

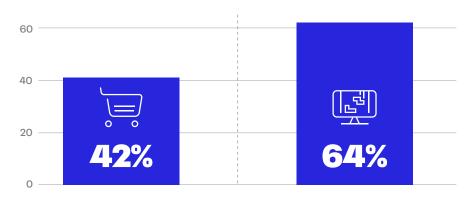
# Supercharged Success: 2020 was the Year of eCommerce and Digital Payments

As a result of COVID-19, 2020 saw an uplift in eCommerce transactions throughout the world.



20%

Increase in **Transactions** Year on Year Led By...



Increase in Retail<sup>2</sup>

Increase in **Gaming**<sup>3</sup>

# How Can Retailers Capitalize on This Momentum?

## Here Are 2020's Top Trends:



#### Physical and digital stores will continue to collide

Social distancing and a lack of love for cash has consumers increasingly switching between channels to browse and buy. Retailers must deliver a seamless, consistent, omni-channel experience.



#### Consumers love "click and collect"

Estimates say the "click and collect" channel will grow by 34% globally in 2021.4 Increasingly, consumers also want walk-by checkouts, pay-in-aisle apps and curbside pick-up options. Adding these channels is a great way to collect more shoppers.



#### New digital payment options drive growth

New payment methods are the single biggest investment focus for a quarter of all online merchants and a top-three investment for over half of in-store merchants.5 Why? Because offering at least three different payment methods can drive conversions by up to 30%.6 A lack of options could lead to a lack of conversions.



## Consumers are shouting for IoT and voice

The Internet of Things (IoT) and voice are primed to become significant differentiators for merchants, with 50% of trailblazers planning to support sales through digital assistants, such as Alexa, and other forms of connected devices.<sup>7</sup> Shout it from the rooftops—loT and voice are essential.



### Use pay-after-delivery to win now

With more consumers experiencing economic uncertainty, pay-after-delivery services boost consumer confidence by allowing them to get products, try them and pay later. Offering longer payment terms and options to delay or split payments will help consumers balance their spending—and drive loyalty.

To find out more, visit www.aciworldwide.com/ecom

<sup>&</sup>lt;sup>1</sup> ACI Worldwide data <sup>2</sup> lbid <sup>4</sup> ACI Worldwide data

<sup>&</sup>lt;sup>7</sup> Ovum Culture of Innovation Index, September 2019

Ovum Culture of Innovation Index, September 2019