



@patrikmuller



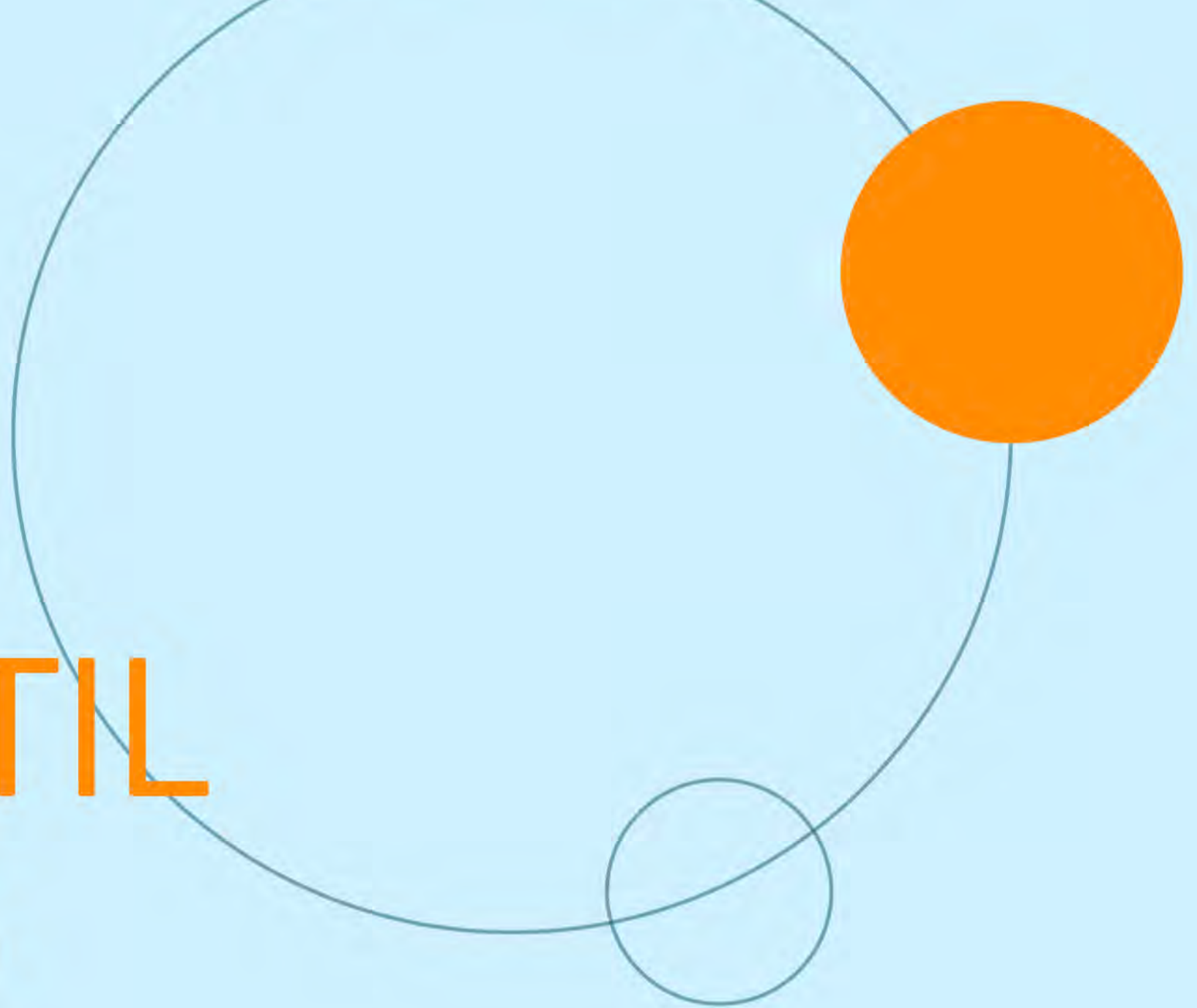
www.linkedin.com/in/patrikm



patrik.muller@dibs.se

DIBS
by  **nets**

DIBS
BLIR TIL
NETS



Norsk e-handel 2019

[DIBS.NO/NYHET](https://dibs.no/nyhet)



12 Hvorfor har du avbrutt et kjøp?

2019 2018

Totalprisen inkludert leveringskostnader var for høy



Butikken tilbød ikke den betalingsformen jeg ønsket



Registreringsprosessen for å handle var for tungvint/komplisert



Betalingsprosessen fungerte ikke



Tekniske problemer på nettsiden



Manglende tillit til nettbutikken



38 %

har avbrutt
et kjøp.

