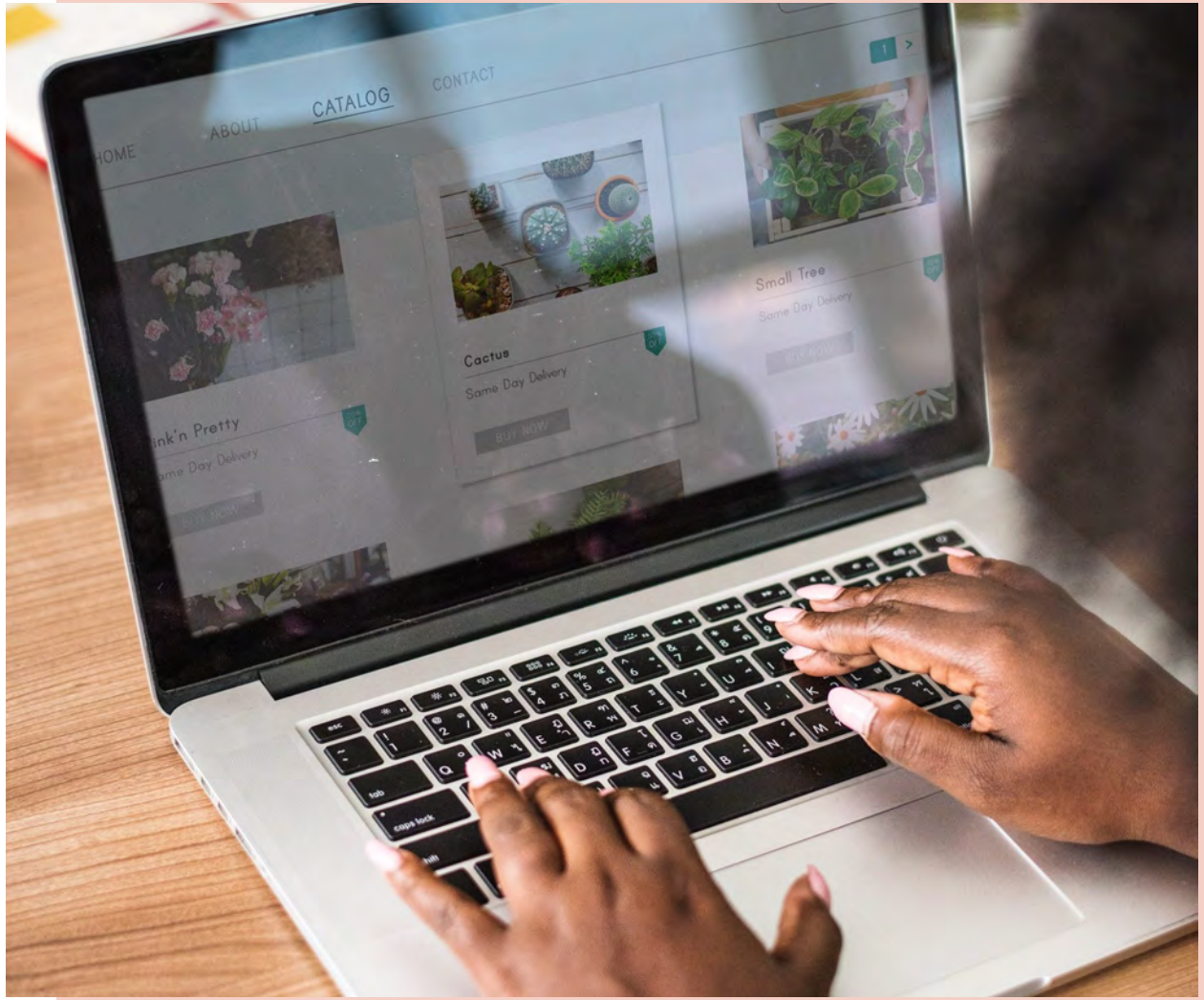
Naturally GOOD

2:30pm - What's Now and Next in E-commerce: Succeeding Globally as an Aussie Company

Laura Doonin
Director & Partner
Moustache Republic

Laura Doonin

What's Now & Next in Ecommerce



Laura Doonin

Who Am I?

