



# eCommerce Insights Survey

2022 Results



**We asked.**

**YOU answered!**

**Here's your topline of  
what you're thinking  
and doing now!**

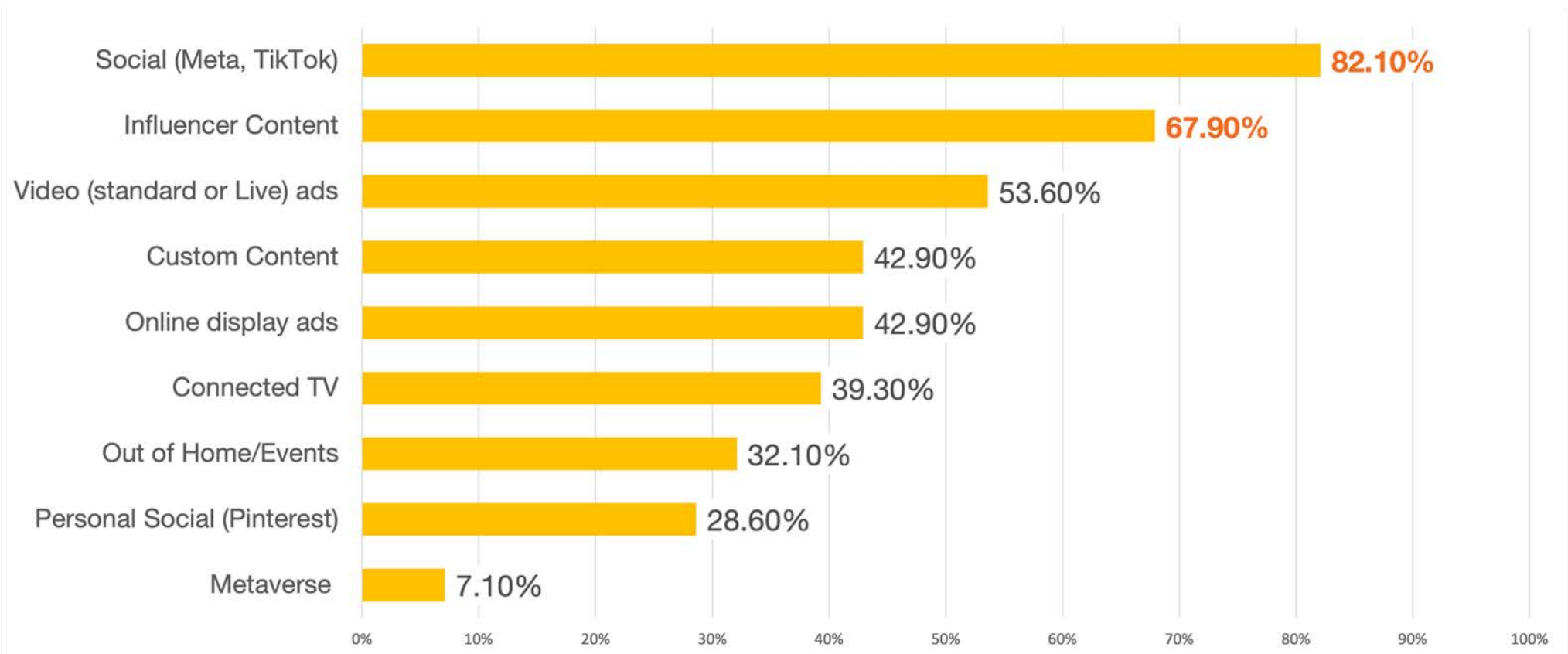
Results of the July 2022 Adweek Commerce Week Insights Survey

Note: Respondents self-selected to participate and were all industry professionals attending the Adweek conference. Therefore, results should be considered anecdotal/directional.



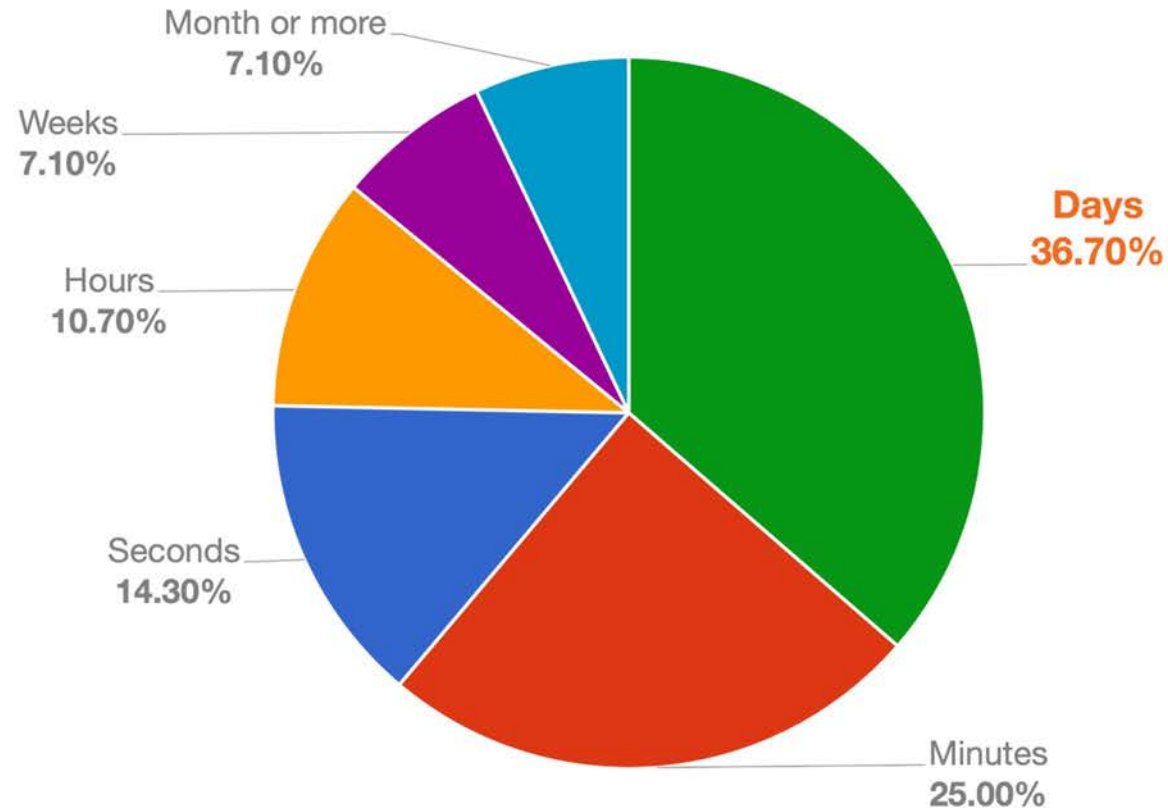
# Social media and influencers are dominating the product discovery touchpoints outside the store, when consumers are passive shopping.