DIBS

Norsk
e-handel
2019



nets



MENY

0,00 KR
KURV



LEKETØY

Elefant



20,00 kr

KJØP

ELEKTRONIKK

Game Boy



25,00 kr

KJØP

LEKETØY

Snurrebass



20,00 kr

KJØP

LEKETØY

Krokodille



15,00 kr

KJØP

LEKETØY

Rubiks kube



LEKETØY

Fidget spinner

LEKETØY

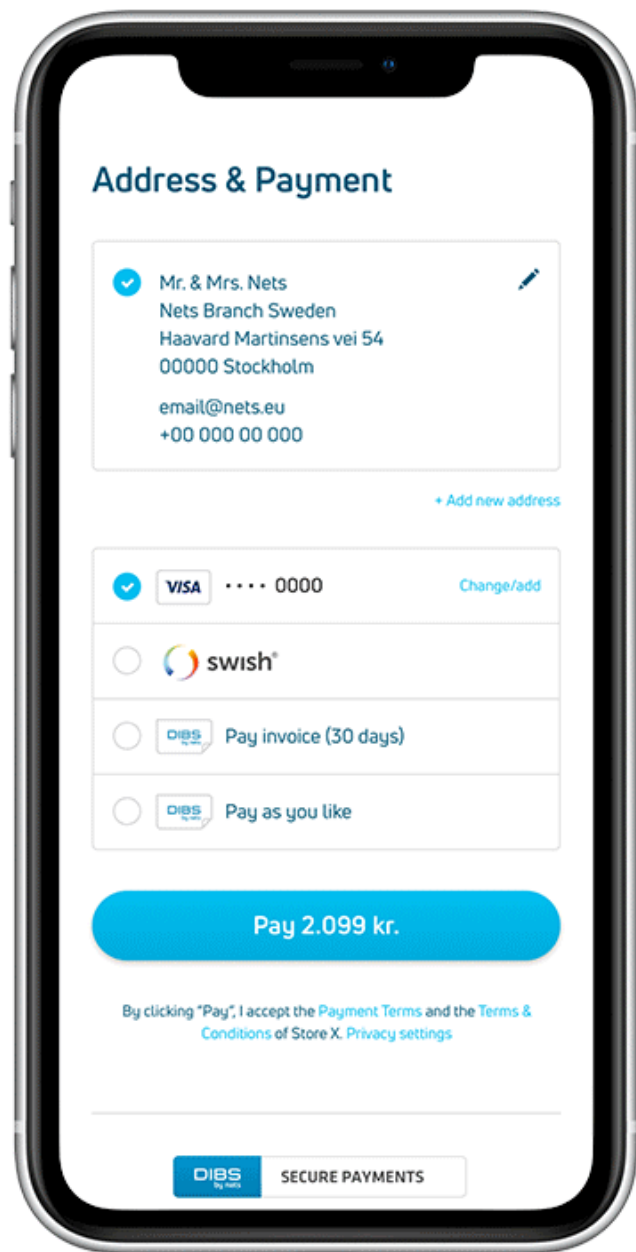
Blikk-robot



LEKETØY

Dinosaur





Med Easy checkout minns dina kunder dig, inte oss.

