

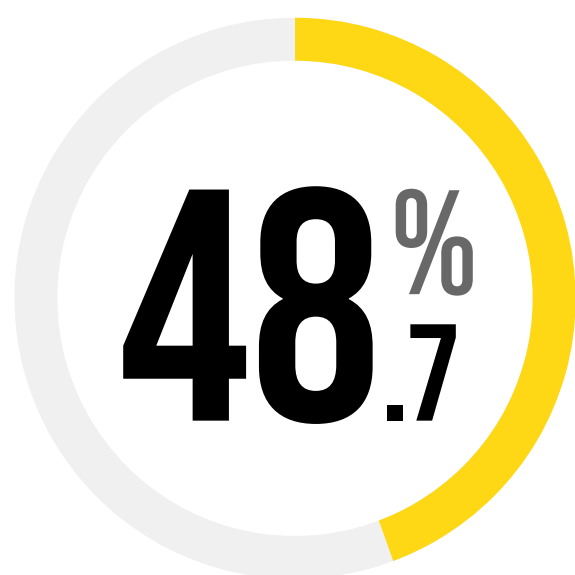
6 STATS SUMMING UP THE STATE OF E-COMMERCE POST PANDEMIC



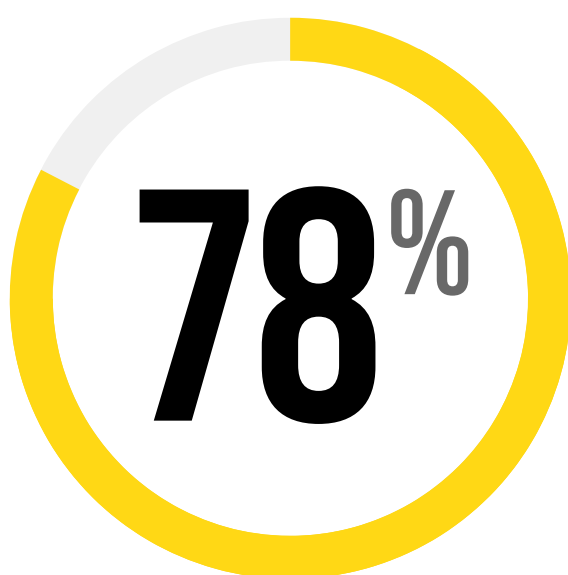
The following insights, taken from recent research by Epsilon, in conjunction with **Campaign**, tell the story of how the pandemic and its associated e-commerce boom have permanently transformed the landscape for both brands and consumers.

THE BIG PICTURE

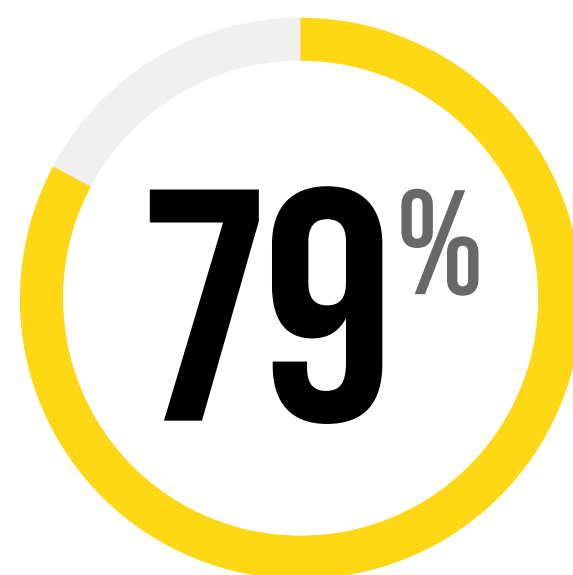
This transformation has been wide-ranging, leaving few consumer-facing sectors untouched and strategic imperatives such as e-commerce investment, digital marketing and customer loyalty all deeply affected.



