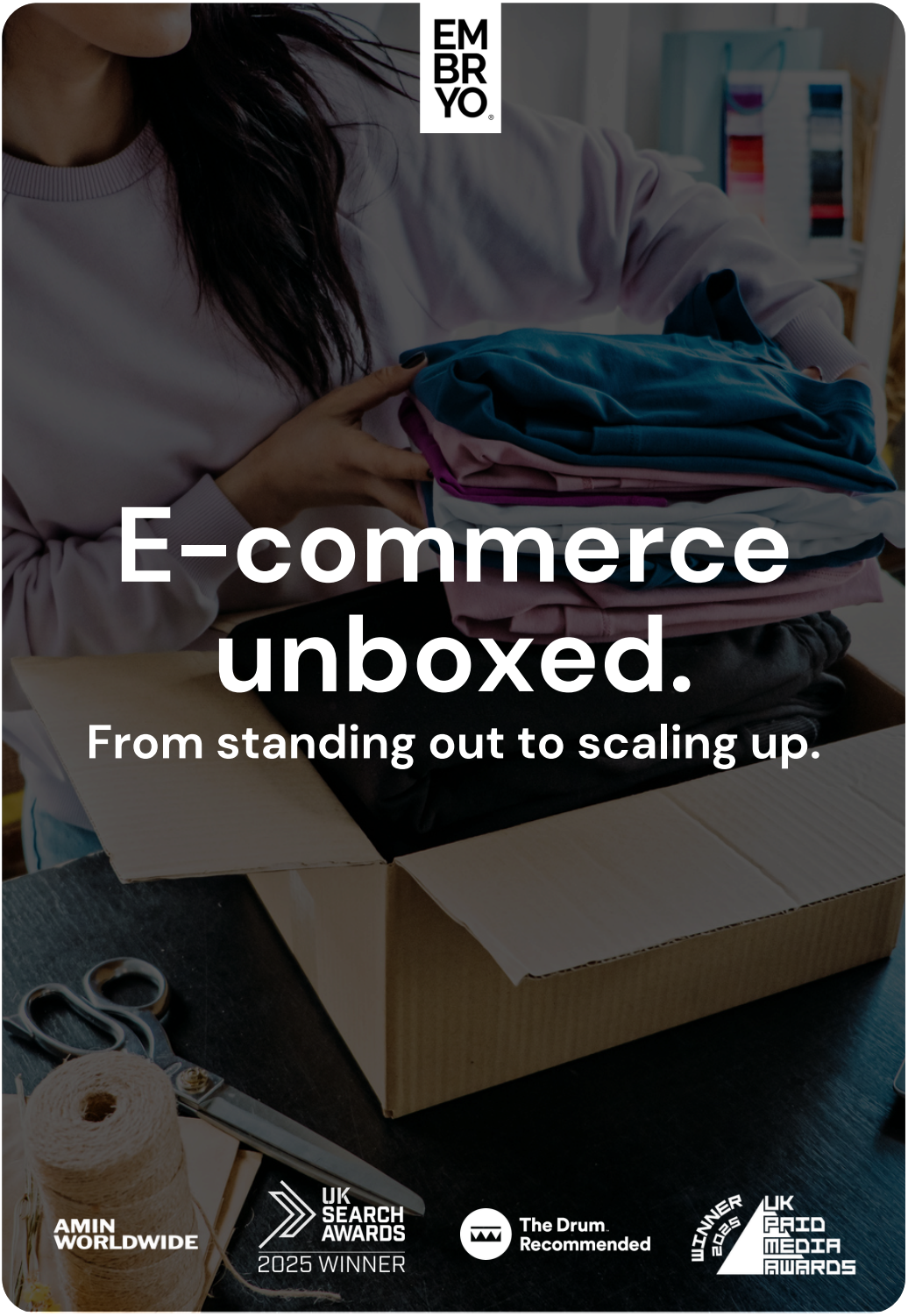

EMBRYO

E-commerce unboxed.

From standing out to scaling up.

AMIN WORLDWIDE

UK SEARCH AWARDS 2025 WINNER

The Drum Recommended

WINNER 2025 UK PAID MEDIA AWARDS

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We are a leading independent agency and trusted growth partner for ambitious businesses, turning performance marketing into a growth engine.

We combine the expertise of our people, across Organic and Paid channels, with the power of our proprietary Supertools, and an unrivalled client experience, to achieve your business objectives and deliver valuable outcomes.

Our award-winning team understands the importance of truly knowing the intricacies of different industries; it's how we help emerging brands break through, and established companies amplify their performance.

We've combined extensive research with the expertise of the Embryo team, to bring you this report, filled with valuable insights and expert analysis.

We hope you find this e-commerce industry report useful, and if you want to learn more about how Embryo can help you stay ahead in this competitive field, then we would love to talk.

A word from our Paid Media Director...

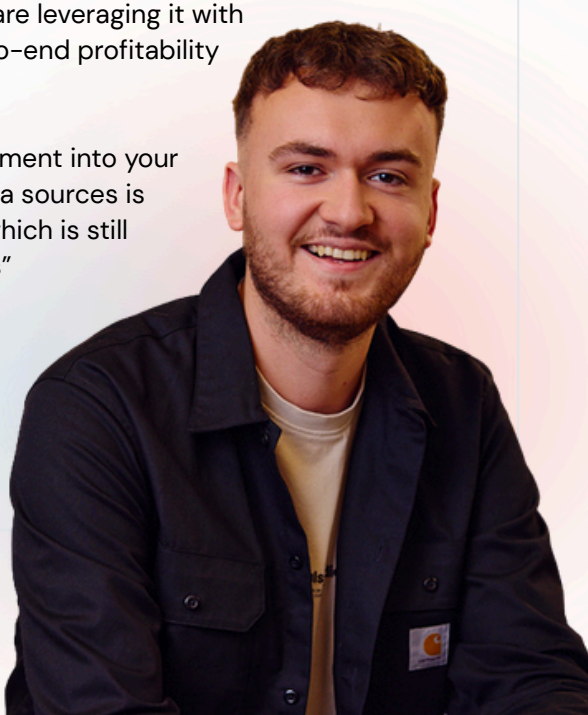
"Over the last 5 years, customer acquisition cost (CAC) has increased by roughly 60%, mostly due to advertisers being at the mercy of the platforms, with CPMs/CPCs rising 8%-38% depending on the industry.

In 2026, to combat these rising costs and enable profitable growth, we are continuing to empower a strategic shift to AI-elevated delivery and the enablement for greater commercialisation to aid our e-commerce paid media.

Winning brands are utilising the AI-enhanced engines such as PMAX, Advantage + & Demand Gen, but are leveraging it with econometrics to truly build end-to-end profitability reporting for their media buying.

Enriching these efforts with investment into your feeds and other supplemental data sources is how you can dominate a market which is still using historical paid media tactics"

Callum Leonard



The e-commerce market in the UK.

The United Kingdom is the third largest e-commerce market in 2026 globally, behind China ($1.38tn) and USA ($1.34tn).

$189.2bn

Projected revenue by end of **2026** for UK e-commerce.