- Ecommerce Strategist
- Yogi
- Podcaster
- Whisky Drinker
- TedX Speaker
- Top 50 Person in Ecommerce 2019 (No. 35)

Laura Doonin

Let's set the scene

Ecommerce usage in 2019:

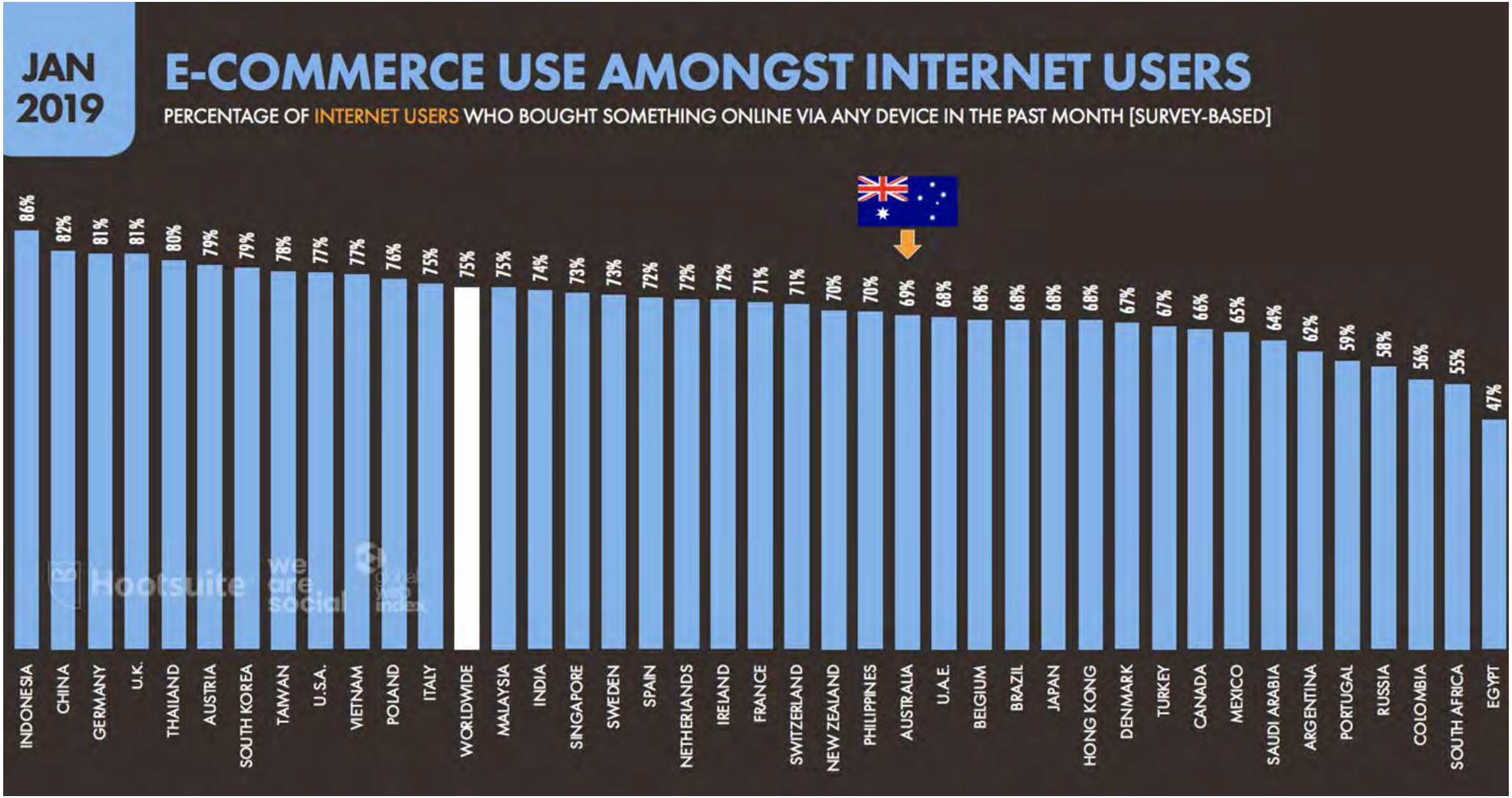
Hootesuite & WeAreSocial
2019 Digital Report