Which do you believe are the MOST important product discovery touchpoints outside of the store (check all that apply)?



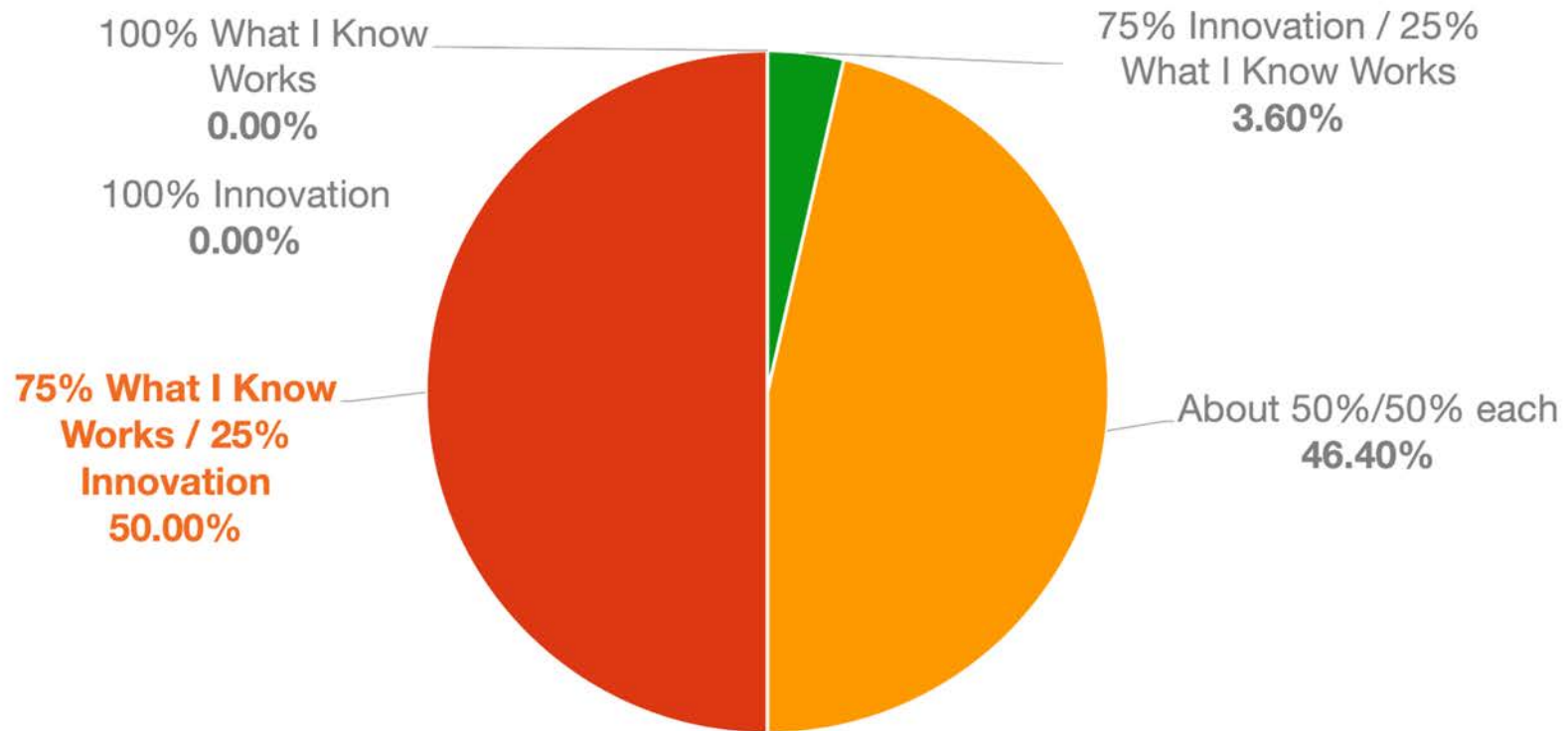
The majority of marketers believe their shopper's journey takes days, but over 39% say decisions are made in just minutes or even seconds!

What would you say is the most likely measure of an individual consumer's purchase funnel in your category(ies)?