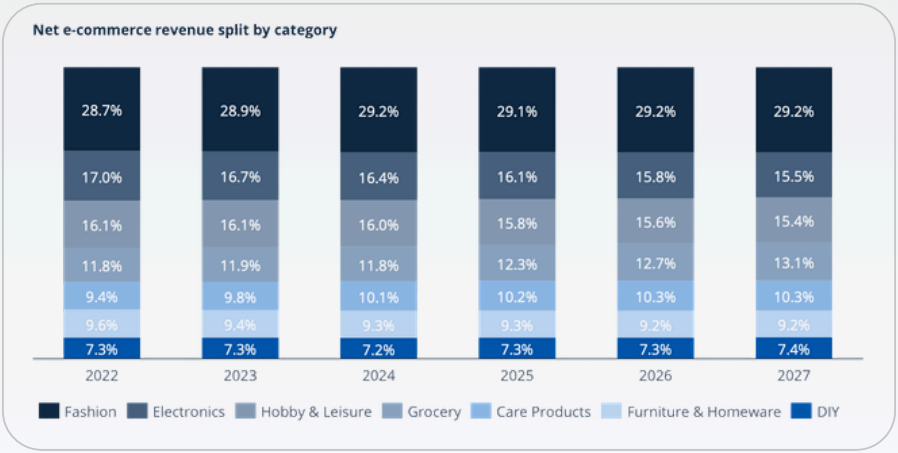
$228.2bn

Projected revenue by end of **2029** for UK e-commerce.

Compound annual growth rate (CAGR 2026-2029) of 6.4%

Fashion is the largest category in the UK, **with a share of 29.2%.**

The e-commerce market in the United Kingdom has not really seen a major shift between different product categories over the years.



Top 3 businesses generating 49.5% of the Top 100 Sales in the UK.

amazon ebay TESCO

E-commerce in the United Kingdom 2026-whitepaper. (ECDB)

Embryo Supertools: Needle

The organic search insights tool. View where your brand sits within your industry.

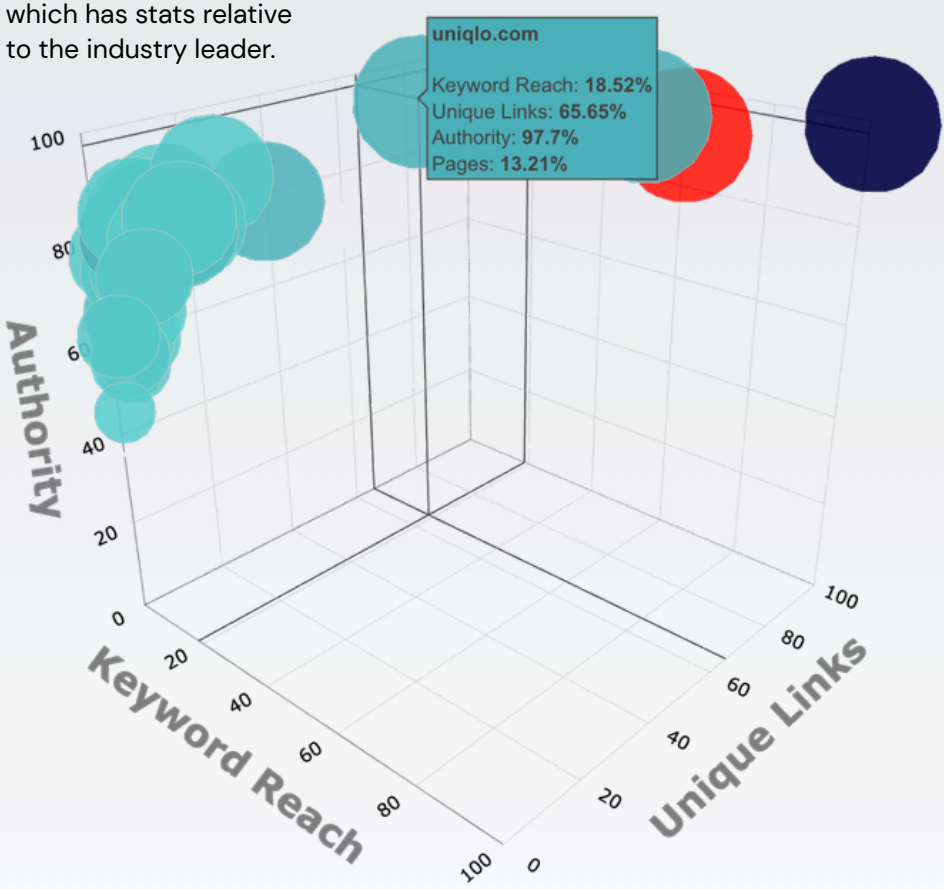
Needle is a revolutionary organic search insights tool that doesn't just monitor your website but maps your entire industry. It's the difference between one moment and the full story.

An example using the UK fashion retailers.

	Industry average	Top 25%
Links	12,485	49,001
Pages indexed	1,157,249	11,544,000
Domain authority	67	64
Keyword reach	119,433	672,495

Each bubble respresents a brand, which has stats relative to the industry leader.

H&M is the industry leader, followed by ASOS and Zara.



An example using the top 30 UK fashion retailers.

How to read a Needle graph:

Each sphere on the three-dimensional axis represents a different brand.

The size of the sphere is determined by how much visibility the site has online. The darker the sphere, the more pages it has indexed by Google.

The aim for any business is to grow from bottom left (aspirational) to top right (industry leader).

This arch shape seen within the online fashion space is common for every industry, explained by Network Science.

If you're interested in seeing this data in an interactive format or want to see your own brand among competitors, get in touch, and we'd love to dive into it and see where you play specifically. (page 46)

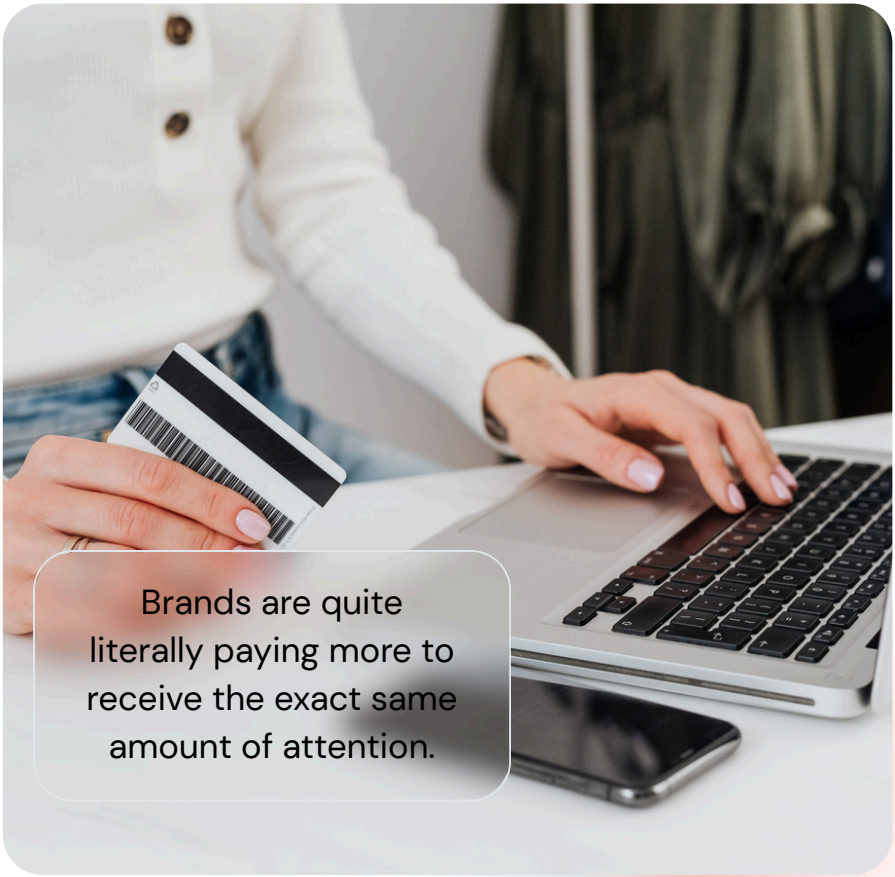
1. The new cost of online selling.

