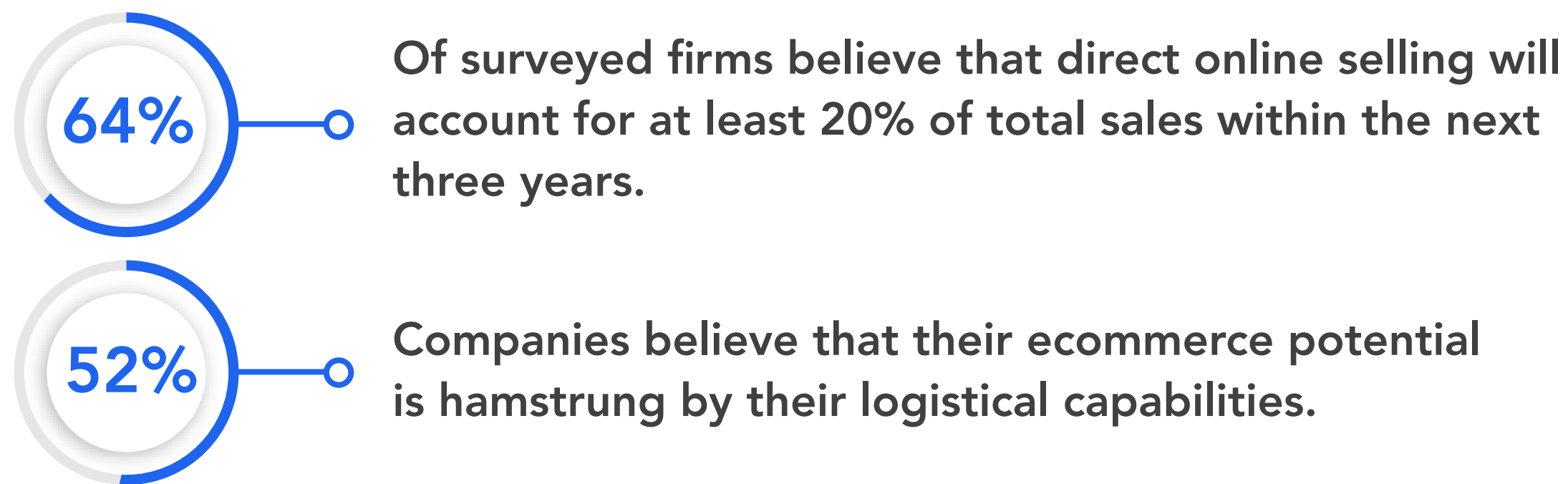


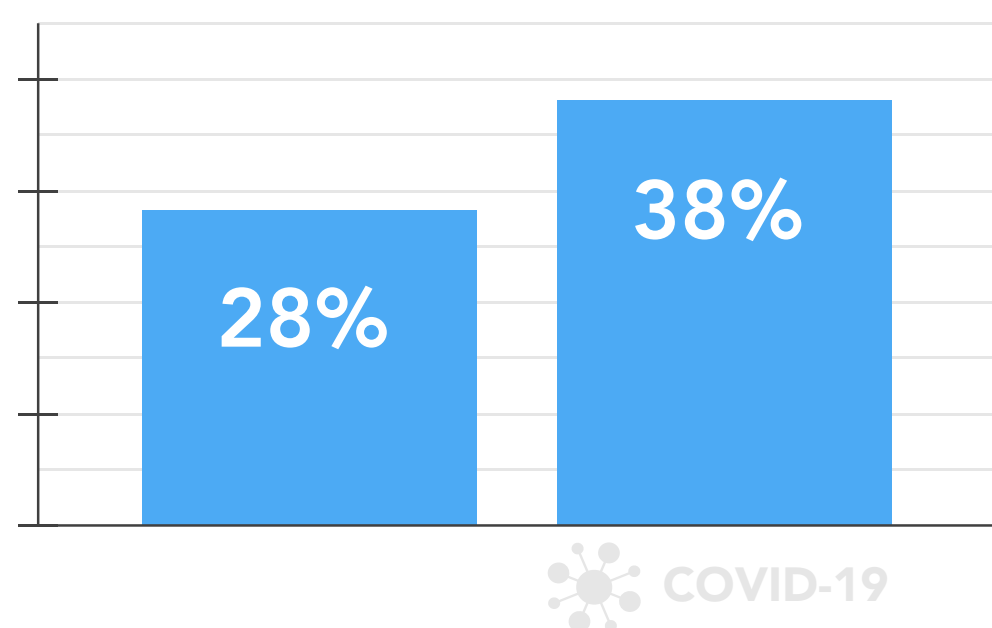
Getting Ecommerce Logistics Right: Faster, Leaner, Scalable



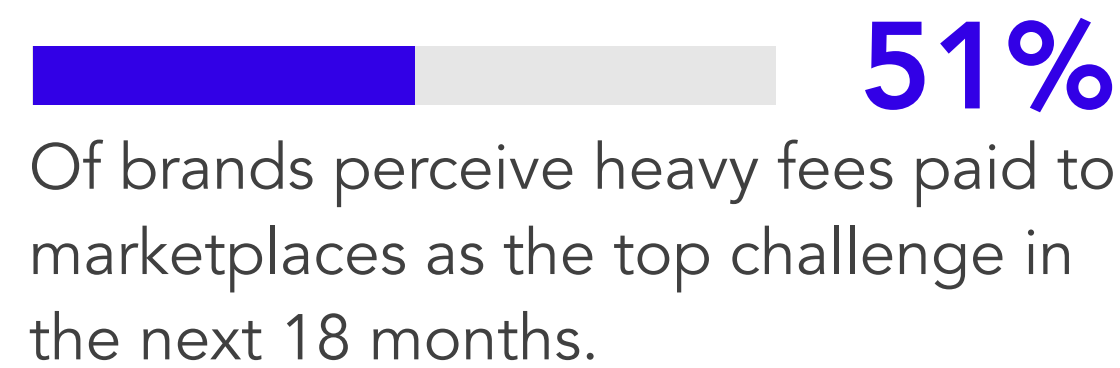
To better understand businesses' ecommerce logistics challenges, Accenture Interactive and GEODIS surveyed 200 large US and European firms in May and June 2020 across nine industries.



