

How to Win in the Amazon Era

EPSILON

CONVERSANT

Anxious about Amazon? You're not alone. 44% of retailers say they don't know how to respond to the online retail giant.

Instead of retreating, we'll help you learn from Amazon's approach.

Amazon is massive—a dominant choice for consumers.

Why consumers choose Amazon:

64% price

60% free shipping

52% convenience

43%

of all U.S. ecommerce sales in 2016 were on Amazon, a number that's growing

67%

of online shoppers agree that Amazon is America's most innovative retailer

8.5M

consumers were Prime members in 2017, a 63% YoY jump

But brick and mortar has something that Amazon doesn't.

54% of consumers prefer shopping at stores.

69% say that touching a product is an important part of shopping.

73% trust stores more than online for safe, secure shopping.

What can you do to win marketshare?

A percentage of shoppers are happy to switch if you offer:

comparable prices
81%

free shipping
60%

promotions
44%

products they can't find on Amazon
38%

Invest in what shoppers are looking for, and then build lifetime relationships with them.

Here's how:

Understand each consumer's online and offline behaviors using data about what they buy (even when it's not with your brand), where they go and what they do.

Personalize your messaging using data-driven insights about the products they want and the offers that motivate them.

Maintain persistent conversations across all their channels and devices, driving them to your website and store.

Optimize their experience to grow loyalty, drive sales (online and offline) and get the most out of your marketing investment.

We're here to help you win more revenue.

Get the full study: [Amazon doesn't mean the decline of your brand.](#)

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