

10 tendències exitoses d'e-commerce

Are you ready to take the road to the next consumer level?

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Article Tools     

E-commerce brings nearly half of holiday retail growth

Online retail accounted for more than 45% of holiday retail growth, according to data.

Katie Deatsch
Senior Editor

Topics: Bill Martin, Black Friday, Christmas Eve, comScore, e-commerce spending, frank badillo, holiday shopping, ICSC, last-minute shoppers, retail chains, RetailNext, Shelley Kohan, shoppertrak, store sales, store traffic, Top 500, web-only retailers

It's déjà vu all over again as web sales growth dwarfed store sales growth once more this holiday season. Data released today from ShopperTrak show retail store sales rose just 2.5% year over year in November and December 2012 to \$248.8 billion. Foot traffic increased 2.5% as well, according to ShopperTrak, which monitors traffic and sales at major malls and retail chains.

Meanwhile, U.S. consumers spent \$42.28 billion online in November and December, a 13.7% increase compared to \$37.17 billion during the holiday shopping season in 2011, according to web measurement firm [comScore Inc.](#) ComScore measures the web activities of 1 million U.S. consumers; ShopperTrak only counts sales in bricks-and-mortar retail stores.



The New York Times

"...we're seeing clear signs that the e-commerce revolution is seriously impacting commercial real estate. Online retailers are relentlessly gaining share in many retail categories, and offline players are fighting for progressively smaller pieces of the retail pie..."

Online boom to wipe out 5,000 shops by March

Wednesday 2 Jan 2013 12:01 am Money

f t + 31 shares



Thousands of high street stores could shut down this year because of the internet shopping boom (Picture: Alamy)

Up to 5,000 high street stores could be killed off by March because of the internet shopping boom, say analysts.

McKinsey&Company

"...The great transformer: Internet accounted for 21% of the GDP growth in mature economies over the past 5 years..."



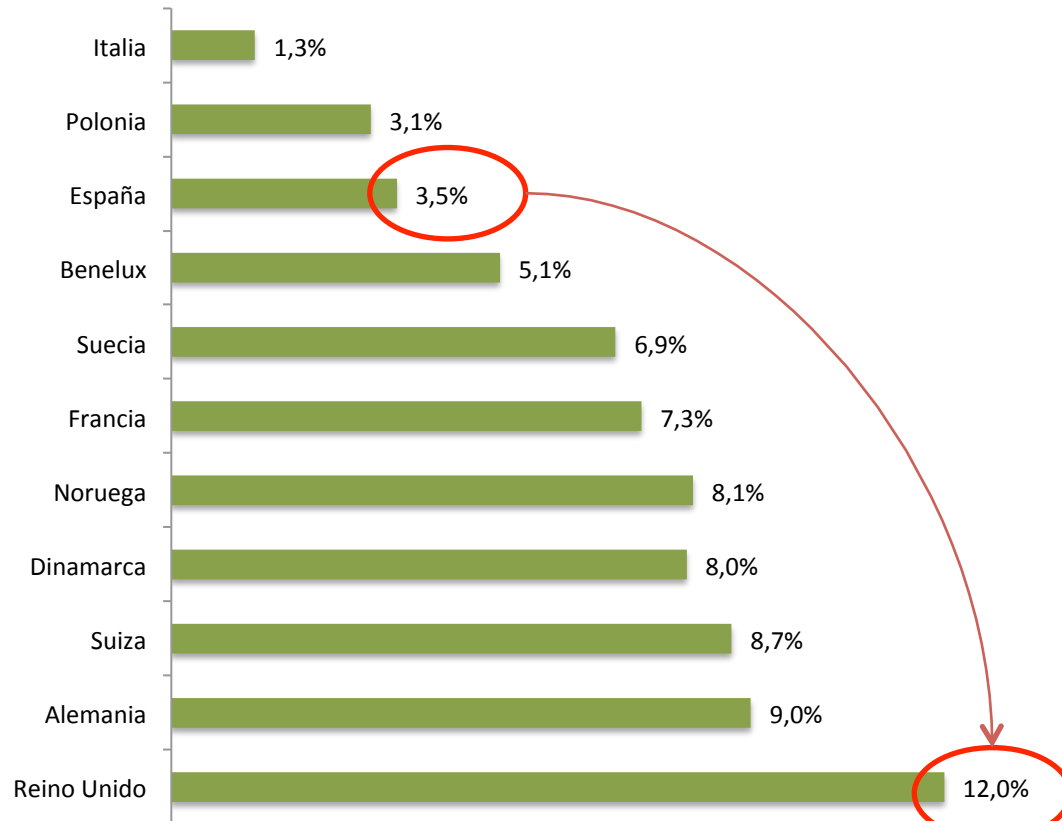
"The European Commission is proposing measures aiming to double online retail sales by 2015"

- 4 Baby born on Armenian plane named after flight attendant
- 5 UK child sex trafficking numbers rocket, Barnardo's claims

...I A ESPANYA L'E-COMMERCE NOMÉS ACABA D'ARRANCAR DE VERITAT...

El comerç electrònic en Espanya seguirà creixent, acostant-se als nivells de penetració que ja es registren a la resta d'Europa

Quota de mercat de les vendes per internet respecte el total de vendes al detall (retail) en 2011



- A Europa es van vendre uns 170 Billions d'Eurosa través del retail on-line. Tres països com Alemania, Regne Unit i França varen representar el 71% de totes aquestes vendes. El 2012 s'espera que aquestes xifres hagin crescut entre un 15 i 18%
- La tendència clara és a la convergència amb els països més avançats, com ha succeït amb altres indicadors digitals en el passat recent como la penetració de mòbil, penetració d'Internet, uso de banca electrònica i us d'Internet a pimes
- Fins i tot en un entorn de creixement econòmic zero durant els pròxims 5 anys a Espanya, arribar als nivells del Regne Unit del 2011 en el 2020 implica un creixement de *retail* online anual mig del 17%







Més de 13 M de persones ja compren a botigues online (30% població)



Perfil PF: 80% dones perfil mig-mig mig-alt: 35% 31-40 anys i un 40% 41-50 anys



Ja és gasten més de 500 Mio Euros a l'any comprant per Internet productes i serveis de salut & bellesa

10 TENDÈNCIES E-COMMERCE

- 1 **GROUP BUYING / COUPONING**
- 2 **OFERTES FLASH**
- 3 **SUBSCRIPTION e-commerce**
- 4 **C2C marketplaces**
- 5 **Marques only-Online**
- 6 **Crowd-sourced demand**
- 7 **Video e-commerce**
- 8 **We-commerce**
- 9 **Mobile e-commerce**
- 10 **F-Commerce / Social Commerce**

