

**E-COMMERCE  
MASTERY**

**PRADEEP VERMA**

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**TOP 25 TRENDS  
AND FACTS**

- 1) 50 percent of the population online has shopped at Internet retailers more than one time.
- 2) Most online shoppers use bank transfers or credit cards to pay. In fact, 40 percent of online purchases are made by credit card. However, Paypal is quickly growing at 35 percent.
- 3) 58% of the top 1,000 US online retailers send welcome emails.
- 4) Segmented campaigns to email subscribers drive a 760% increase in revenue.
- 5) The biggest e-commerce store now is Amazon. Second is eBay, followed by Apple, Walmart, and The Home Depot.
- 6) Online shoppers in the 31 to 44 and 55 to 65 age groups spend the most money shopping online at 68 percent.
- 7) Email marketing was responsible for 24% of holiday sales during the 2018 holiday eCommerce season.

- 8) Most shoppers at 71 percent believe that they can find a better deal when they shop online rather than going to a store.
- 9) Email marketing contributes to 20% of traffic driving eCommerce sales
- 10) By the year 2040, it's estimated that 95% of all purchases will be through eCommerce
- 11) Multi-step forms in WordPress can lead to 300% more conversions
- 12) Globally, credit cards are the preferred method of payment, being used in 53% of transactions, followed by digital payment systems (43%), and debit cards (38%)
- 13) Mobile shopping hit \$2 billion for the first time on Cyber Monday in 2017.
- 14) 61% of consumers prefer to be contacted by brands via email

- 15) Email marketing yields \$44 for each \$1 spent for a 4400% ROI
- 16) Abandoned cart emails have an average open rate of 45%
- 17) Online stores with a social media presence have an average of 32% more sales than those don't
- 18) The average eCommerce site publishes 4.55 posts a week on their Facebook page
- 19) 85% of orders from social media sites come from Facebook
- 20) 75% of Instagram users have taken an action, such as visiting a website, after looking at an Instagram advertising post
- 21) 65% of consumers look up price comparisons on mobile while in a physical store
- 22) eCommerce sites can gain a 35% increase in conversion rates with an optimized checkout design.

- 23) e-commerce now is the fastest growing business model across the globe
- 24) Younger people spend more time shopping online
- 25) Average ecommerce conversion rates range from 3% to 4%, with 43% of ecommerce traffic coming from organic Google searches (SEO)