



MARKET EXPERTISE

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E-tail Nordic Case Study CATI - Quantitative

Objective

The overall objective of this study was to analyse the functionalities on sales (app/mobile) optimized E-commerce sites, within the Retail Industry (both online and physical shopping), across the Nordic Region.

Methodology / Approach

Market Expertise conducted around 150 quantitative interviews, 1 interview in each company across the Nordic Region. The average LOI was 10-15 minutes, consisting of 14 questions, which were all close ended questions.

The Job title targeted were : MD, CEO, VP/Director Marketing , E-commerce

Revenue Criteria were : Companies above \$100 million

The main objectives of the study were:

- ❖ To understand the current attribution model for the companies E-commerce platform
- ❖ To Identify different ways to personalize ecommerce website
- ❖ Also to understand how the Nordic region is doing in terms of embracing cutting-edge instore technology.

Deliverable

The results of this project were presented to the client in MS-Excel format.

The entire project was hosted and designed at our end.