AROUND THE WORLD, 1 MILLION PEOPLE COME ONLINE FOR THE FIRST TIME EVERY SINGLE DAY

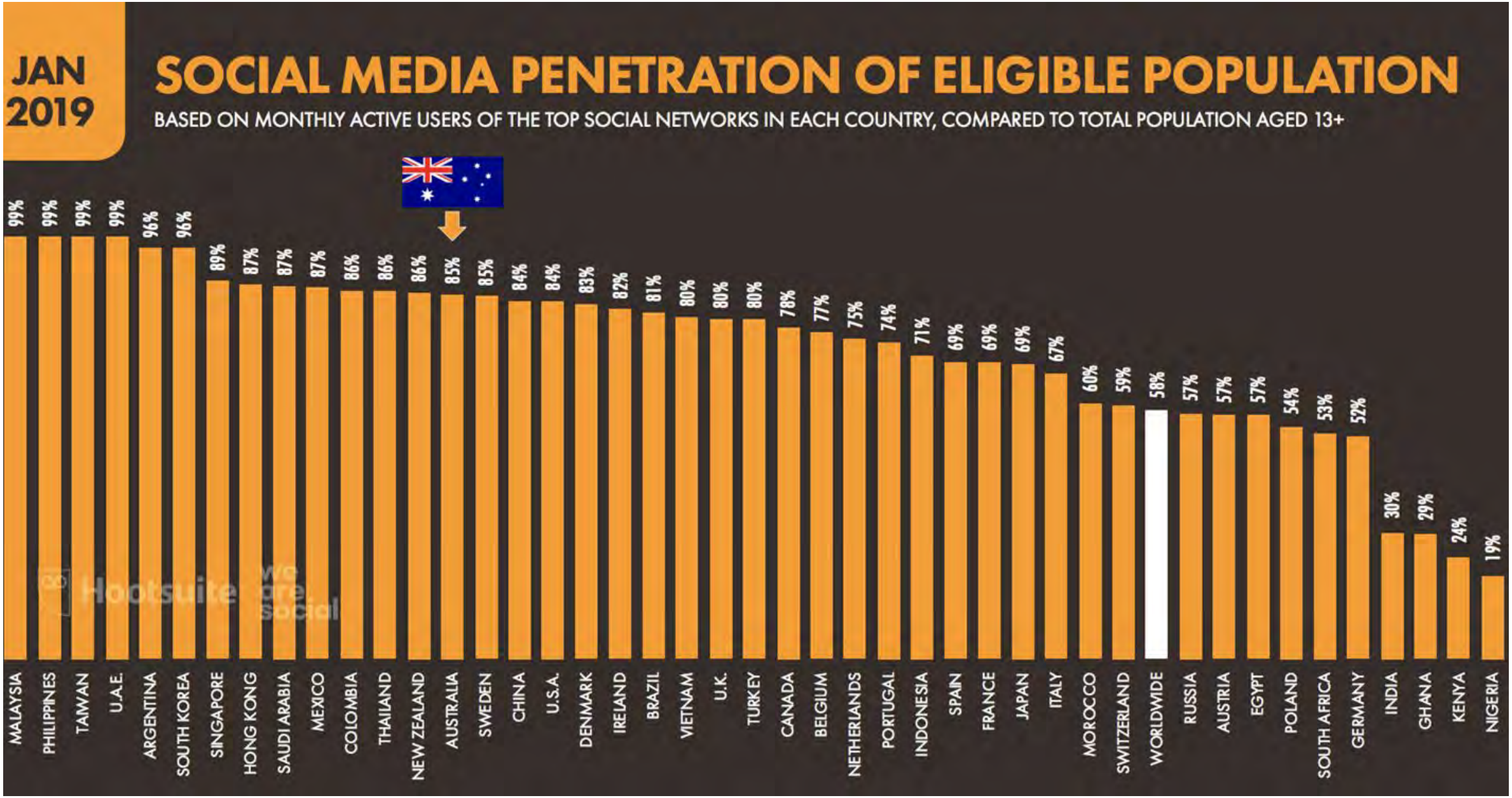
SOURCE: https://wearesocial.com/global-digital-report-2019