30%

of all UK retail purchases are made online. However brands are losing an average of £29 on a customers very first order.

The UK is one of the biggest online shopping markets in the world, with online sales making up nearly 30% of all UK retail purchases.

However, as it is so crowded, running online ads has become incredibly expensive.



Aggressive bidding environments have driven Google Shopping CPCs up by more than 33%, while Meta's median CPMs have climbed roughly 20%.

Customer Acquisition Cost (CAC).

The cost of getting a new customer has jumped by 40% in just two years. In fact, many brands now lose an average of £29 on a customer's very first order.

But in today's e-commerce landscape, acquisition is no longer what you can rely on to make your profit. Acquisition is simply the marketing expense you pay to buy a relationship. The profit happens on purchases two, three, and four.

The reality: Industry audits reveal that roughly 68% of DTC brands underestimate their true CAC by 20% to 40%. They fail to build in the "full stack" cost, which includes creator licensing fees, software tools, data platforms, and the continuous financial drain of rapid creative testing.

https://www.envive.ai/post/customer-retention-in-ecommerce-statistics

Customer Acquisition Cost: The reality.

$$\frac{\text{(Total Sales \& Marketing Costs (Ads, Software, Creatives, Data...)}}{\text{(Total New Customers Acquired)}}$$

However, the brands growing fastest today are not always the brands with the lowest acquisition costs. They are the brands that understand how much a customer is worth over time.

LTV:CAC 3:1

The golden rule of online business is to keep your Customer Lifetime Value (CLV) to Customer Acquisition Cost ratio at 3:1 or higher.

If your ratio is lower than this, it means you are spending too much money to get customers who only buy once and never come back.

Many businesses still judge campaign performance based solely on **first-order profitability.** The problem is that this approach often leads to underinvestment in channels that attract high-value customers.

For example, a customer acquired through TikTok may generate a lower return on their first purchase than a customer acquired through Google Search. However, if that customer goes on to place three more orders over the next 12 months, they may become **significantly more valuable to your business.**

The most successful e-commerce brands no longer optimise for the cheapest sale. **They optimise for the highest lifetime value.** This shift changes everything from budget allocation and channel strategy to how success is measured.

Customer retention in e-commerce.

Retention benchmark	E-commerce industry average	Best-in-class target	What this metric tells us
Annual customer retention	38.00%	>50.0%	The percentage of customers who buy from you again within a year.
One-time buyer churn rate	70.0% - 77.0%	<50.0%	Over 70% of new customers buy once and never come back, which kills profit.
Chance of a 2nd purchase	27.00%	35.00%	Once someone buys, post-purchase emails are key to getting them back.
Chance of a 3rd purchase	54.00%	65.00%	Once a customer buys a second time, their chance of buying again doubles.
Sales from repeat buyers	21% of users / 44% of sales	35% of users / 60% of sales	A small group of loyal customers drives almost half of your total sales.

This essentially means that retention is not a defensive play, but a primary offensive weapon for profitability.

- The probability of successfully selling to an existing customer is **60% to 70%.**
- Buying a net-new customer has become **5x to 25x more expensive** than keeping a current one.
- Landmark data from Bain & Company proves that increasing your customer retention rate by just **5% yields a 25% to 95% increase** in overall corporate profits.

https://www.envive.ai/post/customer-retention-in-ecommerce-statistics/
https://www.bain.com/insights/e-loyalty-your-secret-weapon-on-the-web/

How to fight back.

Analytics

Leverage server-side tracking to cut waste

Stop relying on browser-based pixels that get blocked by privacy settings. Deploying server-side measurement (such as Meta's Conversions API, or CAPI) feeds cleaner data back to ad platform algorithms.

This allows you to accurately suppress existing buyers from your acquisition campaigns, stopping you from paying premium spend to acquire people who already love your brand.

Organic social

UGC and native platform checkout

To lower-paid social costs, brands must shift from 'advertising' to building continuous content engines. The most cost-effective paid social strategies rely on an ongoing authentic user-generated content (UGC) and creator partnerships.

Social commerce

Also, stop forcing every user to click out to an external web browser. Embracing native social commerce (such as TikTok Shop or Meta native checkout integrations) dramatically lowers friction and gives users more routes to checkout (see section 3).

Algorithms also actively reward native checkout adoption with lower baseline CPMs because you are keeping users inside their digital ecosystems.

Community retention

Organic social

Accept that organic social is no longer a viable net-new acquisition channel. Instead, treat your organic channels as a VIP clubhouse dedicated exclusively to your existing customers.

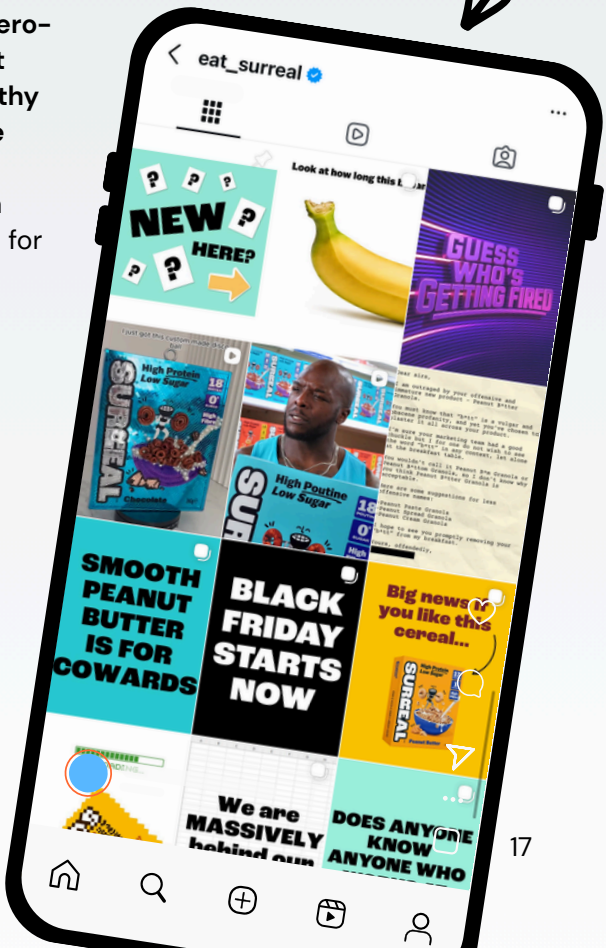
You could host product education, drop exclusive early access to new lines, and build a community feedback loop. When your existing customers feel like insiders, they create the ultimate high-conversion, zero-cost top-of-funnel asset: unprompted word-of-mouth advocacy and user-generated content that you can feed into your paid loops.

Brand example: SURREAL.

SURREAL are a high-protein, zero-sugar health cereal brand that realised adults who want healthy food still desperately miss the playful nostalgia of childhood cereal. Rather than acting like a sterile health brand, they opted for pure, self-deprecating humor.

