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INSIGHTS ON MAKING ONLINE SHOPPING FUN

THE GLUEDIN SHOPATAINMENT REPORT

## Shopping 2.0:

**A confluence of community,  
content and commerce**



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# Shopatainment: Engagement that makes online shopping fun

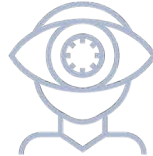


**Shopatainment is the holistic confluence of content, community and transactions that offers a memorable shopping experience.**

**This is fueled by the rise of short-form videos, social commerce and a digital-first audience.**



1 in 3 consumers want to make a purchase and feel good about it



1/3rd of consumers say it's important to be entertained during the purchase journey



80% would rather watch a brand video than read a blog



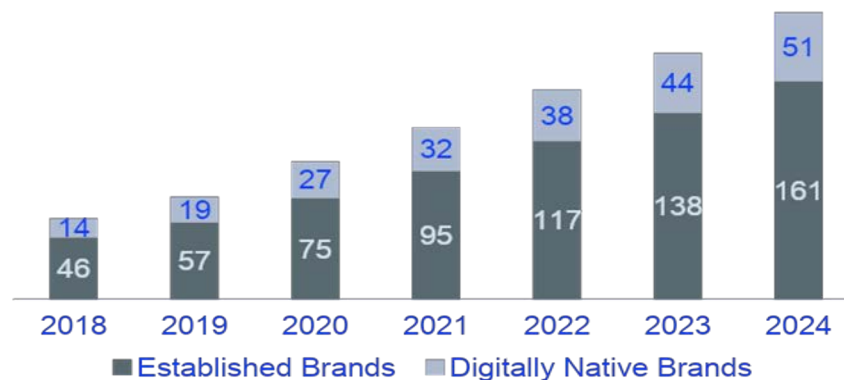
82% of consumers prefer to see a brand video pre purchase

# Spiraling acquisition costs is denting the D2C marketing model



**It has turned more costly and competitive than ever to reach consumers.  
The cookie deprecation means CACs continue to explode too.  
D2Cs today are losing out against big players and finding it complex to crack profitable scale.**

**Established vs Digital Native Brands D2C E-commerce Sales [Bn, USA]**



**Rising digital ad costs across mediums**

In Apr'2022, Business Insider reported that YoY:

- Meta's CPM up 61%
- TikTok's CPM up by 185%
- Search ad CPCs up 14%, programmatic display CPMs up 75%

# A leaky bottom funnel is hurting retention and complicating engagement



**By shifting focus towards retention, D2C brands can combat rising acquisition costs. However, poor retention and standard engagement practices disables them from connecting with the social consumer.**

## Leaky bottom funnel

**-16%**

Android retention rates dropped across categories in 2021

**-7.5%**

Decline in shopping retention rate during 2021 [D30 retention]

## Hyper pressure to stand-out; but is this the right solution?



### Expanding budgets:

78% Of D2C Brands expanded marketing budget (vs 60% - conventional retailers)



### Alternative channels:

60% of US D2C companies chose to not spend on Google Ads through 2021-22.



### Going offline:

In H1'2021, US D2C ad spends rose to \$4.34bn with TV accounting for \$2.7bn

# To combat this, shopping brands must redefine user engagement



**Shopping brands must pursue offering a cohesive experience of video, community and rewards to make consumers stick as these elements are increasingly influencing user's purchase decision.**



## ACTIVATE UGC

80% consumers stated UGC highly impacts their purchase decisions



## REWARDS & GAMIFICATION

58.7% shoppers globally value rewards, loyalty points or prizes during shopping



## ENGAGING VIDEO CONTENT

1/4th of global users want to discover new brands or products from branded videos



## STICKY APP COMMUNITIES

76% of global internet users participate in online communities. 4 of 5 receptive towards it as a purchase touchpoint.

# Users today crave content – the authenticity of UGC and in-app communities is unmatched



## USERS SEEKING AN ENTERTAINING EXPERIENCE

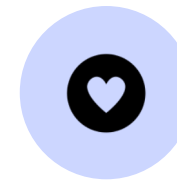
62% of global shoppers wish online shopping was more entertaining

64% wished retailers were more innovative in using digital elements to improve experiences.



