Astound Commerce

2017 Global Brand Shopper Survey

Digital and In-Store Insights

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Insights

Table of Contents

I. Introduction

I. Introduction

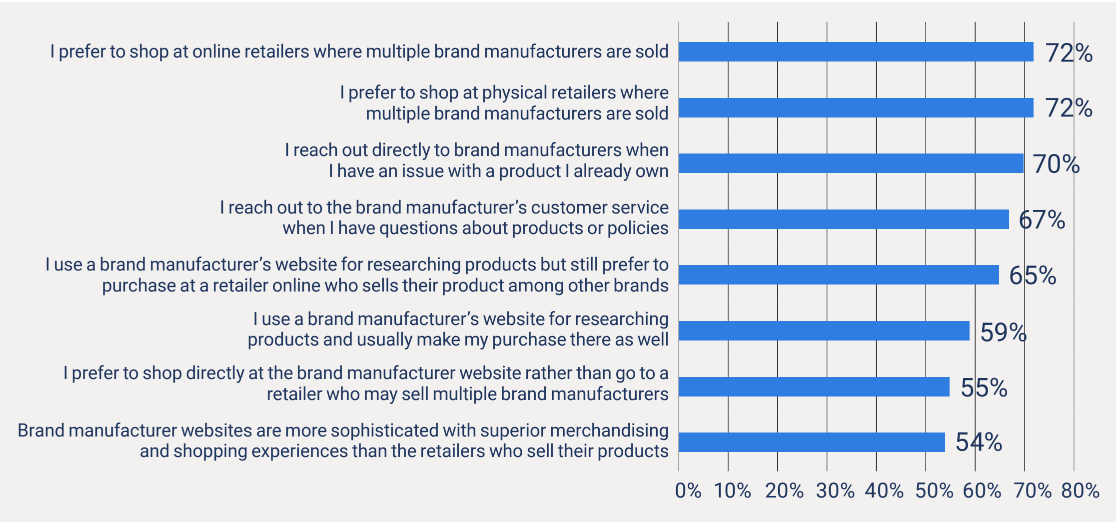
The retail landscape has changed. Every street that was once comprised of department stores and specialty retailers finds its neighbors now include global brands recognized around the world. From technology powerhouses like Apple to dominant sporting goods players that include Nike and Under Armour, shoppers are passionate about the brands they connect with digitally and physically. Apparel and accessories are also integral factors in the digital arena and a force to be reckoned with as they were pioneers in going direct to consumer.

Knowledge of the experiences being delivered and their digital strength individually and across channels is ripe for studying and sharing with clients and the industry at large. Growth can surely be expected in the brand sector. This knowledge of shopper expectations and perspectives can help position brands and their retail partners to elevate experiences beyond engagement to both increase transactions and brand loyalty.

While shoppers still prefer multiple brand retail experiences, our belief is that this is likely a factor of long entrenched behavior. A series of statements was put forth to gauge opinions about brand manufacturer experiences. The only definitive is that a pattern has not yet emerged yet it was our belief that the pendulum may be shifting. The role of the brand manufacturer website is multi-dimensional and particularly important once products are purchased from a research and service perspective.

Two compelling facts that should not be ignored are that 59% of shoppers prefer to research and 55% want to shop directly at the brand manufacturer rather than a retailer.

Agreement with general preferences and visits to brand manufacturer websites



Demographic Insights

Millennials' general preference is to shop directly with brand sites as they perceive them as more sophisticated. This segment has long engaged with brands and they see their presence as the norm so their opinions will undoubtedly shape future generations of shoppers.

Strongly agree	Mill	Non-mill	M/NM Gap
Brand manufacturer websites are more sophisticated with superior merchandising and shopping experiences than the retailers who sell their products	32%	16%	16
I use a brand manufacturer's website for researching products and usually make my purchase there as well	31%	19%	12
I prefer to shop directly at the brand manufacturer website rather than go to a retailer who may sell multiple brand manufacturers	39%	18%	11

II. 2017 Astound Commerce Global Research Initiative

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II. 2017 Astound Commerce Global Research Initiative

Astound Commerce is introducing a bold new omnichannel research program. Look for these brand insights throughout 2017 including a special holiday edition.

Research Program	Goal
Consumer Research	Provide perspective on real consumer insights and shopper behavior as the retail landscape sees immense shifts in both seller and shopper behavior
Mystery Shopping: AC Global Brand 50	Evaluation of 50 global brands and their respective digital executions taking a look at desktop and mobile usage culminating in an in-store visit where 226 omnichannel metrics will be in focus
Mystery Shopping: AC Specialty Retailer 50	Take the pulse of specialty retailers to see how they stack up reflecting on the similarities and disparities between the two groups where 226 omnichannel metrics will be in focus

III. 2017 Global Brand Survey

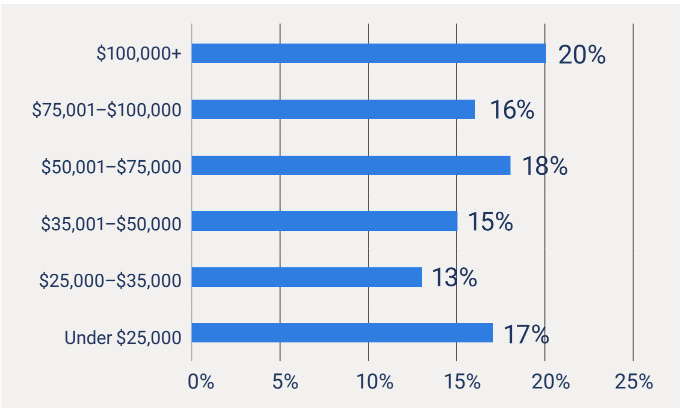
III. 2017 Global Brand Survey

A. Methodology

A 30-question online survey of 1000 consumers who shop online and have visited brand manufacturer websites in June, 2017

- 957 initially disqualified who did not meet the above criteria
- 50% Male/50% Female
- 5 age demographic segments (18–24, 25–34, 35–44, 45–54, 55–70) with 200 respondents in each set
- Income as outlined below

Combined Annual Household Income Before Taxes



B. Survey Vision

- Gain a clear understanding of the role of brand manufacturer shopping experiences across digital and physical store channels
- Explore essential brand manufacturer topics including:
  - Researching, website prompts, site experiences, sentiment and feature expectations
  - Purchasing and respective performance
  - The role of the brand manufacturer's physical store
  - Customer service and brand manufacturers
  - Social media and brand manufacturers
- Demographic insights will be called out to understand gaps exposing differences in behavior based on gender and age
- Highlight opportunities to advance and evolve shopping strategically via checklists. These ideas can serve as a roadmap to superior shopping experiences.