With a focuses heavily on LinkedIn, they know their target market (health-conscious, desk-bound Gen Z and Millennial professionals) scroll LinkedIn during work hours. Their marketing earned them a **£1.5million revenue in their first year,** and over 144k linkedIn followers alone.

https://www.optimonk.com/surreal-cereal-marketing-strategy

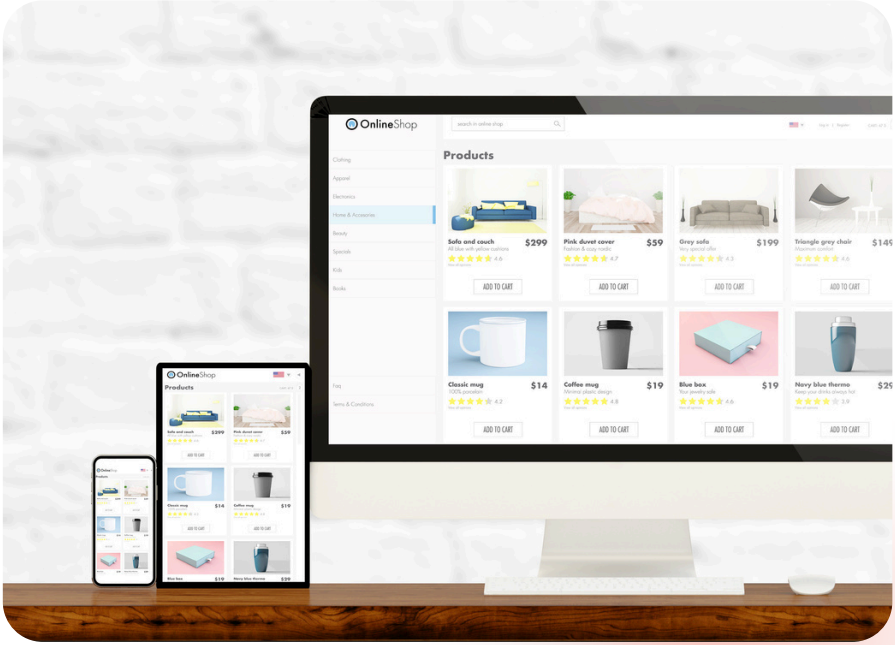


2. Choosing the right platform.

Many e-commerce brands often fear getting trapped in a CMS that they will outgrow in two years or buying a massive enterprise system that drains their budget and slows them down.

A brand's chosen platform shouldn't just process transactions; it should dictate how fast the marketing team can launch campaigns, enter new markets, or test new features.

But it isn't about finding the "best" platform overall, but finding the right operational fit for the brand's current team shape and longer-term growth goals.



Our role as an agency is not to lock you into a single platform or CMS for the next decade. Instead, we design an adaptive digital infrastructure tailored to your operational maturity, ensuring your tech stack serves your marketing goals today, while remaining flexible enough to pivot tomorrow.

WordPress

WordPress is a highly customisable, open source platform, where you have **full control and ownership.**

It's suitable for more **content-driven websites**, highly driven SEO capabilities and can scale as needed along with wider business goals.

However, WordPress **requires its own hosting** and ongoing maintenance, set up times can take longer as it can require multiple plugin setups and configurations, especially for online stores and retail sites.

Shopify

As an agency, we would recommend Shopify for many e-commerce websites. It is quick to set up, customisable to an extent, and easy to manage (especially if the owner has limited development resources).

However, consideration must be taken that there are limitations within the ecosystem as it is platform-controlled, and anything truly bespoke will require a considerable amount of development time.

Headless

A headless CMS is suited for an enterprise-level business, resulting in a highly bespoke website. It is only typically needed for complex integrations across multiple systems or multi-regions.

The time of build, complexity, development, maintenance and ongoing costs must be considered before choosing this platform. It can also prove expensive and often requires a specialist team of developers for code-level changes. This wouldn't be our recommendation for SMEs, unless they're expecting to grow exponentially, expanding into multiple countries and languages.

No web platform is ‘the best.’

The question isn't whether Shopify, WordPress or a headless solution is best. The real question is whether your platform is helping or slowing down growth.

As brands scale, the warning signs usually become obvious:

- Marketing teams rely heavily on developers to launch campaigns
- New product launches take too long to implement
- International expansion becomes difficult
- Site speed begins impacting conversion rates
- Reporting and integrations become increasingly fragmented

If these challenges are becoming more frequent, it may be time to review your tech stack.

The best platform is rarely the most advanced one. It is the one that gives your team the flexibility to move quickly while supporting the next stage of growth.

3. Selling directly on social media.

£2.11 trillion

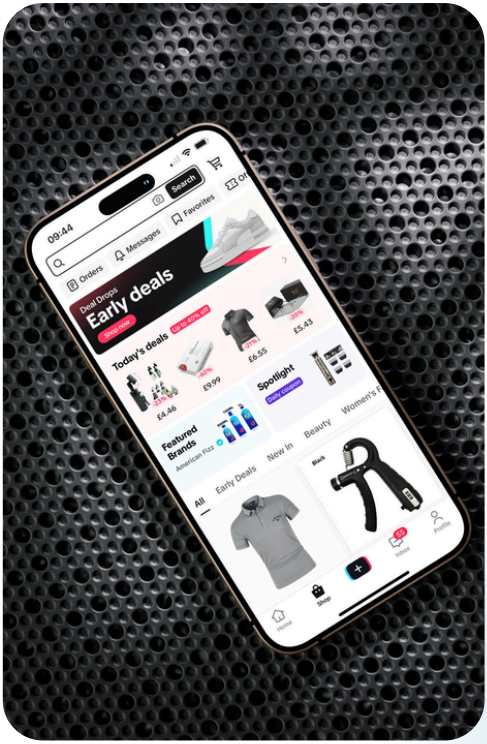
The estimated value of the global social commerce market in 2026

https://www.grandviewresearch.com/industry-analysis/social-commerce-market

Social media has evolved from a top-of-funnel discovery tool into a self-contained, full-funnel marketplace.

Only a few years ago, platforms like Instagram and TikTok only drove top-of-funnel awareness, requiring users to click out to external websites to research and purchase.

But today, the entire buyer journey happens within a single, uninterrupted app session: immersive video content sparks immediate awareness, integrated user-generated content and creator tags drive real-time consideration, and native in-app checkouts finalise the conversion.



By flattening the traditional marketing funnel into a frictionless loop, social commerce eliminates standard cart abandonment drop-offs, meaning casual browsing becomes an instant revenue driver.

How do I know my brand is suited to social commerce?

Despite the excitement around social commerce, it isn't the right fit for every business.

The strongest results are typically seen in categories where visual content, impulse purchasing and creator recommendations heavily influence buying decisions. Fashion, beauty, homeware and food products often perform exceptionally well.

However, businesses selling highly technical products, expensive purchases or solutions requiring significant research may find that social commerce plays more of a supporting role rather than acting as the primary sales channel.

Before investing heavily, brands should assess how naturally their products fit into a content-led environment. Success on social commerce platforms is often determined by how entertaining, relatable or visually engaging a product can be made to feel.

Why is it so effective?

1

Built-in social proof

Customers can see real reviews, user-generated content, and social validation before buying. They can experience these powerful trust signals right on the app they're buying from.

2

AI powers personalised discovery

In–app algorithms serve users highly personalised recommendations based on their past behaviour, interests, and purchase history. This same targeting means higher relevance and higher conversion rates.

3

Being where your shopper is

You're capturing customers mid-scroll when they're at their most relaxed and open to discovery. With over 5 billion people using social media every day, that's a huge volume of potentially receptive customers.