AUSTRALIA IS THE TENTH-LARGEST E-COMMERCE MARKET IN THE WORLD BY TOTAL SPEND

SOURCE: https://wearesocial.com/global-digital-report-2019



SOURCE: https://wearesocial.com/global-digital-report-2019



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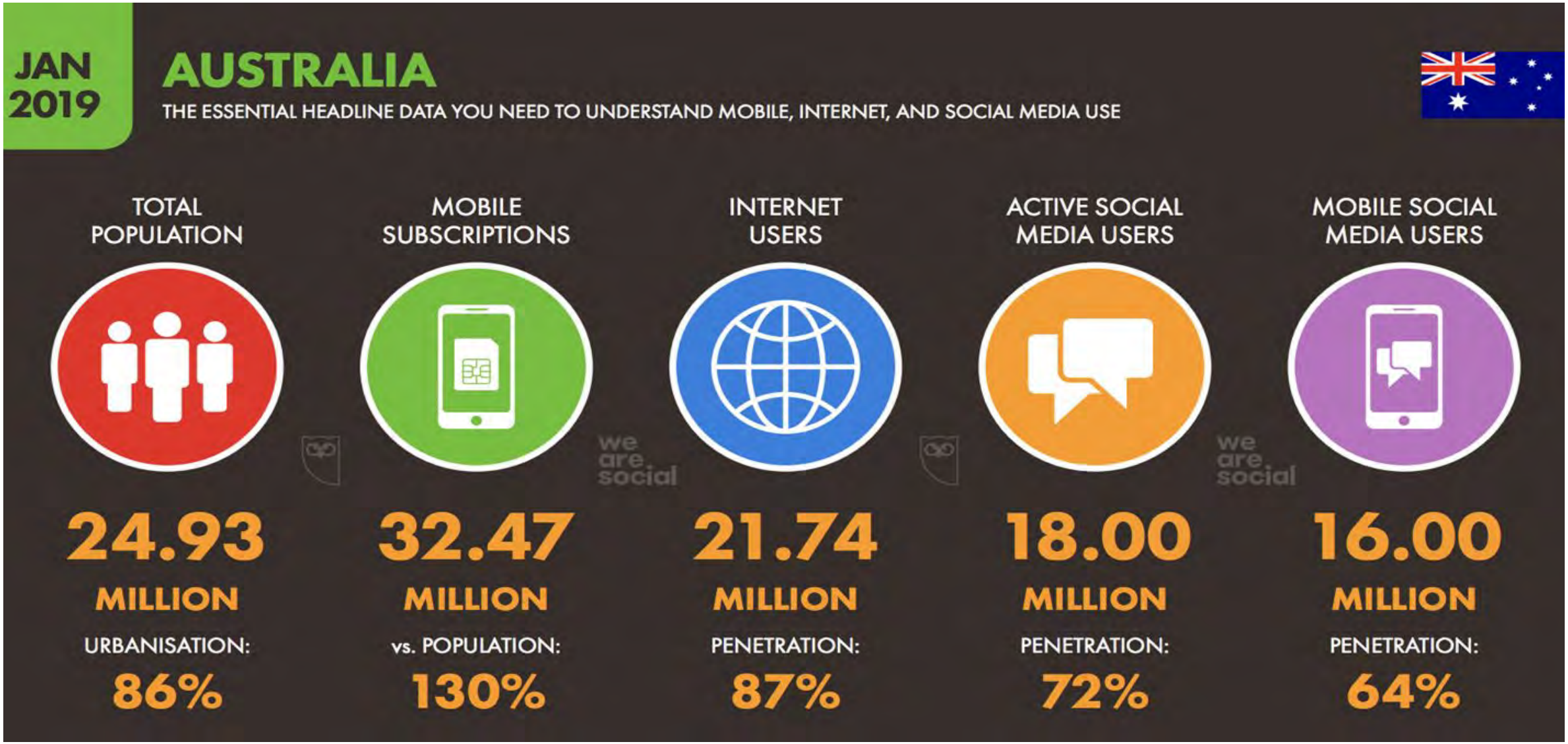

