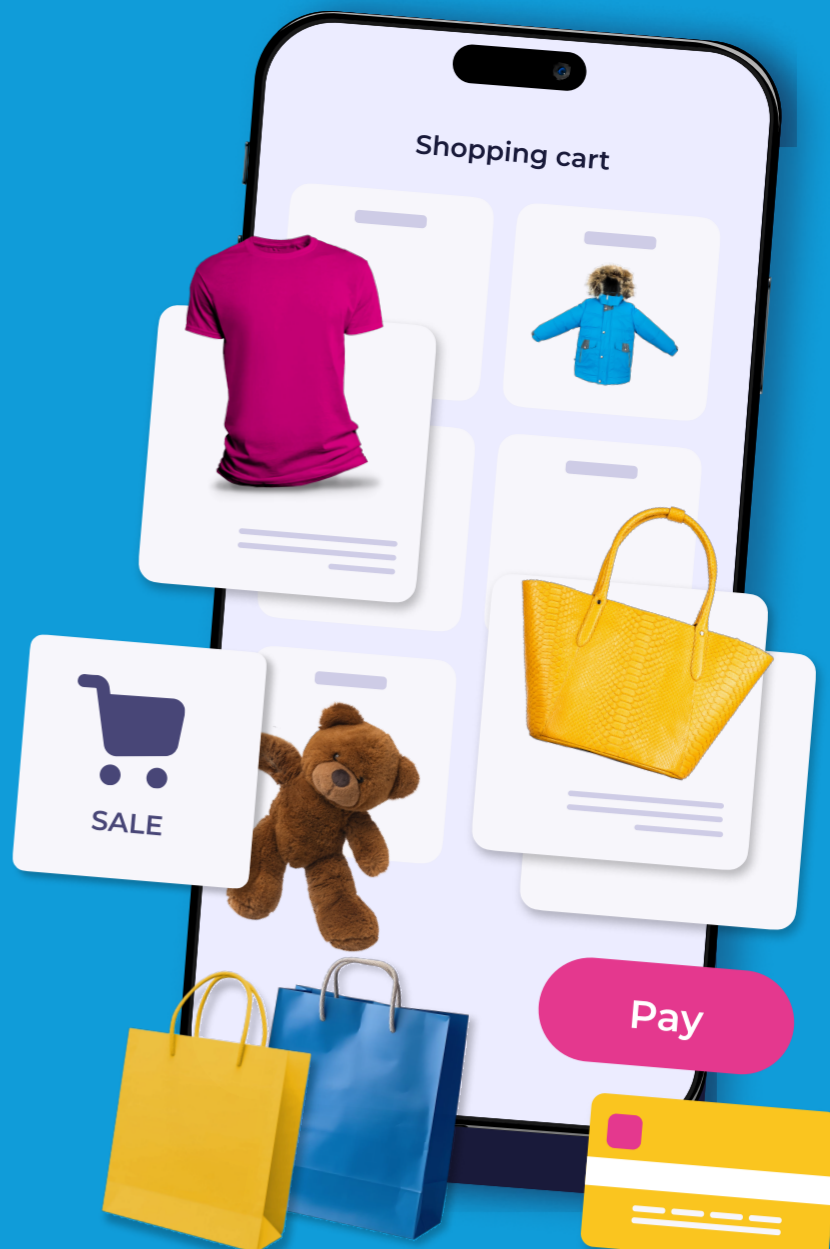


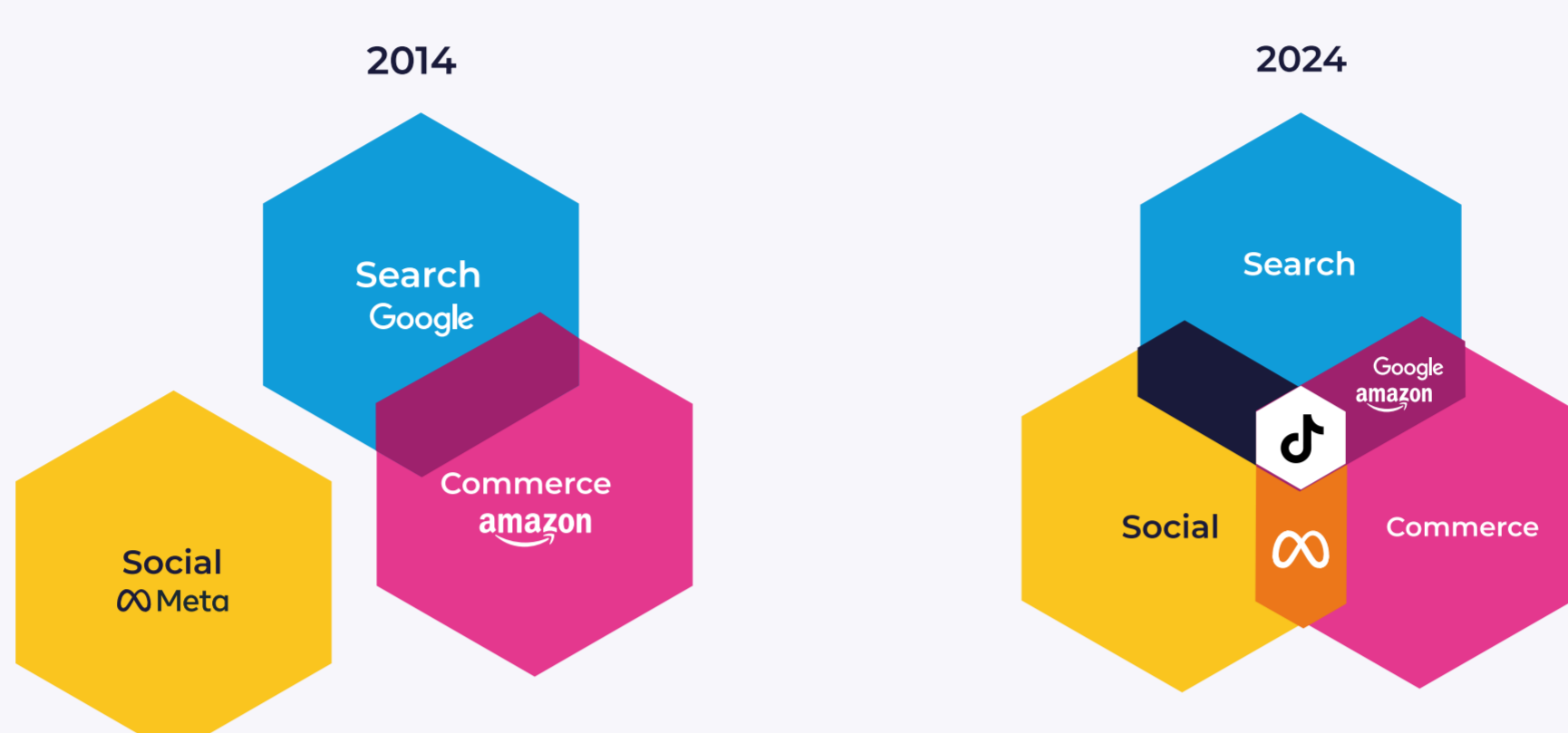
The future of eCommerce:

The traditional eCommerce journey, characterized by distinct roles for search, social, and commerce, has evolved into a fluid landscape where platforms like TikTok challenge established players like Google, Meta, and Amazon.



Commerce, Social and Search platform are merging

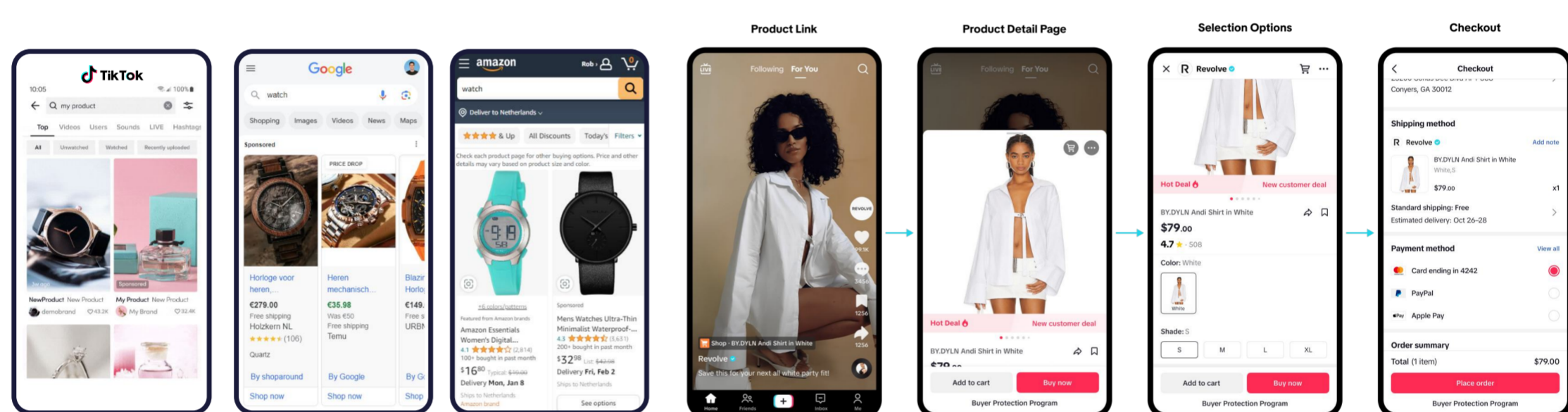
New players like TikTok have blurred the lines between **search**, **commerce**, and **social**, showing that one platform can compete in all **three areas**. This has inspired the established giants, such as **Google, Meta and Amazon** to rethink their strategies and their place in the customer journey.



Be aware of the competing interests in eCommerce

As a result of the shifting eCommerce landscape, big platforms are engaged in a three-way battle, fighting for **product discovery, product search, and product purchases**.

While Google, Amazon, and Meta all strive to dominate the entire marketing funnel, their efforts have created a complex landscape with numerous potential ad placements and formats - resulting in a headache for advertisers who suddenly have to craft targeted campaigns across a growing number of platforms



Succeed in the new multichannel ecommerce reality

eCommerce brands who embrace the multichannel reality and take advantage of the strengths of each ecosystem will ultimately thrive: A multichannel strategy consists of three main components