IV. Survey Results and Highlights

IV. Survey Results and Highlights

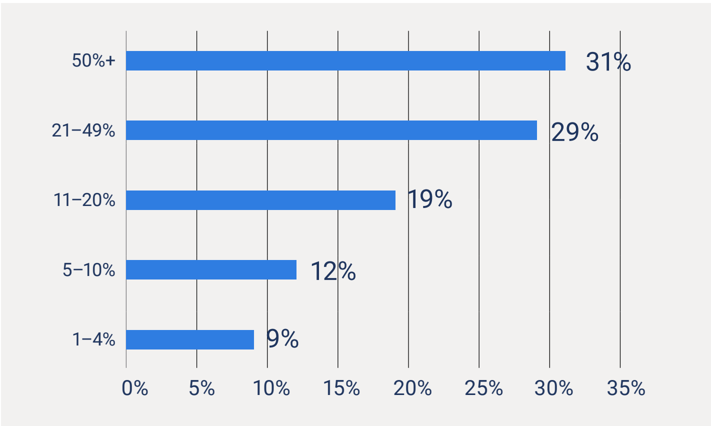
A. Brand Manufacturer Website Insights

An understanding of brand manufacturer websites begins with an exploration of the path to purchase. The visit is the first step as shoppers research in anticipation of purchasing online or in-store directly with brands or their retail partners.

Online Buyers Are Shopping Ready

Knowing that online shopping matters makes a statement as 6 out of 10 online shoppers make 21% or more of their purchases online.

% of shopping purchases done online (excluding groceries)



Demographic Insights

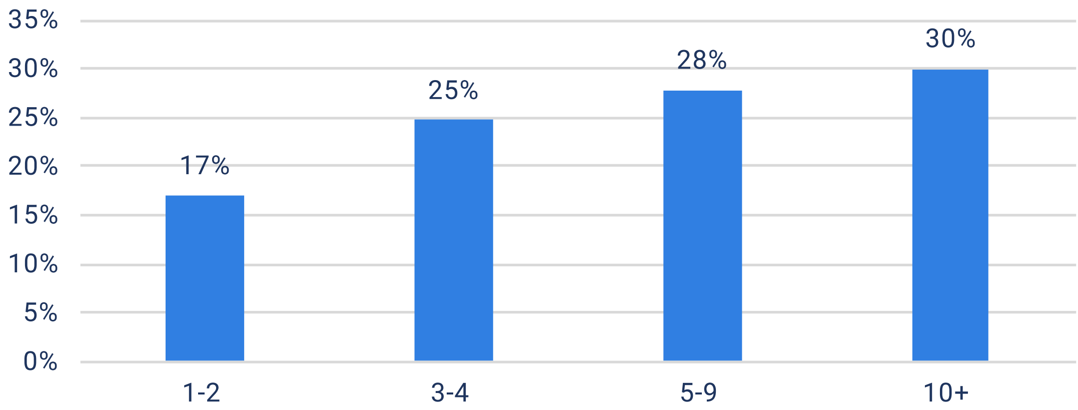
Millennial shopping is 9 points higher than non-millennials while males are 7 points higher then females in regards to 21%+ online purchasing.

	Millen	Non-mill	Male	Female
50%+	36%	28%	33%	30%
21–49%	30%	29%	31%	27%
21%+	**66%**	**57%**	**64%**	**57%**

Visits Set The Stage For Shopping

The brand “readiness” factor means remaining relevant to brand shoppers as the majority (58%) of online shoppers have visited 5+ brand manufacturer websites. Millennials are most aggressive as 67% visited 5+ brand manufacturer websites over the past 6 months.

brand manufacturer websites visited in past 6 months



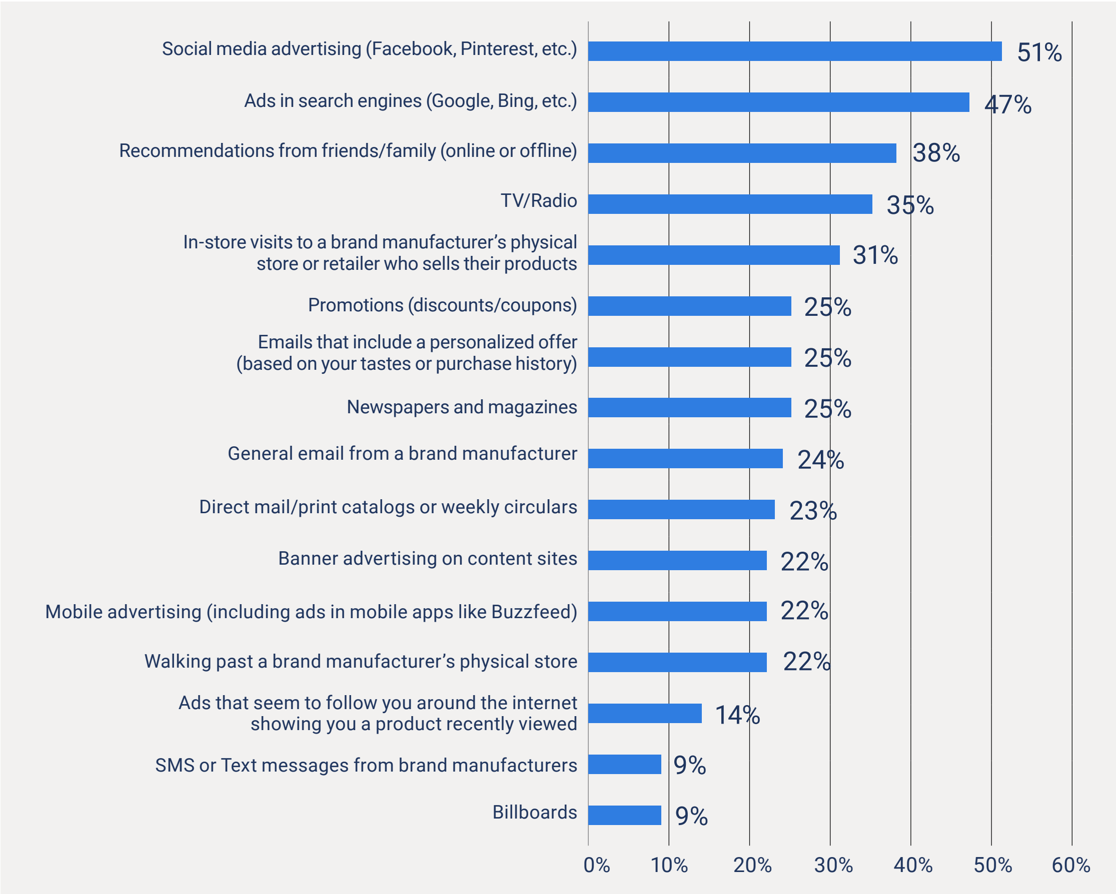
Demographic Insights

	Millen	Non-mill	Male	Female
10+	34%	28%	32%	28%
5–9	33%	25%	30%	25%
5+	**67%**	**53%**	**62%**	**53%**

Prompts To Visit

Our research indicates that the biggest prompters for visiting brand manufacturer websites are social media (51%) while search engine ads are important for (47%). Millennials are more often prompted by social media (64%) and search engine ads (57%). Also of note is that an in-store visit can lead to a website trip for 1 in 3 online shoppers suggesting an important omni-channel connectivity role. Traditional means should not be fully discounted as recommendations from friends and family, TV, radio and newspapers are also a factor for 1 in 4 online shoppers.