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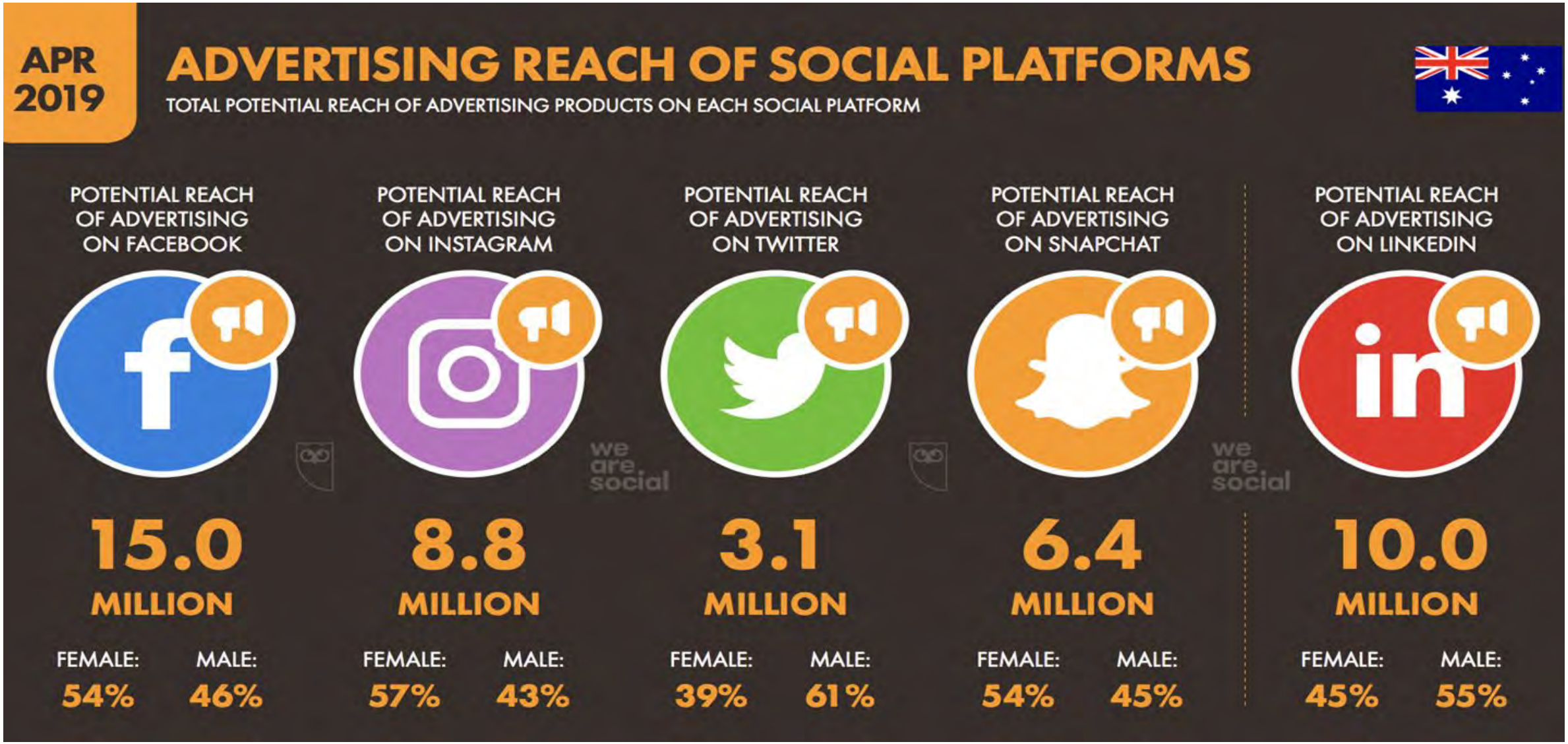
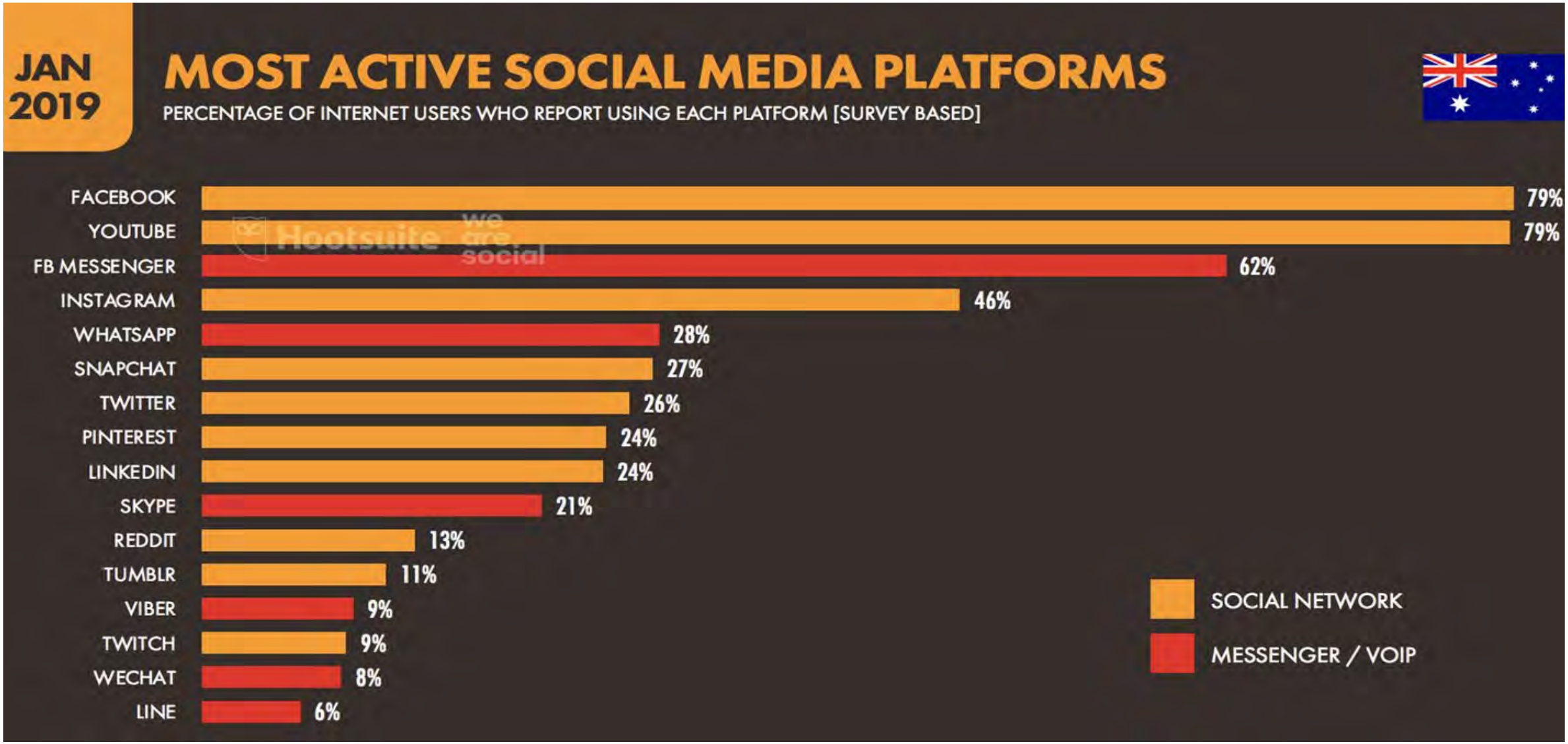


