

# ONLINE RETAIL GERMANY REPORT 2018



## POTENTIAL FOR PERSONALISATION



**>56%**  
of companies  
plan to invest



over  
**1 MILLION €**  
in personalisation



via technology and  
content, in the next  
**12 MONTHS**



## BRAND LOYALTY & USER-GENERATED CONTENT

**MORE THAN 50%**  
of companies have already invested  
in integrating user-generated content  
into their marketing strategy.

## SOCIAL MEDIA INFLUENCE

**HALF OF ALL RETAILERS**  
rely on influencer marketing!

## THE POWER OF VIDEO

**58% OF RETAILERS**  
rely on short-form video to  
accelerate and encourage  
purchase decisions.

