

ROAD TO RECOVERY: REAL TIME DATA ON ECOMMERCE SALES & ONLINE SHOPPER BEHAVIOR 5.0

COVID-19 STATS AND RECOMMENDATIONS - MAY 21, 2020

As the COVID-19 pandemic and its impact continue to evolve, NetElixir wants to assure you that we are focused on sharing the real-time data and helping retailers succeed online.

#NxInsights

In times like these, retailers and online marketers should be analyzing the real data and avoid making assumptions. Since February 9th, the NetElixir Retail Intelligence Lab has been aggregating real-time data and carefully analyzing the impact of the coronavirus outbreak on online sales and shopper behavior. We have collected our data to bring you our live bi-weekly research webinars and provide you with these stats and recommendations.

COVID-19 STATS:

- Wednesday has become the most prominent day for customers to shop, overturning the reign of Mondays and Fridays for the Apparel Industry pre-pandemic.
- New shoppers are continually turning to online retailers and taking less time to complete their purchase journeys. NetElixir's Intelligence Lab found that small businesses that were nimble and aggressive with their new customer acquisition saw the percentage of their new shopper orders increase by 8% when compared to 2019, while larger and mid-sized retailers saw their percentage rate increase by just over 1%. More new shoppers are turning to small businesses.
- Online sales are growing at an explosive rate across the retail categories in our dataset. Most categories are growing at nearly or over 100% year over year.

%Y/Y INCREASE IN ONLINE SALES (2020 VS 2019)

Date	Apparel	Food	Gifting	Home Furnishings	Home Décor	Pet Supplies	Hardware & Tools
2/9-2/22	-3.06%	61.98%	-3.03%	15.25%	19.43%	18.24%	1.88%
2/23-3/7	11.54%	44.91%	13.86%	5.08%	26.44%	39.94%	14.92%
3/8-3/21	-12.20%	186.16%	49.15%	2.84%	14.61%	14.71%	3.98%
3/22-4/4	-22.22%	590.64%	80.57%	30.86%	14.12%	56.33%	46.65%
4/5-4/18	-4.00%	263.00%	96.00%	57.00%	55.00%	81.00%	71.00%
4/19-5/02	16.90%	426.00%	89.00%	112.00%	114.00%	89.00%	114.00%
5/03-5/16	19.20%	278.00%	94.00%	116.00%	113.00%	68.00%	107.00%

COVID-19 RECOMMENDATIONS:

- On the road to recovery, be sure you have the resources, technology, and partner ecosystem to manage digital ecommerce's potential rapid scale up.
- Know your customers: your new customer may look different than your existing customer. Know how to engage both by analyzing their shopping behavior and patterns.
- As we move into the new normal, the new retailer should:
 - Focus on shopping convenience
 - Know the power of the social economy
 - Service a diverse customer base
 - Embrace technology-driven innovation
 - Have an integrated digital strategy

For more information be sure to [sign up for our next research webinar](#), stay up-to-date with our [COVID-19 Blog](#), and follow us on social!

Any questions about the information provided, contact shareinsights@netelixir.com

DISCLAIMER: This presentation provides an informative overview based on data collected from a select set of NetElixir's clients belonging to the retail categories discussed. It does not purport to be a comprehensive analysis of all retailers within any particular category. Before acting on any information, you should consider its appropriateness to your particular circumstances and marketing objectives. Accordingly, NetElixir assumes no liability for the information presented.