DIBS.NO/EASY

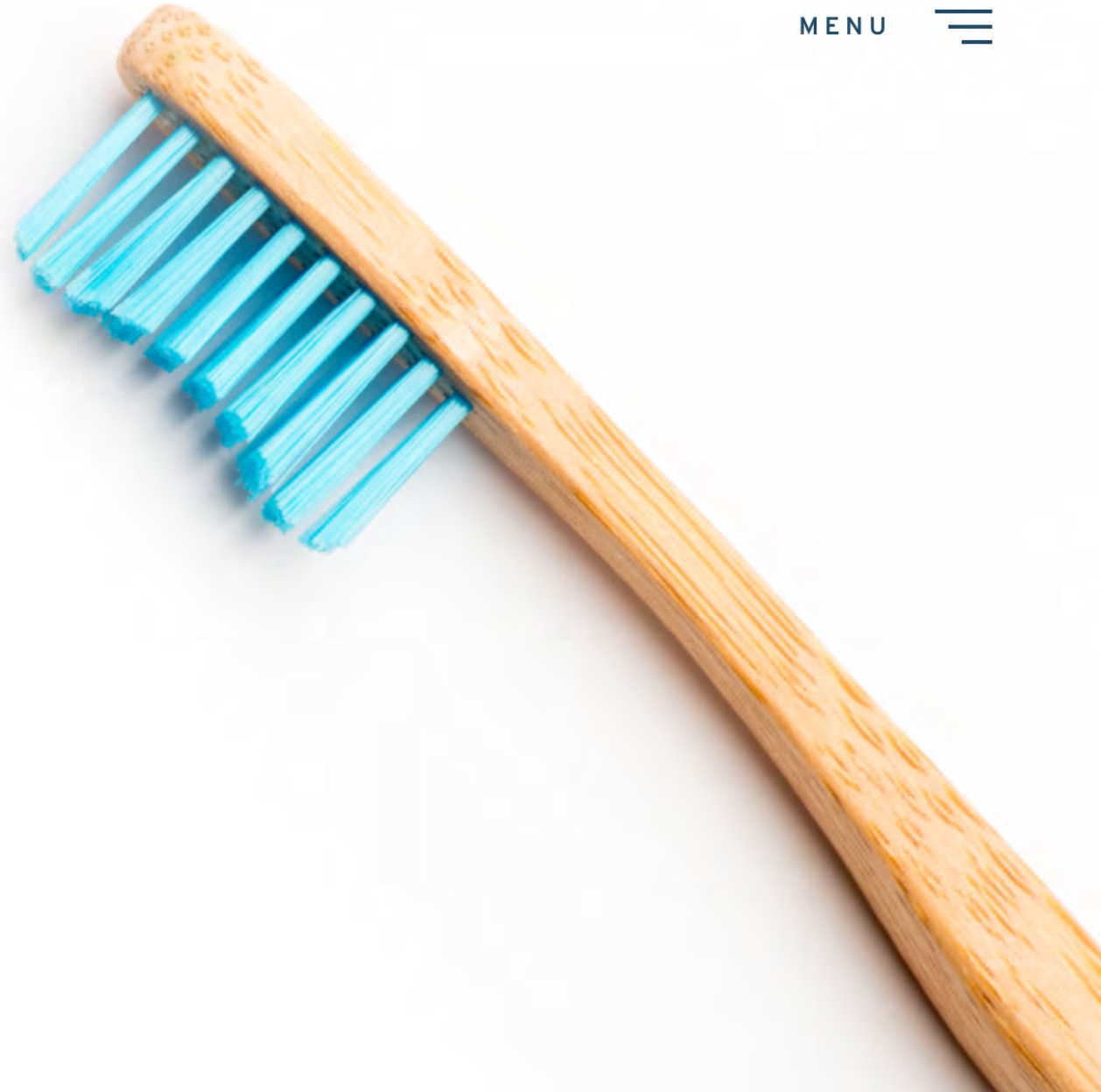


The Humble Co.

There is no **Planet B.**

The Humble Co. develops reliable health/wellness products, that are eco-friendly and socially responsible, with an innovative twist.

OUR PRODUCTS



FREE U.S. SHIPPING ON ORDERS \$15+

Shop

Subscription

FAQs

About Us

BOIE USA



Subscription plans

Always have fresh toothbrush heads on hand by subscribing to one of our yearly plans. We'll automatically ship you a year's supply of replacement heads.

