

# E-commerce in China

How the best retailers tackle a unique digital landscape



## China is the *hottest* e-commerce market in the world

**660+ Million** internet users **\$899 Billion** sales this year **47%** of global e-commerce sales



## In 2016, Singles Day broke new records once again.

**US\$1B** in 5 minutes **US\$7.2B** in 2 hours **US\$17.7B** in 24 hours **US82%** total sales on mobile

**H&M**  
Case Study



Swedish retailer H&M is serving up its site in 2.4 seconds for Chinese consumers. This retailer keeps site complexity to a minimum - hosts, objects and page weight are kept in check.

Global consumers want sites to be **fast** and **engaging**.



If a site takes **3 seconds** or longer to load... **47%** of people **will abandon**



Research shows that speed is the #1 preference ahead of site features and functions.

## The state of play today

(\*DOM interactive times taken from 20+ sites in China)

3.4 SECS

7.7 SECS

Local Retailers 😊

VS

International Brands 😞

## Top tips for a great user experience



### Host content locally

CDNs and DNS are critical to site performance in China. Content must be served up from within the country or HK.



### Keep third party hosts to a minimum

External functions can be problematic. Be careful using Google APIs, live chat, marketing automation tools, Adobe Typekit and more.



### Site simplicity is crucial

The best performing sites (in terms of speed and consistency) keep a close eye on complexity. Limit the number of hosts, objects and keep page weight low.



### Monitor from the right perspective

We must monitor from the perspective of the Chinese consumer to truly understand user experience. All too often retailers test site performance from an external, geographical location.



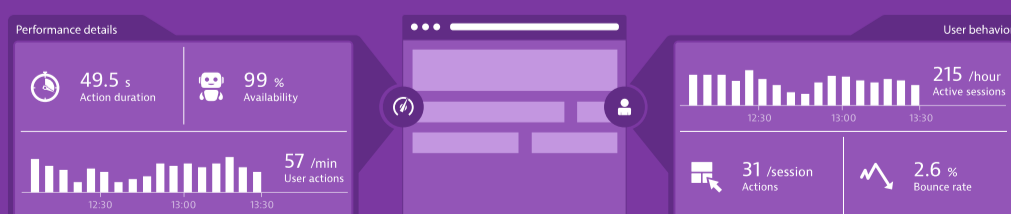
### Localised strategies win

Replicating a site from another country and attaching a .cn URL will not suffice. Top retailers build localised sites fit for the country's unique digital landscape.

## Take a truly global approach to site performance.

Start a 30 day free trial today.

Monitor performance from the locations where your customers are located by emulating real user behavior from key geolocations around the world.



See how real users experience your web and mobile apps and drill down into any single customer journey