



2CHECKOUT

6 Major E-Commerce Trends for 2014

*Emerging Strategies for Converting
New Customers*



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Introduction

2013 was a very big year for e-commerce, both overseas and in the US. The big spending holidays across the world—Diwali, Single’s Day, and Boxing Day brought in big dollars from online shoppers. The first e-commerce boom came on Diwali Day (November 3) when more of Indian’s citizens opted to buy online over braving the crowds. During this festival of lights, the country saw a 65 percent rise in e-commerce dollars over last year, and 75 percent more of those shoppers were purchasing from their smartphone. Single’s Day (November 11), the commercial holiday where China celebrates being single, was the next international big dollar holiday. Alibaba, the country’s biggest online retailer, recorded over 5.75 billion USD and blew past its one-day sales record by more than 80 percent. Boxing Day (December 26) was the UK’s biggest shopping day to date. There was a 40 percent increase in online sales over last year and this day after Christmas shopping day was the first time mobile dollars topped desktop dollars.

In the US, the credit goes to Cyber5, the five consecutive shopping days sandwiched between Thanksgiving and Cyber Monday. Last year online sales broke one record after the other, reaching the pinnacle of e-commerce success on Monday, December 2. Cyber Monday 2013 was the United State’s biggest e-commerce day in history, as purchases made from computers, smartphones, and tablets broke the two billion dollar threshold for the first time.

It appears that 2013 may have been very big, but 2Checkout—along with several other e-commerce gurus and CEOs—predicts that 2014 is going to be even bigger. Those businesses that take the new e-commerce trends into serious consideration and those that make room in the budget to include the new and innovative approaches to connect company to customer will see benefits. Relationship will grow stronger. Online sales will increase.

The tail end of 2013 was just a sneak peek of the e-commerce growth and change coming in 2014. There will be an increase in mobile sales, and customers will expect a choice between multiple points of sale (POS), including tablets. Sophisticated data analysis is going to become paramount in getting to know — and know how to sell to — the customer. The social media world will continue to dictate the way people communicate and connect, and companies will no longer survive on product descriptions and advertisements alone. The customer will run the marketing show, as e-commerce will make the full transition from a seller's world to a buyer's world. Products will be delivered to doorstops within hours of purchase, and monthly subscriptions will apply to more than just magazines. In 2014, the e-commerce world will see greater transparency, stronger relationships, more exclusive content, and instant accessibility.

Read on to find out what 2Checkout predicts to be the six most influential e-commerce trends in 2014. Find out how businesses big and small, entrepreneurs and solo-preneurs alike, and anyone who sells anything to anyone on the Internet, can take advantage of the changing online landscape and watch sales grow. Learn these simple steps to attract more customers to your website.

Get on board and go big online.

trend #1

Mobile

*buzz word**M-Commerce*

By 2017, 25 percent of online sales will be made from a mobile device, and it all starts with the rise in m-commerce in 2014.

For most of last year, consumers opted to shop online from their desktop over scrolling through the smaller screens of their smartphones or tablets. However, Thanksgiving Day shopping saw a shift. Despite the fact that Thanksgiving Day is not a big day for shopping (traditionally, most retail outlets are closed), there was an upswing in m-commerce spending. Turkey day sales single-handedly surpassed one million dollars — one of the Cyber5 record breakers. E-commerce sales credit goes in large part to what is called touch screen purchases (touch commerce or couch commerce). While at home basting turkey, baking pies, and yelling at football teams in America, people were also shopping from their smartphones and tablets, which is less disruptive to family time than pulling up a laptop or retreating to a desktop to make holiday purchases.

As m-commerce brings this kind of accessibility and speed to the e-commerce marketplace, mobile dollars will soon sail past desktop dollars.

Here's why...

The convenience of smartphones...

Androids and iPhones (smartphones) will win out over iPads and Surfaces (tablets) when it comes to driving e-commerce dollars in 2014. The smartphone will become the default device of choice for shoppers on the go. Ed Braswell, president and CEO of Edo Interactive, recently said that 58 percent of adults browse online with the intent to buy, and anything as little as a \$5 price difference encourages them to choose an e-commerce site like Amazon or eBay over purchasing directly in-store. In some cases, shoppers do not wait until they get home to a computer to purchase, but will buy at the retail location on their mobile device if they discover a price difference.