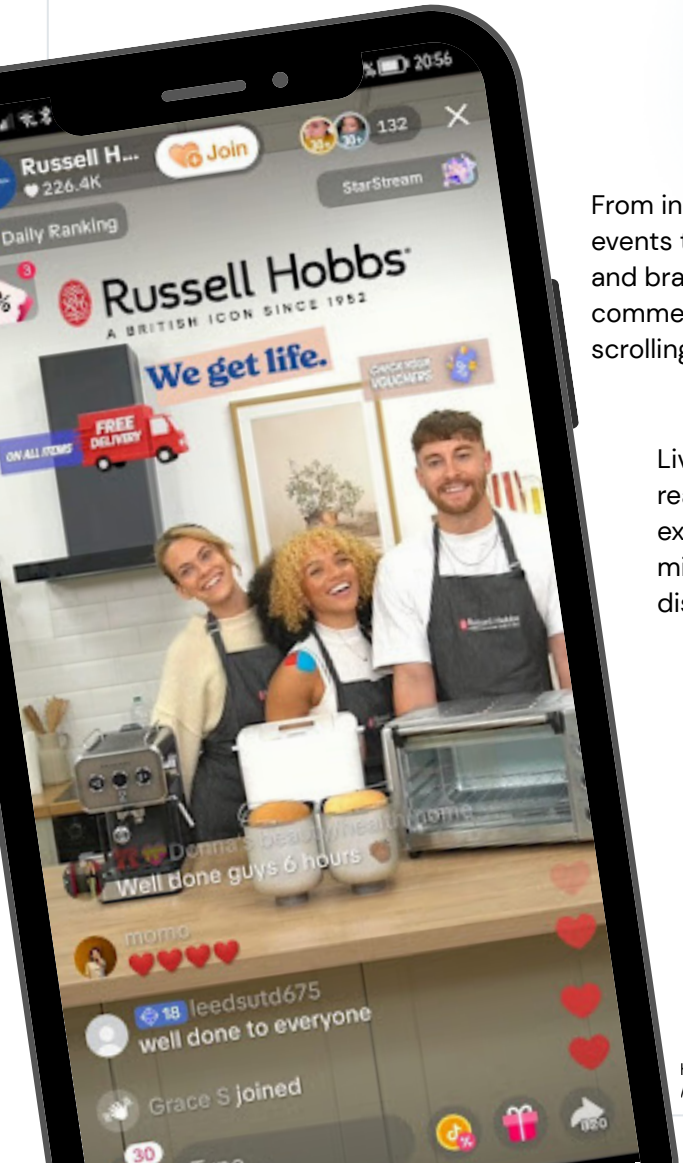
4

Unrivalled convenience

No app-switching, searching for websites, remembering passwords or reauthenticating. People simply see a product and tap to buy it, in a completely friction-free process.

TikTok Shop and Live commerce.

The global social commerce market is estimated to be worth $2.11 trillion in 2026



From in-feed shopping and live events to shoppable videos and brand storefronts, social commerce turns everyday scrolling into seamless sales.

Live shopping leverages real-time engagement, extreme FOMO (fear of missing out), and flash discounts.

TikTok's algorithm specifically prioritises active livestreams in the user feed, offering unprecedented organic reach.

https://www.mordorintelligence.com/industry-reports/social-commerce-market

Sometimes people already have fond memories or trust built up for brands, even if they haven't thought about them in years. When these brands show up on apps like TikTok or Instagram, where buying is instant, that leftover nostalgia triggers quick, impulse purchases.

GEORGE FOREMAN®

What were the **goals?**

George Foreman was hoping to generate at least 10k a month within the first three months of launching. Our goal was clear: put George Foreman back in people's minds and, ultimately, back into their homes for a brand resurgence.

What was the **strategy?**

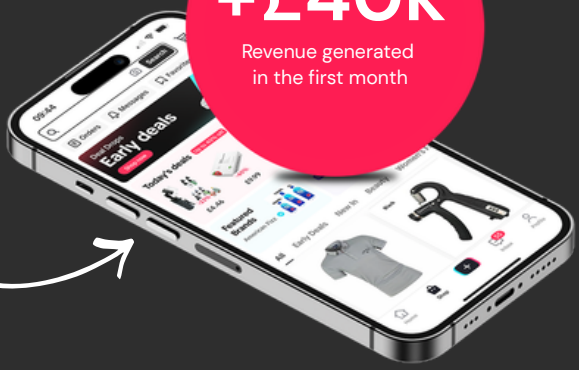
Heavily led by a strong content strategy and nostalgia marketing

Reintroduced the brand from the bottom upwards, creating 'throwback' video content around old recipes and fun, relatable content.

Implemented a successful affiliate strategy, now reaching 4,000 affiliates for George Foreman.

novaro.

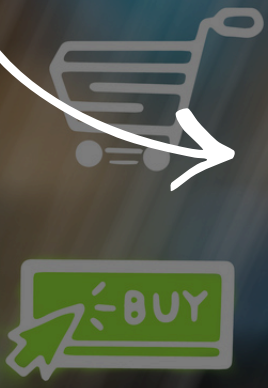
Novaro are a **social commerce agency within the wider Embryo Group** helping UK brands increase revenue on TikTok Shop – from setup and content to hands-on management and performance tracking that actually drives sales like these.



+£40k

Revenue generated in the first month

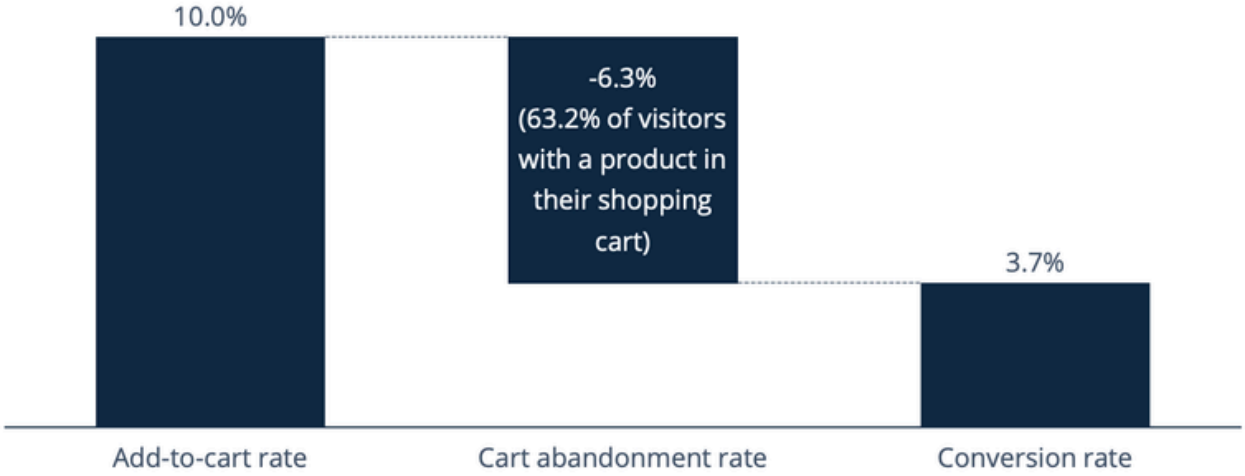
4. Reducing wasted clicks.



70.2%

Average cart abandonment rate based on a meta-analysis of 50 different studies, 2026.

Conversion funnel KPIs in the United Kingdom e-commerce market in 2025



Example of 100 website visitors:

Out of a total of 100 website visitors in the UK, 10 visitors add a product to their shopping cart (10.0%). Of these 10 visitors with a product in their cart, 6 visitors (63.2%) abandon their cart. Calculated on the basis of 100 website visitors, the cart abandonment rate is 6.3%. A total of 4 visitors of the total of 100 finally make a purchase and convert (3.7%).

Top reasons for cart abandonment.

A large portion of cart abandonments are simply a natural consequence of how users browse ecommerce sites. Many users will be doing a lot of window shopping, price comparison, saving items for later, exploring gift options, etc. These are largely unavoidable cart and checkout abandonments.

However, if we explore the other reasons for cart abandonment, there is a lot of room for product, ad and user journey optimisation.

