

Analysis and ranking of 130 leading local and international players from 11 sectors, through 250 Online and OmniChannel criteria before, during and after purchase

E-COMMERCE PLAYERS TOP 20

1	zalando	11	TARGET
2	Zappos	12	SEPHORA
3	amazon.com	13	kate spade
4	NET-A-PORTER	14	Harrods
5	GAP	15	CLINIQUE
6	LACOSTE	16	sarenza
7	Fab.	17	blomingdales
8	NORDSTROM	18	John Lewis
9	MARKS & SPENCER	19	La Redoute
10	RALPH LAUREN	20	maccos

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OMNICHANNEL TOP 10

(Pick up in store, Return in store, Connected stores etc.)

1	macy's	6	boulangier
2	DARTY	7	NORDSTROM
3	maccos	8	TOPSHOP
4	BEST BUY	9	celio*
5	TARGET	10	GAP

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BEST PRACTICES

M-COMMERCE APPLICATION	H&M
USER INTERFACE	Harrods
PRODUCT PAGE	NORDSTROM
SALES FUNNEL	amazon.com
NEWSLETTER	MARC JACOBS
CUSTOMER SERVICE	CLINIQUE
CUSTOMER ACCOUNT	adidas
COMMUNICATION EMAILS	Fab.
PACKAGE	CLARINS
RETURN & REFUND	John Lewis
OMNICHANNEL	macy's

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KEY FIGURES

- 73% of the players do SEM on Google, 62% on Bing and 59% on Yahoo!
- Average Facebook engagement rate is 1.8%, highest engagement rate is 10.4% (Telecom)
Source: Milky, Dec. 2013
- 13% of the players do not have mobile version of their E-Commerce site
- 84% of the international players have the same E-Commerce site in Europe as in the US
- Only 27% of the players have videos on their product pages (demo, advices etc.)
- 29% of the players do not highlight the newsletter subscription on their site
- 71% of the players highlight reassurance information in their sales funnel (Payment, Delivery, Return, etc...) and 58% highlight customer service and/or online help
- Only 35% of the players provide a chat and 11% click to call as an online help service
- 40% of the players do not communicate any estimative shipping date in their order confirmation email
- 25% of the players do not allow to manage newsletter and alert subscription from the customer account
- 67% of the players do not include any thank you letter in their package
- 42% of the players do not provide free return
- 40% of the players with physical stores propose pick up in store, 54% return in store and 25% have connected devices in store