DIGITAL MARKETING INFLUENCE ON ECOMMERCE IN 2015

36%

36% of UK internet users are willing to **purchase via social media**.

3.5X

Omnichannel customers spend 3.5 times more.

5.5X

Conversion rate is 5.5 times higher after clicking a personalised recommendation.

54%

54% would consider ending retailer relationship if they are not given tailor-made, relevant content and offers

6X

6X **higher transaction rate** from personalised emails.

WHAT WE CAN TELL FROM CONSUMER BEHAVIOUR IN 2015

Consumers are looking for improved customer experience

Consumers are looking for targeted, personalised, multi-channel communication

Consumers trust content and recommendations from other consumers

2016
CUSTOMER CENTRIC DIGITAL MARKETING
TRENDS

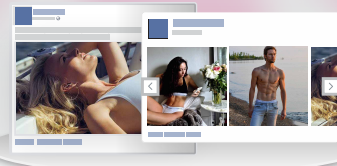# THE FUTURE OF CUSTOMER CENTRIC DIGITAL MARKETING FOR ECOMMERCE

EARNED CONTENT ACROSS MULTI-CHANNEL

4.6% conversion rate when shoppers see customer photos

9.6% conversion rate when shoppers interact with customer photos

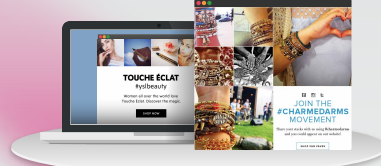9 customer photos browsed per engaged shopper – **200%** increase in time spend on site

DYNAMIC FACEBOOK LOOKALIKE ADVERTISING USING UGC

50% increase in CTR on advertising with UGC vs brand creative

Up to **5X** RoAS from Facebook Carousel Ads

12% decrease in CPA from Facebook

CUSTOMER EXPERIENCE AND EMAIL

90% of marketers see an uplift in conversion when using personalisation in email

18X more revenue generated from relevant, personalised emails than broadcast emails

40% increase in mobile click-to-open rate for brands using responsive email design

olapic

Olapic unlocks the power of consumer content to create engaging and authentic brand experiences. By collecting photos and videos from social media sites including Instagram, Twitter, Tumblr and Vine, Olapic's visual marketing platform can curate, display, and accurately predict and measure the effectiveness and success of consumer generated visual content.

Movable Ink

Retailers are laser-focused on delivering the best customer experience in email. With endless amounts of data and limited time, marketers rely on Movable Ink to deliver hyper-personalised and engaging email content that's updated at the moment of open. Innovative brands are using Movable Ink to enhance customer engagement and increase marketing ROI.

SOURCES
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