Reason for cart abandonment?	**% of users**	**Why is this important**
Global Cart Abandonment Rate	70.22%	This stat is the baseline problem. 7 out of 10 shoppers leave.
Unexpected costs	39% - 48%	GMC Shipping Annotations are mandatory to lower cart abandonment rates. Shoppers hate surprise fees at checkout, so need to know all the info before they click.
Forced account creation	19% - 26%	Don’t turn away a user by asking them to commit to account creation on the first purchase. Use this to advocate for highlighting "Guest Checkout" in your Google Search text ads.
Slow/unclear delivery	21% - 23%	Adding transit time attributes to Google Shopping increases pre-click trust.

https://baymard.com/lists/cart-abandonment-rate

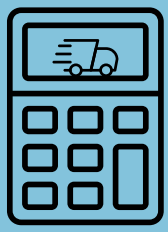
Many brands focus entirely on generating more traffic, while overlooking **a more profitable opportunity:** improving the quality of the traffic they already receive.

If users arrive on-site only to discover unexpected delivery fees, long lead times or unavailable products, marketing budgets are being wasted before a customer even reaches the checkout.

The most effective e-commerce brands use **search listings** to answer key buying questions before the click happens. **Pricing transparency, delivery expectations, product reviews and stock availability** all help users make informed decisions earlier in the journey.

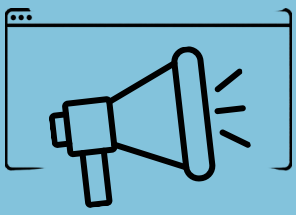
Better-qualified traffic often leads to **higher conversion rates, lower acquisition costs and stronger returns** from existing media budgets.

Cart recovery strategies.



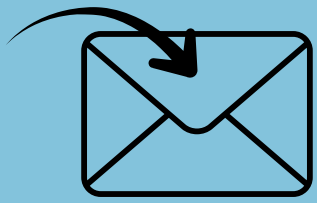
Pre-emptive Fixes: Dynamic shipping calculators on the product page so there are zero surprises at checkout.

Web design



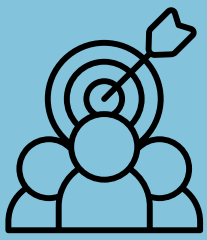
Behavioral Triggers: Exit-intent popups offering a small discount or free shipping if they complete their order right now.

Web design



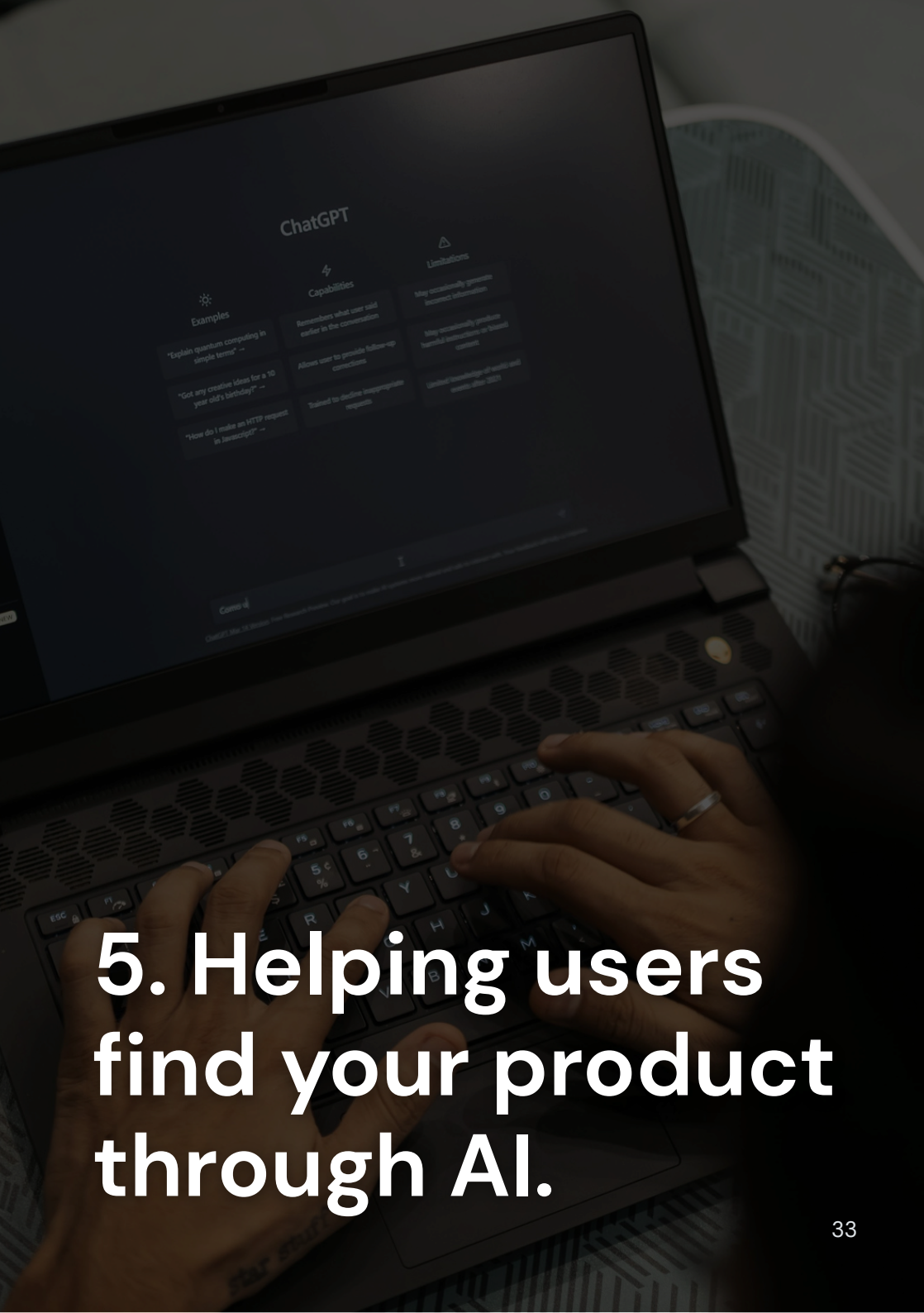
Post-Abandonment Campaigns: A 3-step automated email/SMS recovery sequence (e.g., Reminder... Urgency/Scarcity.... Small Incentive).

Email marketing



Low-Funnel Retargeting: Serving dynamic product ads (DPA) to users who added items to their cart but didn't buy.

