

WAYS TO MAKE YOUR E-COMMERCE BUSINESS STAND OUT

LONG AGO (ohem, the 1990s), people were afraid to put their credit card information online. Now, two-thirds of Americans say they have purchased an item online. Here's how the e-commerce landscape has shifted.

8 IN 10 Americans are online shoppers.



In 2019, consumers spent almost **\$ 602 BILLION** online with U.S. sellers.

Of course, more online shoppers means more e-commerce competing for those wallets.

In an age where many of us have our credit card info saved in our phone, how can you make your e-commerce business get noticed?

5 E-COMMERCE STRATEGIES THAT WILL PAY OFF IN 2020

USE YOUR BRAND

Are you running a brand campaign? You should be. Bidding on your brand terms helps you create a **SEO** moat and protect your brand from competitors.

With ads:

Brand campaigns typically have a higher **CTR**, **CPC**, **CPA** than other campaigns.

GET SMART ABOUT YOUR COMPETITION

Many shoppers care more about a good price and good reviews instead of brand name. If you know you offer a better product than a competitor, why not use a competitive campaign to tell the world? Bidding on competitor keywords and tagging about your free shipping or 24/7 customer service might convince someone to buy from you instead.

In some cases, we've found that competitor campaigns reduced the cost per lead by **100%**.

TRY HYPERLOCAL TARGETING

Location targeting goes far beyond simply cities or states. With hyperlocal mobile ad technology, you can use a device's GPS to reach customers on a hyper-specific level. For example, shopping for a specific restaurant and menu item? If you're an e-commerce site that sells college gear, don't just target the city that a university is in, you can target the university itself.

22% of marketers believe they're making the most of hyperlocal targeting.

LEVERAGE THE POWER OF REMARKETING

Everyone's familiar with those dynamic remarketing ads that follow you around after you've browsed an e-commerce site. That's not the only way you can harness the power of remarketing. By remarketing to past customers or to your family email list.

Remarketing conversion rates can actually **INCREASE OVER TIME**.

REVIEWS, REVIEWS, REVIEWS

Be sure to include reviews in your entire ad campaign that review extended and on product pages. Make sure that your audience can explore your site's reviews easily—on else you might lose their business.

82% of Americans read reviews when shopping online.