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Future of E-commerce

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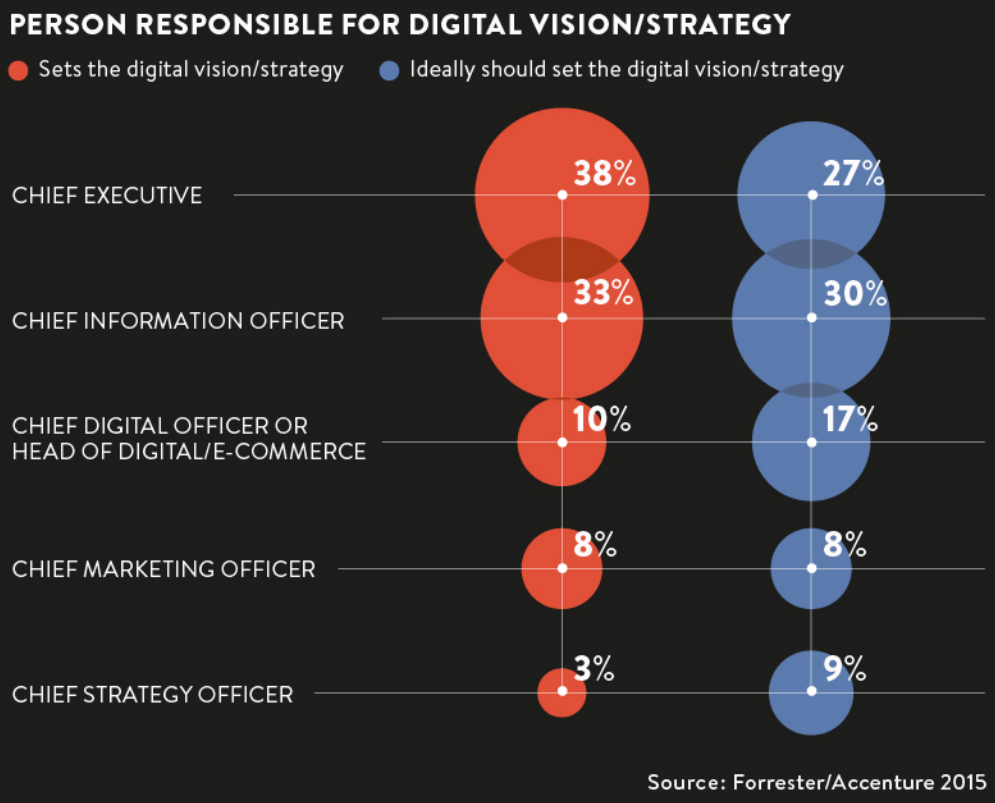
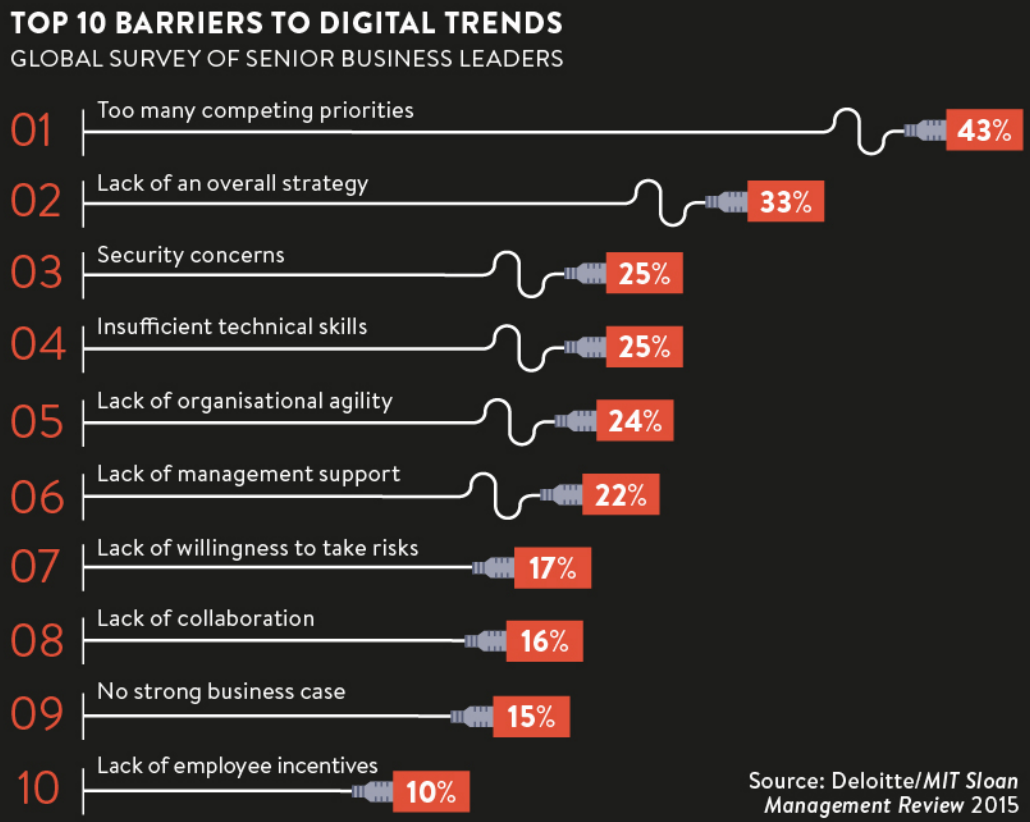
The stakeholders: digital transformation



