

# Meeting Customer Expectations Amid the Ecommerce Explosion



## There's No Stopping Ecommerce

**\$4.2 Trillion**

in ecommerce sales

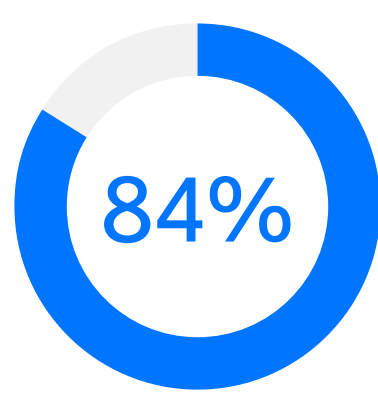
**24%**

online growth

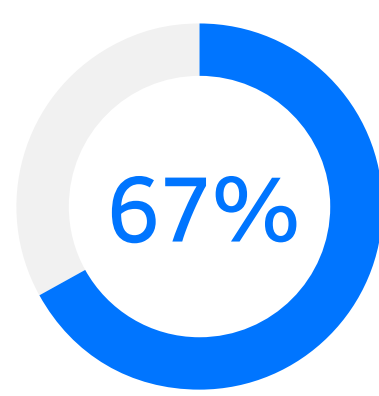
**20%**

online share of total retail sales

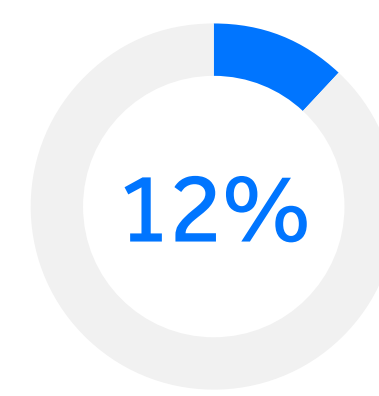
## Shoppers Want Expanded Assortment



of retail decision-makers believe that expanding online product range **will increase revenue**



of retail decision-makers expect greater choice **will attract more visitors** to the website

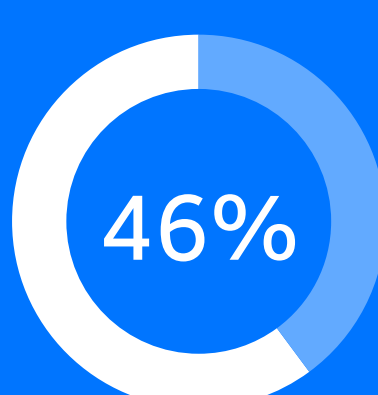


**revenue increase for each 10% increase in unique SKUs offered**

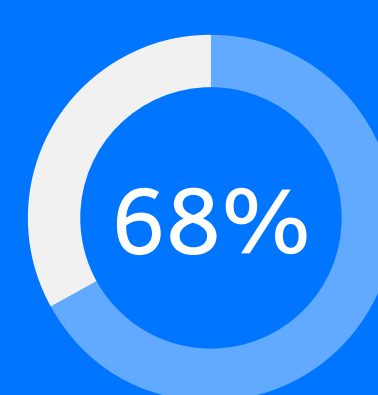


Without regular monitoring and comparison of drop-ship inventory feeds to your current assortment, **as much as 20-30% of a supplier's catalog may not be represented on your site** either because the items are missing from the supplier's feed or your assortment

## Ensure Fast and Reliable Delivery



of retail decision-makers value fast shipping and delivery capability of drop shipping



of drop-shipped orders are delivered at least one day earlier than delivery window presented at checkout



**66% of customers** make decisions about a retail brand based on the delivery experience alone



**77% will return only** if they experience zero issues with the delivery

## Deliver an Enhanced Customer Experience

**67%**



67% of consumers find it more convenient to buy items online rather than in-store

**57%**



57% of consumers have stopped buying from companies because of a competitor's better experience

**84%**



84% of organizations say improved CX has contributed to revenue growth

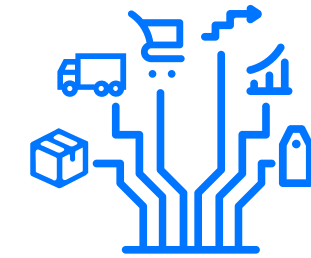
## Rapidly Increase Online Growth with Drop Ship



**Over 50% of businesses** use a drop-ship program



The average retail drop-ship program through CommerceHub is **\$1.1 billion**



**\$30 billion in GMV processed annually** through CommerceHub-enabled drop-ship programs



For many of the large retailers we work with, **drop ship drives between 30%-70%** of their total ecommerce revenue making CommerceHub an important business partner.

Finding the right ecommerce enablement partner is critical. **Learn more at [commercehub.com](https://commercehub.com)**

### Sources

- Digital Commerce360: Global Online Sales reach Nearly \$4.29 Trillion in 2020
- CommerceHub eBook: Product Range Expansion—Customer Experience Drives Successful Drop-Ship Programs
- CommerceHub Datasheet: CommerceHub Assortment Driven Inventory Program
- CommerceHub eBook: How to Transform Your Brand with White Glove Delivery Services
- CommerceHub Datasheet: Dynamic Delivery Date API Solution
- CommerceHub Survey: COVID-19 Consumer Retail Trends 6 Months Later