



INFIHIVE
KEEPING YOU AHEAD

VENTURING INTO NEW FRONTIERS OF MARKETPLACE DYNAMICS

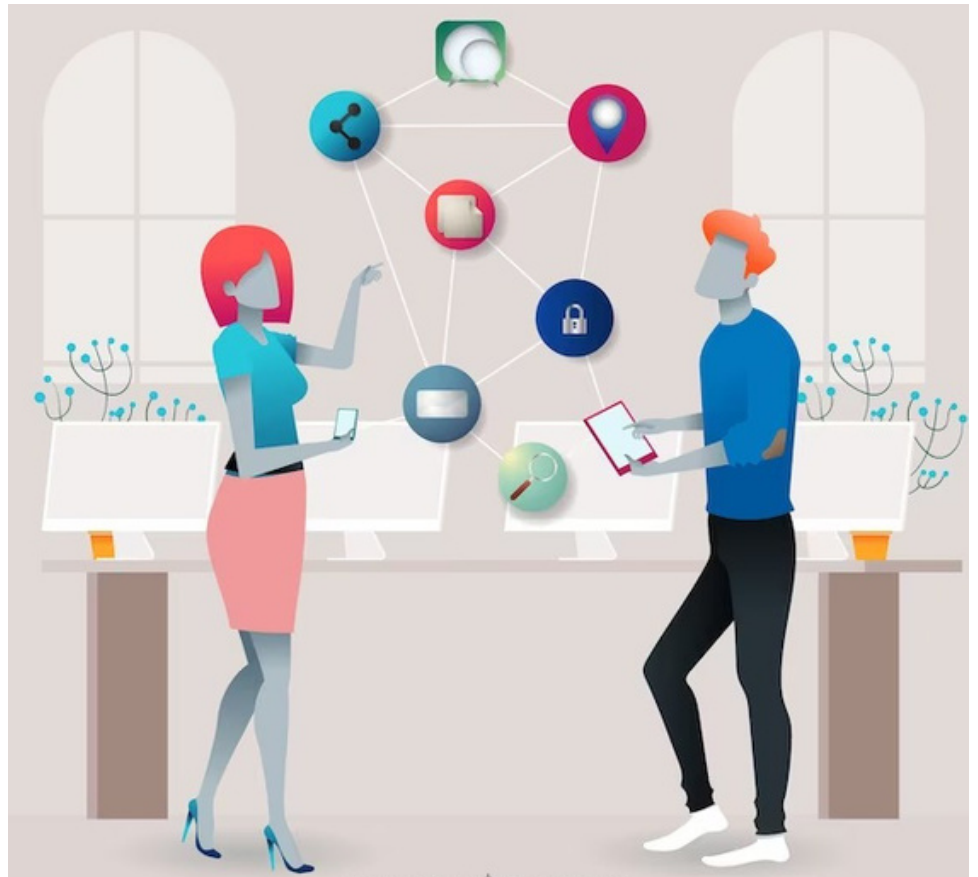
"WHAT DOMINATES THE DIGITAL MARKETPLACE ARENA?"

In 2022, the leading online marketplaces collectively facilitated transactions worth \$3.25 trillion. Notably, 77.5% of the total gross merchandise value among the top 100 companies in the 2023 Online Marketplaces Database was attributed to third-party sales on platforms such as Alibaba, Amazon.com Inc., and eBay Inc. The growth trend this year was notably driven by hybrid marketplaces, those adept at selling both self-owned goods and products from third-party sellers. Overall, marketplaces experienced a 2.9% growth in gross merchandise value (GMV), while hybrids like Amazon, Walmart Inc., and JD.com Inc. outpaced the trend with a remarkable 7.2% growth. In contrast, pure marketplaces like eBay, Wish.com, and Alibaba's Chinese platforms Tmall and Taobao saw a decline of 0.9% in GMV.

THE TECH REVOLUTION IN SOCIAL COMMERCE

Stay at the forefront of Social Commerce with our latest insights. Witness the dynamic landscape evolve as major social media platforms like Instagram, Facebook, and Snapchat unveil groundbreaking shopping features. Dive into the tech-savvy world of AI-driven personalization, innovative UX designs, and cutting-edge tools shaping the 2023 Social Commerce Toolbox. Stay in the loop with success stories from brands mastering the art of social-driven shopping, and explore the latest platform enhancements, from Snapchat's immersive AR experiences to Pinterest's advanced shopping features. Join us as we unravel the trends defining the future of online retail. Happy scrolling!

YOUR ESSENTIAL 10 KPIS



From tracking conversion rates and average order values to assessing customer acquisition costs and optimizing inventory turnover, these metrics form the bedrock of strategic decision-making. Dive into the nuances of cart abandonment rates, customer retention, and the return on advertising spend to fine-tune your approach. Whether gauging website traffic or predicting long-term customer value, mastering these 10 KPIs is the key to unlocking sustained success and growth in the dynamic world of e-commerce.



LATEST TRENDS IN MOBILE-FIRST STRATEGIES AND HYPER-PERSONALIZATION



Reflecting the dynamic evolution of online retail. Mobile-First Strategies continue to gain prominence as businesses prioritize responsive design, progressive web apps, and mobile-specific features, recognizing the increasing role of mobile devices in the shopping journey. Simultaneously, Hyper-Personalization, powered by advancements in artificial intelligence, is shaping user experiences by delivering tailored recommendations, content, and promotions. These trends underscore the industry's commitment to enhancing accessibility, convenience, and individualized engagement for users navigating the digital marketplace landscape. Stay tuned for insights into how these strategies unfold and impact the future of e-commerce

SURGE IN CONTACTLESS PAYMENT ADOPTION

Accelerated by the need for convenient and secure transactions, consumers increasingly opt for contactless methods, using cards, mobile wallets, and wearables.

This shift not only reflects a response to the ongoing global situation but also highlights a lasting preference for seamless, efficient, and hygienic payment experiences. As businesses adapt to meet these changing demands, the adoption of contactless payment methods continues to reshape the future of digital transactions.

Stay tuned for updates on this transformative trend.

Dynamics of Latest Pricing Strategies

latest trend sees businesses leveraging real-time data and AI algorithms to adjust prices dynamically, responding to market demand, competitor pricing, and consumer behavior. This nimble approach allows for optimal pricing strategies, maximizing revenue and enhancing competitiveness. As the industry continues to refine these dynamic pricing models, stay tuned for insights into how this trend is reshaping the pricing dynamics of online retail, ensuring businesses stay agile in an ever-changing market.