

Shopper Behavior Online vs. In-Store

2019 to June 2021



Dating back to 2019, the numbers tell an interesting story: How has the pandemic impacted where retailers across the RWS network do business? How does shopper behavior continue to shift in the current environment? **Key takeaways:**

- Since the first half of 2019, the number of retailers on the RWS platform that have engaged in e-commerce has grown by 51%. This trend, while already on the rise, increased dramatically as a result of the pandemic and has remained stable.
- As retailers adapted to meet shoppers online, their efforts were rewarded with the average number of online orders per retailer in the first half of 2021 up by 135% compared to 2019. Also, Q1 and Q2 had an increase in online orders of 254% across the RWS network compared to the same period in 2019.
- Compared to the first half of 2020, the number of online orders in 2021 was up by 7%, showing a continued aptitude for online shopping, while driving directions was up by 36%, signifying an uptick for in-store transactions.

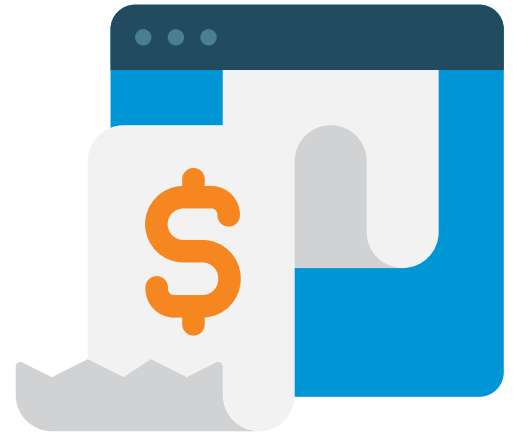
NUMBER OF WEBSITES WITH ONLINE PURCHASES

2021 VS 2019
(Q1+Q2)

UP 51% ↑

2021 VS 2020
(Q1+Q2)

UP 2% ↑



ESTIMATED NUMBER OF SALES

2021 VS 2019
(Q1+Q2)

UP 254% ↑

2021 VS 2020
(Q1+Q2)

UP 7% ↑

DRIVING DIRECTIONS FROM MOBILE DEVICES

2021 VS 2019
(Q1+Q2)

UP 26% ↑

2021 VS 2020
(Q1+Q2)

UP 36% ↑



NUMBER OF CALLS FROM MOBILE DEVICES

2021 VS 2019
(Q1+Q2)

UP 108% ↑

2021 VS 2020
(Q1+Q2)

UP 5% ↑

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