Prompters to visit a brand manufacturer's website



Demographic Insights

Males are more often prompted by both traditional and digital channels while females are more receptive to emails, social advertising and promotions.

	Male	Female	M/F Gap
TV/Radio	41%	29%	12
Ads in search engines (Google, Bing, etc.)	53%	41%	12
Mobile advertising (including ads in mobile apps like Buzzfeed)	27%	17%	10
Newspapers and magazines	29%	20%	9
Emails that include a personalized offer (based on your tastes or purchase history)	22%	27%	-5
General email from a brand manufacturer	21%	27%	-6
Social media advertising (Facebook, Pinterest, etc.)	48%	54%	-6
Promotions (discounts/coupons)	19%	30%	-11

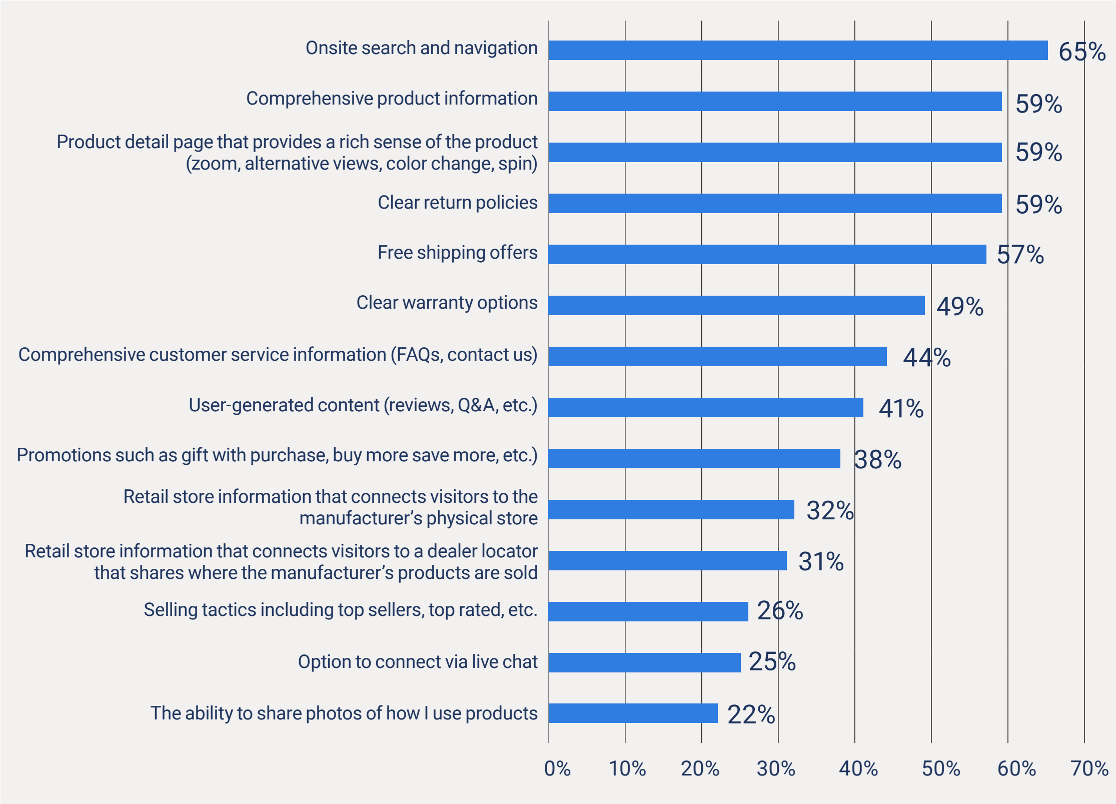
The Feature Set

Online shoppers were asked directly about features, **"When browsing and buying from brand manufacturer websites, how would you rate the importance of the following features and functionality?"**

Just as features and functionality define the experience for store-based shoppers, "Very important" brand manufacturer features include onsite navigation (65%), complete product information (59%), a rich product detail page (59%) and clear return polices (59%). All are cited for the important role they can play for shoppers.

Many of these same elements would undoubtedly find their way to the top of every ecommerce functionality wishlist. The challenge for brand manufacturers is that many have come later to the commerce game than their retail counterparts. Except for those seen among power brands, their more limited investment levels will not likely position them to easily compete. Our general findings when building our Astound Commerce Global 50 Brand Index indicated that the overall quality of the web experiences for many of those reviewed did not meet the expectations or level of sophistication seen in traditional retail. We did cherry-pick our larger initial list to include those whose efforts should be commended along with up-and-comers in categories like home who represent the late adopter segment.

Feature and functionality importance when visiting brand manufacturer websites
Very Important



Demographic Insights

Clear return policies, product detail pages and product information are much more important for females.

Very Important	Male	Female	M/F Gap
Free shipping offers	53%	61%	-8
Comprehensive product information	55%	64%	-9
Product detail page that provides a rich sense of the product (zoom, alternative views, color change, spin)	52%	65%	-13
Clear return policies	52%	65%	-13

Millennials find ability to share photos, live chat connections and selling tactics most important while non-millennials care more about free shipping, comprehensive product information and clear return policies.

Very Important	Mill	Non-Mill	M/NM Gap
The ability to share photos of how I use products	30%	17%	13
Selling tactics including top sellers, top rated, etc.	32%	22%	10
Option to connect via live chat	31%	22%	9
Product detail page that provides a rich sense of the product (zoom, alternative views, color change, spin)	56%	61%	-5
Comprehensive product information	56%	62%	-6
Clear return policies	55%	61%	-6
Free shipping offers	51%	61%	-10

Category Tools

The web is uniquely positioned to deliver personalized experiences and thus category-centric tools are often the impetus behind this execution. It's reassuring to see that 1 in 3 shoppers find sizing, product finders and customer tools very important. Each of the elements below guides the shopper to make a better decision. They hone in on the features and attributes that matter in each category ideally driving conversion.

Importance of specialized capabilities when shopping brand manufacturers across categories | Very Important

Demographic Insights

Female interest lies in sizing tools and product finders while males find important virtual reality and try on tools.