Paid media



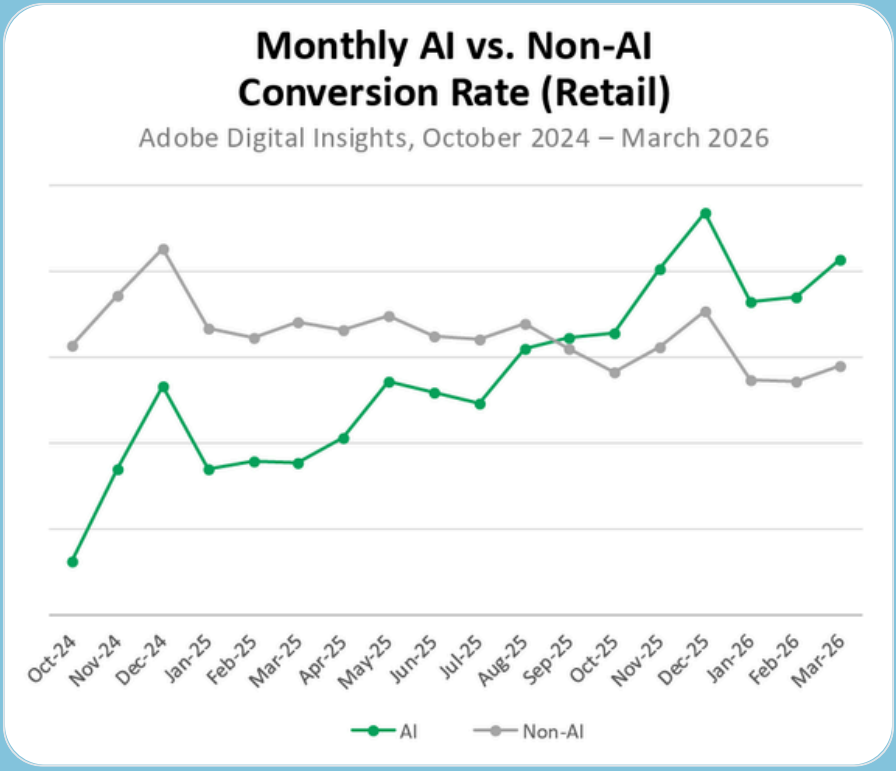
5. Helping users find your product through AI.

AI is your tool for understanding user intent

Traditional search engines love giving results with a direct keyword match, which means the results can also be brittle.

If a customer types a typo or a complex phrase like "breathable running shoes for wide feet that aren't neon," search engines can break, serving up a "No Results Found" page, or irrelevant results... a massive conversion killer.

AI tools don't simply look for keyword matches. They look for evidence that a business is trustworthy, relevant and capable of answering a user's question. AI search engines look at user intent and context, transforming product discovery from a rigid database query into a natural conversation, where users can treat it like a personal shopper and even ask follow-up questions.



https://business.adobe.com/uk/resources/reports/adobe-digital-insights-quarterly-report.html

AI-driven shopping has completely turned around over the past year.

While visitors coming from AI tools used to buy things at about half the rate of regular traffic, by March 2026, they were actually converting 42% more. This shift shows that AI assistants are no longer just for browsing; they are now actively driving sales.

This boom is powered by rising consumer trust and habit, with 66% of people trusting AI to give them accurate results, 38% trusting it more than before, and 80% of AI shoppers using these digital assistants more frequently than ever.

We've also found across a range of ecommerce clients that this improved trust from AI & LLMs, isn't only equating into improved conversion rates, but also AOV too.

Best practices for AI visibility.

Organic

Content

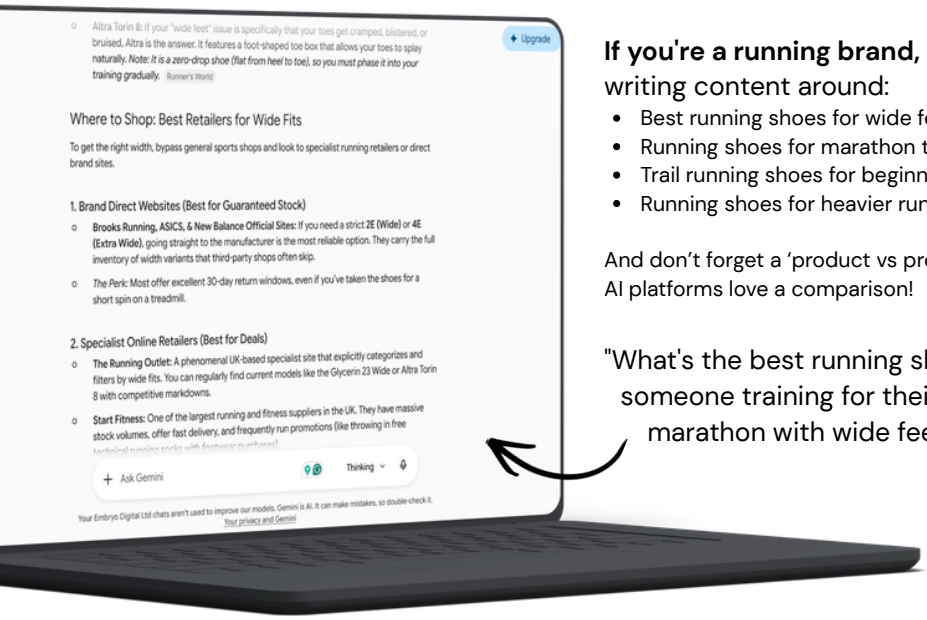
As AI-generated recommendations become more common, brands that provide the clearest and most reliable information will be in the strongest position to win visibility.

The brands that win won't necessarily have the highest domain authority. They'll be the brands that make it easiest for AI systems to understand:

- What they sell
- Who it's for
- Why is it different
- When it should be recommended

For example: Create content around the problems that you think your audience will be asking AI.

Instead of focusing solely on product categories, brands should write supporting content on their website around use cases, customer challenges, lifestyle needs and buying considerations.



If you're a running brand, try writing content around:

- Best running shoes for wide feet
- Running shoes for marathon training
- Trail running shoes for beginners
- Running shoes for heavier runners

And don't forget a 'product vs product' blog. AI platforms love a comparison!

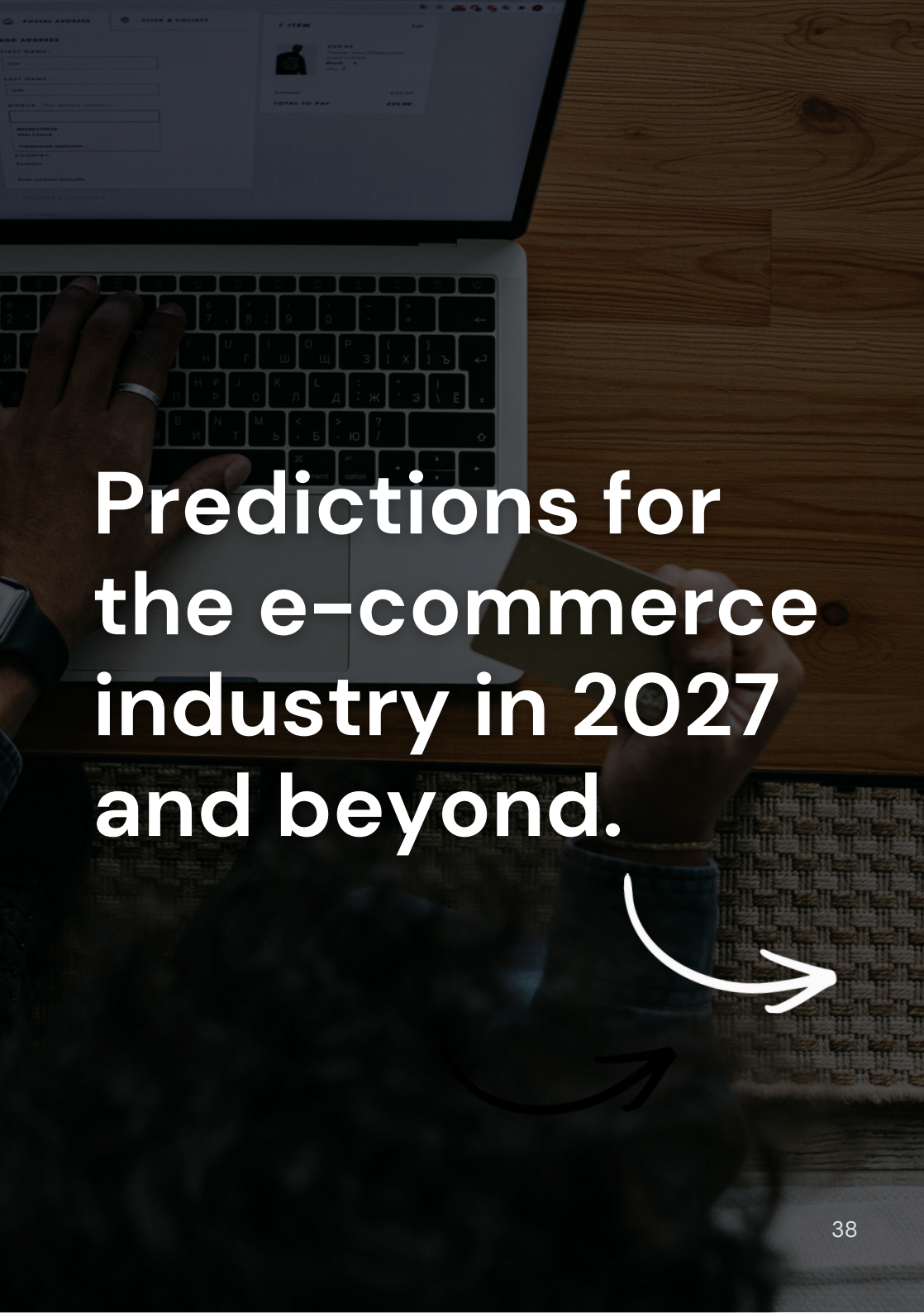
"What's the best running shoe for someone training for their first marathon with wide feet?"

