



# Ecommerce Executive Strategy *Snapshot*

What forces are impacting ecommerce growth for brands  
and how are executives planning for the future?



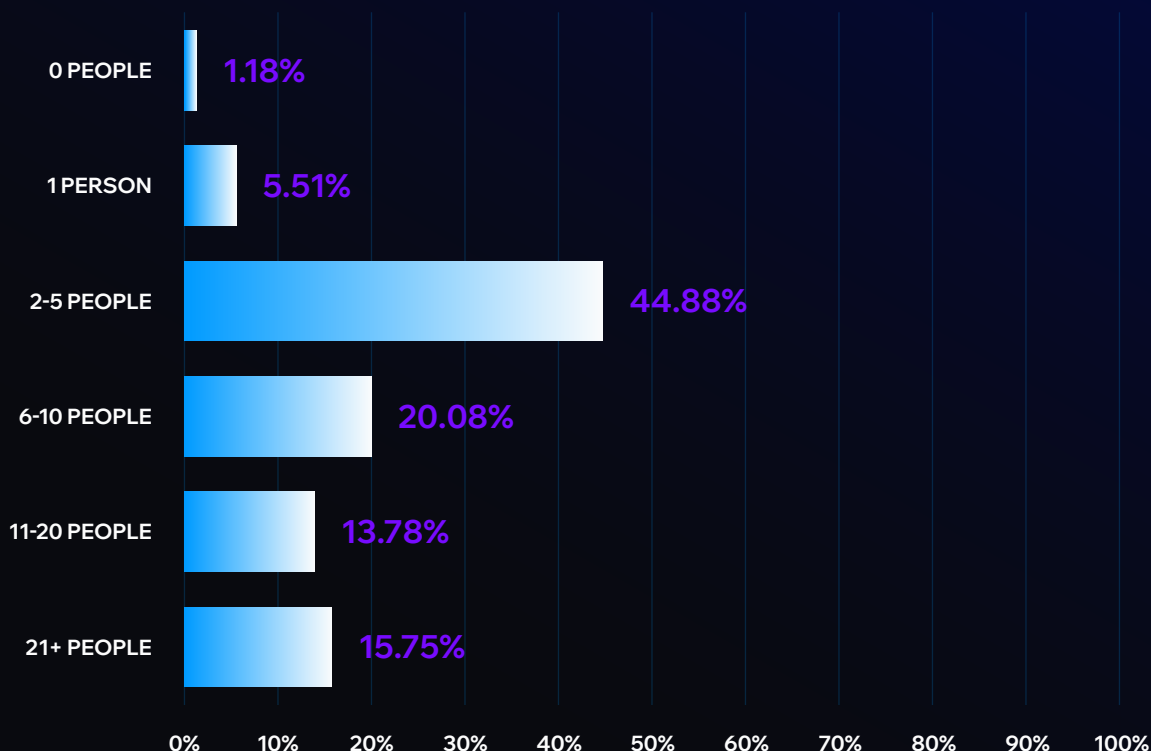
# What challenges are your peers facing and how are they investing for the *future*?

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Pattern surveyed over 300 leaders to find out. Here are some key findings.



## HOW MANY EMPLOYEES ARE BRAND LEADERS DEDICATING TO ECOMMERCE?



### THE FINDING

Half of brands have 5 or fewer people dedicated to ecommerce.

### WHAT IT MEANS

Most teams tackling online commerce are small, which means opportunity left on the table. Resource-constrained brands that want to maximize their online growth will likely need to leverage new technologies, AI, and outside partnership to scale.



## WHAT FACTORS ARE IMPEDING BRAND GROWTH FOR YOUR PEERS?



**30%**

cited increasing shipping costs



**30%**

are unable to maintain supply chains or inventory levels



**25%**

are struggling to control unauthorized sellers and distributors



**24%**

are unable to expand to new channels and marketplaces

### THE FINDINGS

What factors are currently impeding brand growth? Survey respondents told us these are their top four concerns.

