



# INFOGRAPHIC

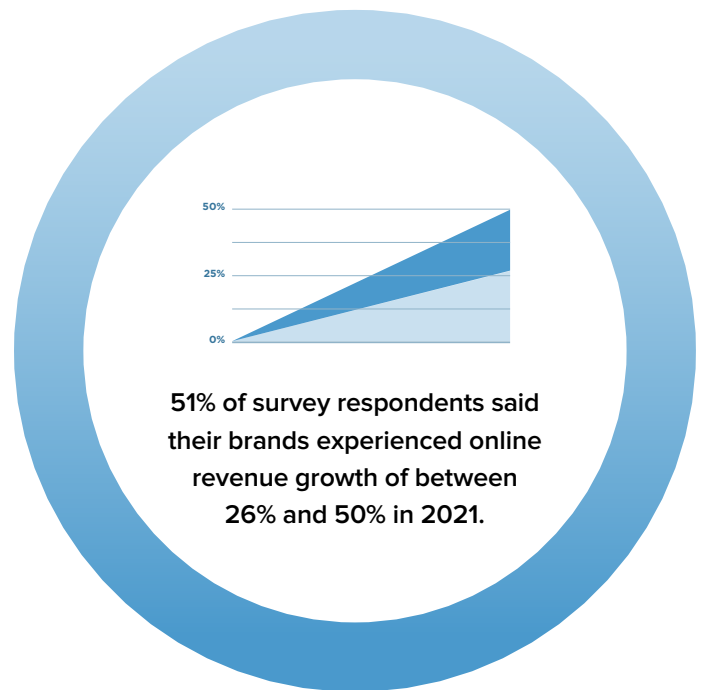
The 2022 eCommerce Executive Key Initiatives Report provides all new data from leading eCommerce brands across many verticals and market segments. Growth is the theme of this year's report with survey respondents investing in customer acquisition and digital experience to meet revenue and conversion rate growth goals in 2022.



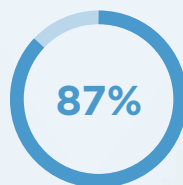
## KEY 1

### eCommerce Growth is the Top Priority in 2022

In 2022 brands are looking to build on the growth they experienced during the pandemic. Although in-person shopping is on the rise, the past two years have changed the way people shop. Technologies like omnichannel, personalization, and paid search offer shoppers conveniences they won't do without, and brands are capitalizing on this to increase conversion rates and annual revenue.



Even with the return of in-person shopping, brands continue the trend of driving more eCommerce revenue since it is their biggest opportunity for growth.



87% of brands are looking for year-over-year increases in conversion rates of between 5% and 15%.





50% of brands are targeting year-over-year online revenue growth of 10% to 15%.

## KEY 2

### How Will Brands Achieve Their Growth Goals in 2022?

Brands are investing heavily in customer acquisition and digital experience. Maximizing and retaining their current site traffic is key to making the most of what they spend.

 More than 79% of brands are investing 25% to 50% more in customer acquisition than in previous years. That's an increase of \$125,000 per month for the average brand.

 Respondents are planning to spend between \$300K and \$450K per month on customer acquisition.

Brands will offer shoppers a great digital experience by investing in these top 3 areas:



DATA SECURITY/PRIVACY



SITE SPEED

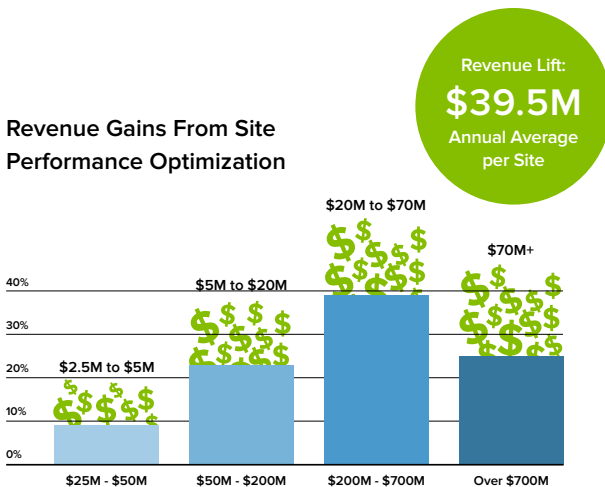


SITE ANALYTICS

## KEY 3

### 3rd Party Tech Investments

In 2022, brands will continue to invest in 3rd party technologies to deliver great digital experiences for shoppers. Unfortunately, these 3rd parties can also slow site speed way down. Optimizing the loading of 3rd parties enables brands to have both fast site speed and engaging site features.

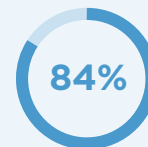


\*Assumes 10% conversion lift (for example, 2% to 2.2%) for survey respondents

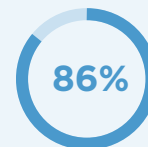
## KEY 4

### Site Speed is Critical to Growth

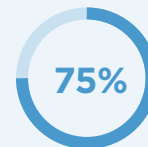
Reducing page load times by one second has been proven to result in nearly a 6% conversion lift, and brands are getting the message. Over 86% of respondents acknowledge that site speed is one of the most important factors in eCommerce success.



of brands agree that faster sites result in higher conversion rates.



of brands agree that if a page takes more than 3 seconds to load that 50% of shoppers will bounce from the site.



of brands agree that site speed is critical to digital experience.

## Learn More!

Find out how your brand's eCommerce goals, initiatives, and investments compare to others in the industry. [Download the full 2022 eCommerce Executive Key Initiatives Report HERE.](#)