Source: Forrester/Accenture 2015

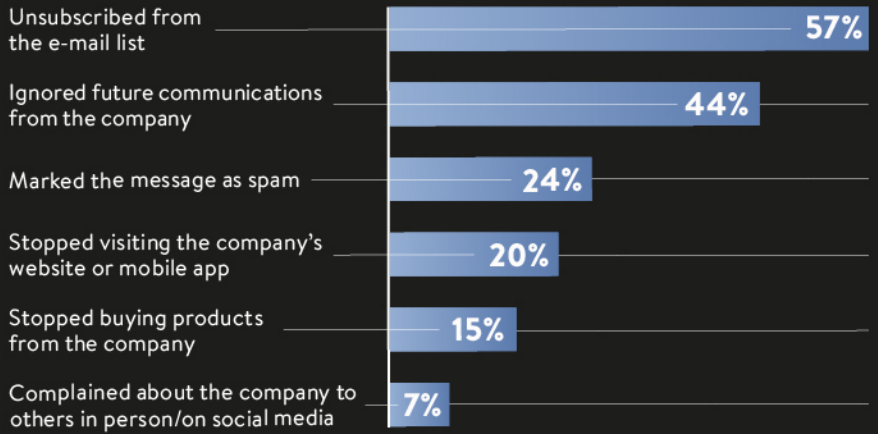
The barriers to adoption



Source: Deloitte/*MIT Sloan Management Review* 2015

Personalisation

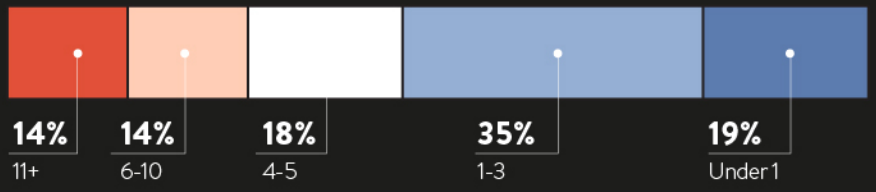
UK CONSUMER RESPONSE TO IRRELEVANT INFORMATION OR PRODUCT RECOMMENDATIONS



Source: Gigya 2015

IRRELEVANT COMMUNICATIONS

Number of brand messages UK consumers usually receive a day



Source: Gigya 2015

Fiat 500

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Mobile addition and social selling

