

Deloitte.
Digital

Seizing the next era of growth in digital commerce.

Five trends that are deepening
customer experience and
connection.

JUNE 2021



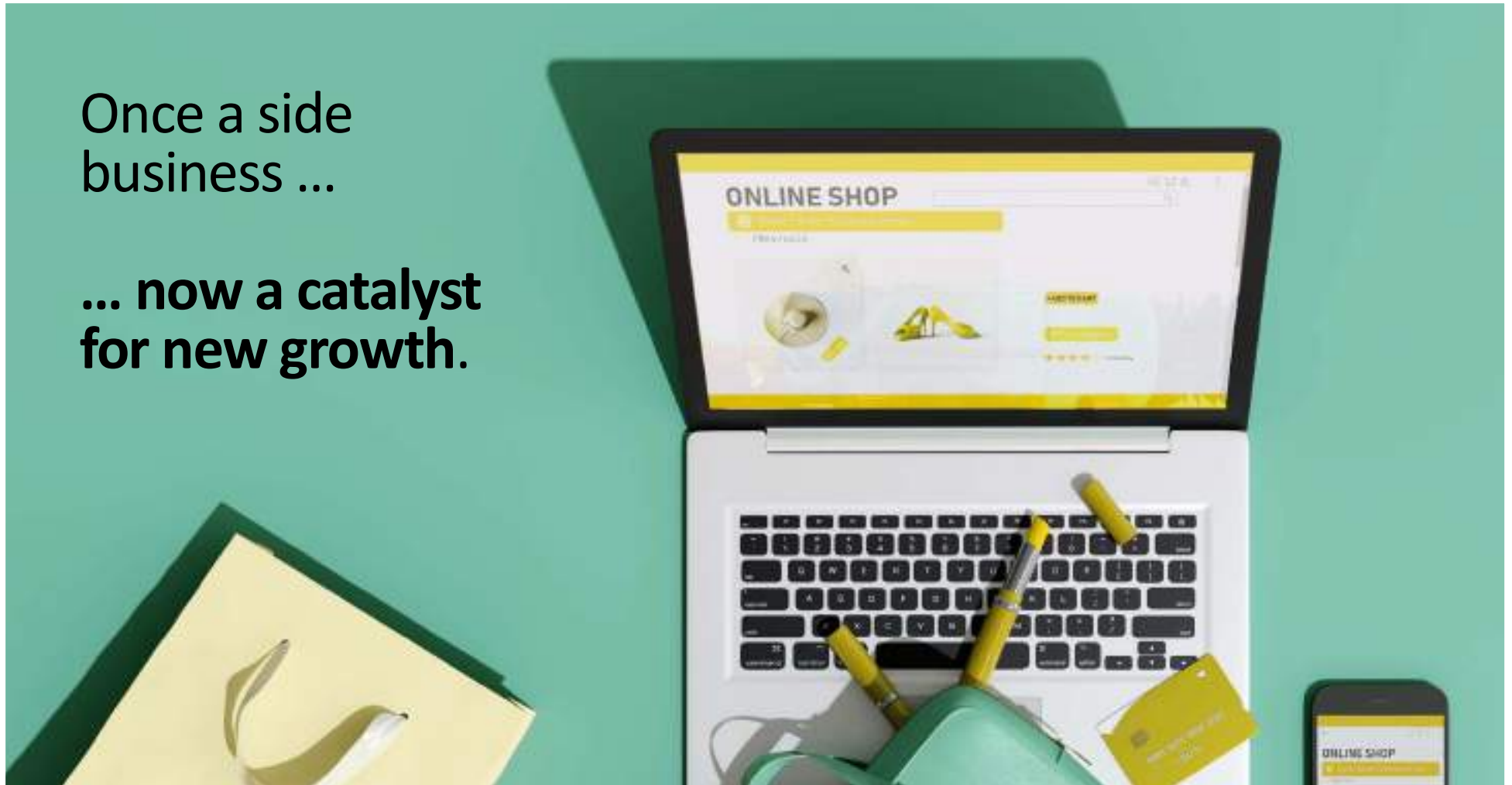
Shift from surviving to thriving.

- Disconnected customer data
- Lack of real-time immersive experiences
- Ill-defined strategy or ongoing support for commerce channels
- Legacy platforms that are difficult to update or scale
- Lack of digitization in B2B sales



Once a side
business ...

