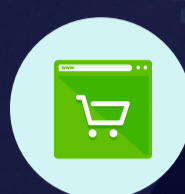# pixxles

WHY HAVE AN
ECOMMERCE STORE?

SHOPPING BEHAVIOUR IS CHANGING

THE UK IS THE LARGEST B2C ECOMMERCE MARKET IN EUROPE

More than 17.2 million UK consumers are expected to make permanent changes to their shopping behaviour in a shift from stores to the internet*.

96%
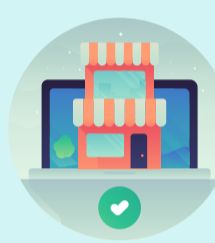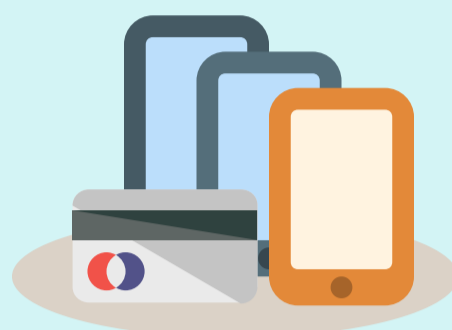of the UK population is expected to be online this year

87%
of those will buy something online

ONLINE RETAIL SPEND IS GROWING

While COVID-19 caused huge disruption to the retail sector, online retail spend is expected to see continued growth.

UK retail ecommerce sales will account for:

27.5%
of total retail sales this year and that proportion will approach one-third by 2024.

£75 billion
online retail spend expected by 2024

Sources: Alvarez & Marsal, eCommerce News, eMarketer, Silicon.co.uk*

A NEW BEGINNING FOR PHYSICAL SHOPS

Launching an online shop could enable you to keep trading even if your physical shop has to close for any reason. You could retain local customers and quickly reach new ones around the world.

WHAT MAKES A GREAT ONLINE SHOPPING EXPERIENCE?

There are five important factors that will help ensure you create a positive customer experience in your ecommerce store:

1. SECURITY:

75%
of respondents admitted that they would abandon an online transaction if they felt that the website was not secure.

2. SPEED AND RESPONSIVENESS:

Choose an established and reputable host that can offer high speeds, uptime, and reliability.

9.6%
of visitors leave a site when a page takes 2 seconds to load

32.3%
of visitors leave a site when a page takes 7 seconds to load

3. THE RIGHT ECOMMERCE PLATFORM:

An ecommerce platform is a software application that will allow you to manage your business online. Ensuring you have the right platform is essential if you wish to streamline how you interact with your online customers.
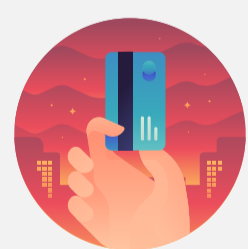
4. A RELIABLE PAYMENT PROCESSOR:

A payment processor enables you to accept payments online. Choose a fast, secure and reliable processor to help ensure a positive online shopping experience for customers.

5. A PAYMENT GATEWAY:

Payment gateways transfer data between the payment processor and your website. A secure gateway encrypts transactions, verifies the card holder's information and processes the payment.

£16 million
was lost to eCommerce fraud during lockdown, to highlighting the importance of using a secure gateway to help predict if a payment is fraudulent or not.

Sources: Acsio, Section.io, SC Magazine UK

HOW DO I GET STARTED?

You can select and integrate these services individually or simplify your set-up by choosing a payment processor that offers a combined ecommerce platform and gateway.

WANT TO KNOW MORE?

Search #PixxlesPowerUps for more tips on growing your ecommerce business.

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