## CONTENT AIDS PURCHASE JOURNEY

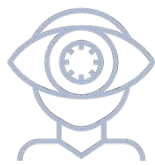
55% of respondents said they relied even more on content to research and inform purchase decisions than they did in 2021



## UGCs UNMATCHED AUTHENTICITY

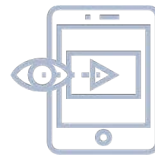
Consumers are 2.4x more likely to say UGC is most authentic compared to brand-created content and 9.8x more impactful than influencer content

# The rising fondness for short video makes it the preferred content avenue for users



2.2  
BN

Short video users globally

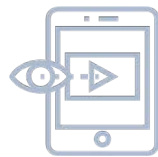


74  
BN

Mins of video consumed  
everyday



**Short videos have hit mass reach and engagement volumes  
They significantly drive purchase consideration too**



56%

say UGC videos are the  
content they most want to  
see from brands



88%

say that they've been  
convinced to buy a product  
or service by watching a  
brand's video



86%

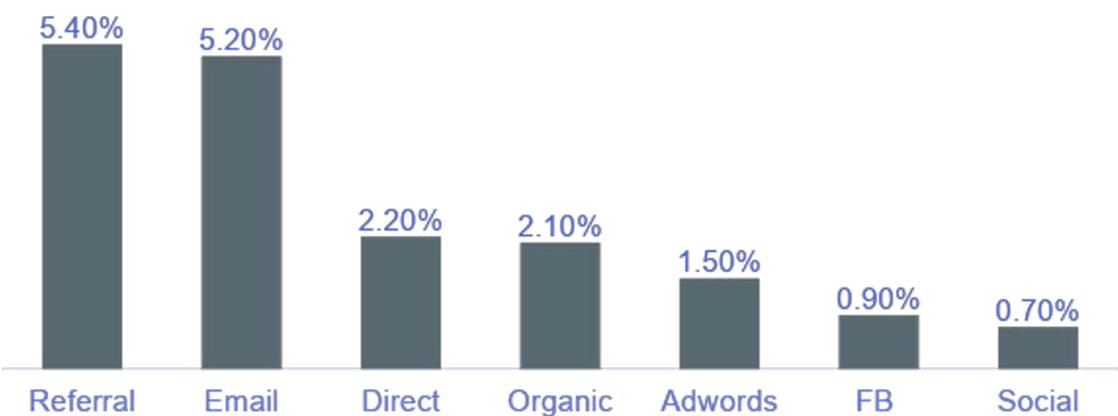
of marketers say video has  
helped generate leads while  
81% say video has helped  
directly increase sales

# E-commerce conversions are increasingly stemming from content empowered sources



**Referral traffic is the best performer among e-commerce traffic conversion traffic sources. Be it an expert post recommending a product or a comment on a blog, this reinforces the importance of fueling content to drive consumer chatter via rich formats.**

Median e-commerce conversion traffic source



Content marketing costs 62% less than traditional marketing and generates about 3 times as many leads



Conversational and content commerce solutions can help digital-first brands improve conversion rates by 30%

Sources: [Growcode](#), [Inc42](#), [DemandMetric](#)

# Leveraging in-app engagement features can strengthen brands adaptability for the cookieless future



**Apple's iOS 14.5 update and Google's phase out of third-party cookies brings multiple changes Especially more to e-commerce since it's a segment that has historically relied on user data to foster hyper-personalization and data-driven targeting. Marketers must shift focus to owning a strategy for gathering and utilizing quality first-party data.**



## **MARKETER'S ARE PRIORITISING FIRST-PARTY DATA**

Merkle's 2021 customer engagement report highlights that 52% of respondents said their companies have prioritized digital experiences and/or strategies with the goal of collecting more first-party data



## **CAN IN-APP INTEGRATIONS ENABLE A FIRST-PARTY DATA STRATEGY**

A great way to begin is by using in-app integrations that enables you to use direct communication or harness community data. Asking questions, running contests, experimenting with rewards can enable you to collect data and add to user profiles

**The inevitable power  
of communities.**



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# The power of brand communities has shifted from a “nice-to-have” to a “must-have”



**Communities today offers a significant avenue for brands to drive engagement, conversion and retention.**



**13x**

The lifetime value of a community member is 13X greater than other marketing channels



**46%**

Of global internet users believe online communities have grown in importance over time



**79%**

Agree they would participate in an initiative launched by a brand affiliated to a community



**49%**

Of businesses with online communities' report cost savings of 10% to 25% annually