	Male	Female	M/F Gap
Virtual try on tools for apparel and accessories	32%	22%	10
Virtual reality for evolved shopping experiences	25%	19%	6
Product finders that guide you to the right product (e.g. beauty products, home appliances, etc.)	35%	40%	-5
Sizing tools that assist in selecting the right product (e.g. TrueFit)	37%	46%	-9

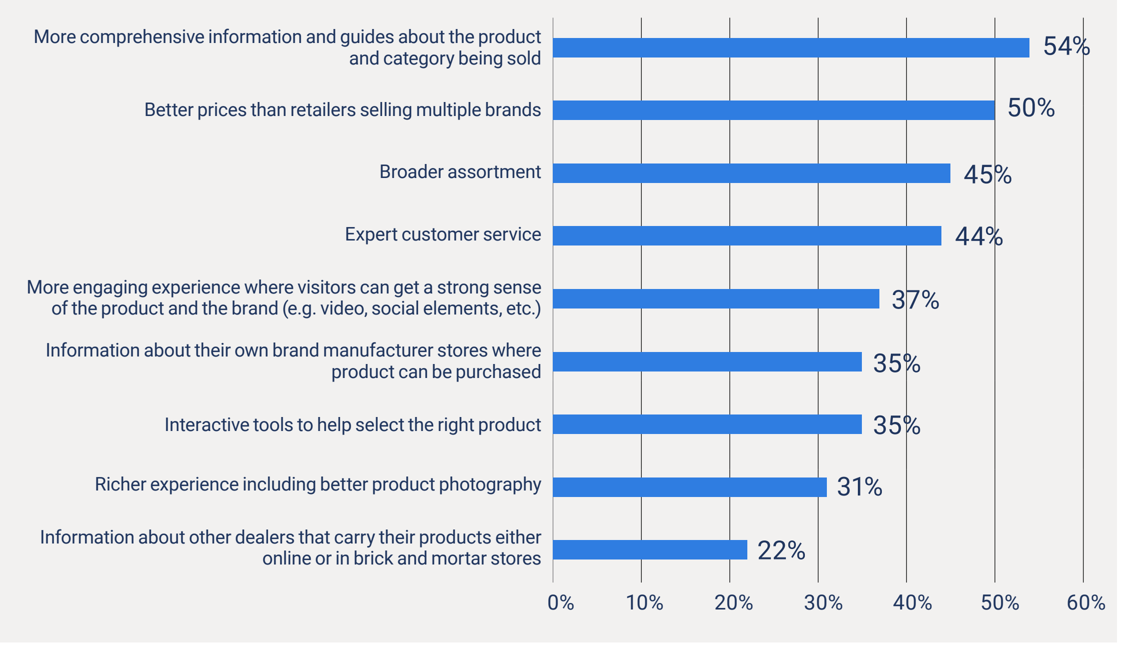
Millennials find all specialized capabilities much more important and in particular like virtual reality, virtual try on tools for apparel and accessories along with room visualization capabilities.

	Mill	Non-mill	M/NM Gap
Virtual reality for evolved shopping experiences	32%	16%	16
Room visualization and planning tools	32%	18%	14
Virtual try on tools for apparel and accessories	36%	21%	15
Product finders that guide you to the right product (e.g. beauty products, home appliances, etc.)	45%	33%	12
Customization tools that give shoppers the ability to customize a product to one's individual tastes	41%	30%	11
Video to highlight product details or demonstrate a product	34%	27%	7
Sizing tools that assist in selecting the right product (e.g. TrueFit)	43%	40%	3

Expectations and Realizations

Brands have high hurdles to climb to meet shopper expectations. The areas of prime importance relative to multi-brand retailers starts with information. The expectation that the web will be the broadest and most comprehensive information source likely means an in-depth shopper experience with complete and up-to-date information. Of course, better prices is always high on every shopper's wishlist. This is especially seen as realistic with brands given that the product is coming direct from manufacturers. Beyond those two aspects, a desire for a broader assortment and expert customer service is revealed by 1 in 4 shoppers. Shoppers sense that they must receive an end-to-end experience and anything short of this won't be acceptable.

Expectations regarding purchasing directly from a brand manufacturer's website versus a retailer with multiple brands



Demographic Insights

- Females and non-millennials are more omnichannel looking to get information about physical store options
- A more engaging shopping experience is expected especially among millennials (45% vs. 31%)
- 4 in 10 expect expert service with greater interest among non-millennials (47% vs. 40%) and females (46% vs. 42%)
- Brand manufacturer physical store information is of particular importance to females (41% vs. 29%) and non-millennials (38% vs. 31%)

Performance Assessment

With brand visits fairly commonplace, measuring these same aspects lets us see where brands are hitting the mark along with potential shortcomings. The question is how brands are then performing where the results suggest that brand manufacturers are meeting and often exceeding online shopper expectations. With much of the sentiment squarely in the "about what I expected" column, exceeding expectations becomes more significant based on the overall grades doled out. Brand shoppers grade high with half receiving an A and little distinction seen among segments.

	Exceeded expectations	About what I expected	Below expectations
More comprehensive information and guides about the product and category being sold	35%	62%	3%
Broader assortment	34%	64%	2%
Expert customer service	32%	61%	7%
Richer experience including better product photography	31%	61%	7%
Information about their own brand manufacturer stores where product can be purchased	31%	63%	5%
More engaging experience where visitors can get a strong sense of the product and the brand (e.g. video, social elements, etc.)	31%	62%	7%
Interactive tools to help select the right product	29%	64%	7%
Better prices than retailer selling multiple brands	29%	52%	19%
Information about other dealers that carry their products either online or in brick and mortar stores	28%	62%	10%

Demographic Insights

Millennials almost always report that brand manufacturer sites have more often exceeded expectations across the board.

Exceeded expectations	Mill	Non-mill	M/NM Gap
Broader assortment	44%	27%	17
Information about their own brand manufacturer stores where product can be purchased	39%	26%	13
More engaging experience where visitors can get a strong sense of the product and the brand (e.g. video, social elements, etc.)	39%	26%	13
Interactive tools to help select the right product	36%	25%	11
More comprehensive information and guides about the product and category being sold	40%	32%	8
Better prices than retailer selling multiple brands	34%	26%	8
Expert customer service	36%	30%	6
Richer experience including better product photography	34%	30%	4
Information about other dealers that carry their products either online or in brick and mortar stores	16%	23%	-7

Brand Manufacturer Checklist: Brand Manufacturer Website Insights

1. Ensure your digital experiences are "on brand" starting by sharing your soul and heritage
2. Revisit your marketing strategy to ensure that you have a strong presence across channels that can be universally accessed or otherwise appropriate for your customer base demographics
3. Start with expected standards and put those in place prior to testing new shiny objects
4. Take a category-centric approach to your brand integrating tools that can serve as differentiators
5. Think holistically starting with merchandising but ensure exemplary customer service in order to deliver a powerful end-to-end performance
6. Create a set of companies against which you can periodically benchmark your own shopping experiences and define a set of expectations for which you can be judged over time

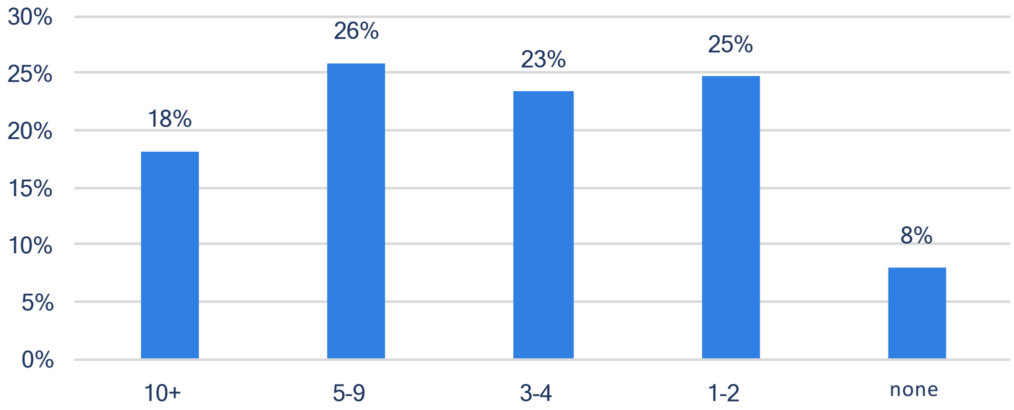
B. Purchasing Patterns

The expectation is that research will ultimately produce sales. If Astound Commerce's consumer research findings are any indication, this has been realized and brand manufacturers will continue to become an important bottom line force. A long runway awaits them as the composition of sellers shifts in their direction.