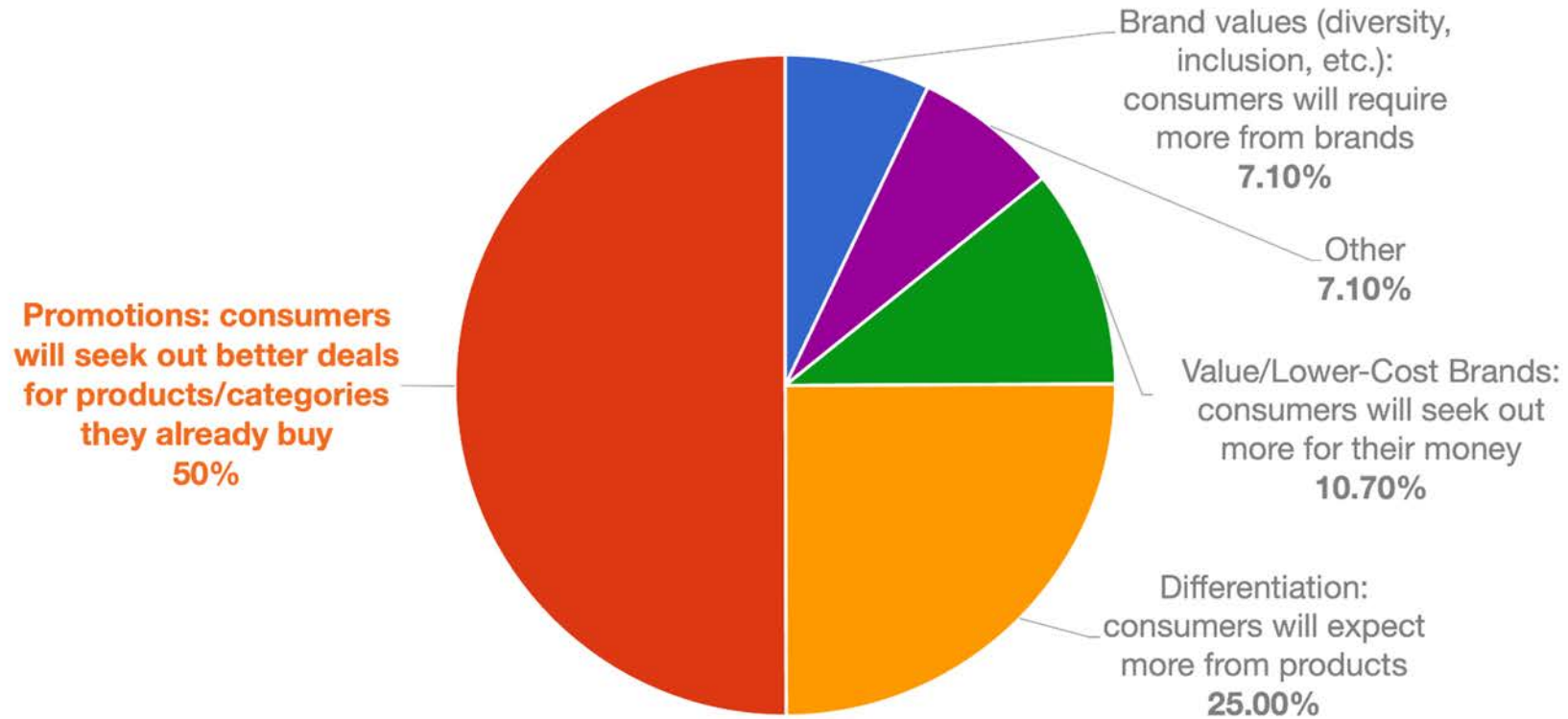
Marketers see the value of testing new tactics to keep up with change. Most are committing 25-50% of their time to driving innovation.

How much of your team's time is dedicated to learning new tactics, and how much is focused on sticking with what you know works?



Marketers expect consumers to seek out promotions to continue to buy the products they love, rather than trading down to save money.

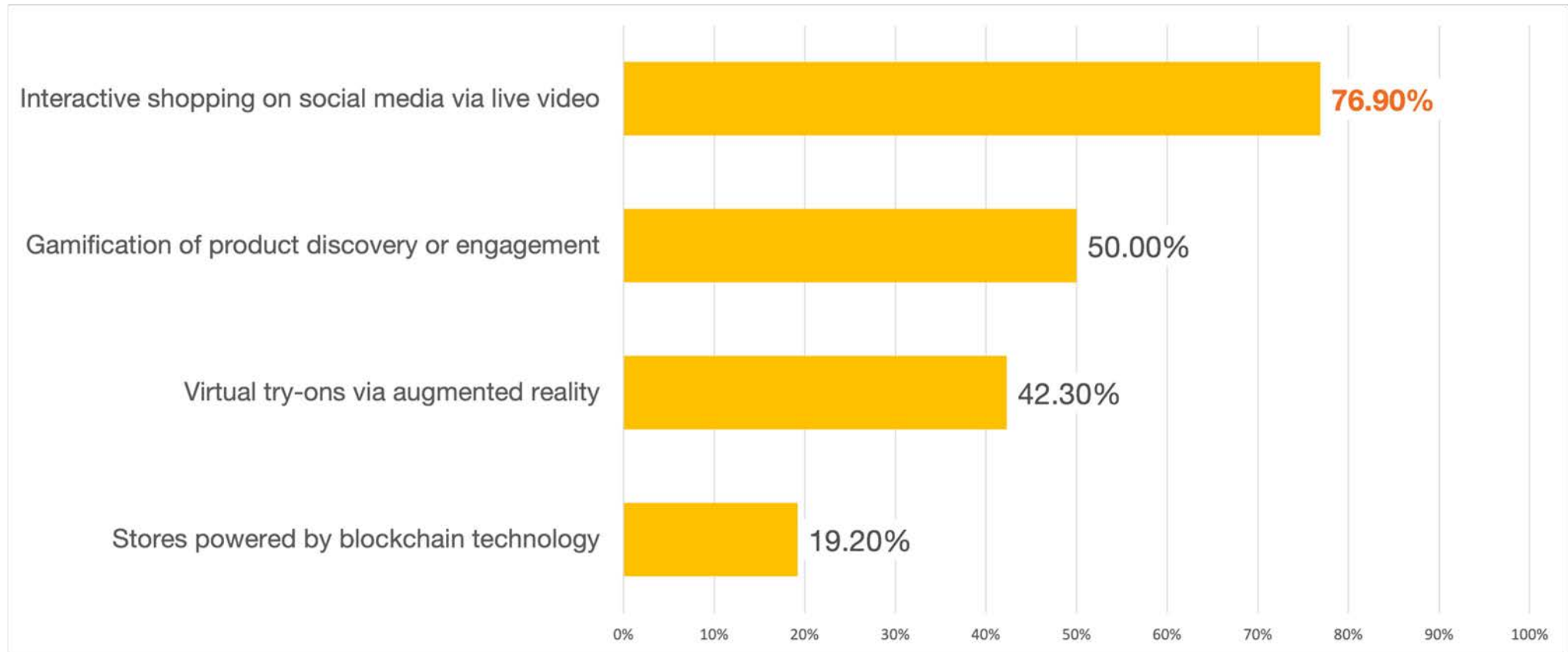
Given the current recessionary signals, what do you suspect will be the impact on consumers over the coming 6 months?