This does not necessarily mean that iPhone shoppers will use their smartphone to buy a cashmere sweater, but might use it to research color options, inventory, and to compare the sweater's online and in-store prices. Smartphones are the mobile device that connects both the digital and physical shopping worlds. Only a smartphone can offer this unique convenience: the marriage of connectivity and mobility.

A Shopping State of Mind

M-Commerce lengthens the shopper's consideration window. A smartphone or a tablet allows a "continuous shopping experience," explains Nick Hodson, a partner at global management consulting firm Booz & Co. Mobile devices turn a shopping trip from a physical location with an intent to purchase into a state of mind that can last hours instead of the minutes a shopper walks through a mall. The UK, which is considered a significantly digitally advanced market, is seeing this particular shift take place at a faster rate. eMarketer reports that M-commerce in the UK expects to take up 24 percent of sales in 2014, whereas in the US that number will represent 19 percent of all sales.

The Arrival of SmartTabs

Yet again, the format of mobile devices is about to change with an upgrade that allows even more accessibility. Today, most consumers use their smartphones for one set of functions and their tablets for another. Smartphones are used for inventory and price checking. Tablets (with their bigger screens) are what shoppers use to browse and buy. Michael Kopp, a technology strategist at Compuware, says to watch out for a physical merging between the two devices in 2014.

The small smartphone screens will grow and the larger tablet screens will shrink, creating a mobile device that hovers around a 7-inch screen. Enter the SmartTab, the ideal mobile device to increase m-commerce dollars by giving shoppers the best of both worlds.

A Personalized Shopping Experience

A marketer's m-commerce rule of thumb is to remember that only one person is using each mobile device. Each mobile web experience is personal, therefore any promotion, sale, or marketing material that reaches an individual shopper must be customized to his or her browsing and buying preferences and patterns. Netflix is a prime example of how to customize a mobile experience effectively. Netflix uses the data from members' accounts to track which shows and movies are watch, what members will pay to watch, and what programming has been rated. Netflix will then recommend a series of movies based off a member's last choice. Amazon is another winning example, with the bottom row new options titled Customers Who Bought This Item Also Bought, enhancing cross-selling on a number of items. Websites that pay attention to consumer choices keep the consumer top of mind and build stronger relationships.

What does m-commerce mean for e-commerce? Although mobile may not yet be the primary point of sale, it will be what drives sales. Spend the dough to optimize mobile in 2014.

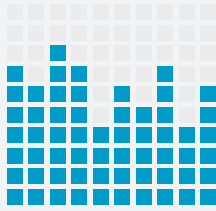
When a business — big or small — can provide the consumer with a mobile-friendly website, it is not only providing a second POS, but also a sleek and speedy shopping experience for the seasoned mobile shopper. Studies show that only 4 percent of online consumers would rather shop via a smartphone app in comparison to the 87 percent that choose to shop through a mobile-optimized website. Keep in mind that just because a company has a dotcom that will pull up on a smartphone, that doesn't mean the website is considered mobile-friendly. A mobile site that loads slowly and contains garbled text or a distorted layout will lose m-commerce business. Go the route of Best Buy or Kohl's, both of which illustrate the duality of sleek and speedy.

Take Action: Go Mo

Create a sleek and simple mobile version of an existing website.

- **Choose Responsive Design** - Allow users to interact with the same content and formatting over several different devices: tablets, smartphone, and smart tabs.
- **Single Column Layout** - With responsive design, desktop sites can operate under a multi-column layout; however make sure that mobile sites use single column for better mobile browsing.
- **Collapsible Navigation** - This is the simplicity of single column layout taken up a notch, where users can choose to hide chunks of content they're uninterested in.
- **Think Tap, not Click** - Anything users mouse-click on a desktop is anything users will finger-tap on a mobile site. Keep in mind, there is no "hover" option on mobile, so design accordingly.

If the idea of switching from desktop to mobile sounds daunting, here is an article by KISSmetrics with more in-depth tips and tricks on how to smartly spend the mobile-optimized budget.



trend #2

Data Analytics

buzz word

Big Data

What exactly qualifies as big data, a term that seems to be popping up everywhere? In short, big data is the copious amount of information that can be gathered and used to convert individual shoppers. According to Bernard Marr, a global enterprise performance expert, the vast amount of data generated is expanding at an exponential rate. This transforms the way in which one can perceive the world, allowing marketers to witness human interaction in infinitely more complex ways. There are no limitations to big data. It can help scientists decode DNA; help doctors cure disease; help farmers raise crops; help company executives predict spending patterns. In 2014 big data is going to be more than just a catch phrase in the e-commerce market.