The Purchasers

2 out of 3 shoppers have purchased at least 3 products in the past 6 months from brand manufacturer websites with millennials (80%) and males (71%) leading the charge.

 # online purchases made in past 6 months from brand manufacturer selling direct on their own website

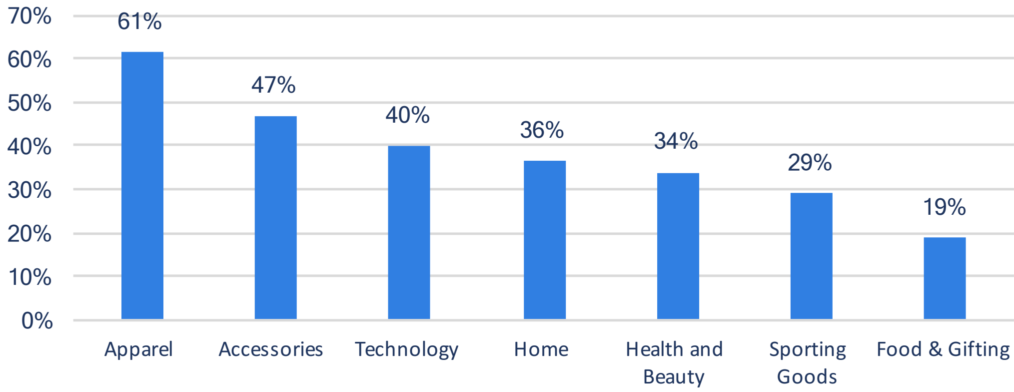


Demographic Insights

	Male	Female
10+	22%	14%
5-9	29%	23%
3-4	20%	27%
3+	**71%**	**64%**

Apparel and Accessories top the list of categories purchased directly from a manufacturer's website though 1 in 3 shoppers have also purchased Health and Beauty, Home and Technology.

Categories purchased directly from a manufacturer's website



Demographic Insights

Millennials more aggressively purchase from brands especially Accessories, Sporting Goods and Apparel.

	Mill	Non-Mill	M/N GAP
Accessories	58%	39%	19%
Sporting Goods	35%	25%	10%
Apparel	67%	58%	9%
Home	40%	34%	6%
Technology	43%	38%	5%
Health and Beauty	36%	32%	4%
Food & Gifting	17%	20%	-3

Females are only more dominant in the purchase of Apparel and Food & Gifting.

	Male	Female	M/F GAP
Technology	53%	27%	26%
Sporting Goods	37%	21%	16
Health and Beauty	23%	45%	12
Home	38%	34%	4
Accessories	49%	45%	4
Food & Gifting	18%	20%	-2
Apparel	55%	68%	-13

Purchase Inspiration

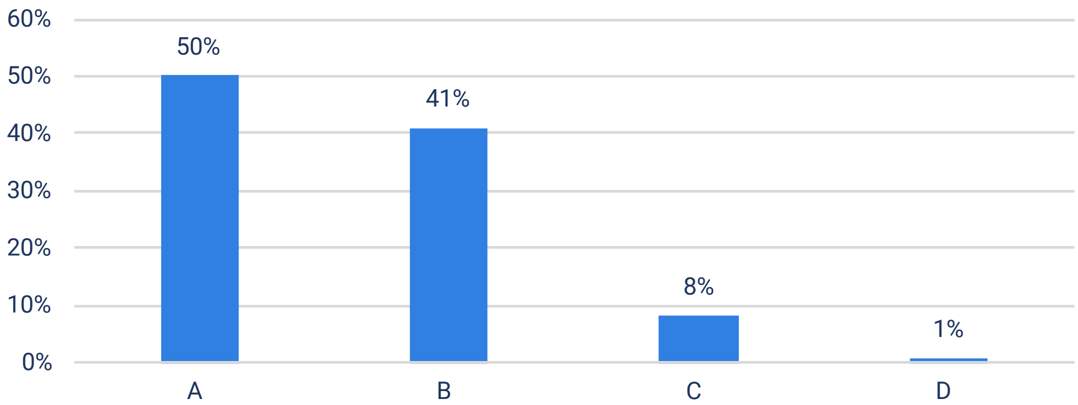
While product and price drive brand manufacturer purchasing, females and non-millennials are impacted more by price. The in-store experience ranks #3 across the board while only millennials find the mobile experience inspires greater purchasing over the desktop. We might suggest that if all of these channels are part of a brand's composition, each will play an integral role so firing on all cylinders matters.

	Avg	Female	Male	Mill	Non-mill
Prices	1	1	2	2	1
Product	2	2	1	1	2
In-store experience	3	3	3	3	3
Desktop experience	4	4	4	5	4
Mobile experience	5	5	5	4	5

Brand Shoppers Grade Website Experiences High With Half Receiving An A

The report card is solid for brands with 91% seeing strong satisfaction based on the marks received and the majority recorded an A grade. This grading is exciting to see and bodes well for current players and those on the verge of growing their digital presence.

Grades for all brand manufacturer purchases



Brand Manufacturer Checklist: Purchasing Patterns

1. Establish price consistency standards across channels ensuring all channels understand and implement these policies
2. Seek product differentiation to compel shoppers to make a purchase where exclusive and proprietary product will serve brands well
3. Learn the ropes from stellar brand manufacturers and retail counterparts so purchase grades continue to remain high
4. Model the best of online shopping by category vertical to increase purchase likelihood
5. Be cognizant of what inspires shoppers to purchase and ensure all of these elements are strong individually and collectively
6. Foster marketing and merchandising that encourages repeat purchasing and more frequent visits to your site

