

eTail 

TRENDS in SPEND

Building a More Seamless
Customer Journey



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Methodology

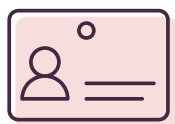
As part of the eTail UK 2022 Connect event, WBR Insights profiled attendees to discover the key investment areas for their companies. Using this unique insight, we then surveyed a further 100 Heads of eCommerce from the United Kingdom's largest brands to see why these key trends in spend are so important and to which business goals they are contributing.

The survey was conducted by appointment over the telephone. The results were compiled and anonymised by WBR Insights and are presented here with analysis and commentary by Bloomreach, Narvar, RTB House and the eTail UK community.

The WBR Insights topics detailed in this report will also be covered in the eTail Connect Spring event:

[download the agenda.](#)

What is your job title?



◆ VP/Director/Head of eCommerce	20%
◆ VP/Director/Head of Omnichannel	20%
◆ VP/Director/Head of Digital/Digital Transformation	20%
◆ VP/Director/Head of Marketing	10%
◆ VP/Director/Head of Multichannel	10%
◆ VP/Director/Head of Mobile	10%
◆ VP/Director/Head of Online Trading	10%

What type of organisation do you work for?



Fashion and jewellery 25%



Food and beverage (incl. supermarkets) 10%



Consumer electronics 20%



Travel 5%



Health and beauty 20%



Fast-moving consumer goods (FMCG) 5%



DIY and home 10%



Luxury 5%

Key Findings

1

Building an incredible omnichannel experience across the whole customer journey is a key priority for heads of eCommerce in 2023. With acquisition costs rising, 53% of our respondents revealed they view investing in customer retention and the post-purchase journey as 'very important'. By working towards retaining customers before gaining new ones, retailers are more likely to increase repeat purchases and drive forward customer referrals.

2

Retailers are prioritising personalised customer experiences in the next 12 months. Over three-quarters of our respondents (77%) will be increasing their investment in data management platforms to interpret customer data. By having an efficient data management platform, heads of eCommerce are improving demand forecasting and building more accurate customer profiles.

3

As the eCommerce industry continues to prioritise personalisation, many retailers are investing in new technologies to ensure privacy in personalised ad campaigns. Our respondents revealed they are increasing spending on 'AI to more seamlessly protect customer data' and 'digitised data-security infrastructure'. By utilising these tools, retailers are transforming how they interact with customers and setting up a more profitable customer journey.

4

A majority of respondents (67%) are looking to invest in new apps and mobile technology in the next 12 months. Apps and mobile innovations offer a simplified and assessable customer experience. Retailers can reap the benefits of improved marketing opportunities and higher conversion rates.

Our survey revealed that 63% of respondents' view enabling a variety of payment options for in-app shopping as the main driver for investing in apps. Offering a variety of payment methods makes brands' online stores more appealing to customers, increases exposure to content and builds greater revenue.

5

