

# How to Win in the Amazon Era

EPSILON

CONVERSANT

Anxious about Amazon? You're not alone. 44% of retailers say they don't know how to respond to the online retail giant.

Instead of retreating, we'll help you learn from Amazon's approach.

## Amazon is massive—a dominant choice for consumers.

Why consumers choose Amazon:

64% price

60% free shipping

52% convenience

43%

of all U.S. ecommerce sales in 2016 were on Amazon, a number that's growing

67%

of online shoppers agree that Amazon is America's most innovative retailer

8.5M

consumers were Prime members in 2017, a 63% YoY jump

## But brick and mortar has something that Amazon doesn't.

54% of consumers prefer shopping at stores.

69% say that touching a product is an important part of shopping.

73% trust stores more than online for safe, secure shopping.

## Invest in what shoppers are looking for, and then build lifetime relationships with them.

Here's how:

**Understand** each consumer's online and offline behaviors using data about what they buy (even when it's not with your brand), where they go and what they do.

**Personalize** your messaging using data-driven insights about the products they want and the offers that motivate them.

**Maintain** persistent conversations across all their channels and devices, driving them to your website and store.

**Optimize** their experience to grow loyalty, drive sales (online and offline) and get the most out of your marketing investment.

## What can you do to win marketshare?

A percentage of shoppers are happy to switch if you offer:

comparable prices  
81%

free shipping  
60%

promotions  
44%

products they can't find on Amazon  
38%

We're here to help you win more revenue.

Get the full study: [Amazon doesn't mean the decline of your brand.](#)

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