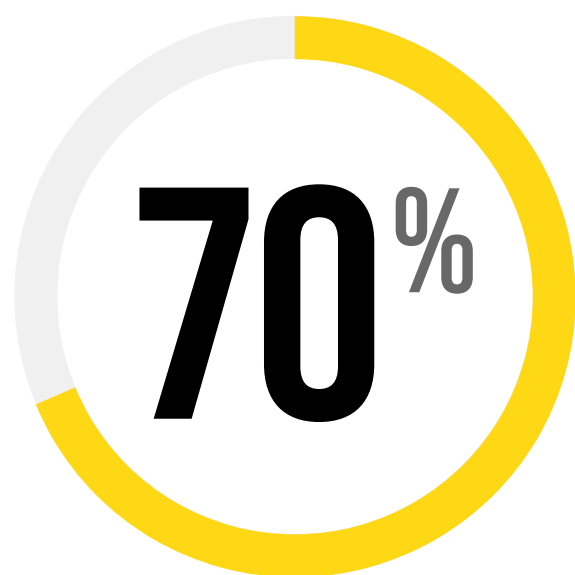
EXPERIENCED ONLINE BUSINESS GREATER THAN PREDICTED DURING 2020



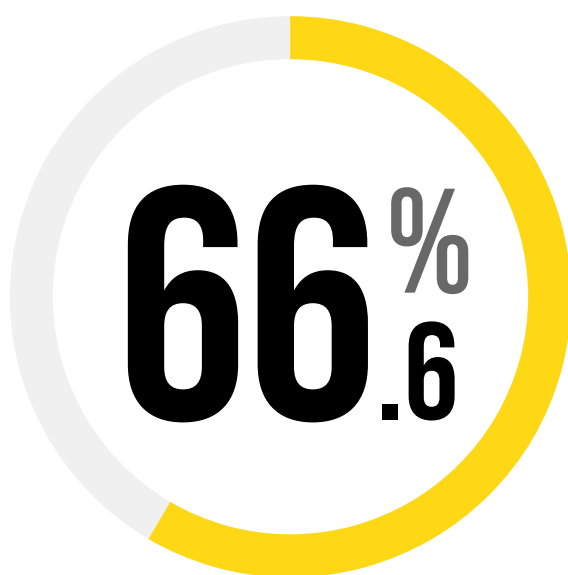
OF BUSINESSES BELIEVE THIS RAPID ONLINE GROWTH IS PERMANENT



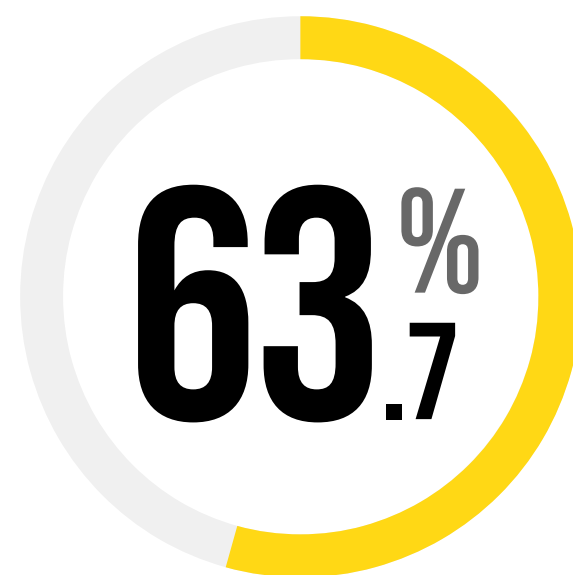
OF FIRMS INVESTED IN THEIR E-COMMERCE CHANNELS DURING 2020 IN RESPONSE TO THE CUSTOMER SHIFT TO ONLINE



OF COMPANIES INVESTED IN DIGITAL MARKETING



OF BUSINESSES SAY THEY FEEL UNDER PRESSURE TO BEAT OR MAINTAIN THE PEAK IN E-COMMERCE ACHIEVED DURING 2020



OF RESPONDENTS SAY THAT EVEN IN THIS FAST-EVOLVING ENVIRONMENT THEY ARE CONFIDENT ABOUT ATTRACTING SECOND-TIME CUSTOMERS.

IN A NUTSHELL

Epsilon’s research shows that the pandemic has dramatically accelerated the growth and maturation of e-commerce across a broad range of sectors and business types. This transformation is permanent, but organisations feel under real pressure to maintain their slice of the e-commerce action and justify their investment.

FIND OUT MORE



FOR MORE INSIGHTS DOWNLOAD EPSILON’S NEW REPORT *HOW TO SUSTAIN THE NEW DIGITAL MOMENTUM.*

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