Tendències d'alta facturació ja transformant alguns sectors tradicionals

Tendències traccionant fort aquest últims 12 mesos

Tendències prometedores però que encara han de demostrar

TENDÈNCIA 1 : GROUP BUYING / COUPONING

- Gran descompte que s'activa quan l'oferta és comprada per un número mínim de persones
- Proposta de valor: Ofereixen gran notorietat i generen tràfic al punt de venda
- Model molt enfocat a petits negocis de retail d'oci, restauració i bellesa

The screenshot shows a Groupon deal for "Two E Bar/Lounge at The Pierre – Upper East Side". The deal is for "Afternoon Tea Service for Two at Five-Star Rated The Pierre Hotel. Two Options Available (Up to 57% Off)". The price is listed as "from \$39". A "Buy!" button is prominent. Below the price, a table shows the value (\$90), discount (57%), and amount saved (\$51). There is a "Buy it for a friend!" button, a "Time Left to Buy" timer showing 2 days 16:47:49, and a note that "Over 40" items have been bought. Social sharing options for Twitter, email, Facebook (Send and Like), and a count of 2 likes are visible. The main image shows a cup of tea on a saucer with "The Pierre" logo. Below the image, there are buttons for "Date Night" and "Girls Night Out".

GROUPON Featured Deal All Deals Now! Deals Getaways Goods

Boston

 Get Deals By Email +

Two E Bar/Lounge at The Pierre – Upper East Side

Afternoon Tea Service for Two at Five-Star Rated The Pierre Hotel. Two Options Available (Up to 57% Off)

from **\$39** **Buy!**

Value	Discount	You Save
\$90	57%	\$51

Buy it for a friend!

Time Left to Buy
2 days 16:47:49

Over 40 bought


Send Like 2

Want more deals like this? Click the hearts below.

Date Night Girls Night Out

TENDÈNCIA 1 : GROUP BUYING / COUPONING

- A Espanya aquesta tendència ja disposa de més de 5 milions de compradors habituals
- Reben ofertes diàries amb les novetats de la seva població
- Empreses locals d'èxit com Letsbonus, Groupalia o Offerum



a livingsocial company

Ciudad: Barcelona

Consigue 10€ | 902 027 372 | Regístrate | Tu cuenta

Suscríbete: Acepto la Política de privacidad

Planes del día


Espectáculos

Viajes

Boutique

Tecnología


Family & Kids



Entrega inmediata

-32% Selección Estée Lauder. Tus aliados de eterna belleza


⌚ 2d 1h 37m 47s 28€ **19€** [ver >](#)



Entrega inmediata

-55% Maletas Remix Valisa. Te seguirán hasta el fin del mundo


⌚ 0d 1h 37m 47s 56€ **25€** [ver >](#)



Entrega inmediata


-68% Ropa de hogar Victorio&Lucchino. Exclusividad a tu alcance

⌚ 2d 1h 37m 47s 49€ **6€** [ver >](#)




Entrega inmediata

-51% Portabicicletas trasero. Tu bici te acompaña a todas partes



Entrega inmediata

-61% Aumenta tus labios con 2 meses de tratamiento Lip Volume



Entrega inmediata

-51% Especial Bricolaje. Saca al manitas que llevas dentro

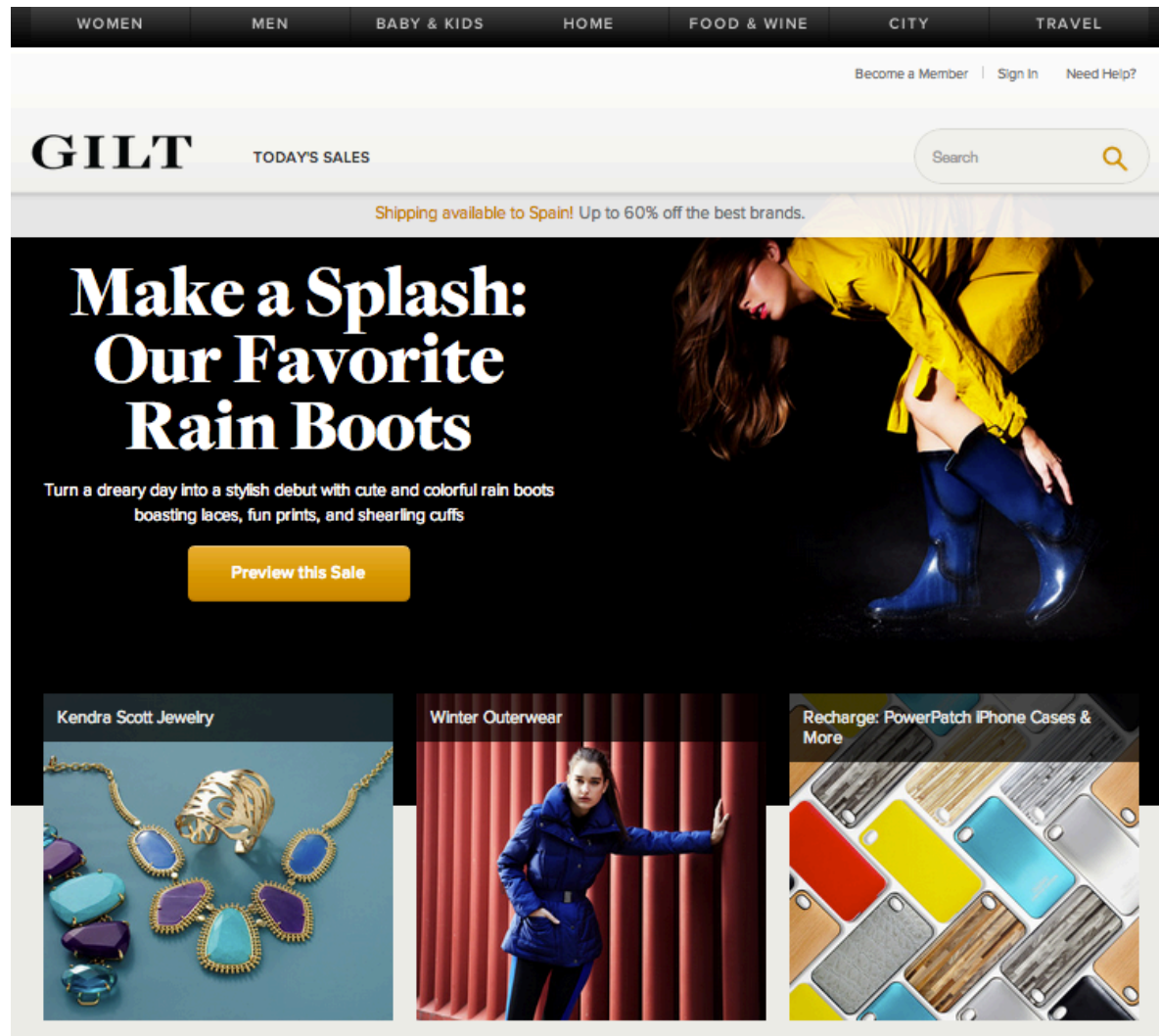
TENDÈNCIA 1 : GROUP BUYING / COUPONING

- Aquest mateix model ja s'està replicant a altres verticals de negoci com productes per a "mames"...
- Intenten cobrir amb novetats diàries totes les necessitats de "target"

The screenshot shows the Plum District website interface. At the top left is the Plum District logo with the tagline "FOR MOMS. BY MOMS.™". Navigation links include "SIGN UP | LOGIN OR" and a Facebook "Connect" button. A promotional banner offers "GET \$5 TO SPEND" with a map icon and the text "Find your city Find your code SHOW ME HOW >". A secondary navigation bar contains "Everywhere" and "Explore Your District / Today's Plum Deals / How It All Works" with social media icons for Twitter and Facebook.