# A harmonious co-existence of both rented and owned communities will be central to drive wholesome engagement



**Just as shopping brands operate via marketplace aggregators and sell through their own online channels**

**Active brand communities on both social media and in-app channels will be key to drive chatter and conversion.**

## Social media communities



For user acquisition



For brand campaigns



Sizeable audience base



From a competitive POV



## In-app communities



For user retention



Convert browsing users



Bring users closer to point of consumption  
i.e., app

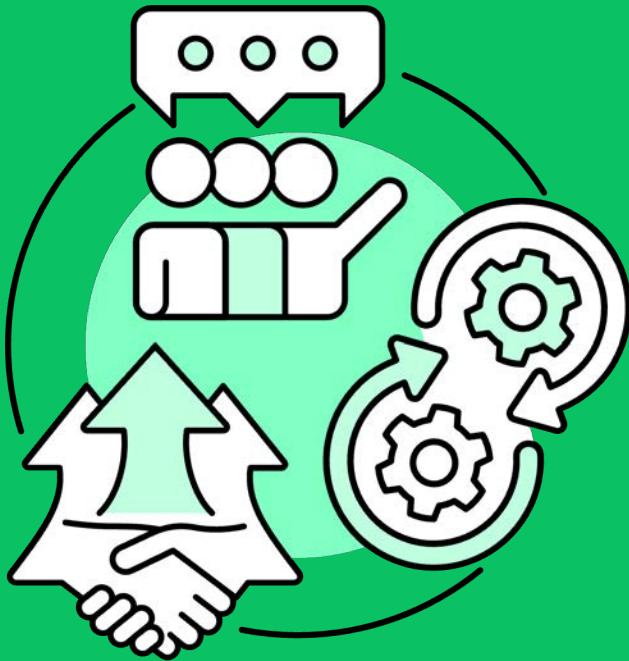


Fresh revenue streams  
& first party data

# Transform your shopping app

Customer experience |

Content seeding | Consistent updates



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# Launching Shopatainment in your app is incredibly simple



**From short-form videos to fan communities and UGC utilize in-app plug and play social integrations without straining your development team to launch features within minutes and at no cost and in three simple steps.**



## **INSTALL**

Add the GluedIn SDK to your app with pre-built short video and community features



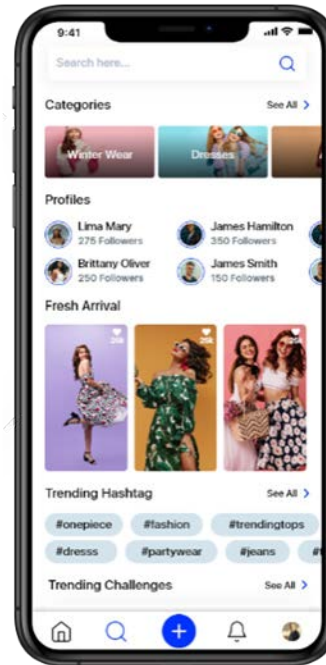
## **SEED CONTENT**

Import your existing product and marketing assets



## **INVITE, UPDATE, ENGAGE**

Run in-app UGC campaigns, reward users for participation and more



**ACTIVITE STICKY COMMUNITIES**



**INCREASE TIME SPENT**



**BOOST CONVERSIONS**



**INCREASE REVENUE, ROI**



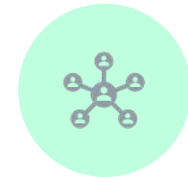
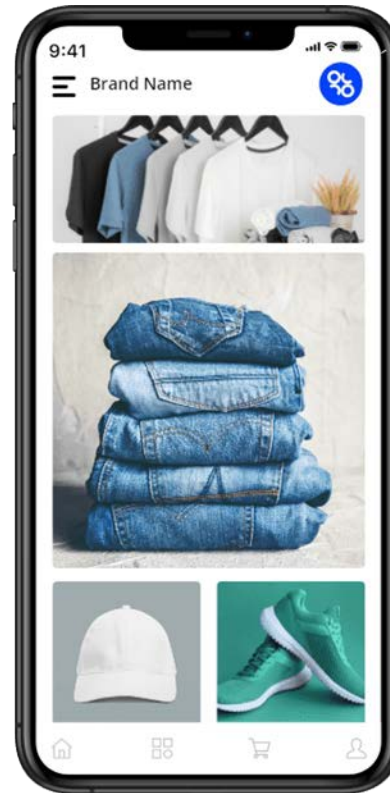
# Transform the in-app experience and drive Brand and User Content with short videos, rewards, gamification



UGC to drive in-app conversation



Short form videos aided by interactions with endless feed for more stickiness



Micro fan communities using trending hashtags



Reward users for interactions and content

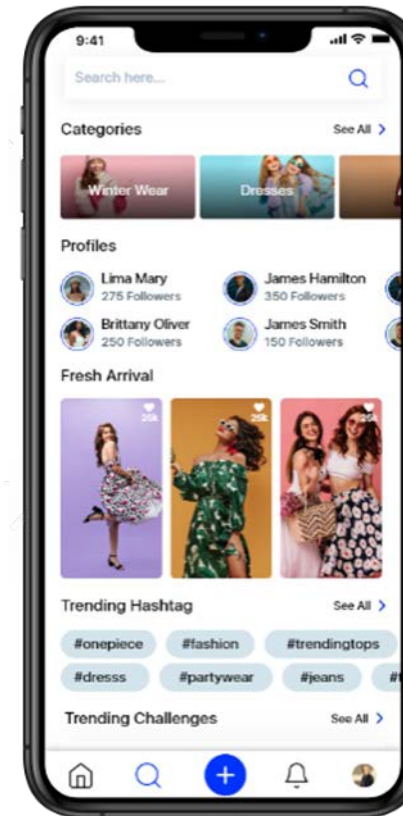
# Such an active and sticky environment enhances moments of consumer involvement and induces action