Here's why...

The shift from Structured to Unstructured Data

For a long time, companies were only able to obtain structured data (financial reports, sales, inventory), which sheds light on limited consumer patterns; however, big, unstructured data (weather, conversations, video uploads) brings in scads more information. Today, everything from a Twitter feed to a car's GPS stores valuable information that allows Target to predict when one of its customers is having a baby or helps All State determine how well its customers drive. What else? Online dating websites are big, big data users—using algorithms to analyze unstructured data to match up mates.

Transparency

A few years ago, it was only possible to acquire big data from customers and potential customers through sources such as email subscriber information. In fact, it was seen as intrusive to collect personal information, as one Nordstrom store in Dallas-Fort Worth found out in the fall of 2012. Using a software tool (RetailNext), the company took a stab at gathering big data from its in-store shoppers: who enters the store, where they go, how long they stay, what they buy, etc. Although Nordstrom was transparent in their endeavors, posting signs throughout the store to alert customers of their project, the experiment was cut short due to unnerved shoppers and customer complaints. A few months later this idea morphed into similar information gathered through mobile technology. An opt-in only app, designed by Nordstrom's Innovation Lab, now encourages customers to plug in shopping preferences, which allows Nordstrom's to gather personal data to figure out what products to promote to individual customers using which channels. No matter the case or venue, let your customers know exactly what you're measuring and how it's measured and how it won't affect them on a personal level.

The Abundant Amount of Information

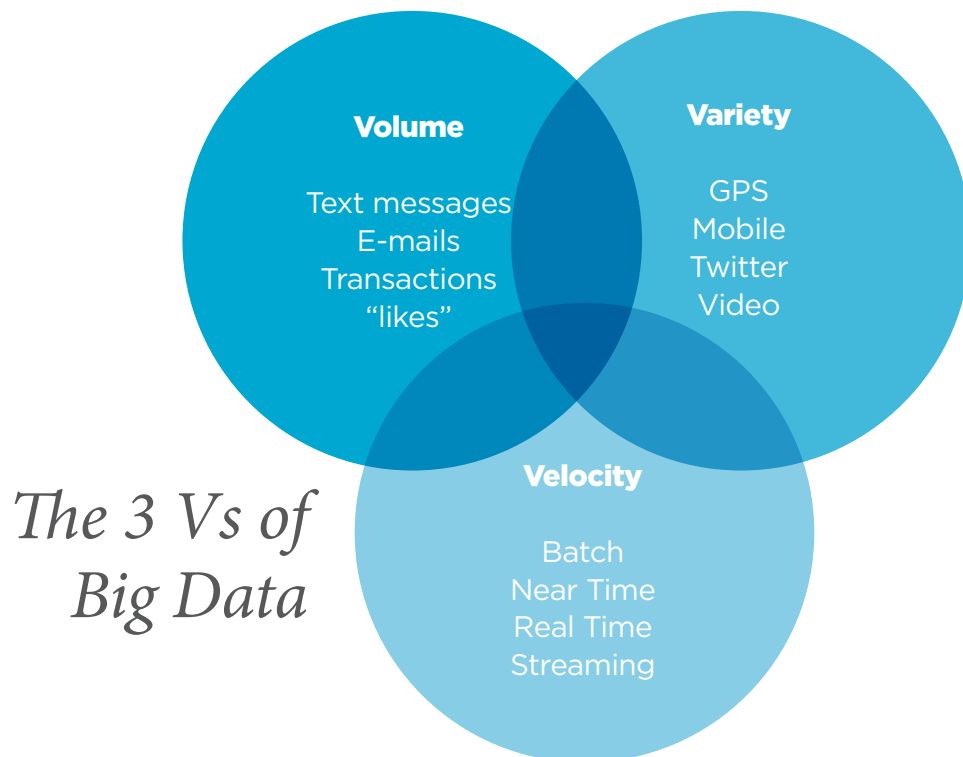
Marr calls this influx of information datification: the concept of the extraordinary amount of data that is now being generated by new technologies. Such data can be collected through several different channels. Individual conversations and interactions are logged through text messages, social media updates, and emails. Desktop and mobile devices store website history, click-throughs, and media download choices.

