



Ayima Partner with Insights West to Reveal The State of Canadian Ecommerce in 2018

Ayima have partnered with Insights West (<https://insightswest.com/>), a full-service marketing research company, to create The State of Canadian Ecommerce 2018 Report. Based on a survey of 1,000+ Canadian consumers, the report uncovers the top ecommerce trends in the Canadian retail market today.

Among the key insights highlighted in the report it was revealed that Canadian consumers are purchasing more products and services online rather than in store on a monthly basis. Stating that online shops give them access to a better variety than what the stores nearby offer, nearly three-in-four Canadians say they look online for more store or business information before making a purchase decision. Additionally, 62% search specifically for stores that sell the exact product or service they're looking for.

Mark Tempest, Senior Vice President for Ayima's Canadian Operation, states, "The Canadian ecommerce industry is often confused with that of the US or even foreign markets, with research taking that wider scope into view rather than focusing on what is truly happening right here in Canada. As marketers, we need to better understand what our Canadian consumers truly want when it comes to the sales of products and services online. Before you can increase your engagements, conversions and even your ROI you need to know where they're shopping, how they're shopping there and what makes them click that buy button. We've worked with various ecommerce clients throughout Canada and have partnered with Insights West to provide them and every retailer in the country with this exact information with the hopes to help them create a more purposeful approach to their online customer journey."

The report results are based on an online study conducted from January 15 to January 25, 2018, among a representative sample of 1,021 English-speaking Canadian adults. The data has been statistically weighted according to Canadian census figures for age, gender and region. The margin of error—which measures sample variability—is +/- 3.1 percentage points.

The full report can be found here: https://www.ayima.com/wp-content/uploads/The_State_of_Ecommerce_in_Canada_2018_Whitepaper-1.pdf

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About Ayima

Originally founded in 2007, Ayima is a digital marketing agency with around 145 employees across its offices in London, Stockholm, New York, San Francisco and Vancouver. Ayima have created a number of market-leading software tools that are used in by clients and agencies around the world, including 'Updatable', 'Redirect Path', 'Page Insights', 'Pulse' and 'Appotate'.