The main content area features a "My Plum District" section. On the left, there is a "OUR district" section with three member profiles: Christina, Leila, and Raelen, each with a "Meet Me" button. The central focus is a promotional offer for a custom mug. The mug is purple with white polka dots and the initials "ALR" on it. The offer is "\$15" with a "Tell Me More" button. Below the mug, it says "Home and Garden" and "\$15 for \$40 Toward Your Order of Custom Cards, Stationery, T-Shirts, Calendars, and More...". A gift tag graphic on the right says "GREAT GIFT for HER" with a "Gift It" button.

- **Campanyes d'un dia a una setmana amb gran descomptes de productes que no requereixen un número mínim de compradors. S'articulen normalment a través de clubs privats**
- **Proposta de valor: Outlet per a marques, però també per donar a conèixer marques desconegudes**
- **Model molt enfocat a marques, amb un entorn d'exclusivitat d'oferta per un temps limitat**



- A Espanya aquesta tendència ha creat empreses importants com Privalia o Buy-VIP, aquesta última venduda a Amazon.
- A França Vente-Privée ja factura més de 1 Bilió d'Euros en aquesta categoria d'ecommerce
- El model s'ha iniciat amb productes de moda, i ja s'està estenent a altres verticals de productes

privalia ✱ Entrar | Regístrate

TODAS MUJER HOMBRE NIÑO HOGAR REGALOS VIAJES

LOVE IS IN THE WEB
ADELANTATE A SAN VALENTÍN

DESTACADOS

JUST DO IT.

Hasta el Domingo 20

ENTRAR >

TENDÈNCIA 2: OFERTES FLASH

- ...per exemple ofertes de venda de vins a Lot18, fundada el 2010 i ja factura més de 50 Milion Euros

The screenshot shows the Lot18 website interface. At the top, there's a navigation bar with 'My Account', 'Order History', and 'Log Out'. Below that, a banner for 'Available credit: \$0.00' and 'Invite Friends, Get \$25'. The main navigation includes 'Featured', 'Gourmet', 'Experiences', 'select', 'Gifts', and 'Clubs'. The shipping location is set to 'CA'. The main content area features a large image of a wine cellar with the text 'Access to the finest wines at attractive prices'. Below this, there are several product cards for wine offers:

- 2011 Domaine Michel Girard Sancerre Blanc Duo:** Retail Price \$52.00, Sale Price \$44.98. Sale expires in 1 day.
- Best of Bordeaux Half Case:** Retail Price \$138.00, Sale Price \$99.98. Sale expires in 1 day.
- Invite your friends:** A promotion where you give \$10 and get \$25. Lot18 will send your invited friends \$10 in credit, and you'll receive a \$25 credit when each first order ships. Click here.
- 2009 Epiphany Paradise Road Vyd Santa Barbara Syrah Duo:** Retail Price \$70.00, Sale Price \$49.98. Sale expires in 1 day.
- 2008 Lost Canyon Saralee's Vyd Russian River Pinot Noir:** Retail Price \$45.00, Sale Price \$31.99. Sale expires in 1 day.
- 2010 Curran Grenache Rosé Half Case:** Retail Price \$199.98, Sale Price \$99.96. Sale expires in 4 hours.
- 2009 Domaine du Grapillon D'Or Gigondas Duo:** Retail Price \$70.00, Sale Price \$59.98. Sale expires in 4 hours.
- 2009 Medlock Ames Alexander Vly Sauvignon Blanc Duo:** Retail Price \$54.00, Sale Price \$34.58. Sale expires in 4 hours.
- 2010 Abadal Cabernet Franc-Tempranillo Blend Trio:** Retail Price \$60.00, Sale Price \$44.97. Sale expires in 4 hours.

- ...o PromocionesFarma, que en només el primer any ja té més de 500.000 usuaries registrades i ha venut més de 125.000 unitats de producte de parafarmacia només a Espanya

Atención al cliente: 902 930 918
Síguenos:
[Accede](#) | [Regístrate](#)

Promociones Farma.com

Compra aquí y recoge en farmacia

Sin gastos de envío Calidad farmacia

[Inicio](#)
[¿Cómo funciona?](#)

Disfruta de las propiedades del Aloe Vera cada día. Gel de baño/ducha por sólo 2€

Hidrata, nutre y repara tu piel de la manera más natural.

Precio Final: **2€** [Ver Oferta](#)

~~4€~~
PVPR*

50%
descuento

⌚ Tiempo restante:
7d 8h 55m 50s

*Precio de venta recomendado.

¡Siente el poder del colágeno y presume de piel! Cremhidral especial colágeno con aceite de Onagra al 45% de dto

Tu piel más tersa, joven y lisa.

Precio Final: **8.75€** [Ver Oferta](#)

~~15.91€~~
PVPR*

45%
descuento

⌚ Tiempo restante:
2d 8h 55m 50s

*Precio de venta recomendado.

Atención al cliente:
902 930 918
Horario: 9h a 14h y 15h a 19h
soporte@promocionesfarma.com

Visita nuestro blog!

Nuestros sorteos ¡Participa ahora!