C. Connecting Across Channels

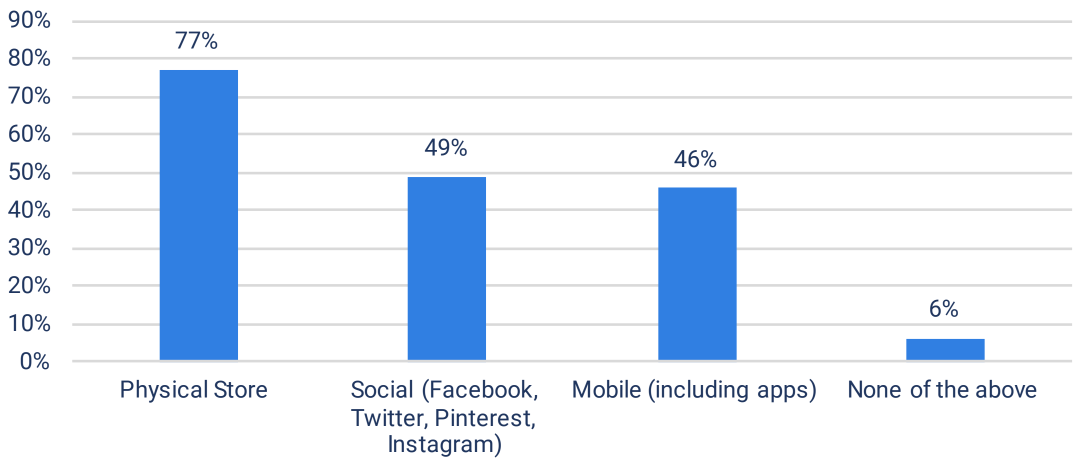
i. The Physical Store

Despite the fact that stores are closing at unprecedented rates and many others are finding it challenging just to survive, we're confident that stores are here to stay. It is incumbent on brand manufacturers with physical stores to think about the store's role as both a standalone scenario and as a conduit from other channels, particularly mobile, to connect.

Brand Manufacturer Physical Stores See Strong Visitation

We were surprised to learn that 8 in 10 shoppers have visited a brand manufacturer's physical store with males and millennials somewhat more active. These physical stores see the strongest usage with social and mobile neck and neck in terms of visitation. Millennial usage of both mobile and social is over 20 points higher than among their non-millennial counterparts. There is interest in the right experience that engages and excites the shopper. Both Apple and Nike come to mind for "on brand" interactions we had with associates when visiting their stores so look for more on this in our future mystery shopping reports.

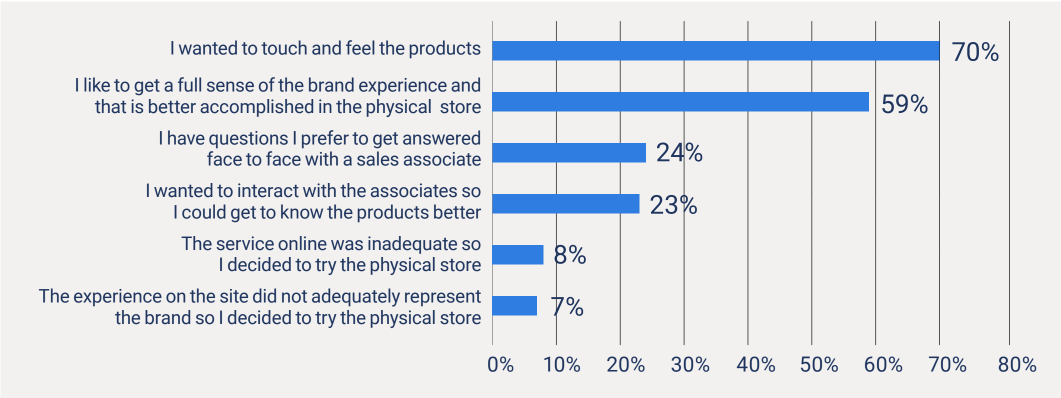
Channels visited beyond website



The Store's Role Shifts

An understanding of why shoppers visit brand manufacturer stores can help you determine what types of environment shoppers expect to see. The #1 reason for store visits over the years has been the need to touch and feel. Despite how much effort retailers make on their websites investing in imagery and tools, there's simply no substitute for touching and seeing the product firsthand. There is also something incredibly powerful about visiting a store that shows well in terms of elevating your perception of that brand. From another vantage point, shoppers have very different buying styles where self-service has appeal for some while interacting is a reason to visit for 1 in 4 shoppers.

Reasons for visiting brand manufacturer's store (based on 800 visitors)



Demographic Insights

Males find more reasons to visit stores.

	Male	Female	M/F Gap
I wanted to interact with the associates so I could get to know the products better	27%	18%	9
I like to get a full sense of the brand experience and that is better accomplished in the physical store	62%	55%	7
I have questions I prefer to get answered face to face with a sales associate	26%	22%	4
The service online was inadequate so I decided to try the physical store	9%	6%	3

Millennials most significantly cited an inadequate website experience pushing them to try the store with touch and feel also noted.

	Mill	N/M	M/NM Gap
The experience on the site did not adequately represent the brand so I decided to try the physical store	69%	51%	18
I wanted to touch and feel the products	27%	20%	7

