

The Consumer Habits Reshaping eCommerce

An Ascendant Network
Benchmark Survey



Susan MacDermid, CEO + Founder,
in conversation with:



Courtney Graybill,
VP Personalization & Marketing Technology,
Kohl's



Tasha Blackman,
VP, Marketing,
Francesca's



Rich Johnson,
VP Enterprise Sales U.S.,
RTB House

About the **research**

In May 2021, Ascendant Network surveyed its marketing and eCommerce VPs and Directors to assess their performance over the past year and to share what they see ahead.

Some of North America's most successful retailers took the survey.



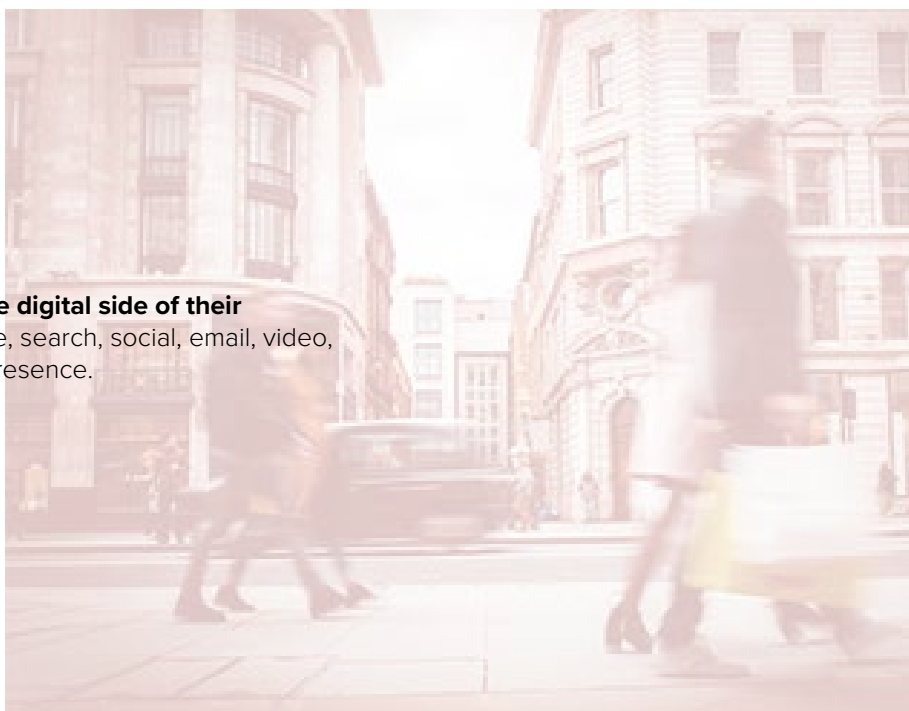
Most respondents are at **companies with \$1-5 B in annual revenues.**



Most respondents are responsible for **the digital side of their business**, including eCommerce, website, search, social, email, video, mobile app, display, and omni-channel presence.



There was a relatively even spread of companies **from under 1,000 employees to over 10,000.**



Top selling product categories for 2020:

“sneakers and slippers”

For many retailers, the top selling categories for 2020 were **household goods and well-being**. It was a year of slippers and sneakers.

- Home office furniture, headphones
- Streaming site subscriptions
- Sweaters, loungewear, pants
- Bikes, fishing gear, hiking boots, sneakers
- Detergents, cleaning agents, personal care products
- Healthy food, wellbeing products, grocery delivery, subscription meal delivery



No surprise!

RTBHOUSE =

The Consumer Habits Reshaping eCommerce

An Ascendant Network
Benchmark Survey



Susan MacDermid, CEO + Founder,
in conversation with:



Courtney Graybill,
VP Personalization,
Kohl's



Tasha Blackman,
VP, Marketing,
Francesca's



Rich Johnson,
VP Enterprise Sales U.S.,
RTB House

Return to the form and complete
it to view the full report.

AS
CEN
DANT
CONNECT