Credit card companies have records of spending habits, while GPS systems can track POS. And mobile apps track everything from calories burned to beers drank to stores frequented.

What does Big Data Analytics mean for e-commerce? Knowing the shopping patterns and spending variables of each customer is going to determine which businesses upsell their competition and which companies retain existing customers.

Use the all information available to get to know the customer in 2014.

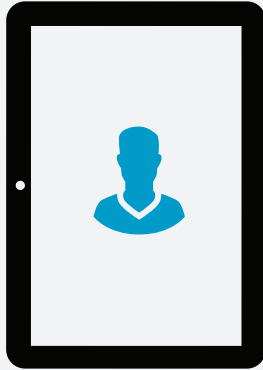
Collections of big data go as psychologically in-depth as possible, allowing a company to read customers' behavior patterns to foster a stronger relationship between customer and company. Before the age of apps and updates, the gathering of big data was not looked upon as favorable. But in 2014 businesses small and large will have the means to collect information and the technology to analyze patterns. Big data is the gateway to understanding current and potential customers in fundamentally new ways.



Take Action: Use Big Data

Remember the 3 Ps of gathering big data: Personalization, Pricing & Prediction

- **Personalization** - Collect and analyze big data to promote specific content and promotions to individual customers.
- **Dynamic Pricing** - Study information on like-minded companies to offer competitive prices on products and services.
- **Predictive Analytics** - Forecast customer patterns to improve options and inventory ahead of time.



trend #3

Personalize Content

buzz word

Content Marketing

By 2014, the relationship between exclusive content marketing and ROI will become increasingly more direct.

A recent survey performed by the Content Marketing Institute predicts that 93 percent of marketers plan to use content marketing strategies in 2014. This means that e-commerce will shift the focus from traditional advertising to delivering audience-targeted, valuable, and relevant information. Companies big and small will allot room in the budget for spending on original text, quality images, and engaging video. In fact, traditional SEO standards may become a thing of the past, and those businesses that choose not to invest in content marketing strategies will fall behind their competition.

Here's why...

Relevant and Valuable Information

Companies throw useless information at consumers all the time — it's kindly called spam. Quality content is both valuable and relevant information. Gone are the days of regurgitating product descriptions. Today, the way businesses promote and advertise their product or service must make their consumer stop, experience, behave, and act. And most importantly, affirm values more than sales pitches. In essence, this type of marketing is “selling without selling,” a phrase coined by The Art of Influence author Mark Jeffries.