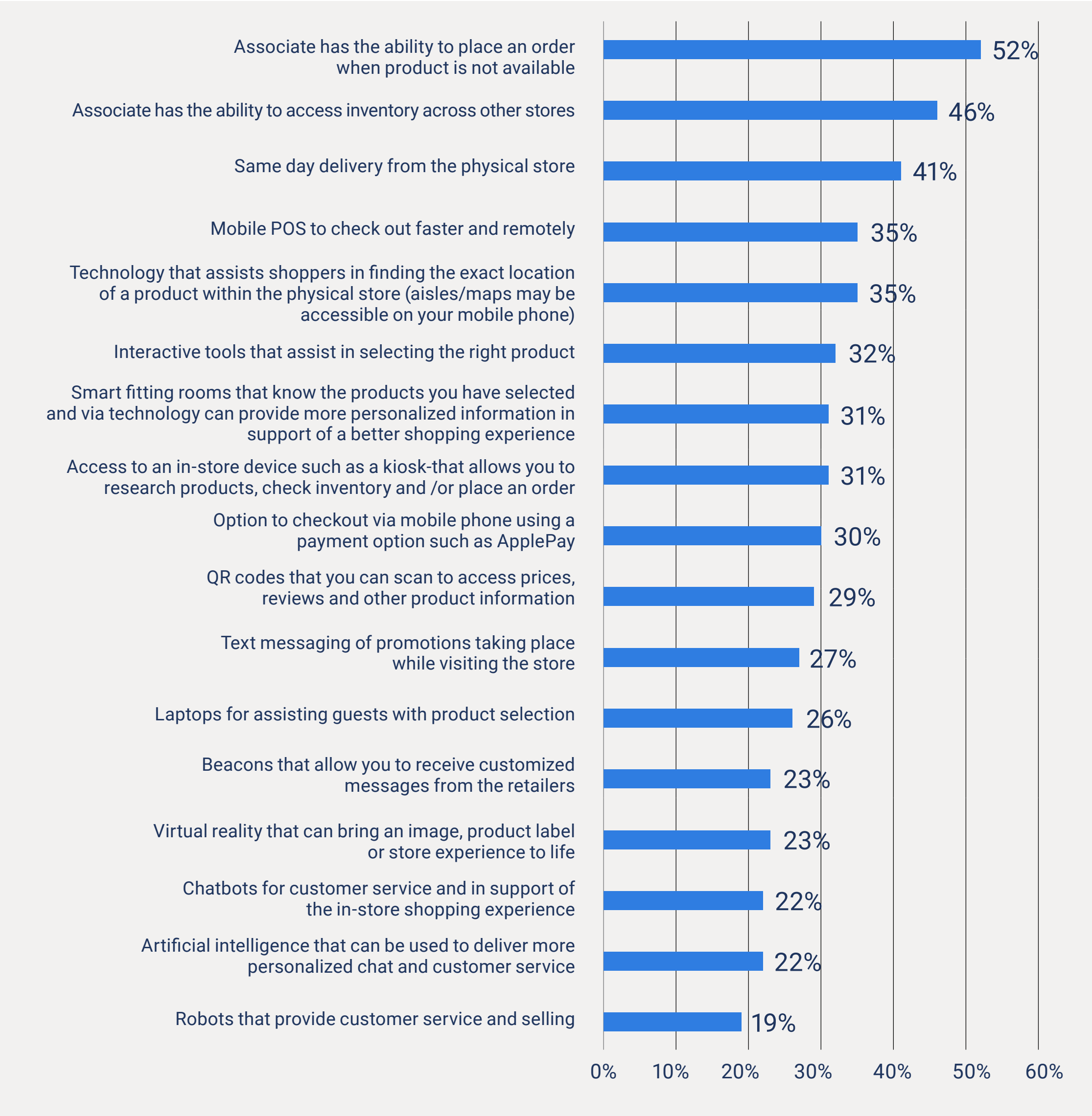
The In-Store Experience

Expectations for technology and service experiences when visiting brand manufacturer physical stores shed light on shopper desires. They start with inventory transparency helping to ensure all trips to the store are productive. This means that associates can both access enterprise-wide inventory and place orders.

4 in 10 shoppers find inventory transparency and swift delivery essential while technology that supports in-store efficiencies is seen as essential for 1 in 3 shoppers. Logistics have risen to new heights with 41% of shoppers finding same-day delivery essential particularly as next day is commonplace for top retailers like Amazon.

Mobile POS and payment options have also gained traction along with interactive tools including finding specific locations of products available at stores such as Lowes and Home Depot. Other forms of technology found on the shopper essential list center around efficiency as well so dedicating internal efforts to such services should realize upside potential.

In-store technology and service expectations | Essential



Demographic Insights

Millennials and males overwhelmingly have higher expectations than non-millennials when it comes to in-store technology and related services.

Important = Essential + Desirable	Male	Female	M/F Gap
Artificial intelligence that can be used to deliver more personalized chat and customer service	63%	23%	40
Mobile POS to check out faster and remotely	80%	69%	21
Robots that provide customer service and selling	56%	38%	18
Chatbots for customer service and in support of the in-store shopping experience	61%	43%	18
Beacons that allow you to receive customized messages from the retailers	63%	47%	16
Laptops for assisting guests with product selection	77%	64%	13
Virtual reality that can bring an image, product label or store experience to life	65%	55%	10

Important = Essential + Desirable	Mill	Non-mill	M/NM Gap
Same day delivery from the physical store	93%	50%	43
Chatbots for customer service and in support of the in-store shopping experience	67%	43%	24
Beacons that allow you to receive customized messages from the retailers	68%	47%	21
Robots that provide customer service and selling	64%	43%	21
Mobile POS to check out faster and remotely	86%	67%	19
Option to checkout via mobile phone using a payment option such as ApplePay	80%	62%	18
Artificial intelligence that can be used to deliver more personalized chat and customer service	64%	46%	18
Laptops for assisting guests with product selection	81%	64%	17
Text messaging of promotions taking place while visiting the store	80%	64%	16
Virtual reality that can bring an image, product label or store experience to life	69%	55%	14
Smart fitting rooms that know the products you have selected and via technology can provide more personalized information in support of a better shopping experience	81%	68%	13

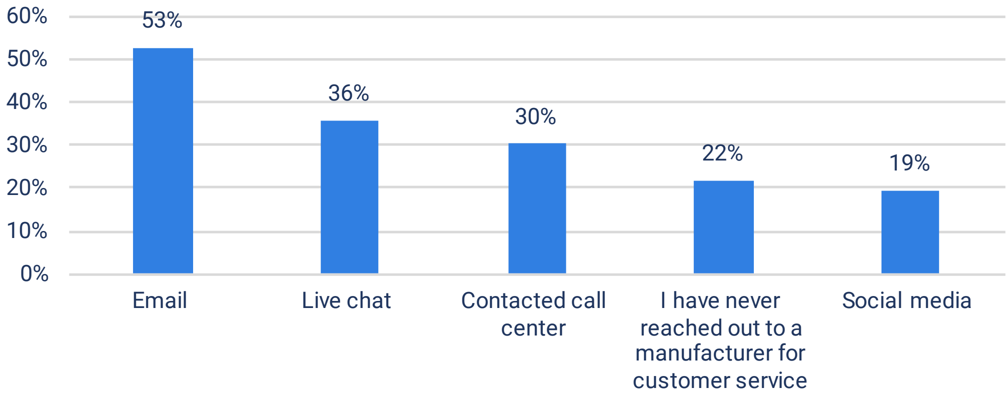
ii. Customer Service

Engagement Channel Preferences

When shoppers have questions, it is fair to say they will be engage retailers. Our research reveals that for online shoppers email dominates that customer service outreach (53%) while 36% have opted to use live chat. It is in this channel that questions will likely range from simple information related to orders and returns to more specific product details where quick responses are favored.

Though only 19% of shoppers indicate using social media to engage retailers, this is a channel where we'd expect to see further growth so putting it on the watch list is wise.

Means reached out to a manufacturer for customer service over the past 6 months



Demographic Insights

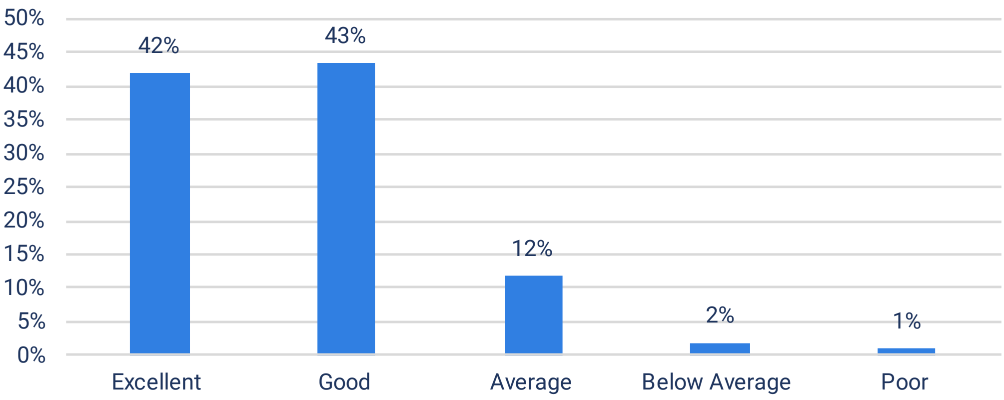
- 1 in 4 females and non-millennials have not used manufacturer customer service
- Males use more customer service options across the board and relative to females favor email and social media
- Millennials are more inclined to use email and social media

	Male	Female	Mill	Non-mill
Email	55%	51%	62%	47%
Live chat	37%	34%	39%	34%
Contacted call center	32%	28%	31%	30%
Social media	21%	18%	30%	13%
I have never reached out to a manufacturer for customer service	19%	24%	14%	27%

Engagement Performance Ratings

Customer engagement from manufacturers receives high performance ratings with 85% of online shoppers scoring interactions either good or excellent. Males (46%) and millennials (49%) more often rate engagement excellent vs. a 42% average. The culture and training required to continue to attain such levels mandates dedication to the cause.