Pago 100% Seguro:

PromocionesFarma en Facebook

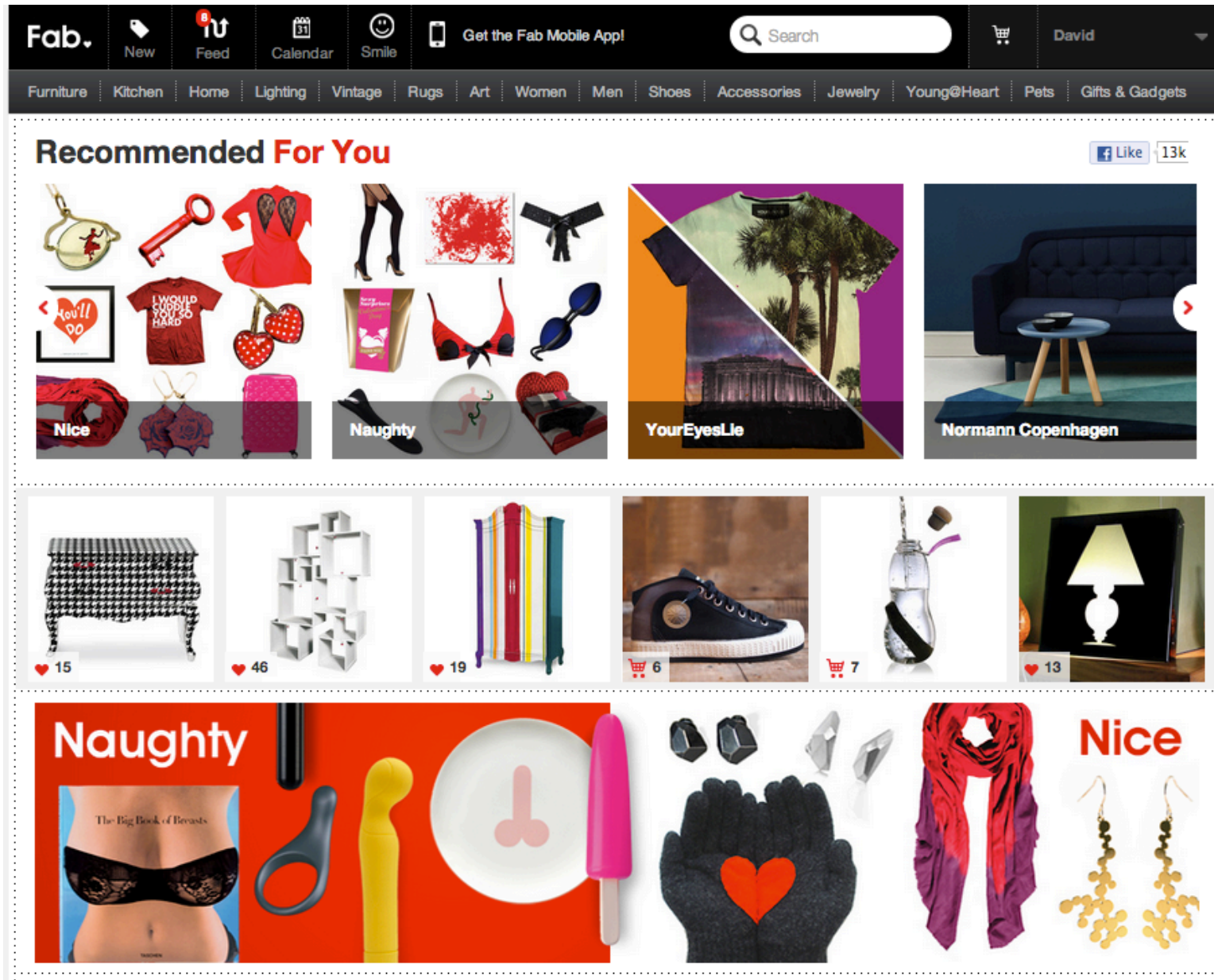
[Me gusta](#)

A 33,138 personas les gusta PromocionesFarma.

15

TENDÈNCIA 2: OFERTES FLASH

- ...fins i tot trobem substituïts per a la compra d'articles de disseny com Fab o Stop&Walk



TENDÈNCIA 2: OFERTES FLASH

...o com no podia faltar, ofertes flash per les mascotes de casa...

The screenshot shows the DoggyLoot website interface. At the top, there are navigation links: DOGGYWOOF, TODAY'S LOOT, HOW IT WORKS, MY ACCOUNT, and LOGOUT. A referral offer is displayed: "Refer a friend, give \$5 and get \$10!". The DoggyLoot logo is prominently featured. Below the logo, a "New Loot" section highlights four items:

- A Kyjen Egg Baby puzzle toy:** The image shows several colorful plush toys. The text below the image states: "The Kyjen Company", "A Kyjen Egg Baby puzzle toy", "\$18 Retail", and "\$11 Free Shipping!".
- 16 all-natural cow ears:** The image shows a pile of yellow, natural cow ears. The text below the image states: "100%", "doggyloot", "16 all-natural cow ears", "\$20 Retail", and "\$14 Free Shipping!".
- Two packs of Nutrisca Freeze-Dried Dinner Bites:** The image shows two bags of Nutrisca dog food and some fresh vegetables. The text below the image states: "35%", "NUTRISCA™ GRAIN FREE • POTATO FREE", "Two packs of Nutrisca Freeze-Dried Dinner Bites", "\$31 Retail", and "\$20 Free Shipping!".
- A Long Legs Rope Toy:** The image shows a red parrot-shaped rope toy and two other rope toys. The text below the image states: "PETLOU", "A Long Legs Rope Toy", "\$22 Retail", and "\$11 Free Shipping!".

...i fins i tot sorten models basats amb el mòbil, com el de HotelTonight, ReallyLateBooking amb ofertes a partir de les 12h de cada dia per reservar hotels per la mateixa nit

Hotel Tonight

Hotel, Tonight?

We are the quickest, easiest, most convenient way to book a same-day hotel stay on your mobile phone.

- Exclusive, last-second prices
- Same-day, mobile-only bookings
- Fast and easy booking until 2am

Book in the moment.

Available on the **App Store**

Twitter Facebook Like 5K

Hotel Tonight App Interface:

- City: San Francisco
- Hotel Nikko: \$95 Tonight (was \$159) - SIP
- Hotel Vitale: \$164 Tonight (was \$279) - ELEGANT
- Hotel Union Square: \$54 Tonight (was \$91) - BASIC
- Bottom navigation: Hotels, Bookings, Credits, Options

- Model no basat en ofertes, en que els usuaris reben de forma regular cada mes una caixa amb els productes
- Proposta de valor: Conveniència per falta de temps, provar noves experiències prescrites per un expert/celebritat, o provar mostres de nous productes...
- Shoedazzle t'envia un parell de sabates cada mes per una tarifa plana de 39\$:



- **Jewelmint envia bisuteria a casa cada mes segons el teu estil.....**

The screenshot shows the Jewelmint website homepage. At the top right, there are links for "Are you new? Register" and "LOGIN". The navigation bar includes "HOW IT WORKS", "OUR DESIGNS", "FEATURED IN", and "GIVING BACK". The main banner features a woman with blonde hair wearing several rings, with the text "Which Celebrity Style Do You Share?" and a "START NOW!" button. Below the banner are three sections: "Create your free style profile!" with a "GET STARTED" button, "PERSONALIZED SELECTIONS TO CHOOSE FROM" with a "WELCOME" button, and "FEATURED IN" with logos for InStyle, BlackBook, People, Lucky, GLAMOUR, The New York Times, teenVOGUE, and Los Angeles Times.