Your AI visibility checklist..

- [ ] Optimising wider than just for 'keywords' and beyond the '10 blue links' means optimising for snippets and segments.
- [ ] Keeping content original and ensuring you always have consistent, unique views up on topics.
- [ ] Strengthen your expertise with external sources citing your brand, improving brand mentions, encouraging brand visibility through DPR and off-site strategy.
- [ ] Aim for 2,000 words when producing guides and comparisons, as AI picks up longform best
- [ ] Answer questions clearly and thoroughly, structuring in FAQ format works best
- [ ] Consider real life terminology, weaving alternative phrases and use cases into content naturally.
- [ ] Attribute expertise and data to valid sources. Internal data and perspectives prove incredibly valuable.
- [ ] Continue updating and refreshing content, AI cites up to date content that is clearly date-stamped and regularly updated.
- [ ] Create an FAQ/glossary page that answers all the questions customers may have about your brand. Think delivery times, customer service information, and returns information.
- [ ] Consider video content and get involved in Reddit forums, community opinion and cross-channel brand references are considered by AI.
- [ ] Apply SEO improvements to a small test group of pages:, e.g. clearer page structure, stronger entity signals, improved internal linking, enhanced structured data, etc.

Written by our Head of Content, Shona

As a senior member of the organic team, Shona applies her passion for content creation to ensure we're always creating effective and engaging copy that generates results for our clients. She keeps her finger on the pulse of Google updates and wider SEO trends to keep all of our writers informed of best practices, including this list above.



Predictions for the e-commerce industry in 2027 and beyond.

1

AI agents will begin completing purchases on behalf of consumers.

Tomorrow's AI agents will increasingly handle the purchasing process itself. Rather than comparing multiple websites, shoppers will simply tell an AI assistant what they need, their budget, and any preferences.

The assistant will shortlist options, make recommendations, and in some cases complete the transaction.

2

Search will become recommendation-led rather than keyword-led.

Search has always required users to know what they are looking for.

Rather than searching for specific products, users will ask broader questions and receive curated suggestions, meaning brands will focus more on demonstrating expertise, building trust, and creating content that clearly explains who their products are for and what problems they solve.

3

Community will become more valuable than audience size.

For years, brands have focused on growing followers, subscribers, and reach. However, as paid media becomes more expensive and organic visibility becomes less predictable, the quality of a brand's community will matter far more than its size.

Businesses that build loyal, engaged communities will benefit from stronger retention, higher customer lifetime value, and a steady stream of referrals. In a crowded market, advocacy will become one of the most powerful growth drivers available.

4

For brands, social platforms will become marketplaces first.

Social platforms are rapidly evolving into content consumption and fully integrated shopping environments. Features such as live shopping, creator storefronts, affiliate programmes, and native checkout experiences are reducing the need for users to leave the platform at all. As this trend continues, brands will need to think less about social media as a sole traffic source and more as a direct sales channel. Success will start to depend on the ability to sell products within the platforms consumers already use every day.

Case studies.

We take pride in all of our client work and the campaigns we work on, and have delivered some truly exciting results across the e-commerce industry.

Covering organic, paid and creative channels, these are just a few that we're particularly proud of.

Case study.

Burgess

A multi–channel approach, comprising link–building activities with optimised content, as well as expert–driven PR, Social and PPC campaigns.

Burgess is one of the UK's leading pet food manufacturers, with an ethos for pet health and happiness. This family-run business has extensive knowledge within the realm of animal nutrition.

Burgess came to Embryo looking for assistance with their e-commerce strategy, and new website launch.
We were tasked with expanding the brand's reach, boosting organic rankings and driving traffic to the new website. Along with some creative social and PR campaign ideas, the initial focus was key product pages.

Results:

30.3
ROAS from paid social

346%
Increase in revenue

440%
Increase in online transactions

Case study.

Mystery Football

UK SEARCH AWARDS 2025 WINNER

MYSTERY FOOTBALL

Mystery Football are the UK's number one provider of obscure mystery football shirts. Due to the small and competitive nature of their industry they needed a high-performing digital strategy to ensure top rankings.

Our organic team initially carried out technical fixes and added content to Mystery Football's homepage and blog, to solidify their strong keyword rankings. Whilst also adding category page content to capture potential customers who were searching for specific shirts.

All of this resulted in them ranking for **position 4** for the keyword 'retro football shirts' - which has a difficulty score of **59 and gets over 21,000 monthly searches**. The number of keywords on page 1 of Google also increased from **77 to 487** across the site.

Our digital PR team also devised a series of campaigns to assist the organic strategy. One such campaign involved the Euros, taking place in 2024, utilising AI to predict what the team shirts would look like.
It went viral, with the site's DA shooting from **11 to 23** in a day.
The campaign was featured in a number of publications, including: Reader's Digest, The Sun and Joe.co.uk.

Results:

+12

website DA in one day

+410

Keywords ranking on page 1 of Google

Case study.

Downtown

Downtown is a UK retailer of luxury home and garden furniture, with an online and physical presence (three stores across Lincolnshire). They came to Embryo in January 2024 wanting to improve their PPC performance.

Our strategy focused on a Performance Max bucketing script, allowing us to categorise products on performance and provide deeper insights into driving profitability.

Results:

9.2
ROAS

115%
Increase in sales

117%
Increase in AOV

13%
Decrease in CPA

Stay ahead of the curve.

Some of the points we've discussed will no doubt evolve again by the end of the year; new buyer trends will emerge, and Google's algorithm will shift again.

Your marketing development doesn't stop with this document. Our in person events and free resources are here to help marketing industry professionals stay on top of their game.

Expert resources

Embryo events

If at any stage you are looking for a strategic partner to help you implement these changes and drive results across every channel, our team is here.

For a direct conversation about your specific goals and how we can apply these principles to your business, please get in touch.

To help you find your starting point, we're offering a free online visibility and competitor analysis report.

Powered by our proprietary Supertools, your bespoke report will help turn complex data into actionable insights. It will give you a clear, data-driven snapshot of your current performance, benchmark against your key competitors, and uncover the immediate opportunities you can take advantage of.

This provides the data-driven foundation for your 2026 plan.

Get a bespoke competitor anaylsis

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