



eCommerce

Global eCommerce Summit

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**Excerpts from an interview with
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What are the current risks for eCommerce and how do you mitigate them?

The paradoxical duality that is disrupting eCommerce, is Personalization vs. Privacy. The world is changing faster, companies are adapting more than ever just to survive, and consumers have a lot more options to choose from these days. And so personalization continues to be at the center as a key point of differentiation.

However, user privacy continues to pull in the opposite direction. The legislative pressures, browser / cookie restrictions, and consumers PII-sharing tolerance is being challenged on a daily basis. So to mitigate these risks, eCommerce companies will need to be able to operate in a not-so-distant future of a cookie-less world. They will need to leverage automation to get more real-time signals to connect with their consumers. And they will need to make the shopping engagements as frictionless as possible, across all touchpoints.

Based on the evolution of eCommerce and changing consumer behavior in the market, where do you see the trend moving for innovation in the industry?

- D2C Brands Riding the eCommerce Wave Will Encounter Stiffer Competition from Established Brands - as they focus on their own DTC strategies.
- The overall evolution of the next-gen marketplaces will be from scale to niche/scarcce offerings. (ex StockX)
- Media and Commerce Will Converge as Checkout Attaches to Shoppable Content - Shoppable commerce will continue to grow with 40% of brands investing in shoppable video ads.