Marketplace share of brand's business increased from **28%** before the crisis to **38%** during the pandemic.



HOWEVER...



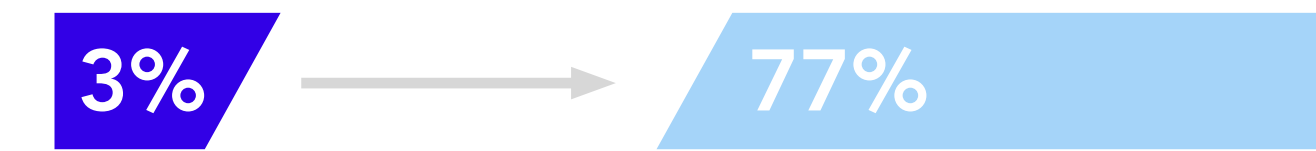
76% of surveyed firms say that improving customers' online shopping experience is their most important long-term challenge.



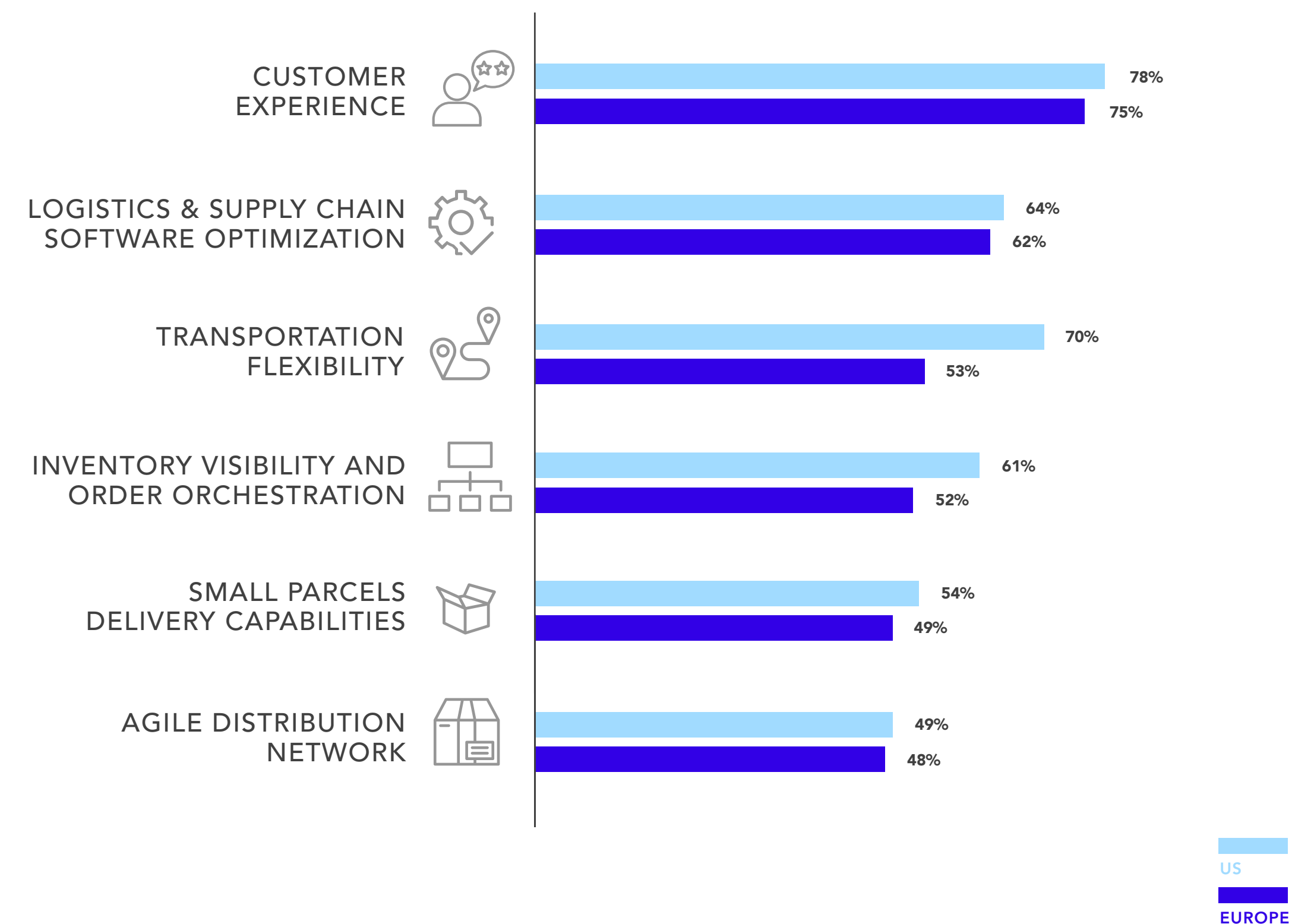
in **2 to 3 DAYS DELIVERY**

Brand have ambitious targets when it comes to **SPEED OF DELIVERY**:

Only **3%** of US Brands offer **2-3 days** continental delivery while **77%** hope to offer it within three years.



Most critical ecommerce logistics capabilities to improve in % of respondents



What to do next: an omnichannel ecommerce strategy