SOURCE: https://wearesocial.com/global-digital-report-2019



SOURCE: https://wearesocial.com/global-digital-report-2019

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Laura Doonin

But social media

isn’t the only thing keeping Australians busy online

SOURCE: https://wearesocial.com/global-digital-report-2019

SOURCE: https://wearesocial.com/global-digital-report-2019

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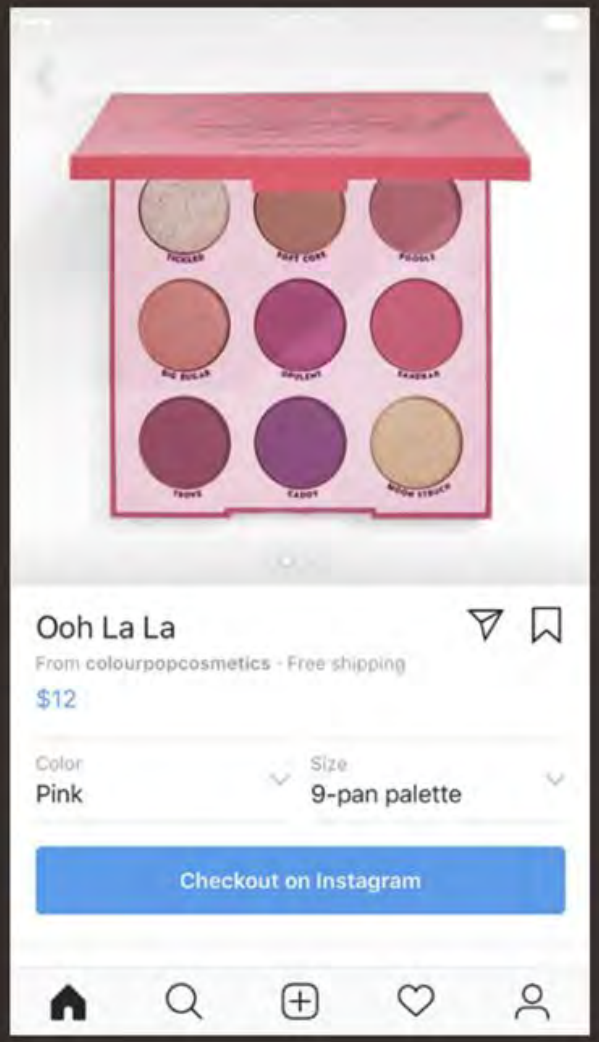
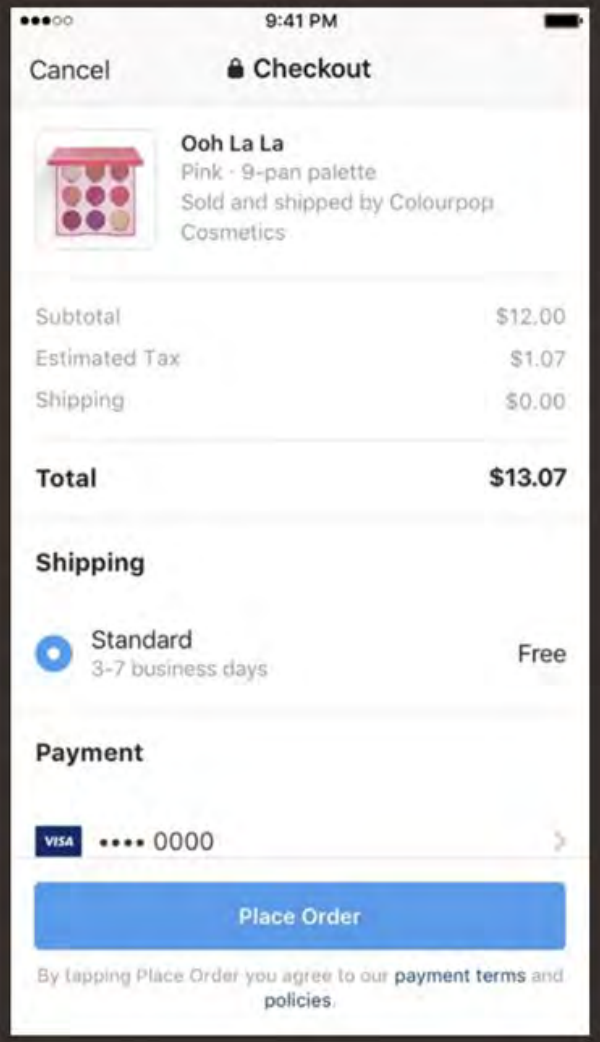
Social commerce developments

like Instagram Checkout sound promising...

9:41 PM
Instagram
colourpopcosmetics
Ooh La La $12
85,417 likes
colourpopcosmetics A pink moment Drop your fav pink emoji below!
View all 2,706 comments


Ooh La La
From colourpopcosmetics · Free shipping
$12
Color
Pink
Size
9-pan palette
Checkout on Instagram


9:41 PM
Cancel
Checkout
Ooh La La
Pink · 9-pan palette
Sold and shipped by Colourpop Cosmetics
Subtotal $12.00
Estimated Tax $1.07
Shipping $0.00
Total $13.07
Shipping
Standard
3-7 business days
Free
Payment
VISA •••• 0000
Place Order
By tapping Place Order you agree to our payment terms and policies.

Laura Doonin

But beware of losing control to social platforms -

remember organic reach?

POPULARITY HAS CONSEQUENCES

CPM: +89%

THE COST OF REACHING 1,000 PEOPLE WITH STORIES FORMATS ON FACEBOOK ALMOST DOUBLED OVER THE PAST YEAR

CPC: +66%

THE AVERAGE PRICE OF COST-PER-CLICK 'STORIES' AD PLACEMENTS ON FACEBOOK HAS INCREASED BY TWO THIRDS IN THE PAST 12 MONTHS

SOURCE: https://wearesocial.com/global-digital-report-2019

By 2023, retail ecommerce sales in APAC are projected to be greater than the rest of the world, combined.