**... now a catalyst
for new growth.**

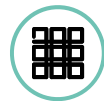


Seizing new growth in digital commerce: **5 TRENDS**



TREND 1

AI-DRIVEN PERSONALIZATION:
Smaller cohorts, bigger sales



TREND 4

COMPOSABLE ARCHITECTURE:
Mix, match and grow



TREND 2

ONLINE MARKETPLACES:
Greater choices, greater profits



TREND 5

B2B COMMERCE:
Drive new sales growth



TREND 3

SOCIAL COMMERCE:
Come for friends, stay for shopping

TREND 1: AI-DRIVEN PERSONALIZATION

Smaller cohorts, bigger sales



Only **17% of brands** are very or extremely effective in **segmenting and targeting customer sets** with the most potential for long-term value.



Source: Deloitte Digital/CMO Council, *Humanizing & Analyzing Relationships to Drive Revenue, Retention and Returns*, March 2021.

Harness the data.
And **personalize**
the experience.

95% are taking
more control of
customer data.

Source: A commissioned study conducted by Forrester
Consulting on behalf of Deloitte, October 2020.



TREND 2: ONLINE MARKETPLACES

Greater choices, greater profits



32%
increase in
product assortment

34%
increase in
web traffic

81%
increase in
total sales



Source: Mirakl, "2021 Enterprise Marketplace Index by Mirakl Reveals Marketplaces Grew at More than Double the Rate of Overall Commerce in 2020," Enterprise Marketplace Index by Mirakl, March 3, 2021.

Greater choice, greater profits ...

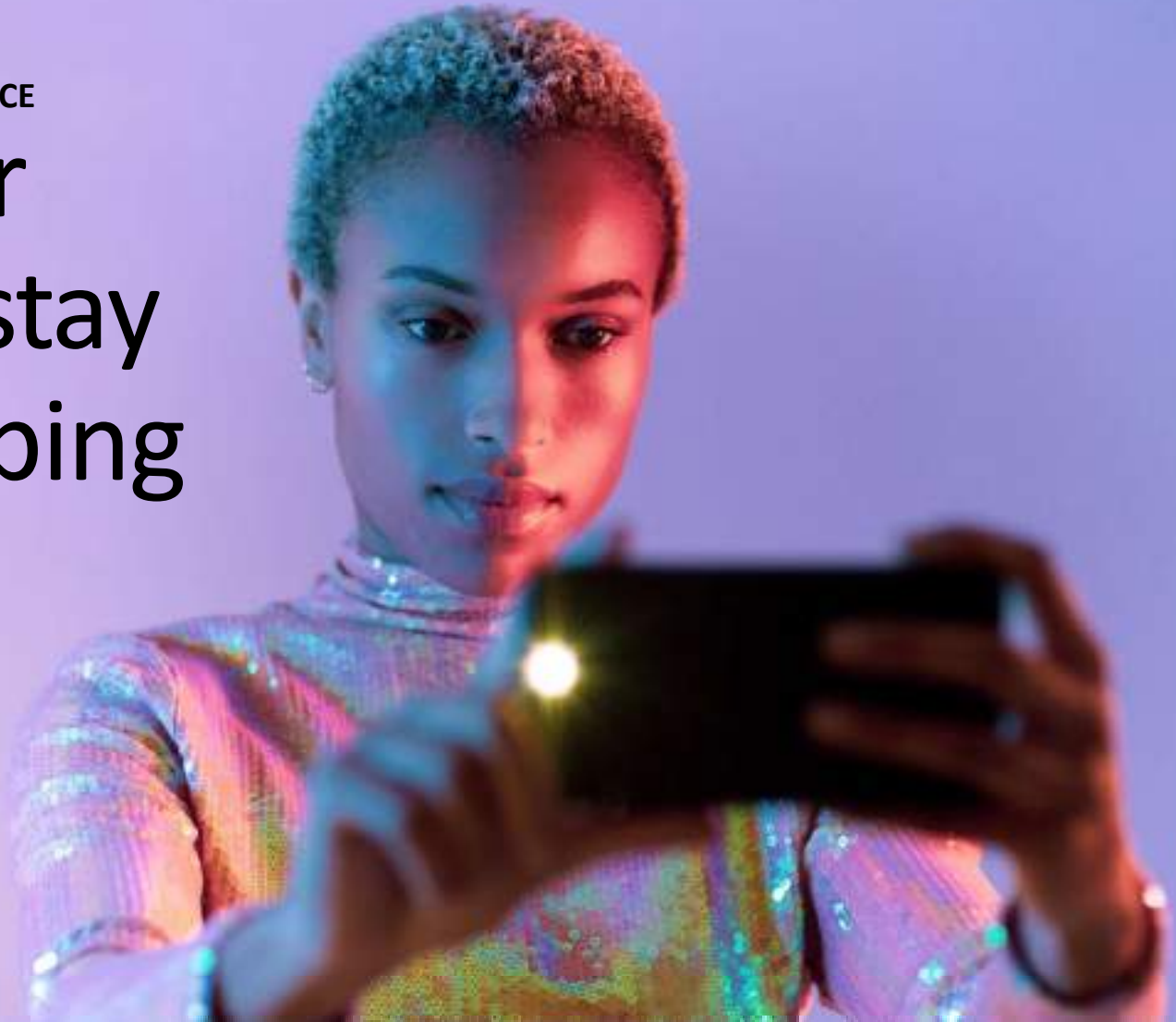
... and greater considerations.