TENDÈNCIA 3: SUBSCRIPTION e-commerce

- Babbacoenvia una caixa cultural cada mes per educar els teus fills de 3 a 7 anys.....

The screenshot shows the BabbaCo website homepage. At the top left is the BabbaCo logo with the tagline 'by Jessica Kim'. Navigation links include 'WHAT IS THE BABBABOX?', 'JOIN NOW', 'GIFT', 'BLOG', and 'VIDEOS'. On the top right, there are links for 'Sign in' and 'View Cart', along with a 'VeriSign Secured' badge. The main content area features a large image of a woman and two children in a kitchen, with the text 'The BabbaBox' and a description: 'BabbaCo delivers fun, engaging activities for kids 3-6 right to your door. Inspire creativity and wonder in the new year with a gift that children absolutely love!'. Below this is a 'Join Now' button and a 'Gift It' link. A 'What is the BabbaBox?' link is also present. A dark banner below the main image lists media outlets: 'Featured on: Parents, DAILYCANDY, boston.com, THE WALL STREET JOURNAL, People'. At the bottom, a three-step process is outlined: Step 1: Sign up for a monthly membership, try just one box, or give the fun as a gift! Step 2: Activities arrive every month. Get excited to create, explore, connect and learn together! Step 3: Access online articles, crafts, & free downloads approved by BabbaCo experts!

- **H.Bloom** proposa un enviament mensual de flors a casa teva o a l'oficina per una quota mensual....

The screenshot shows the H.Bloom website homepage. At the top, a black navigation bar contains the following links: COLLECTIONS, GIFTS, FOR BUSINESS, HERO, MY CART (with a shopping cart icon), 877-425-6665, and LOG IN. Below the navigation bar, the brand name "H.BLOOM" is centered in a serif font. The main banner features the text "Flower Subscriptions" in a large, elegant serif font, with "for your Home or Office" in a smaller sans-serif font below it. A red "SUBSCRIBE" button is positioned to the left of a large, vibrant bouquet of flowers in a glass vase. The bouquet includes pink lilies, red roses, white peonies, and pink chrysanthemums. Below the banner, a horizontal line separates it from a section with the tagline "{ THE JOYS OF LIFE, HAND DELIVERED }". This section contains four tiles: 1. "Floral Subscriptions" with a photo of a hand holding a bouquet and the text "Live every day with beautiful flowers." and a "SUBSCRIBE >" link. 2. "One Time Gifts" with a photo of purple orchids and the text "Send the perfect gift for any occasion." and a "SHOP GIFTS >" link. 3. "Bloom's Blog" with a collage of floral images and the text "Floral inspiration, tutorials, and more." and a "VISIT OUR BLOG >" link. 4. "View Our Locations" with a map of the United States showing service areas and the text "See which cities we're currently serving." and a "DELIVERY AREAS >" link.

TENDÈNCIA 3: SUBSCRIPTION e-commerce

- Blissmobox et permet descobrir cada mes tot tipus de productes orgànics.....

blissmo
discover what's better™

blissmobox office snacks perfect gifts our blog

welcome, guest: [sign in](#)

[your cart](#)

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blissmobox is an award-winning

2. select
Every month you'll select a box

3. discover
We work with expert curators to

- MeUndies envia la roba interior cada mes per a que t'oblidis, i aquest model es replica amb noves empreses que t'envien mitjons, corbates, camises etc ...

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- **Save Time.** Auto-ship your favorite pair monthly
- **Not Happy?** Keep them and get your \$\$\$ back

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TENDÈNCIA 3: SUBSCRIPTION e-commerce

- BirchBox envia cada mes mostres de talla viatge per a provar productes relacionats en cosmètica, amb l'objectiu de trobar una manera molt més adequada i barata de fer sampling per a les marques

BIRCHBOX Log In

WOMEN MEN HOME POP UP Free shipping on full-size orders \$50+.

Box Shop Magazine Brands Gift Join Search for Products

Discover Beauty Better™

- Sample the best beauty and lifestyle products
- Learn tips and tricks from experts
- Buy what you love and earn points

Join Now

Have questions? Find answers in our [FAQ](#).

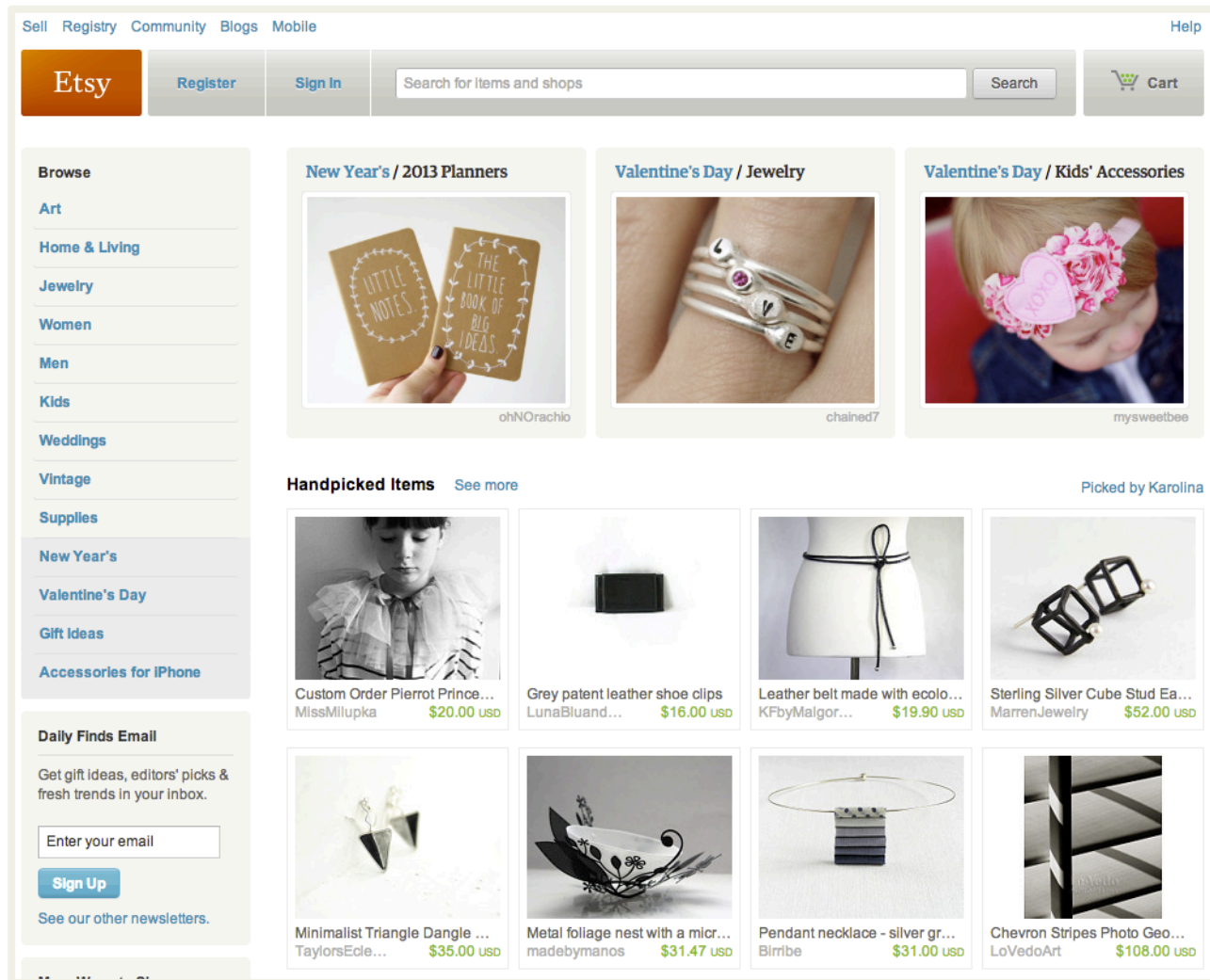
Learn why Birchbox is the best way to discover Beauty. [Watch the video](#)

