Optimizing the social commerce experience

Level of social commerce adoption

Objective
Strategy
Platform Investment Focus
Brand Investment Focus

Permission to play
Build trust
Basic commerce capabilities
Authentic experiences

Evolving shoppers:
Occasionally social commerce shopping with increasing comfort

Permission to compete
Improve experience
Social capabilities
Engaging experiences

Mature shoppers:
Frequently use social commerce shopping

Permission to win
Increase customer confidence & LTV
Commerce + social capabilities
Differentiated experiences

Immature shoppers:
Little-to-no social commerce shopping

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