* Source: Ofcom 2016
** Source: Deloitte 2016

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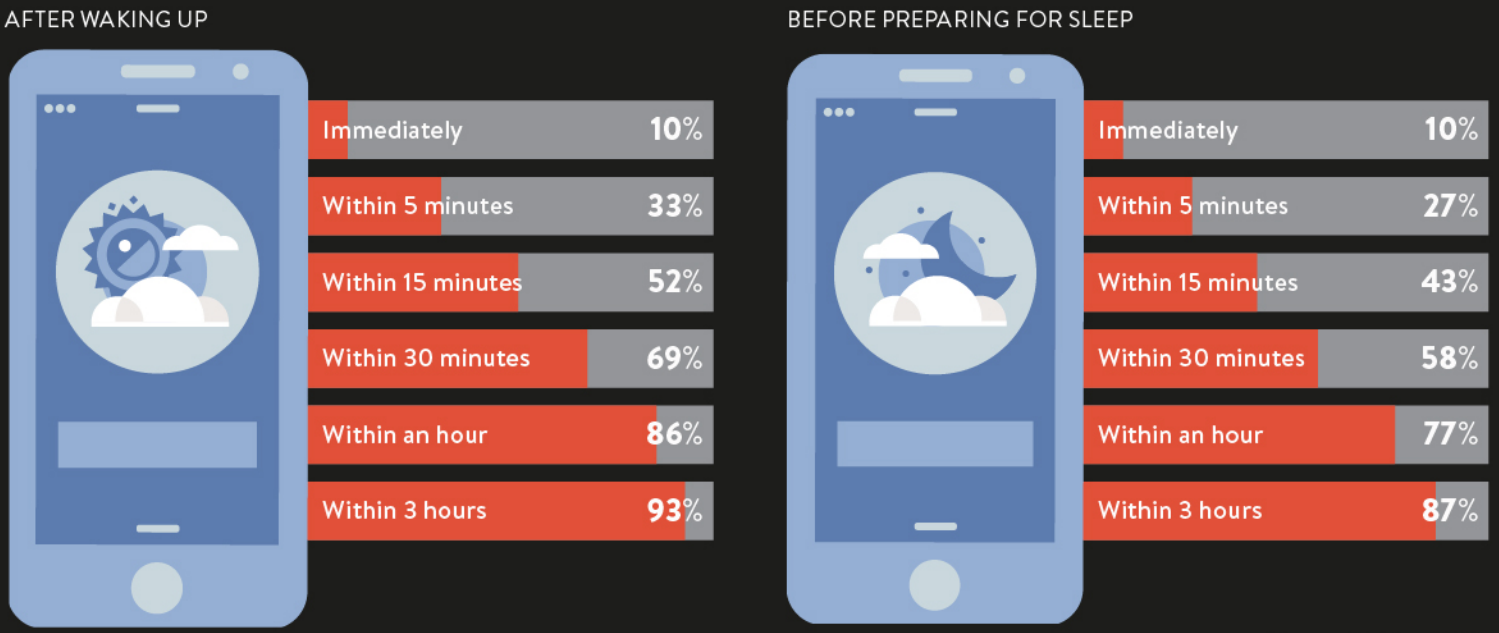
Mobile addition and social selling

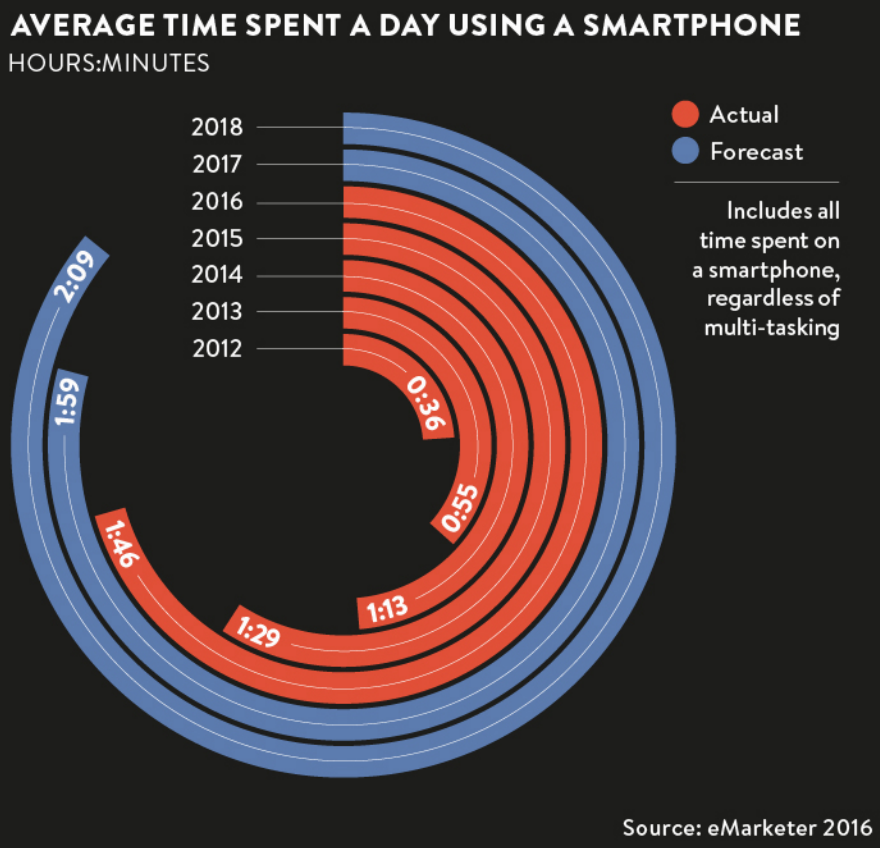
INTERVALS BETWEEN THE LAST CHECK OF A SMARTPHONE