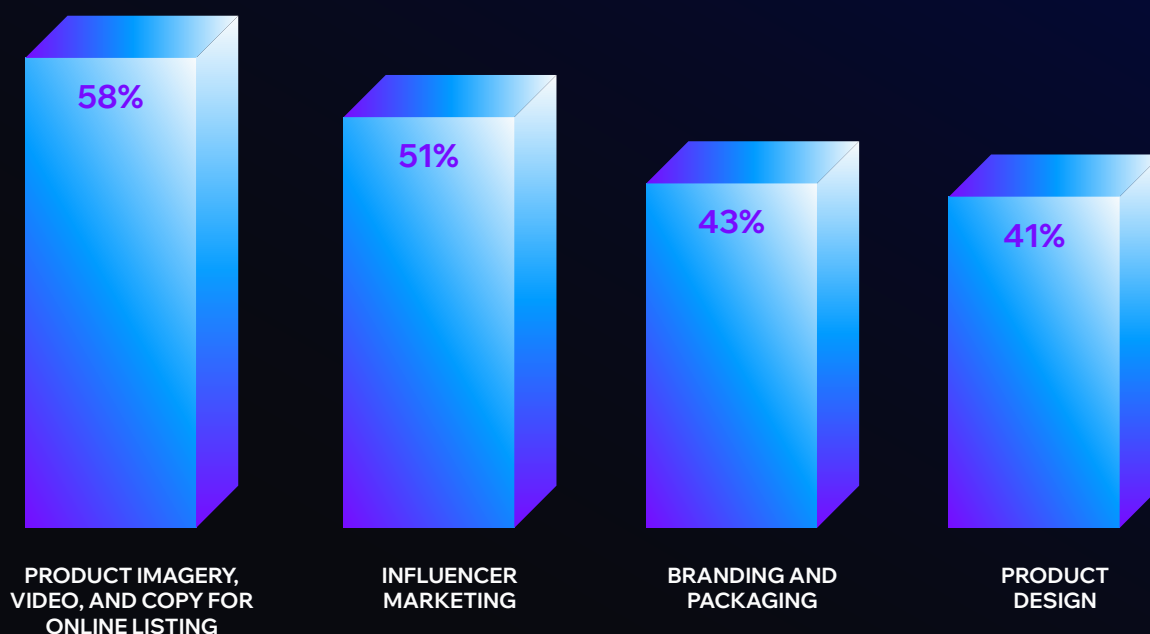
- **30% cited increasing shipping costs**
- **30% are unable to maintain supply chains or inventory levels**
- **25% are struggling to control unauthorized sellers and distributors**
- **24% are unable to expand to new channels and marketplaces**

### WHAT IT MEANS

As we learned earlier, ecommerce teams are small, and they've never dealt with more complexity. The rising cost of logistics, the proliferation of rogue sellers, and an inability to reach new consumers threaten brand growth for many in 2024.



## PRIORITY INVESTMENT AREAS



### THE FINDINGS

Where are executives planning to invest over the next 6 to 12 months?

- **58% of executives plan on increasing their investment in product imagery, video, and copy for online listings**
- **51% plan on increasing their investment in influencer marketing**
- **43% are set to increase their investment in branding and packaging**
- **41% are upping their financial commitment to product design**

### WHAT IT MEANS

Driving traffic to their online listings—and converting more of that traffic—has never been more important to brand leaders. They also want to tell a cohesive brand story from the moment consumers discover a product to the moment they unbox it.



## WHAT FACTORS ARE IMPACTING JOB SATISFACTION FOR YOUR PEERS?



### THE FINDINGS

40% of brand leaders say that being under-resourced is impacting their job satisfaction, while roughly 1 in 3 leaders cite a shortage of staff and a slowdown in the economy as professional pain points.

### WHAT IT MEANS

Executives don't feel they have the resource commitments they need to succeed, which may be compounded by fears of an economic slowdown. Companies that want to retain and attract ecommerce talent may need to invest in their internal teams and/or consider outside partnerships for support and scale.



**Brands working with ecommerce accelerators are 2x more likely to experience unimpeded growth.**

## THE FINDING

Executives who partner with an ecommerce accelerator to sell on marketplaces are twice as likely to report that they don't have any impediments to their growth at this time.

## WHAT IT MEANS

Online commerce has never been more complex, and the competition has never been more fierce. Partnering with an ecommerce accelerator is one way brands are breaking through and experiencing unprecedented growth.





## KEY TAKEAWAYS

Brand leaders are savvy and are exploring every angle to accelerate their growth online. Despite concerns about scarce resources and a slowing economy, they continue to drive forward by investing in areas they know will create the highest impact for their business.

Optimizing online listings, dialing up the volume on influencer marketing, solving logistical challenges, and getting unauthorized sellers under control are all top of mind. What's more, executives who partner with an ecommerce accelerator are finding a smoother path to growth than their peers.



Want to discover what an ecommerce  
accelerator can do for you?  
**Let's get in touch.**

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