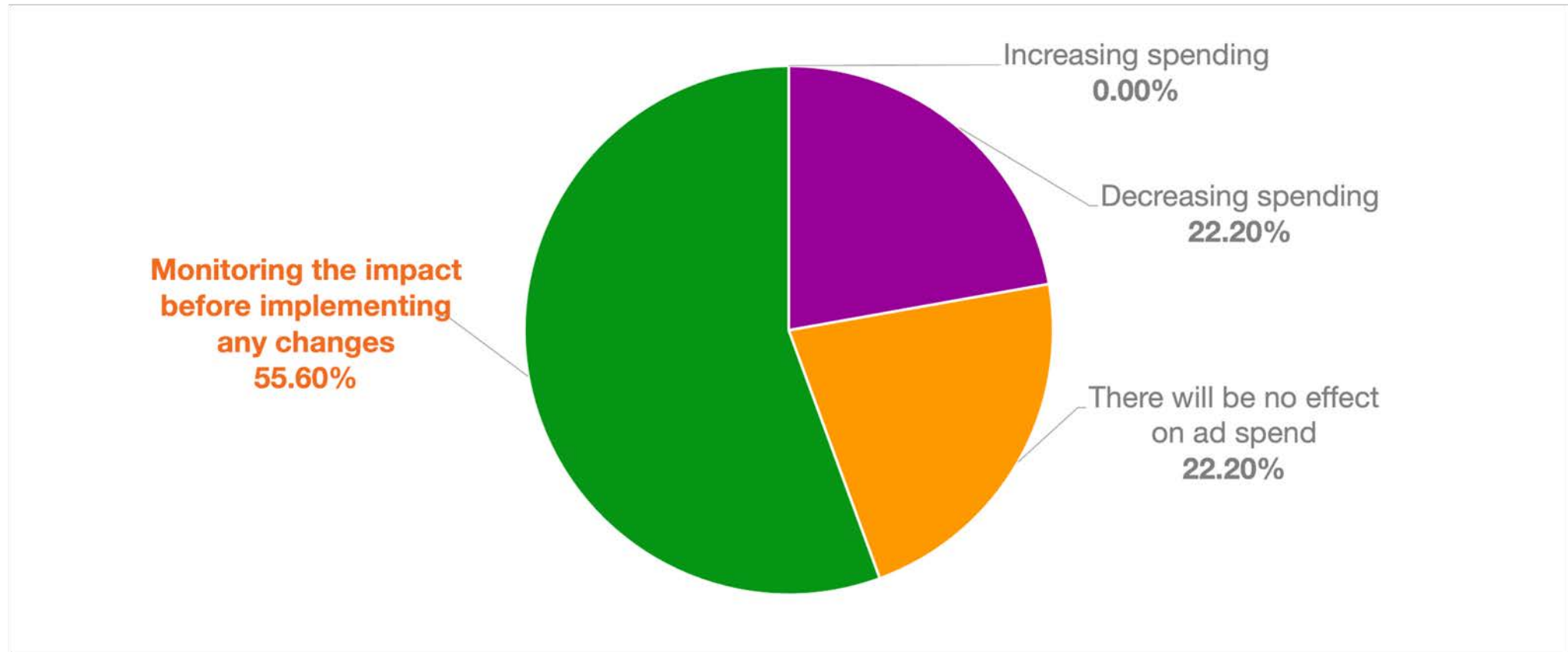
# Marketers are exploring Web 3.0 and the Metaverse, and interactive social shopping stands out as the preferred tactic.

With the evolution of Web 3.0 and the Metaverse, which of the following hybrid opportunities might you explore (or are currently using) as key customer touchpoints?



The recession has caused many marketers to adapt a “wait and see” approach in regards to ad spend.

