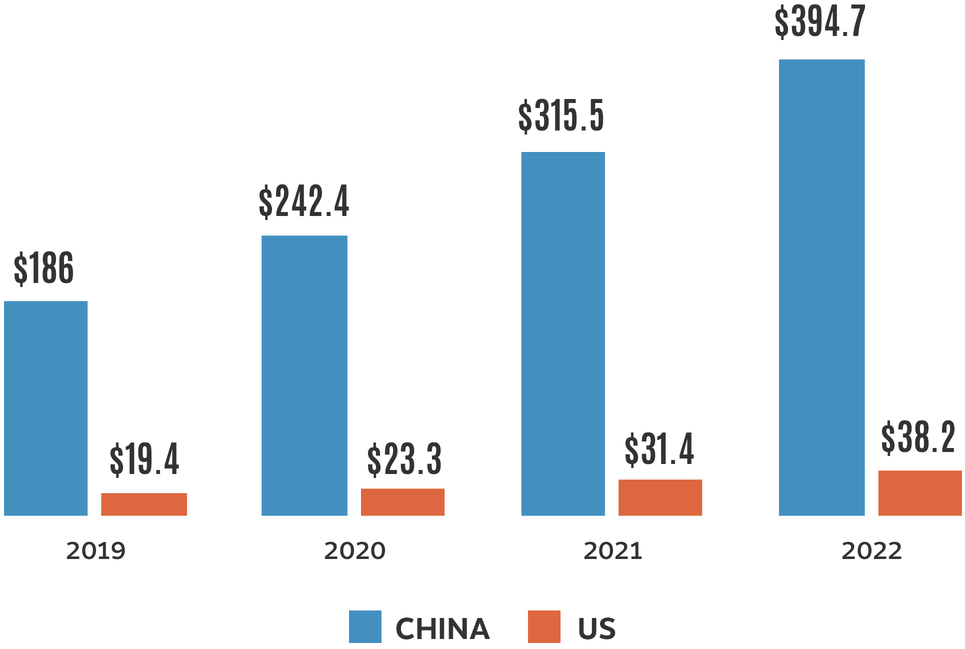
Of online shoppers believe social media helps them make a purchasing decision

21.7%

Apparel is the largest segment of social commerce making up 21.7% of revenue in 2020

China leads the way in Retail Social Commerce Sales

(in billion USD)



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