

You should be selling online!



95%

Ninety-five percent of tablet shoppers who make a purchase with their devices do so at home.



71%

Seventy-one percent of social media users are more likely to purchase from brands they follow online.

Fifty-two percent of U.S. consumers buy directly from brands online.

52%



5.2%

U.S. e-commerce sales in 2012 accounted for 5.2 percent of total sales.



The second quarter of 2013 marked the fifteenth consecutive quarter of positive year-over-year growth in U.S. retail e-commerce sales, and the eleventh consecutive quarter of double-digit growth.