Hand-picked beauty and lifestyle samples, delivered to your door for \$10/month + *Birchboxes Ship Free!*

Kiehl's SINCE 1851 stila Jouer CONNECTING BEAUTY & STYLE smashbox COSMETICS Carol's Daughter beauty by nature KÉRASTASE PARIS

TENDÈNCIA 4 : C2C marketplaces

- Plataformes web on els consumidors es venen entre ells productes (Etsy), serveis (Skillshare) o lloguers (AriBnB)
- Un bon exemple és Etsy, un marketplace d'articles fets a mà i art. A Etsy ja venen més de 100 Milion d'Euros cada mes. La plataforma es queda un 3,5% de cada transacció i cobra 20 cèntims per producte publicat



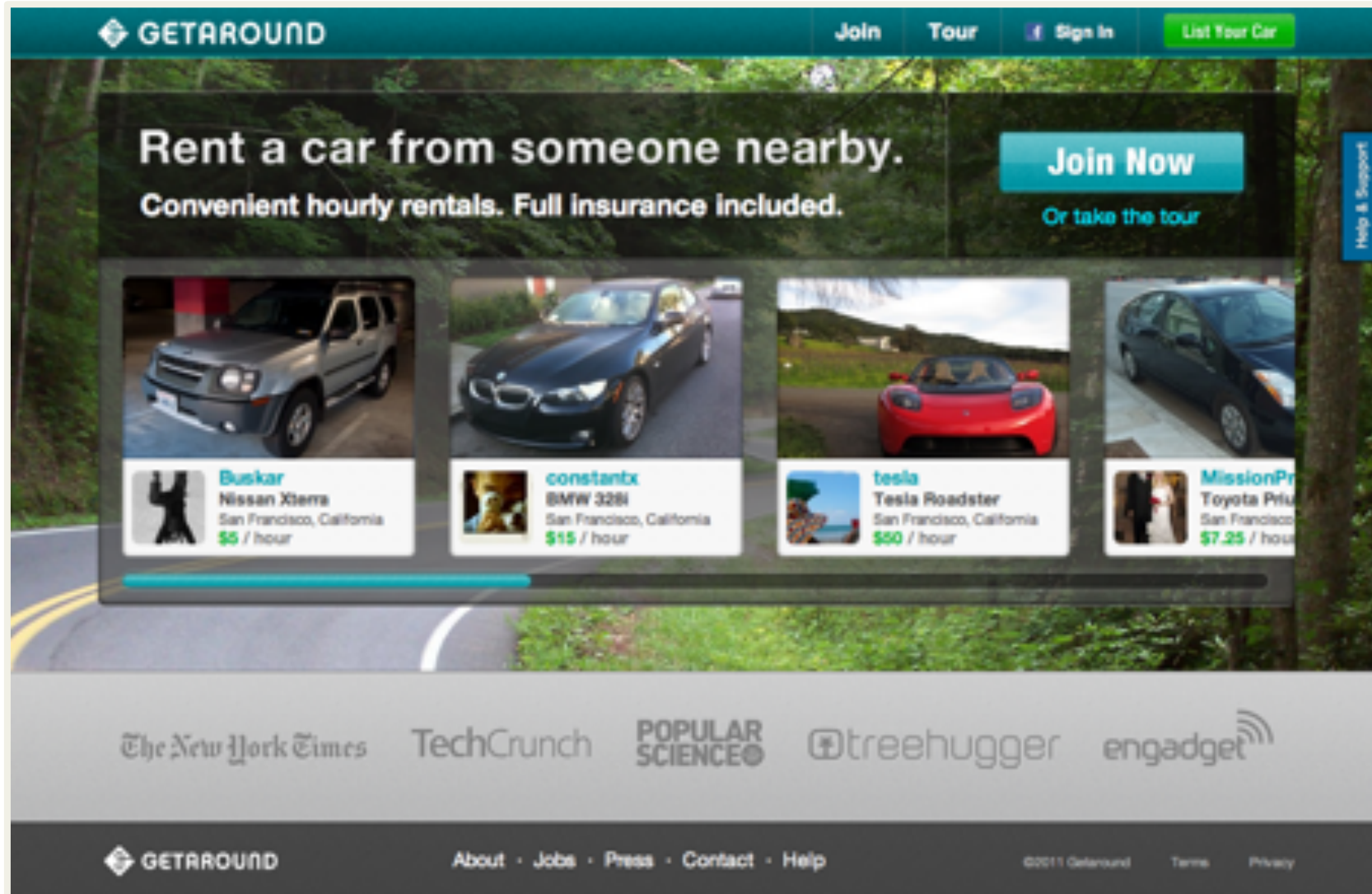
TENDÈNCIA 4 : C2C marketplaces

- AirBnB, ja qualificat com el hotel més gran del món, és una plataforma on els usuaris és lloguen habitacions de ciutats d'arreu del món.

The screenshot displays the Airbnb homepage. At the top left is the Airbnb logo with the tagline "Travel like a human." and navigation links for "Sign Up" and "Sign In". A yellow button labeled "Post a room" is in the top right. The main heading reads "Find a place to stay." with a subtext "Rent nightly from real people in 2968 cities in 120 countries." Below this is a search bar with the placeholder text "Where are you going?" and a green "Search" button. Underneath the search bar are input fields for "Check in" (mm/dd/yyyy), "Check out" (mm/dd/yyyy), and "Guests" (1). To the right of the search bar is a featured listing for "MASS MoCA Arts Escape" in North Adams, MA, priced at \$75/night with 2 reviews. Below the search bar are four promotional tiles: "AirTV Episode 1" (2 bedrooms, 1 bathroom, sleeps 5, Venice, CA), "Top 40 The best of Airbnb." (with a collage of images), "Stay with alumni 30+ universities around the world." (featuring Harvard University), and "The New York Times Travels on Airbnb." (with a photo of a couple). At the bottom, a row of logos indicates media coverage: "As seen on: CNN, The New York Times, TechCrunch, Newsweek, THE WALL STREET JOURNAL, NBC".