UK survey of people who own or have access to a smartphone only



Source: Deloitte 2016

Mobile addition and social selling



Source: eMarketer 2016

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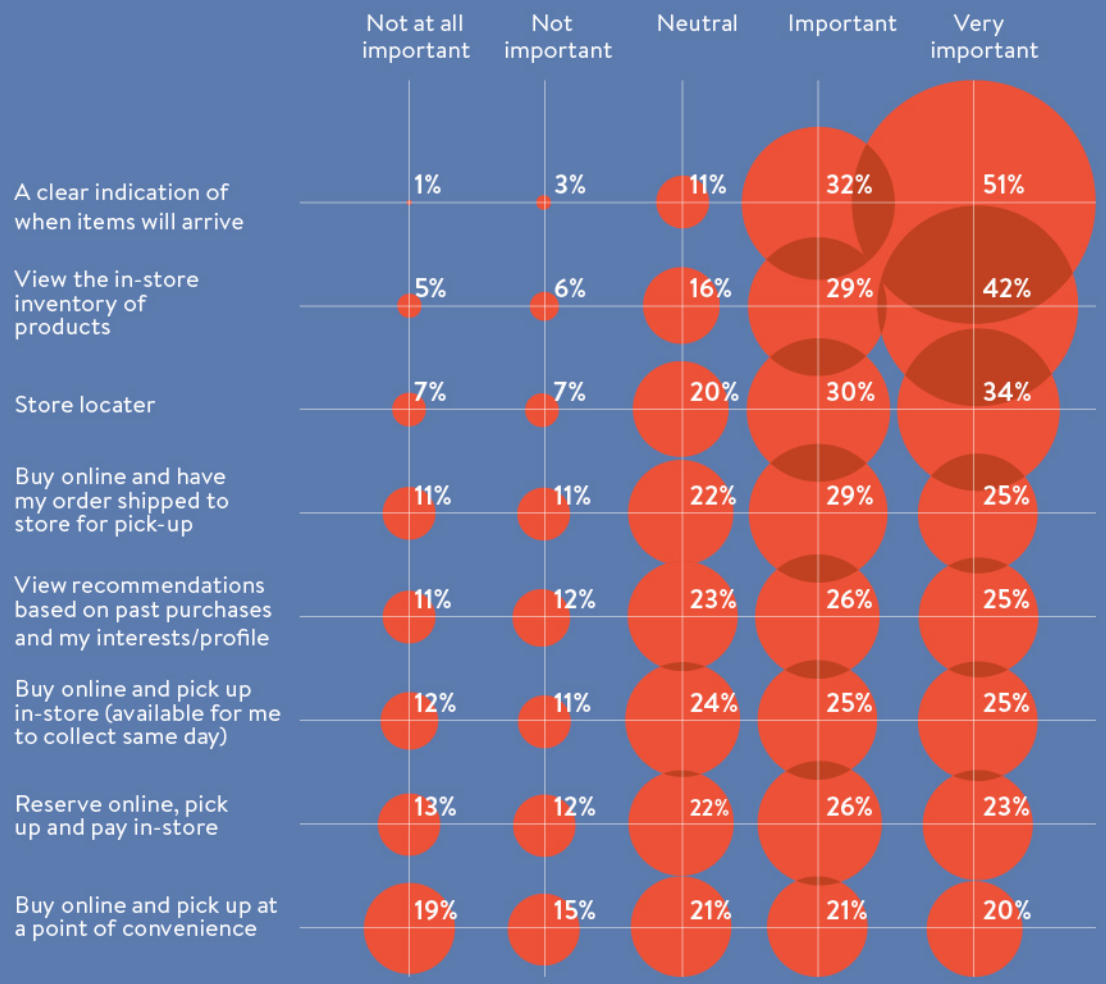
B2B E-commerce

IMPORTANCE OF CAPABILITIES WHEN SHOPPING ONLINE



Source: Forrester

So, how does the UK stack up?