



eCommerce

Global eCommerce Summit

16 - 17 March 2021

Excerpts from an interview with

Alejandro Santa Martinez | Sr. Manager DTC Digital Revenue LATAM (Ecommerce & Marketplaces), Under Armour

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?

- Smart tactics to get a higher conversion, e.g. free shipping always, growth hacking tactics (benefits for share)
- Segmented marketplaces: categories, end use, banks, etc
- Same day delivery: As uber eats, Rappi, Glovo etc, used to do.
- Fully Omnichannel. Consumer info and history available in all channels.

What are some tactics that companies can deploy to boost repeat purchase rates and increase customer retention?

- Packaging enhancements
- Partnerships benefits
- High personalization for cross selling
- Customer service cross selling
- Recognition benefits