TENDÈNCIA 4 : C2C marketplaces

- **GetAround és una plataforma de carsharing que permet llogar un cotxe directament a una persona propera a la teva població. Altres plataformes com RelayRides també fan el mateix**
- **La plataforma on-line és cuida del seguro i de tots els temes burocràtics**



- Qraft permet llogar entre usuaris qualsevol vehicle de lleure: motos, llanxes, cotxes esportius o fins i tot avionetes,

The screenshot shows the Qraft website interface. At the top, there is a navigation bar with the Qraft logo (Toy Rentals By Owner), a search bar for location, a dropdown menu set to 'All', a 'Find' button, and 'Login' and 'Join' buttons. Below the navigation bar is a 'Post Your Toy' button. The main content area is titled 'Toy Rentals' and features a blue navigation bar with categories: Cruiser, Sport, Touring, Dirt, ATV, Scooter, Snowmobile, and Other. Three listings are visible:

- Green Kawasaki KX85:** \$50/day. San Francisco, CA, US. Motorcycle - Dirt. \$50/day · \$300/week · \$1,000/month. Owner: James G. (4.5 stars).
- 2011 Roehr 1250sc:** \$600/day. Scottsdale, AZ, US. Motorcycle - Other. \$600/day · \$4,000/week · \$0/month. Owner: Celeste W. (no reviews).
- 2011 Brute Force 750 Dark Red:** \$100/day. San Jose, CA, US. Motorcycle - ATV. \$100/day · \$900/week · \$2,500/month. Owner: James G. (4.5 stars).

On the right side, there is a map of the United States with a search icon and a 'Map' button. The map shows several locations marked with the Qraft logo, including San Francisco, Los Angeles, and San Jose. The map is powered by Google and includes a '+ Expand Map' button.

- SkillShare és una plataforma on usuaris semi-professionals venen el seu coneixement a les altres persones

The screenshot shows the SkillShare website homepage. At the top, there is a navigation bar with the SkillShare logo and links for 'Classes', 'Teach', 'Projects', 'How it Works', 'Sign up', and 'Log in'. Below the navigation bar is a blue banner with the text 'What do you want to be in 2013? We have new classes to help you get there · [Learn something new this year](#) →'. The main content area features the headline 'Learn Differently.' followed by the text 'Skillshare is a global learning community where you can learn real-world skills from real people.' To the right of the text are several line-art icons representing various skills: a string of three squares hanging from a line, a shelf with a microphone, a game controller, a camera, and a martini glass, a pair of boots, and a wrench. Below these are icons for a camera on a tripod, a whiteboard, a sewing machine, a laptop with a gear icon, and a violin with a small plant. At the bottom of the main content area is a teal banner with an envelope icon, the text 'Join us! We'll send you a weekly list of our best classes.', an input field labeled 'Email Address', and an orange 'Sign Up' button. Below the teal banner is a white section with the headline 'Learn From Anyone, Anywhere' and the text 'Connect with teachers and students in your neighborhood or from around the world.'

- A Gobble pots llogar un cuiner o cuinera no professional però amb la reputació de la plataforma, per a que et prepari un dinar o sopar a casa

The screenshot displays the Gobble website interface. At the top left is the Gobble logo with the tagline "experience your food". The main heading is "What's for Dinner?" with the subtext "Order Now. Eat Tonight.". Below this, two food platters are featured. The first is "Chef Tsehay's Ethiopian Meat Platter - \$12.95", which includes a photo of a platter with meat, injera, and vegetables, a chef's profile picture, a red heart icon with the number 18, and buttons for "View Details" and "Add To Cart". The second is "Chef Tsehay's Ethiopian Vegetarian Platter - \$12.95", which includes a photo of a platter with lentils, injera, and vegetables, the same chef's profile picture, a red heart icon with the number 14 and a green checkmark icon, and buttons for "View Details" and "Add To Cart". On the right side, the "Your Cart" section shows a table with columns for "Item", "Qty", and "Price". The cart is currently empty, with the message "You must be starving. There's nothing in your cart." and a "Subtotal: \$0.00". Below the cart, there are three lines of text: "* Meals ordered today can be delivered to Atherton, Menlo Park, Palo Alto, and Stanford", "* Order Deadline: 7:30pm", and "* Delivery Hours: 5:30 to 8:00pm".

TENDÈNCIA 4: C2C marketplaces

- A TaskRabbit la gent contracta a altre gent per tasques ordinàries: muntar mobles IKEA, netejar els vidres de casa, passejar el gos... A Espanya ha sortit una rèplica que és diu Etece.com

taskrabbit

Help Center How it works Log in







4000+ Background-Checked TaskRabbits

From To-Do, to Done.
Get reliable help from our marketplace.

What's your email address?

Join for free

Popular Tasks this Month

 IKEA Assembly Avg. \$42	 Event Help Avg. \$80	 Donation Pickup Avg. \$27
 Office Help Avg. \$74	 Pet Sitting Avg. \$64	 House Cleaning Avg. \$71

- Marques que ja són creades només per operar i vendre pel canal on-line
- La majoria són relacionades amb moda i accessoris, però també està pareixen cosmètica i perfumeria
- Bonobos és una de les marques de moda per homes creades només per a Internet que més està creixent. Només té 5 anys de vida i el 2011 va facturar 20 Milions d'Euros

The image shows a screenshot of the Bonobos website. At the top, the Bonobos logo is centered in a dark blue header. To the left, there is a navigation menu with items like 'New', 'Pants', 'Denim', 'Shirts', 'Suits & Blazers', 'Sweaters', 'Tees, Knits & Polos', 'Shorts', 'Bags', 'Golf', 'Outerwear', 'Shoes', 'Accessories', and 'Sale'. To the right of the logo, there is a link for 'Account & Help'. Below the header, the main content area is divided into several sections. On the left, a large image of a man in a dark sweater and bright yellow pants is featured with the text '2013 KICK IT OFF BRIGHT' and a button that says 'Shop Washed Chinos'. In the center, there is a close-up of a dark suit jacket with a white shirt and a striped tie, with the text 'new year new suit'. On the right, there are two smaller images: one showing a rack of shirts with the text 'try before you buy' and another showing a red and white checkered shirt with the text 'BETTER-FITTING SHIRTS'. At the bottom right, a large green banner reads 'WINTER SALE'.