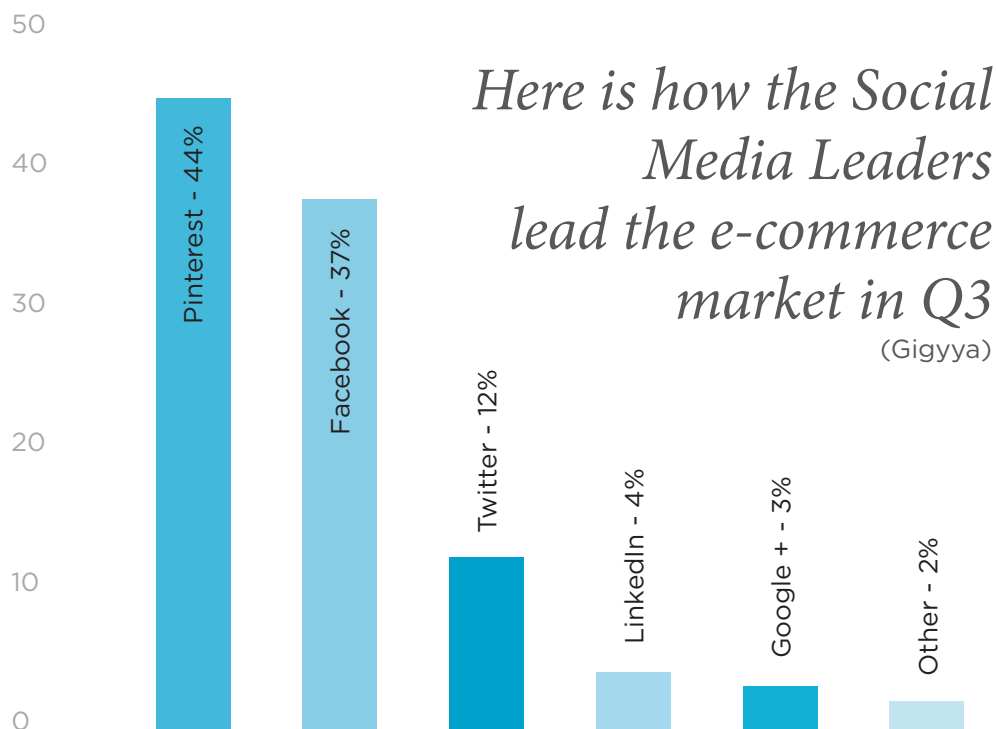
Owning Media

The key to providing quality content is to think in terms of owning media, rather than renting it. People now have the option to shut off conventional marketing tactics. Fast-forward through commercials on a DVR. X-out the online advertisement that pops up. Flip past the magazine ads (do we even read magazines anymore?). This has created a rapid move from the old-school interruptive advertising approach to a concentrated attempt to build lasting and rewarding relationships with consumers by way of a consistent flow of original content (video testimonials, images, contests, and campaigns) that serves to either change or enhance the consumer's experience.

Images, Video, and Customer Reviews

Zappos has perfected this trifecta of quality content. A website that has long been known for shoes has taken full-advantage of offering shoppers the total experience of tactile online shopping. Along with a customary product description complete with multiple images (sometimes eight views), each shoe pair has a video displaying a model giving a comprehensive product description and then wearing (and walking) in the shoes. The landing pages also include a volume of customer reviews with a listing of other shoes (and products) you may also like. Bonus: Zappos offers a fit survey to help determine the right size shoe based on foot shape and brand. This company has ensured that every product on the website offers a shopping experience that will convert the most traditional, web-wary browser to its most interactive shopper.

What does Content Marketing mean for e-commerce? Businesses will begin to unleash relevant and valuable articles, videos, and imagery to engage and retain a target audience of profitable customers. Invest in marketing strategies that go beyond traditional advertising and beyond the cold sell.



Take Action: Deliver Quality Content

Consider the following checklist to guarantee e-commerce that delivers quality content.

- **Images and Infographics** - Social media websites such as Pinterest, Instagram, and Google+ are platforms where companies share image-driven content to tell a story or provide a smorgasbord of valuable information in the space of a colorful infographic.
- **Blogs Posts and Engaging Copy** - To foster a company-to-client relationship, either blog to illustrate both the customer experience and behind-the-scenes action or keep an active Facebook feed filled with interesting text and informative links.
- **Testimonials and Reviews** - Five stars goes a long way. As the buying and selling world continues to evolve toward more transparency, consumers will look to companies to publish the results and reviews of products by other customers.
- **Video and Gifs** - Whether an e-retailer chooses to display a short clip that spans the lifetime of a product or service experience or real-time video, know that for many watching is incentive to purchase.



Subscription E-Commerce

trend #4

buzz word

Subcom

Hello, Birchbox. I believe you were the first, and now so many others in the e-commerce world are catching on.

Two Harvard Business School grads started one of the first subscription e-commerce based services: offering women the chance to sample an array of beauty products for \$10 a month. Since its launch in September of 2010, Birch Box, now with over 400,000 subscribers, has inspired a bevy of subcoms.

Sampling boxes galore, from pet toys to fashion to food, litter the mail these days, evident that subscription models are spreading like wildfire through the e-commerce world. In an article on Wired.com, James Gagliardi, VP of product and innovation at Digital River, predicts that subcoms will grow in importance and number throughout 2014; consumers will trust (and soon expect) companies to regularly deliver curated shipments of physical goods like food, clothing, and accessories. In 2014 subcoms will be what bridges the on-screen and in-store shopping experiences for a growing number of consumers.

Here's why...

Instant Gratification

We see it. We want it. We want to try it and see if we like it. Right now. Customers can spend ten minutes of their workday researching a new pair of glasses, or they can go on warbyparker.com and pick five frames (or have the spec-savvy staff do it for her) and have those glasses sent to their houses. Now those customers have a week of real time to narrow their choices down between wide-framed tortoiseshelles and the crimson cat-eyes. Instead of guessing which razor might chafe the least, the Dollar Shave Club (just watch Mike in the video) sends “great” razors to any doorstep. It's not rocket science why subcoms will be expanding in 2014.