Integrations bring rewards and communities to the app i.e., point of consumption



Encourage users to create content around the products with challenges



Build interactivity around videos with comments and responses

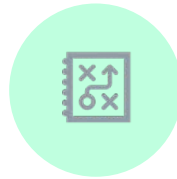


Create micro communities based on interests and gamify engagement

# Brands can also explore fresh monetization opportunities and avenues for key partnerships



Short form content adds to advertising inventory



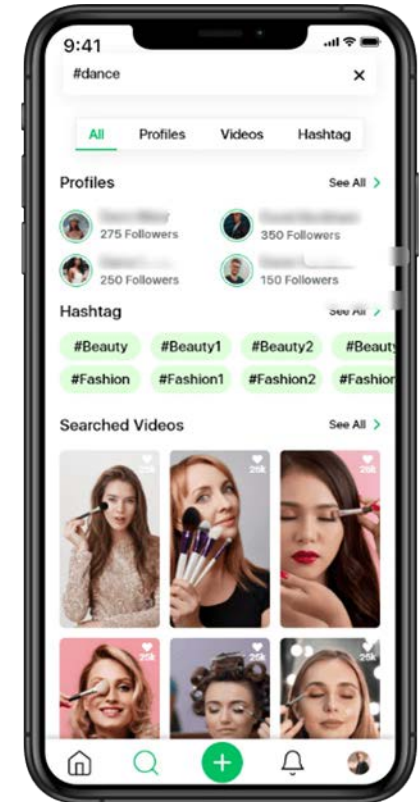
Interactive branded solutions for advertisers



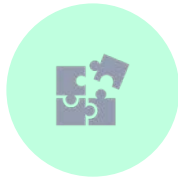
Value added features for merchants to add product videos



Increase conversions from free to premium for subscription models



# Brands can top it all by harnessing a critical mass of first-party data for the cookieless future



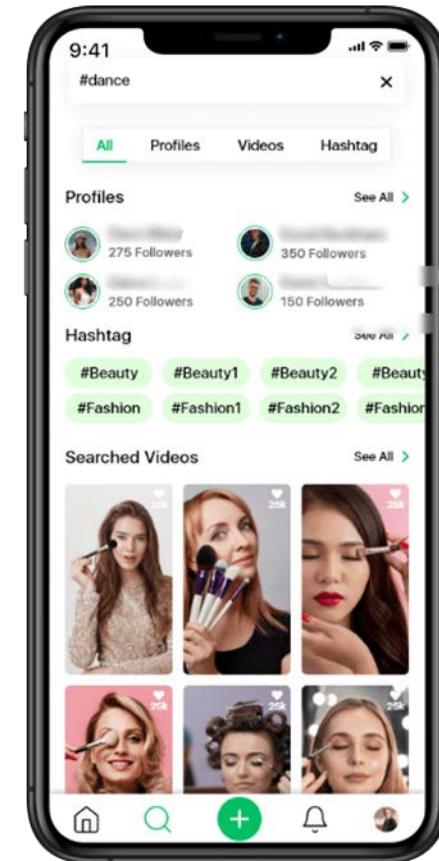
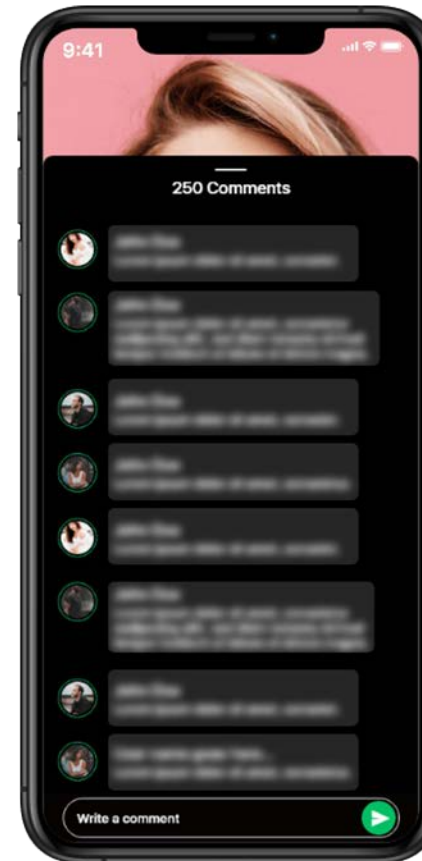
Offering rewards to lucky users as a value exchange is a potential route to get started.



Loyalty programs, UGC, games and in-app contests can enable you to build a repository of data to construct user profiles.



Collect customer and community feedback in the form of surveys, questionnaires.





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So, how robust is your shopping app in **keeping your users gluedin ?**

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