LET'S GET STARTED >



Valentine's Day: Save with a couples set and get free priority shipping. [Apply coupon.](#) [More details.](#)



Brush better

GET QUIP

Amabrush - The 10 Second Toothbrush



Do you like brushing your teeth?
Especially at night when you get ready
for bed? Amabrush is the first
toothbrush, that cleans all your teeth at
once in just 10 seconds!

ORDER NOW

Created by

Amabrush

26,832 backers pledged €3,198,516 to help bring
this project to life.

Dental PPO plans with a twist.

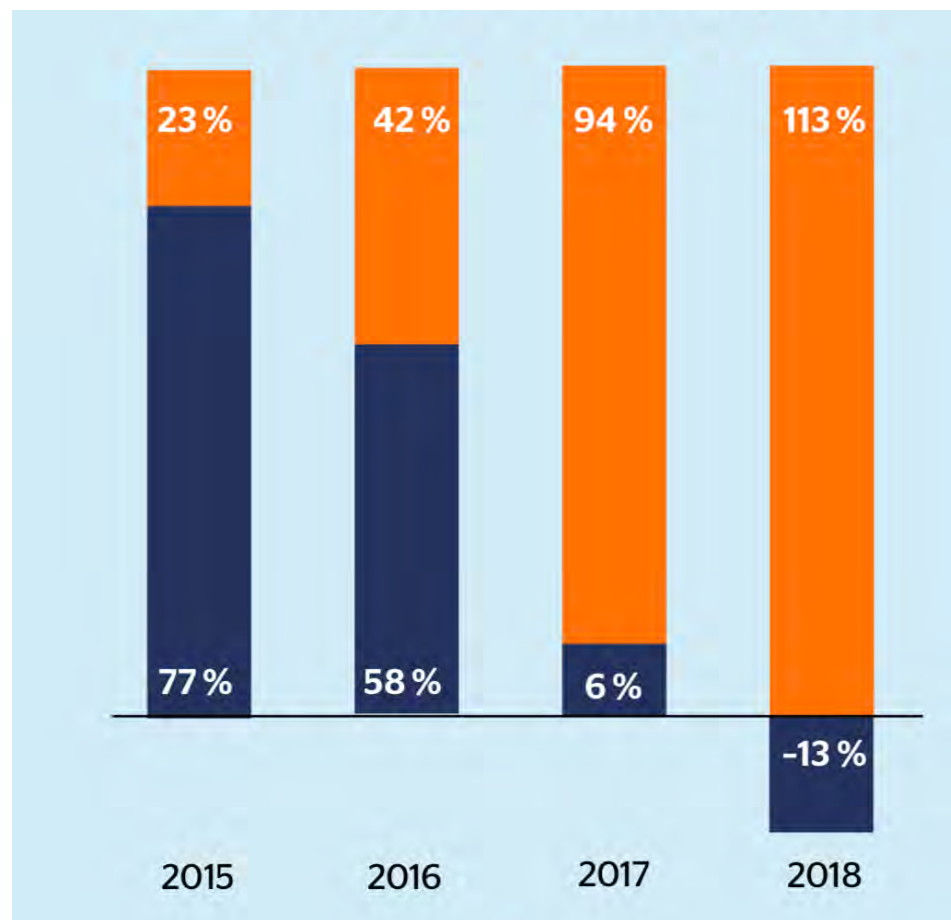
*Save up to 15% on dental
insurance premiums**
with the Beam Brush.