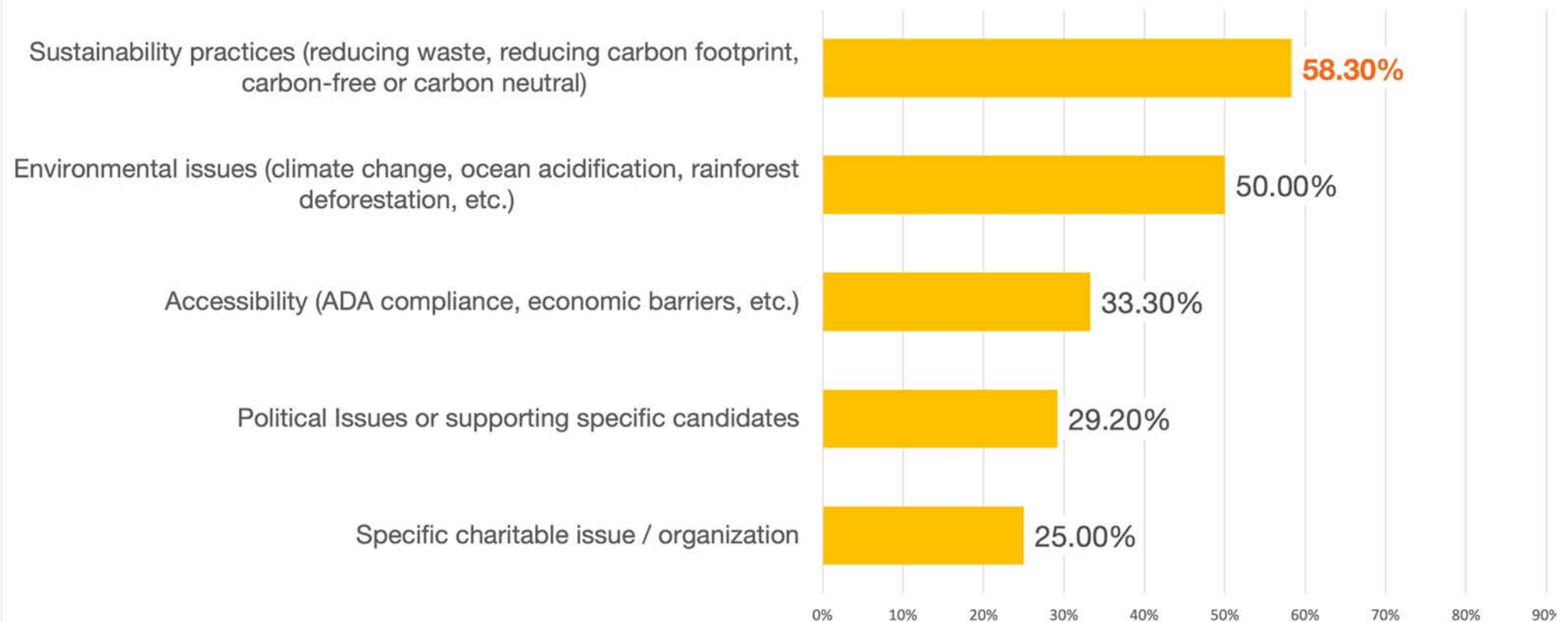
### How is the recession impacting your ad spend?





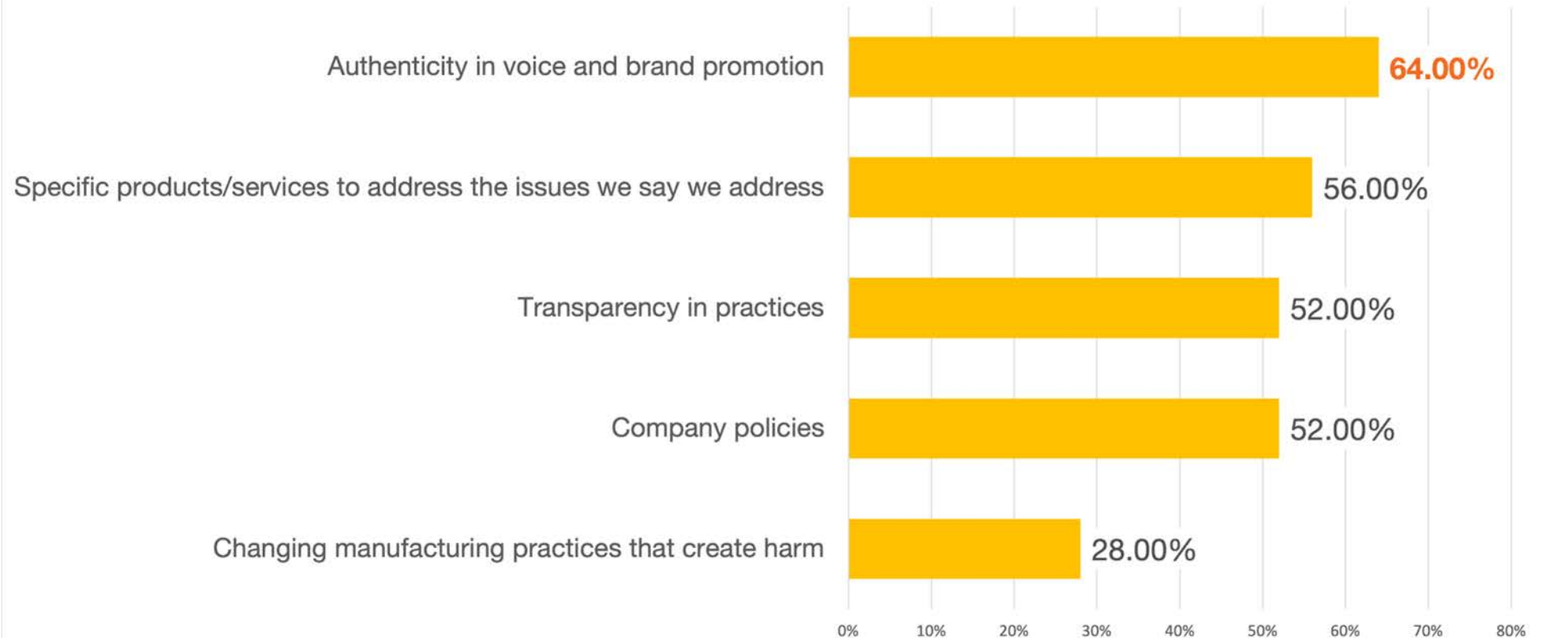
# Consumer demand for social justice and sustainable practices are impacting marketing strategies.