Deeper Customer Relationships

San Francisco-based upscale liquor store Bottles + Bitters has a bustling storefront location, but uses its online subscription service (\$75 a month subscription to Spirits or a \$95 a month subscription to Cocktails) to cultivate a presence in homes across the country. Monthly shipments of expertly chosen liquors, spirits, and cocktail recipes help discerning mixologists “build a better bar.” “All full-sized bottles, no mini-bars here,” promises Bitters + Bottles on their website. Small companies like this can now establish loyalty with customers from thousands of miles away. This is where niches thrive.

Taking Advantage of the Digital Space & Avoiding Piracy

Adobe recently discontinued its out-of-the-box Photoshop product (the physical product) in favor of a subcom. Adobe Creative Cloud offers membership subscriptions that allow customers to try out new apps, connect to new software, and fiddle with new features. This eliminates the need to hold new updates (anywhere from 12-24 months) until there's a bundle big enough to justify creating a new product to ship to enough customers. Scott Morris, Adobe's senior director of product marketing, says Adobe can now “stop chasing the upgrade and just focus on delivering a constant stream of innovation.” And maybe, just maybe, avoid losing thousands of dollars in pirated software.

What does subcom mean for e-commerce? Be it socks, snacks, jewels, or software, in 2014 the businesses that ship a sampling of their product to a mailing address, will be the businesses on the forefront of securing customer loyalty. Set up a subscription e-commerce service that introduces customers to an alternative way of shopping.

The 3 Metrics of Subscription E-Commerce

Retention Rate > **Recurring Profit Margin** > **Growth Efficiency**

RR: How much ARR (annual reoccurring revenue) is kept each year

RPM: How much margin is used to invest in growth

GE: How much does it cost to earn \$1 of ACV (annual contract value)

(Zuora)

Take Action: Build a Box

Take notes from these companies, which owe a chunk of their profits to the success of their subcoms.

- **Stitch Fix** - *“Let’s get started on your Style Profile. We’re so excited to get to know you :)”* This women’s clothing company will send a custom-picked box of clothes and accessories for a flat fee of \$20 based on personal style and spending preference. Bonus: That \$20 goes toward any items the client chooses to keep (aka purchase).
- **Beer 52** - *“Craft beer is best enjoyed with friends, right? So let’s get to it! Remember there’s NO commitment - you can cancel anytime.”* This craft beer company delivers Box of Brew (8 bottles of handcrafted beers from microbreweries around the world) for £24 a month. Bonus: Beer 52 is based out the UK, but they’ll ship anywhere.
- **BarkBox** - *“Our Goal? To make dogs happy.”* This dog-friendly subcom is a monthly present for your pup filled with natural treats, big ol’ bones, eco-friendly toys, and the latest in canine hygiene and innovative owner gadgets. Four or more products start as low as \$19 and curated by breed, age and preference. Bonus: 10 percent of proceeds go to a good cause.



trend #5

Pre-Tail

buzz word

Crowdfunding

First there were start-ups and websites that ran in beta, and now there is pre-tail, where customers shop for products and services at the innovation stage, helping determine what makes it to the market.

ArtistShare was the first company to launch an internet fan funding platform. Ten years ago Maria Schneider (now a Grammy Winning Jazz Composer) launched the first creative project where fans were able to financially contribute to the artist's project in exchange for access to the artist's creative process, VIP events, or credit listing on the final project. IndieGoGo and Kickstarter have taken the helm of what is more commonly known as crowdfunding. The audience gets a say in the development of the project and in return for transparency, the developer gets funding and a tailor-made audience. Thanks to the success of crowdfunding platforms, more businesses (and individuals) can use this type of pre-tail to sell to a targeted audience crafted from online supporters.

Essentially the concept of crowdfunding is a 2014 marketer's dream: build and engage a community of supporters; test the product on a select audience; get instant feedback; and potentially make some real dollars on something that is not yet on the market.

Here's why...

