

# E-commerce buzzwords

What they mean and why they matter

In 2020, as the pace of online retail accelerated, Canada's e-commerce skipped ahead several years. With that came unexpected opportunities and the chance to think differently. So, Canada Post gathered some of the country's smartest e-commerce minds at a virtual event for medium-to-large-sized businesses. These experts talked about how to think like e-commerce leaders. They decoded buzzwords and explained what's relevant for online retailers. We've captured their advice in these top 2021 trends that could influence your e-commerce success:

## Combine marketing automation + prediction

These are your key allies, according to **Jean-Philippe Gauthier**, Head of Digital Marketing Transformation at Google Canada. Are you prepared? Online retailers experiencing success in the surge recognize what digital transformation means to business success, why foresight and speed to market count and how to blend technology with humanity:



### Let data be your guide

Integrate online and offline insights for precise targeting.



### Combine purpose and personalization

Data is not your only ally.



### Invest in assessment, discovery and agility

Trace customer journeys and critical touchpoints.



### Test, learn, adapt and scale at speed

Intuition will only get you so far.



### Measure against pre-defined objectives

Track all channels for impactful additions/omissions.

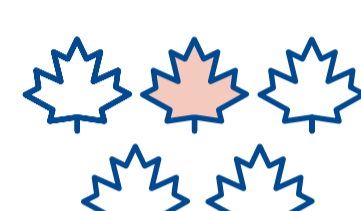
## Be a proud Canadian

**Christian Bourque** is EVP and Senior Partner at Léger. He talks about the 2020 retail revolution and stresses the importance of embracing evolution in the aftershock. Canada's e-commerce moment is now. One way to revive the post-pandemic economy is to boost local and celebrate Canadian brands. Léger research in collaboration with Ig2 shows Canadian consumers are ready to embrace domestic talent:



### Adoption

35% of Canadians tried a new product during the pandemic: Make sure you're on their list.



### Community commerce

One in five are buying more locally: Communicate your specialty and proximity as a retailer with a social + local + mobile (SoLoMo) mindset.



### Brick-and-click

2/3 want to buy more Canadian/local brands: Expose your northern roots online and offline.



### Customer lifetime value

Shared purpose matters: Demonstrate community support by showing consistent commitment.

## Prioritize diversification

2020 asked us to react quickly to changes and to mitigate risks. We all learned to do things differently. **Bryan Sirois** is a Global Trade Director at Export Development Canada (EDC). He suggests diversifying chains, channels and customers to take advantage of the shifts you foresee as well as the unexpected surprises you don't.



### Supply chain

For greater agility, research alternative sources and routes to market.



### Buyer base

To add followers and customers, target new audiences, markets and regions.



### Channels

To reach more shoppers, mix and match distribution as well as media channels.



### Unified commerce is good for operations

Data drives decision making.



### Inventory locations are tracked

This connects your physical and virtual aisles.



### Inventory management is prioritized

It gives shoppers flexible options for purchases and returns.



### Metrics reveal busy times and popular products

You get ahead of scheduling/restocking.



### Coordinated in-store experiences generate interest

They can help grow online sales.



### A single view of shoppers creates advantage

Make experiences hyper personalized and intuitive.

## Remove friction

**Reilly Stephens** is Director of Insights at Retail Prophet. For her, unified commerce is the frictionless shopping experience customers expect, "Building a truly integrated online/offline ecosystem allows retailers to connect all the dots of their business through a single platform...while plugging into consumer behaviour."

## Outplay the competition

A more prominent profile leads to more competitors. Set the standard by nailing the basics. Then go beyond the baseline to keep shoppers satisfied and informed, while actively managing their shopping journeys and experiences with you. Canada Post research reveals six key areas of focus to sharpen your competitive edge:

84%

### Provide free shipping

84% will shop more often with a retailer that does.

69%

### Fast shipping matters

69% will shop more often with a retailer that provides it.

76%

### Offer free returns

76% will shop more often with retailers that do.

60%

### Fulfill orders fast

60% say processing/shipping orders quickly is a reason to shop with a retailer.

78%

### Keep customers informed

78% choose retailers that manage expectations.

73%

### Be safe

73% will shop more often when packages are secure – even if they are not home to receive them.

## Enjoy your e-commerce moment now.

Find out how to think like an e-commerce leader in our four-part blog series by visiting [canadapost.ca/ecomacceleration](https://canadapost.ca/ecomacceleration).