## Which of the following topics have impacted your marketing strategies?



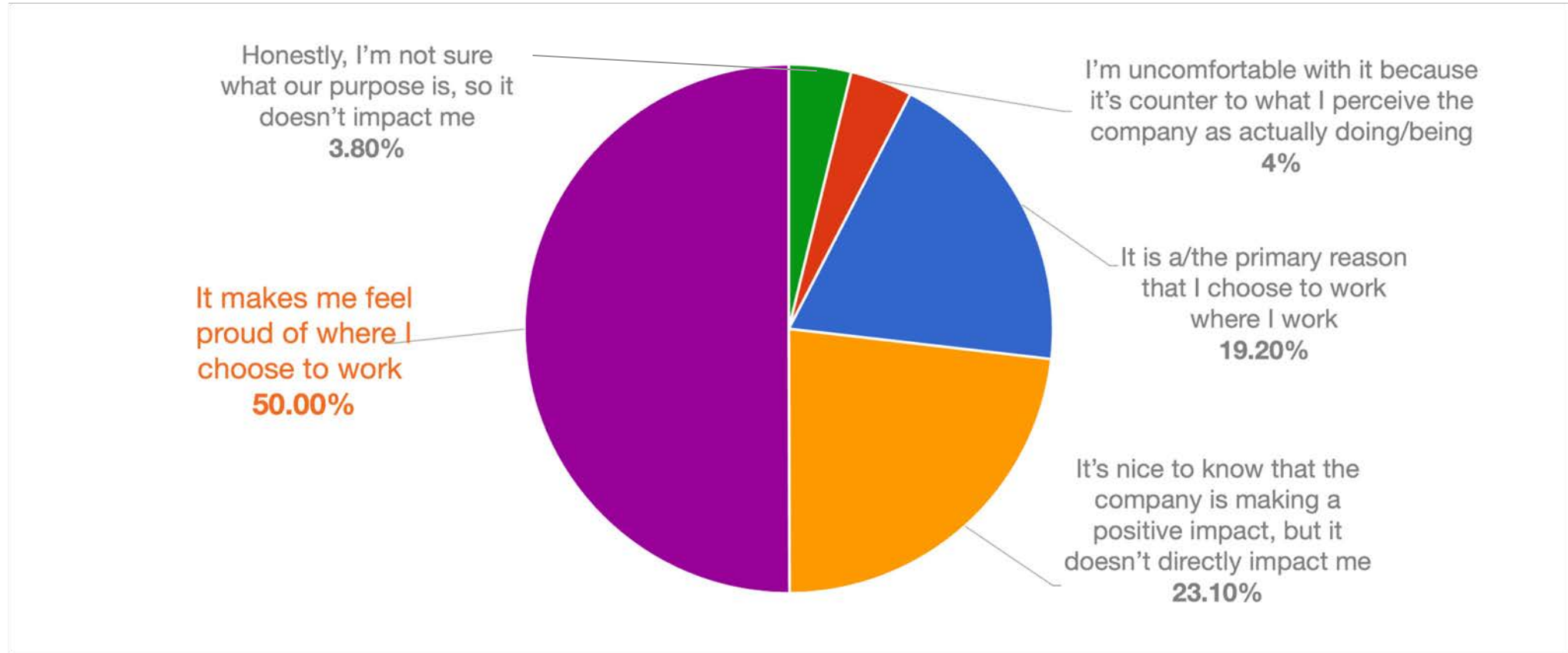
Marketers are opting for authenticity in voice to show they care, rather than changing manufacturing practices.

How are you showing consumers your purpose-driven brand strategy – that you “walk the walk and talk the talk”?



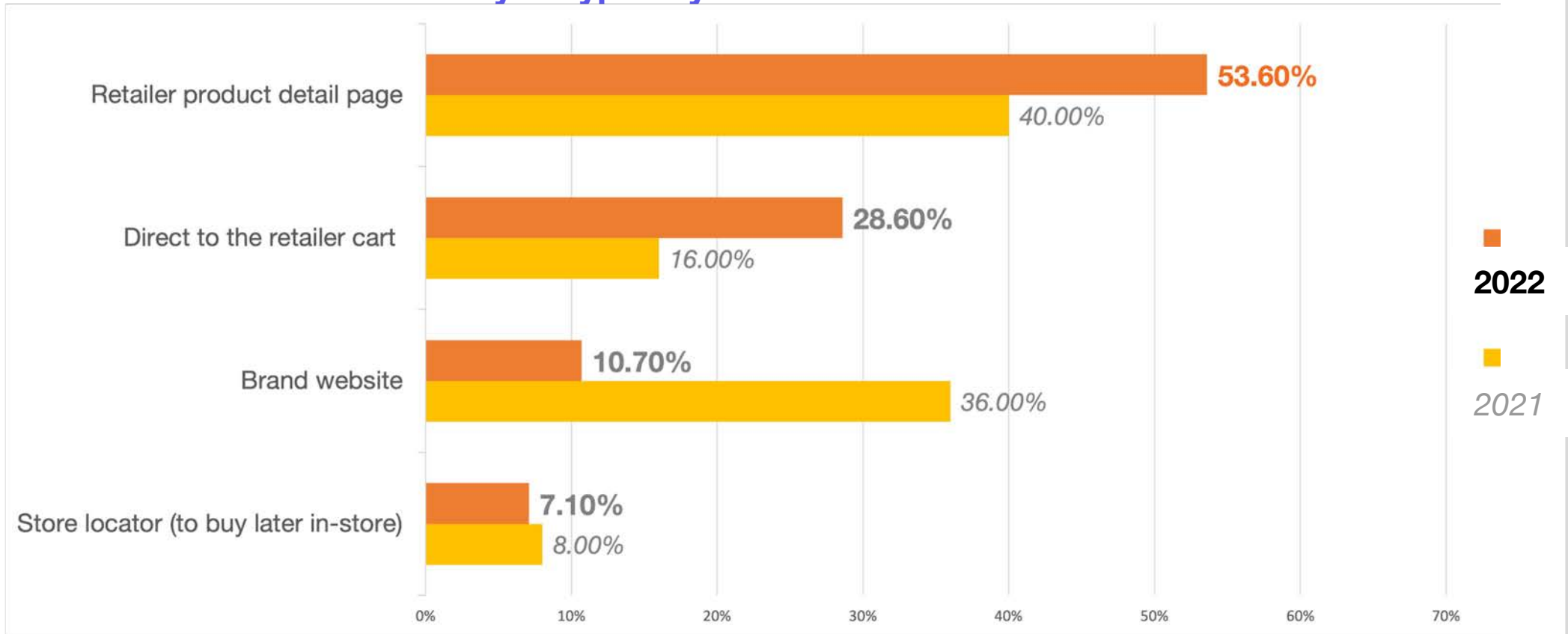
# Most marketers have positive sentiments about their brand/company's purpose and its impact on them.