Instant Gratification

Published books are a dime a dozen these days (thanks to DIY publishing companies), so it can be difficult for a first-time author to break through the slush pile (the pile of manuscripts that agents have no time to read). Seth Godin became a smashing success when he surpassed the traditional publishing route by raising money for his book *The Icarus Deception* (Kickstarter). Pubslush picked up where Godin left off with its "crowdfunding, for books only" website, where the readers decide who and what gets published. Just over a year old, and Pubslush has brought nearly 20 books (like *He Never Liked Cake* and *A Beautiful Mess*) to Amazon and Barnes and Noble retailers.

Higher Demand for Innovation

Pre-tail product attracts the early adopters. This is the section of the consumer market that is naturally drawn to the idea of operating in beta. Look at this mega success story: Chicago-based designer Scott Wilson asked for \$15,000 and within a month received nearly one million for TikTok and LunaTik, the iPod Nano-turned watch, which now sells on Amazon, at Walmart and, yes, even Apple. Or for those who pay bills, count calories, monitor security systems—from a smartphone —PintoFeed (IndieGoGo) has developed the wireless way to feed pets from afar.

If You Build It, They Will Come

Meet Stompy the Giant Spider. Who knew there was a market for a 6-foot tall walking spider robot. Project Hexapod (a team of military robot engineers, professional programmers, and battle bots) blew past its \$65,000 budget within 11 days. Not all supporters get a Stompy, but the team was enthusiastic to give out sweet swag:

t-shirts and stickers with graphics of the giant spider accompanied by phrases like ‘Giant Robots because life isn’t dangerous enough’ or ‘My other car has six legs.’ Production started late in 2013, but what’s more is that Project Hexapod has been able to use its business to make the dream of large-robots a reality.

What does crowdfunding mean for e-commerce? Crowdfunding campaigns give companies a jump start on building an audience that will be willing and eager purchase—whether it’s a niche market or an already over-saturated one. Create a well-structured platform that introduces a product and rewards pre-tail consumers to watch e-commerce grow in 2014.

4 of 2013’s Wildly-Successful Crowdfunding Products on the Market in 2014

3Doodler: The world’s first 3D Printing Pen!

#WhatWillYouCreate?
Kickstarter

Goal: \$30,000

Raised: \$2.4M

Available: Pre-Order here and receive March 2014

Coin: All your cards. One Coin.

Self-crowdfunded

Goal: \$50,000

Raised: Still open; however, Coined blew past its \$50,000 goal within 40 minutes of launching

Available: Pre-order here and receive by Summer 2014

Canary: The world’s first smart home security device for everyone.

Indiegogo

Goal: \$100,000

Raised: \$1.9M

Available: Pre-Order here and receive July 2014

Click and Grow: Smart garden for a busy planet

Kickstarter

Goal: \$75,000

Raised: \$625,000

Available: Buy now here

Take Action: Crowd Fund

Here are four steps to create a successful crowdfunding platform.

- **Choose the Correct Platform** - Now there are dozens and dozens of crowdfunding websites, so do a little research to see which one fits the need and which will reach specific customers. Want some help—let this infographic from Crowdfunder navigate that decision.
- **Tell a story** - Let the passion behind the product appeal to consumers. Yes, have an elevator pitch ready, but Kickstarter states that projects with videos succeed 20 percent more than those without. Tell the story and show the enthusiasm, but keep it short—no longer than two minutes.
- **Be Clear and Concise** - Inform potential funders of what you want to fund, how their money will contribute and when you will deliver what. Unrealistic targets will not engage a crowd.
- **Link, Post, Tweet, Share** - Crowdfunding efforts rely heavily on spreading the information through networks. Friends, family, coworkers—yes. But more importantly, reach out to the social media influencers in the industry. One tweet can go a very long way.



trend #6

Enhanced Delivery

buzz word

Same-day Shipping

The Micros Online Retail Delivery Report showed that 81 percent of e-tailers currently offer next day delivery, compared to 61 percent in 2013.

Forget free shipping—which is practically expected these days—the window of POS to delivery time for e-commerce stores is growing more narrow by the minute. In order to thrive in the increasingly competitive e-commerce market, distributors will have to start buying into the notion of same-day-delivery. Quick and seamless delivery will be clutch in inspiring consumer's trust as the number of people purchasing online grows exponentially in 2014. Blogger Jeff Bezos calls it “a lag-less future,” and before too long a lag-less future is what consumer's will be expecting.

Here's why...