- Product alignment
- Niche or multcategory
- Seller performance metrics
- Reputational and legal risks



TREND 3: SOCIAL COMMERCE

Come for
friends, stay
for shopping



84% of surveyed consumers will choose to buy from a brand they follow on social over a competitor.¹

40% of surveyed consumers are comfortable with brands knowing their social media handles.²



Sources: 1) SproutSocial, 2020 Sprout Social Index, *Edition XVI: Above & Beyond*, pg. 18.
2) Deloitte Digital, *Creating human connection at enterprise scale*, June 2020, p. 10.

Get a social (commerce) life.

Retail social commerce in the United States is expected to grow **34%** in 2021.

Source: Andrew Lipsman, "Media and Commerce Convergence Creates Growth Opportunity for Brands," eMarketer, February 2, 2021.

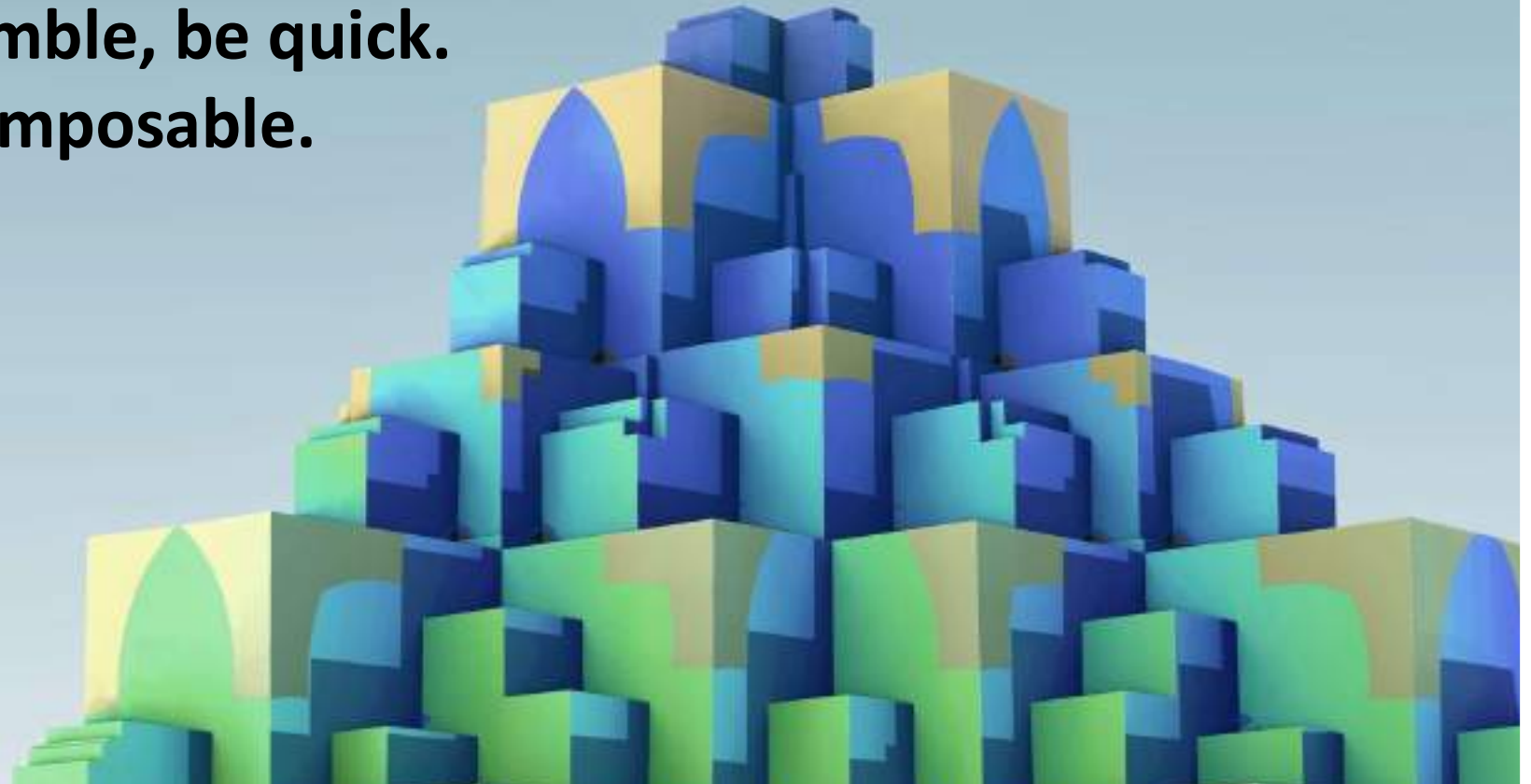


TREND 4: COMPOSABLE ARCHITECTURE

Mix, match and grow



**Be nimble, be quick.
Be composable.**



Grow with trends, taste and time.