Which of the following best describes how your brand/company's purpose impacts you personally?



Most marketers still use a circuitous route to the cart: through retailer PDPs. But direct-to-cart numbers have increased since last year's poll!

When driving commerce online from ads, social, etc., where do you typically send consumers to convert?



Most marketers still use a circuitous route to the cart: through the retailer PDP. But direct-to-cart numbers have increased since last year's poll!

What do you think is the biggest change we'll see in the next 3-5 years for commerce marketing?

Increased personalized on-demand commerce driven by supply chain evolution.

Virtual reality as a channel to purchase.

Monopolies in the space exercising control over data



0-party or "declared" data will accelerate micro-interactions and personalization within commerce marketing.

Shoppable social video, live & recorded



**Let's not forget about  
our LIVE POLLS!**

**The results from our  
daily interactive  
questions also show  
what's top-of-mind for  
today's marketer.**

Results of the July 2022 Adweek Commerce Week Insights Survey

Note: Respondents self-selected to participate and were all industry professionals attending the Adweek conference. Therefore, results should be considered anecdotal/directional.

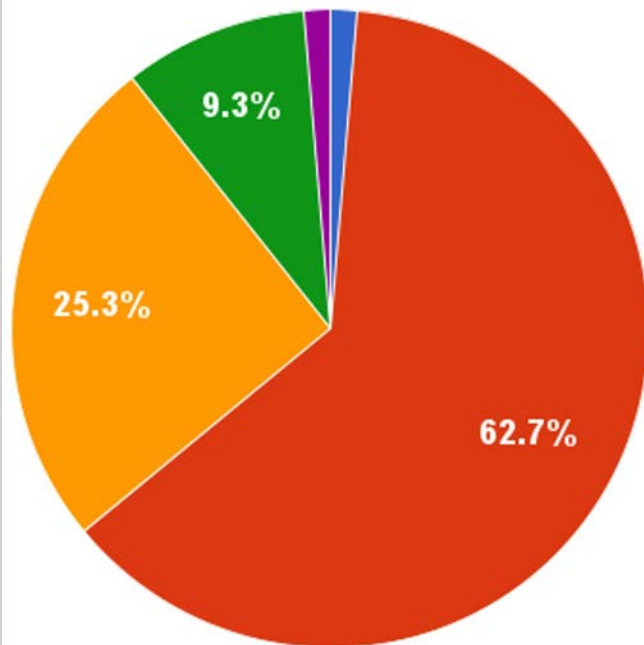




Marketers see the value of testing new tactics to keep up with change. Most are committing 25-50% of their time to driving innovation.

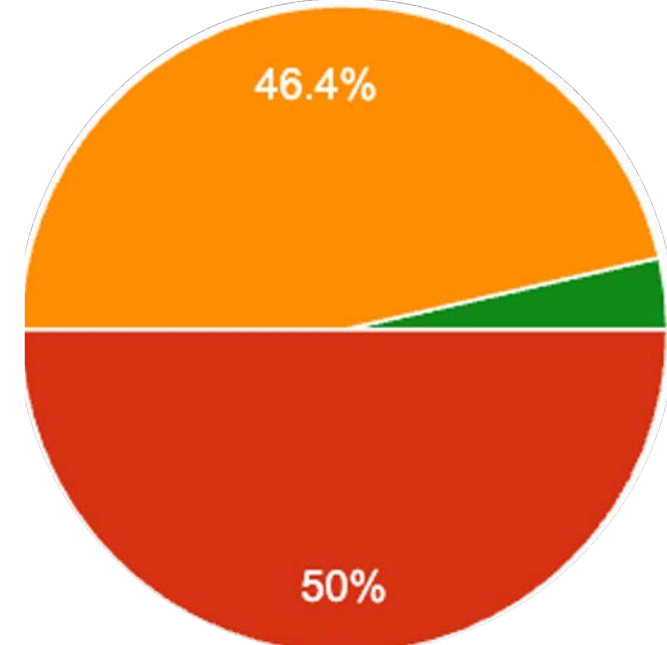
How much of your team's time is dedicated to learning new tactics, and how much is focused on sticking with what you know works?