- **Betabrand** disposa de un equip de disseny, és fabrica en petits lots a San Francisco i és ven per Internet amb molt d'èxit pel seva gran capacitat de connectar amb els usuaris de les xarxes socials i aquest component Beta de la roba. Són 20 empleats i facturen ja 4 Millions d'euros al seu quart any de vida. En la mateixa línia hi ha Everlane, Muuse, etc.



- La multitud valida els dissenys dels productes que es llançaran anticipant les compres abans que existeixin els productes en els canals habituals

The screenshot shows the myfab website interface. At the top, the logo 'myfab' is displayed with the tagline 'l'autre façon d'acheter'. Navigation links include 'Ventes événementielles', 'Catalogue', 'Blog Design', and 'Artistes & Marques'. A countdown timer indicates 'il vous reste : 7 jours, 11 h, 55 min'. The main product featured is 'Gourdes Kor Water', described as 'Belles, durables et réutilisables !'. A text block explains that these gourds and thermoses were developed to solve water waste. The price is shown as 'à partir de 13,90 €' (reduced from 16,90 €), with a button to '> Voir la collection'. Below the main product image, a row of five smaller images shows various product variants. A section titled 'AUTRES VENTES ÉVÈNEMENTIELLES EN COURS' features three more product images: a set of hanging concrete weights, a wooden stool, and a 'SOLDES d'hiver' banner.

TENDÈNCIA 7: Video e-commerce

- La translació de l'e-commerce al TeleTienda, on una persona explica en un vídeo per exemple una recepta i a sota surt els productes que has de comprar.

The screenshot shows the Joyus website interface. At the top, there is a navigation bar with the Joyus logo, a shipping notice: "FREE SHIPPING on orders over \$50 Use promo code: SHIP2013", and links for "SIGN IN", "JOIN NOW", "INVITE FRIENDS", and "CART". Below the navigation bar are menu categories: "What's New", "Fashion", "Beauty", "Home", "Food", "Lifestyle", "Bestsellers", and "Sale". A search bar is located on the right. Below the navigation bar, it says "ON AIR NOW : Joyus / Home" and a Facebook share button labeled "M'agi".

The main content area features a large video player showing a woman in a green cardigan in a kitchen, preparing food. To the left of the video is a vertical label "HOME". To the right is a sidebar with video thumbnails and titles: "Protect Your iPad...", "Pack Up the Holid...", "The Miracle Hango...", "NOW PLAYING" (with a thumbs up icon), "Get Adventurous w...", and "Silky Soft Robes ...".

Below the video player are four product cards, each with a price and a "OUT OF STOCK" banner:

- Product 1: A black and silver waffle maker, priced at \$80.00.
- Product 2: A jar of Empire Mayonnaise, priced at \$12.00.
- Product 3: Two jars of Skillet Bacon Spread, priced at \$42.00.
- Product 4: A waffle maker and a jar of Empire Mayonnaise, with a crossed-out price of \$100.00 and a current price of \$90.00.

At the bottom right of the product area, there is a link: "View all Home videos".

- La gent s'uneix per demanar un producte i un preu. La plataforma gestiona la transacció amb la marca o retailer per a que sigui possible

BUSCAR GRUPOS OFERTAS INDIVIDUALES CONCESIONARIOS AYUDA Acceso a usuarios | Registrarme

everybodycar [¿Cómo funciona?](#)

Tu coche más barato negociando en grupo

Los grandes descuentos se consiguen comprando en grupo.
everybodyCar es una plataforma **gratuita**, para que los compradores forméis grupos y los concesionarios os envíen sus mejores ofertas.

GRATIS Y SIN COMPROMISO DE COMPRA

Forma parte de un grupo y recibirás las mejores ofertas

BUSCAR GRUPOS

Nota: Tenéis un máximo de 6 miembros por grupo para facilitaros las decisiones

¿Tienes un concesionario? Regístrate y ofrece tus ofertas a los grupos

Con el apoyo de: **Telefónica** **Wm**

- L'arribada dels smart-phones i dels tablets està impulsant tot un conjunt d'aplicacions pensades per gestionar la compra des d'aquests dispositius portables.
- La transparència amb preus és màxima, ja que només escanejant el codi de barres ja és pot conèixer el preu recomanat i opinions de persones o amics sobre el producte
- Aplicacions com SuperTruper o PickBe ja permeten realitzar-ho aquí Espanya



- **PickBe permet ja comprar des del mòbil realitzant una foto en un anunci del metro de Barcelona amb un codi QR**

The image shows a screenshot of the Pickbe mobile application interface. At the top, the 'Pickbe' logo is on the left, and navigation links for 'Pickbe Stores', 'Web Store', 'Marcas', 'Prensa', and 'About' are on the right. The main content area features a large white text overlay that reads 'Smart Mobile Shopping' and 'Capta, compra y disfruta'. Below this, there are three product images: a bag of 'ARROZ' (rice) priced at 1,62€, a jar of 'ANXOVES DE L'ESCALA' (anchovies) priced at 5,25€, and a bottle of 'HEINZ TOMATO KETCHUP'. A central smartphone displays the app's interface, showing a QR code on the left, a green fish icon with the price '5,25€' in the center, and another QR code on the right. The phone screen also has text: 'Desliza aquí para guardar' (Slide here to save) at the top and 'Desliza aquí para comprar' (Slide here to buy) at the bottom. At the bottom of the app interface, there is a section for downloading the app, with text 'Descarga la app gratuita para iPhone y Android:' and buttons for 'Available on the App Store' and 'ANDROID APP ON Google play'.

TENDÈNCIA 10: F-commerce o social commerce

- Facebook ja disposa de més de 1000 milions d'usuaris. El F-Commerce permet que la compra ja es pugui realitzar des de dins de la xarxa social
- El teu perfil pot permetre recomanar productes segons el teu patró de consum i dels teus amics
- S'estima que pel 2015 el F-Commerce mourà més de 15 Billions d'Euros

The screenshot shows the Facebook interface for the Pampers Shop. At the top, there's a search bar and the user's name 'David Maso'. The main content area features the Pampers logo and a 'Shop' button. Below this, there are sections for 'Our Products', 'Sensitive', 'New Baby', and 'Baby', each with a 'Shop Now' button. The right-hand side of the page has a 'Cómo crear una página' button, a 'Pampers y tú' section with a recommendation from Nikolay Chakrakhiev, and a 'Páginas recomendadas' section listing various pages like 'New York Festivals', 'Trade Diva', 'Lexus Spain', 'Yahoo! Finanzas', and 'Greenpeace España'. A 'Chat (7)' button is visible at the bottom right.

¡Be e-commerce my friend!

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stop
wishing.
start
doing.