A commerce platform that changes component by component.

- Unique, customized experiences
- Best-in-breed capabilities
- Better ROI with more flexible vendor pricing



TREND 5: B2B COMMERCE

Drive new sales growth



60% of surveyed B2B sellers said COVID-19 caused them to invest more in digital commerce.



Source: DigitalCommerce 360 & Vertical Web Media LLC, *The 2021 U.S. B2B E-commerce Market Report*, February 2021, p. 20.

Digital is driving sales growth in B2B.

B2B digital sales increased 11.8% in 2020, even as total B2B sales fell 2.6%.

Source DigitalCommerce 360 & Vertical Web Media LLC, *The 2021 U.S. B2B E-commerce Market Report*.



PRESENTER – add use case for presentations, as appropriate. Or delete.

SEIZING THE MOMENTUM OF DIGITAL COMMERCE IN THE REAL WORLD

Seize new growth through commerce:

PRESENTER – adjust these questions at your discretion, based on audience needs/roles

1. Which commerce trends are most relevant to my company and my industry?
2. Within these trends, where do I want to play? Where do I want to win?
3. Have I prioritized a go-forward plan that aims beyond reducing friction to building relationships?
4. What capabilities and processes do I need to tactically execute on my plan?
5. Am I leveraging business relationships in impactful and strategic ways (with suppliers, influencers, distributors, etc.)?
6. Does my company have a culture that will embrace the change that lies ahead?
7. How is inaction affecting my commerce results? How am I measuring the impact of these trends today and how will I iterate tomorrow?



Thank you.

Sources:

Slide 7: Deloitte Digital/CMO Council, *Humanizing & Analyzing Relationships to Drive Revenue, Retention and Returns*, March 2021, <https://cmocouncil.org/thought-leadership/reports/humanizing-and-analyzing-relationships-to-drive-revenue-retention-and-returns#:~:text=FREE%20DOWNLOAD-,Humanizing%20and%20Analyzing%20Relationships%20to%20Drive%20Revenue%2C%20Retention%20And%20Returns,more%20effective%2C%20efficient%20marketing%20mix.>

Slide 8: A commissioned study conducted by Forrester Consulting on behalf of Deloitte, October 2020.

Slide 10: Miraki, "2021 Enterprise Marketplace Index by Miraki Reveals Marketplaces Grew at More than Double the Rate of Overall Commerce in 2020," Enterprise Marketplace Index by Miraki, March 3, 2021, [https://www.miraki.com/2021-enterprise-marketplace-index-by-miraki-reveals-marketplaces-grew-at-more-than-double-the-rate-of-overall-e-commerce-in-2020/#:~:text=PARIS%2C%20BOSTON%20\(March%203%2C,marketplace%20data%20in%20the%20industry.](https://www.miraki.com/2021-enterprise-marketplace-index-by-miraki-reveals-marketplaces-grew-at-more-than-double-the-rate-of-overall-e-commerce-in-2020/#:~:text=PARIS%2C%20BOSTON%20(March%203%2C,marketplace%20data%20in%20the%20industry.)

Slide 13: 1) SproutSocial, 2020 Sprout Social Index, Edition XVI: Above & Beyond, pg. 18, <https://sproutsocial.com/insights/data/index>.
2) Deloitte Digital, *Creating human connection at enterprise scale* June 2020, p. 10, <https://www.deloittedigital.com/content/dam/deloittedigital/us/documents/blog/offering-20200630-research-emotion.pdf>.

Slide 13: Andrew Lipsman, "Media and Commerce Convergence Creates Growth Opportunity for Brands," eMarketer, February 2, 2021, <https://www.emarketer.com/content/social-commerce-2021>.

Slide 18: DigitalCommerce 360 & Vertical Web Media LLC, *The 2021 U.S. B2B E-commerce Market Report*, February 2021, p. 20, <https://www.digitalcommerce360.com/product/b2b-e-commerce-market-report/#:~:text=See%20Membership%20Plans-,2021%20U.S.%20B2B%20Ecommerce%20Market%20Report,by%2011.8%25%20to%20%242.19%20trillion.>

Slide 19: DigitalCommerce 360 & Vertical Web Media LLC, *The 2021 U.S. B2B E-commerce Market Report*.

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