Source: https://www.statista.com/statistics/705614/global-b2b-e-commerce-gmv-region/

Retail ecommerce in global perspective by 2023

$1.4T

in APAC

$1.3T

In North America, EMEA, South America

Source: https://www.statista.com/statistics/705614/global-b2b-e-commerce-gmv-region/

HYPER

Laura Doonin

What do today's customers

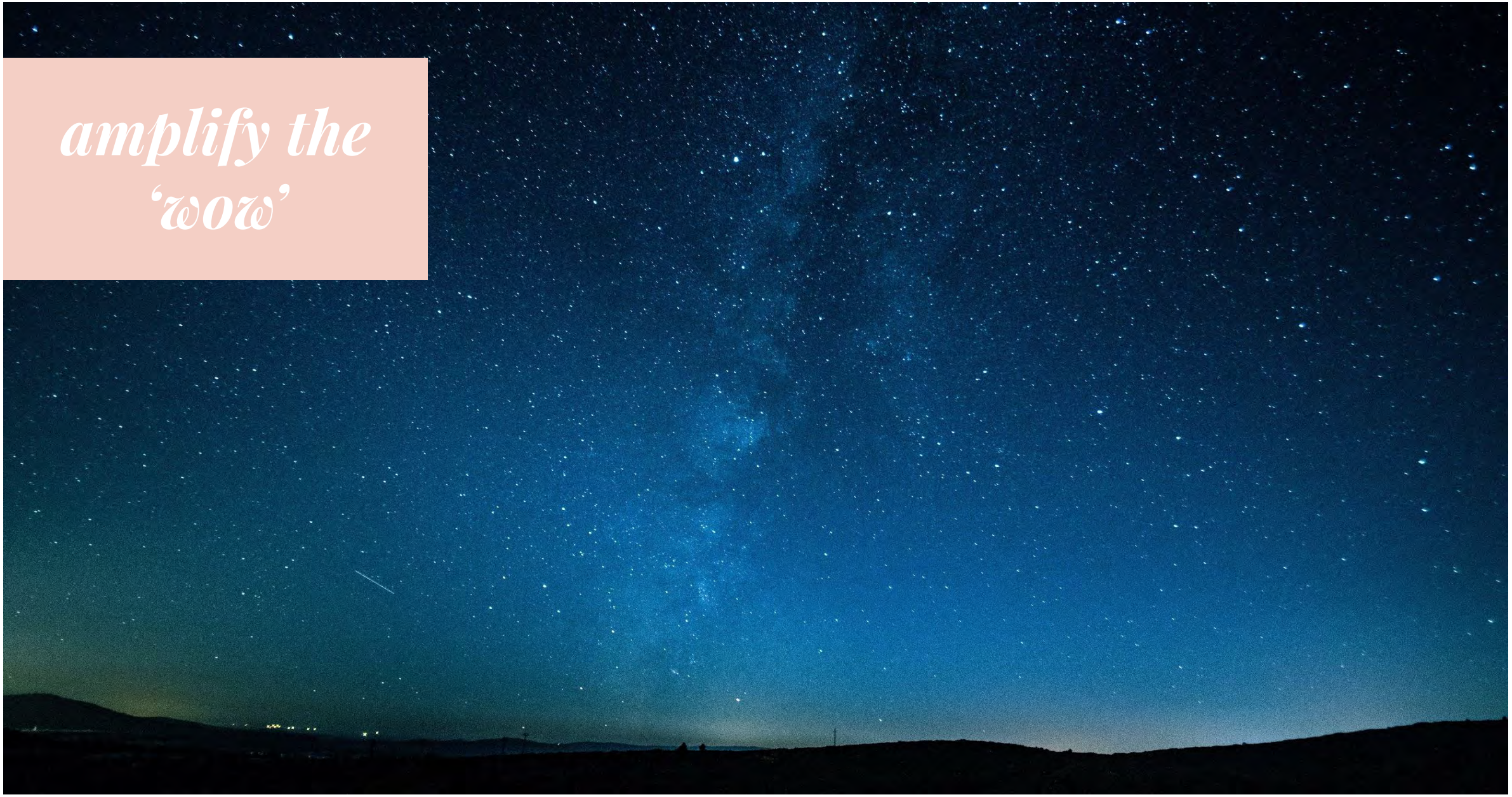
expect?

be unique

be relevant

be rebellious

be authentic



amplify the 'wow'

go big or
go home

get smaller
and closer

be frictionless

test and learn

Laura Doonin

Namaste

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Podcast
Whisky & Commerce

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