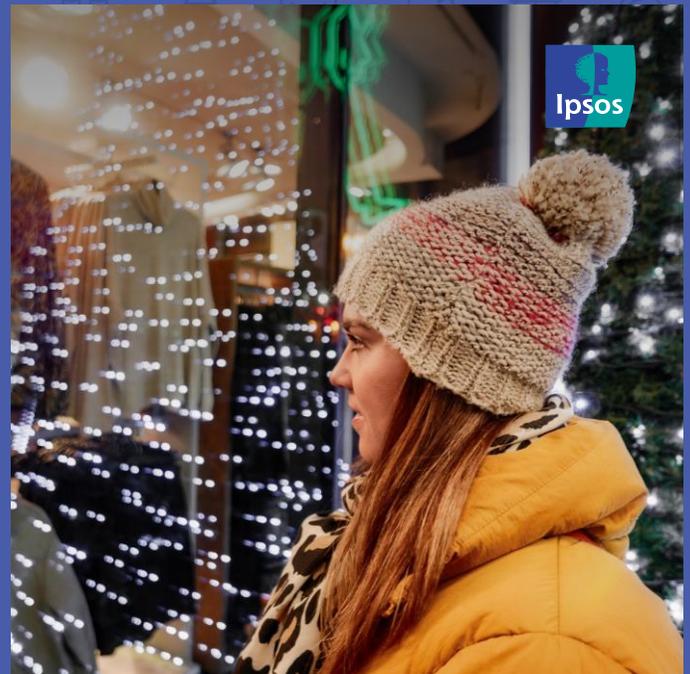


Ipsos' E-commerce Experience Report

A syndicated mystery shopping study on curbside offerings during the holiday season

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E-COMMERCE EXPERIENCE REPORT: WAVE 2

Wave 2 of Ipsos' E-commerce Experience Report tracks the curbside shopping experience during this critical shopping season.



DEFINE YOUR POINT OF DIFFERENTIATION

The Report ranks major retailers on the KPIs that matter to help you:

- Find out what really matters to customers
- Monitor your brand's performance in **real-time**
- Benchmark against key competitors



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Giving back to our communities is an integral part of Ipsos' culture. To complement this study, we're empowering our mystery shoppers to give back to their communities by **donating their purchase** for these mystery shops to charities of their choice. We reimburse each donation (up to \$10) and enter them into a raffle to win some additional funds before the holidays.

The Report evaluates the end-to-end curbside shopping experience using:

DRIVER'S ANALYSIS

Our Drivers Analysis determined which curbside attributes are table stakes, which are key differentiators, and which are unimportant.

MYSTERY SHOPPING

Using data from 100 mystery shops per brand, we measured how well major brands across the US are performing on the KPIs that matter, such as user-experience, likelihood to recommend service, and ease of use.

RANKING & REPORTING

Leveraging the Drivers Analysis and Mystery Shopping data, the Holiday Curbside Report rank brands across all key measurement areas and reports on critical KPIs.

All brand rankings are disclosed; only site-level brand data is omitted.



WHAT'S INCLUDED?

Curbside Shopping Insights Deck

- All brands' performance across all measurement areas (only site-level data is blinded)
- Ranking data for all brands included in the study
- Insights on curbside KPIs that matter most to consumers

Real-time Reporting Dashboard

- View site-level results for your brand in real-time during this peak period