*Live Poll Results*



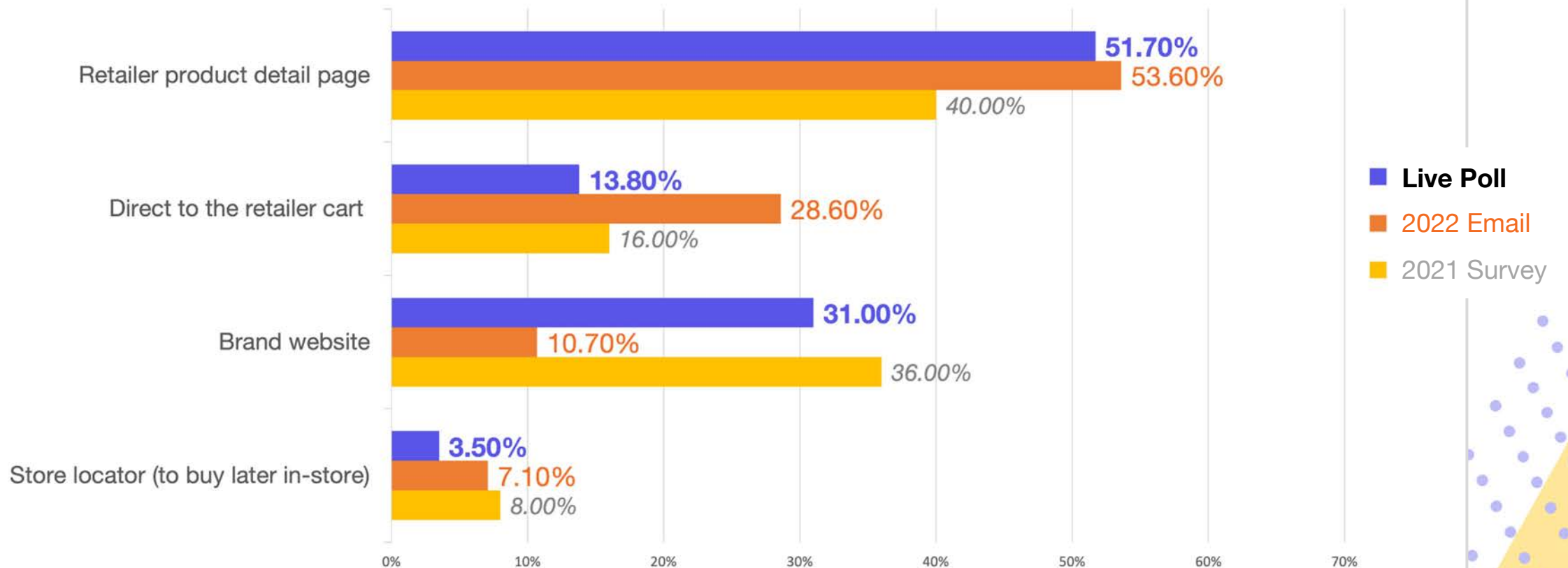
- 100% What I Know Works
- 75% What I Know Works / 25% Innovation
- About 50%/50% each
- 75% Innovation / 25% What I Know Works
- 100% Innovation

*Emailed Survey Results*



The majority of those polled live also use a circuitous route to the cart: through the retailer PDP, with brand websites coming in second.

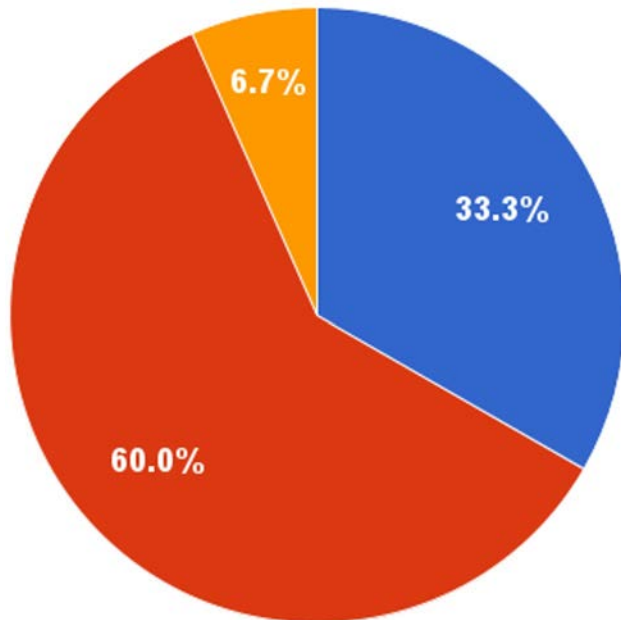
When driving commerce online from ads, social, etc., where do you typically send consumers to convert?



# Most marketers have positive sentiments about their brand/company's purpose and its impact on them.

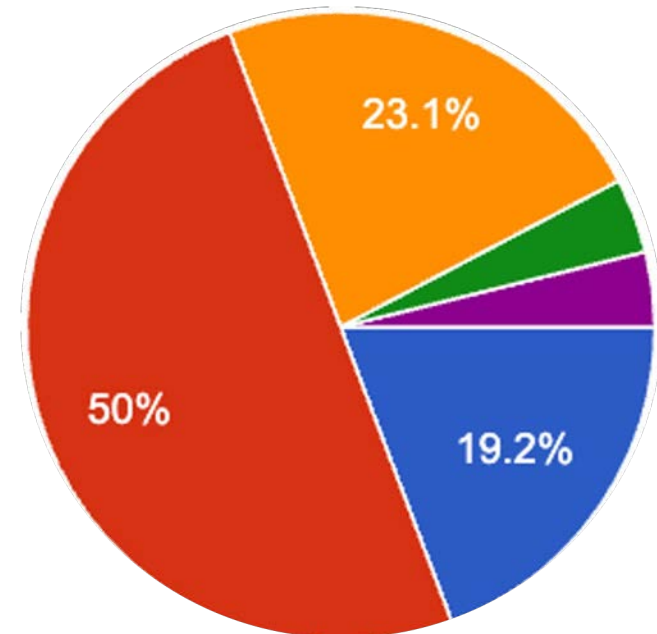
Which of the following best describes how your brand/company's purpose impacts you personally?

*Live Poll Results*



- It is a/the primary reason that I choose to work where I work
- It makes me feel proud of where I choose to work
- It's nice to know that the company is making a positive impact, but it doesn't directly impact me
- Honestly, I'm not sure what our purpose is, so it doesn't impact me
- I'm uncomfortable with it because it's counter to what I perceive the company as actually doing/being

*Emailed Survey Results*



# Can't wait to hear from you again soon!

**ADWEEK**  
**COMMERCE**  
**WEEK**