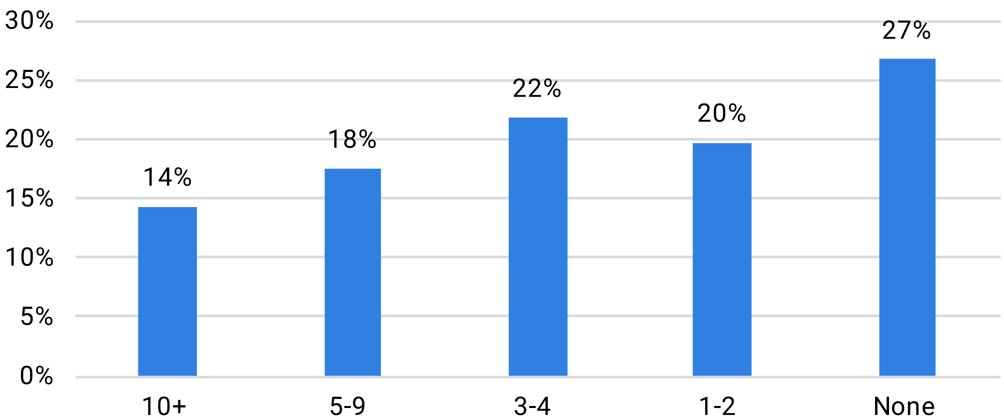
Rating of customer engagement received from manufacturers over past 6 months



iii. Social Media

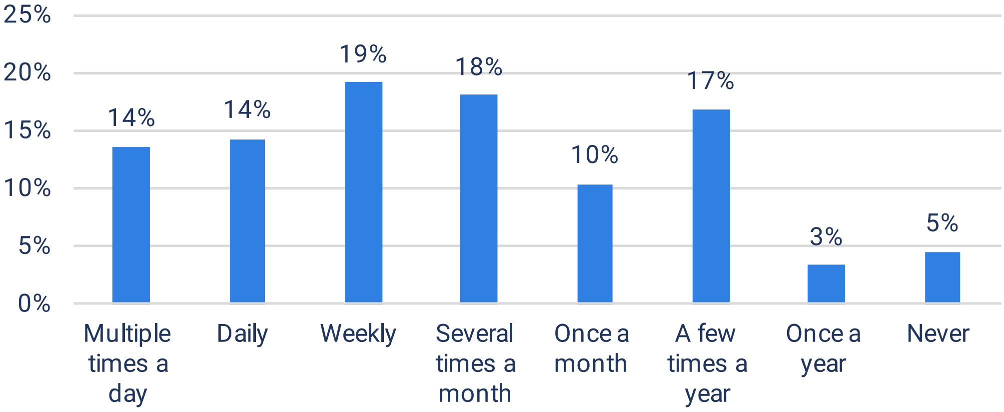
More than half (54%) of online shoppers are connected to 3+ brand manufacturers on social media. Males (57%) and millennials (66%) are more active connectors. This is an area where brands appear to have made extraordinary efforts. It is the frequency of connections that suggest a very powerful relationship with engagement leading the charge taking its rightful place in the browse and buy ecosystem.

# of brand manufacturers currently connected to on social media



Almost half of shoppers connect with brand manufacturers on social media at least weekly. Knowing that interest is high bodes well for messaging and leveraging social media to reach fans and followers.

Connecting frequency with brand manufacturers on social media



Demographic Insights

Males then millennials most active when it comes to weekly "connecting" frequency

	Males	Females	Mil	N/M
Multiple Times a Day	19%	9%	21%	7%
Daily	17%	12%	16%	13%
Weekly	24%	15%	19%	19%
At Least Weekly	**60%**	**36%**	**56%**	**39%**

Brand Manufacturer Checklist: Purchasing Patterns

1. Foster an experience where associates can interact and technology can play an important role
2. Define what the in-store experience must look like moving forward and map out plans to upgrade accordingly
3. Evaluate and test newest technology to establish a competitive advantage
4. Customer service excellence should be top-of-mind with all channels in play given customer expectations
5. Monitor engagement for customer satisfaction
6. Step up the in-store experience understanding the reasons omnichannel shoppers visit
7. Take advantage of social media to its fullest connecting and reconnecting for the greatest engagement opportunities

V. Riding the Brand Wave

V. Riding the Brand Wave

It is both opportunistic and necessary to monitor consumer sentiment and be cognizant of perceptions and actions surrounding global brands. Despite the fact that visits, purchasing and engagement are strong, as the retail landscape evolves, these research insights should be invaluable to guide omnichannel shopping experiences. We hope every brand will revisit their roadmaps or accelerating shopper experiences to ready them for seller success.

Depending on your customer base, the adoption of shoppers going who lean direct will vary. If millennials are your audience, expectations are certainly greater and experiences vast. Males and females also shop differently so understanding these nuances will best position your brand.

8 Tips to Tackle Brand Selling

1. Know your base and be confident of what your brand stands for closing the gaps with your potential customers seizing all opportunities to improve revenues.
2. Start with marketing to ensure shopper visits are tailored and plentiful
3. During those site visits, go full force on branding and merchandising to drive conversion.
4. Put in place feature sets right for your brand and keep pace with technical changes
5. Create a culture that is service driven
6. Connect via social media to extend your brand reach
7. For those brands where stores are part of the equation evaluate the role of technology and balance with strong associate interactions
8. Be aware of your current KPIs and competitive performance and if how you are meeting customer expectations

VI. About Astound Commerce

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Astound Commerce, the world's largest privately held digital commerce agency, combines strategy, technology, creativity, insight and a proven methodology to deliver exceptional digital shopping experiences. Through a forward-thinking, results-driven approach, Astound Commerce serves leading global brands such as adidas, L'Oreal, Under Armour, Jimmy Choo, Lacoste and Versace. Founded in San Francisco in 2000, the passionate team of 600+ dedicated, diverse industry and technology experts has decades of ecommerce experience and more than 400 implementations under their belt to address the complex challenges, advancing technologies and unique needs of global markets.

To learn more, visit **astoundcommerce.com**.