It's what's next

Right now the big guys (Amazon, Walmart, eBay and Google) are running pilot programs to test out same-day delivery systems in select cities. This past fall Verizon Wireless just hopped on board by offering it up in New York, San Francisco, Pittsburgh, and Dallas. Verizon sees this as another option for their customers—those eager to replace a lost phone or those who need to pick up an international accessory for a biz trip—and it's only \$5 more than Verizon's priority shipping. The Boston Consulting Group found that younger consumers (ages 18-34) with six-figure incomes are the best market for same-day delivery. They are 56 percent more likely to than the average customer to opt-in and pay the little bit extra.

It's the new in-store pick-up

In the holiday rush, how many stores can Jenna rush in and out of in the days and hours nearing Christmas, and how much time does she have to search Boston for the perfect gift for Charles, anyway? Not to mention a last-minute online order will never make it to her hands in time to giftwrap. In-store pick-up is her best bet. Unless, she buys him those quirky coasters from Tucker Blair, because Christmas 2013 the Boston-based retail store (which sells handmade needlepoint belts, flask holders, coasters and more) partnered with Uber (a San Francisco-based car-for-hire service) to deliver any products bought online by noon on December 23rd by that afternoon or that evening. Coasters just in time Christmas!

eBay may have cracked the code

Welcome Shutl, the same-day delivery service that eBay just purchased. Unlike other same-day delivery services, Shutl cut out the fleet of trucks and instead runs on an algorithm that coordinates deliveries with local couriers. Right now this middleman system has only been rolled out in Chicago and New York. According to e-commerce consultant Ron Adbul, its lean operations and smart software is the secret to Shutl's potential success. What's next? Amazon is thinking about using drones—yes, a truck will pull up and little robots will disperse with packages. Thankfully, a delivery person will be there if they get confused.

What does same-day shipping mean for e-commerce? Retailers (e-tailers) that offer same-day shipping will retain their customers in 2014. Partner with a local courier to make sure snappy shipments make happy customers.

There is a current generation of spenders who thrive on speed and efficiency. As mentioned before, there is a sector of this particular generation that will happily pay the extra for it, too. Same-day shipping might not quite yet be the norm in all households, but giving the select few customers that choose to opt-in will put your service or shop in the lead when it comes to the e-commerce trends that are going to stick around past 2014. Sooner rather than later, Amazon and Walmart will be doing home deliveries with drones and mom and pop shops

Take Action: Speed Up

Although, the phrase Same-day Delivery just oozes extra cost, here are five companies that find it both inexpensive and efficient.

- **Deliv** - This company keeps it simple stupid—“simply add the Deliv delivery option to your online check-out, and call our API. We’ll do the rest with care and reliability.” Its motto is Delivery. Shortened.
- **Fancy** - This fashion forward e-commerce company based in Manhattan didn’t have a problem pleasing users or helping them discover hot products—it had a problem getting them to take the plunge on that Breaking Bad Print. Same Day, and sales have almost doubled.
- **TaskRabbit** - This is more than a straight-up delivery service. TaskRabbit is online portal where businesses and individuals can hire part-time or temporary employees to do anything from deliver the groceries for the company party to deliver the first press-run of newly minted books to eager buyers.

- **Zipments** - This online program is designed to connect local couriers with local merchants “to compete with growing demand of same-day delivery,” stating that some large retailers have found that 50 percent of their online sales comes from customers who later come into the store to pick up what they had just purchased online.
- **Postmates** - This consumer-based same-day urban logistics & delivery platform aims to redefine from the swipe of mobile screen. “Unlock Your City,” and discover the world of convenience from an IOS or an Android. Good News: Postmates will be launching its Merchant Program and will be hooking up with local businesses soon. Although, the phrase Same-day Delivery just oozes extra cost, here are five companies that find it both inexpensive and efficient.

Global payments made easy.

2Checkout is an online payment processing provider who helps thousands of online businesses sell around the world every day with dozens of international currencies, multiple languages, and a customizable checkout page.

Connect with 2Checkout and learn more about how our services can enable you to implement these principles.

[Connect >>](#)

about the author



Janna Leyde

Janna Leyde is a marketing writer and published author currently living in Pittsburgh, PA. She received her master's in journalism from New York University and is a regular contributor to magazines, blogs, and websites on topics ranging from healthy living to emergent social media. Janna has been heavily involved in crowdfunding and recently published her first book, *He Never Liked Cake*. When she's not working with words, she teaches yoga.