Learn more

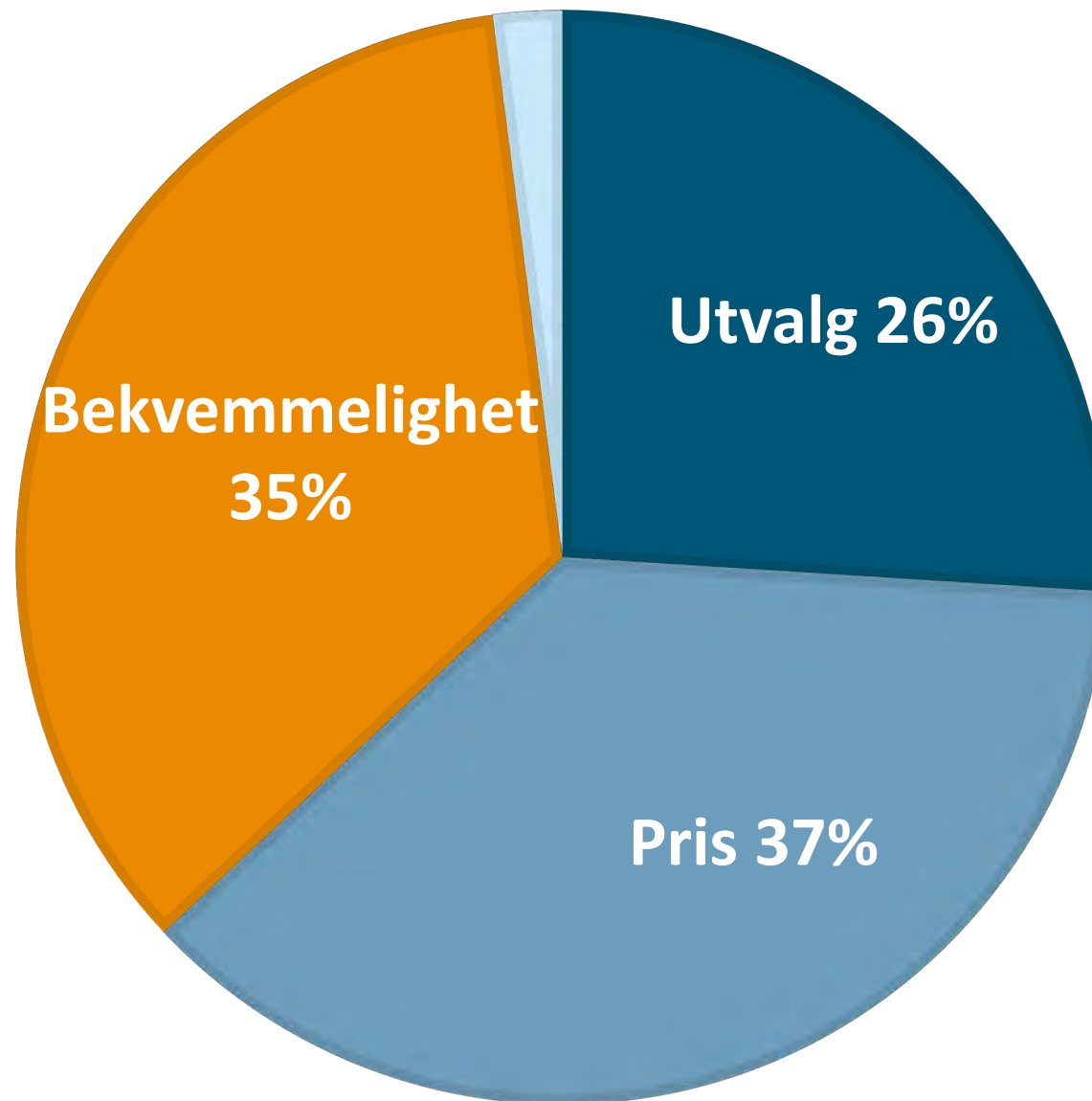
Watch the video



All the growth for consumer goods are online



HVORFOR HANDLER DU PÅ NETT?



13 Hvilke land handler nordmenn fra?

2019 2018

Kina



USA



Storbritania



Sverige



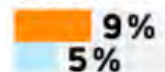
Tyskland



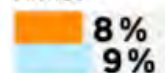
Denmark



Vet ikke



Annet



Frankrike



Italia



54 %

prosent av norske forbrukere har handlet i utenlandske nettbutikker.

DIPS

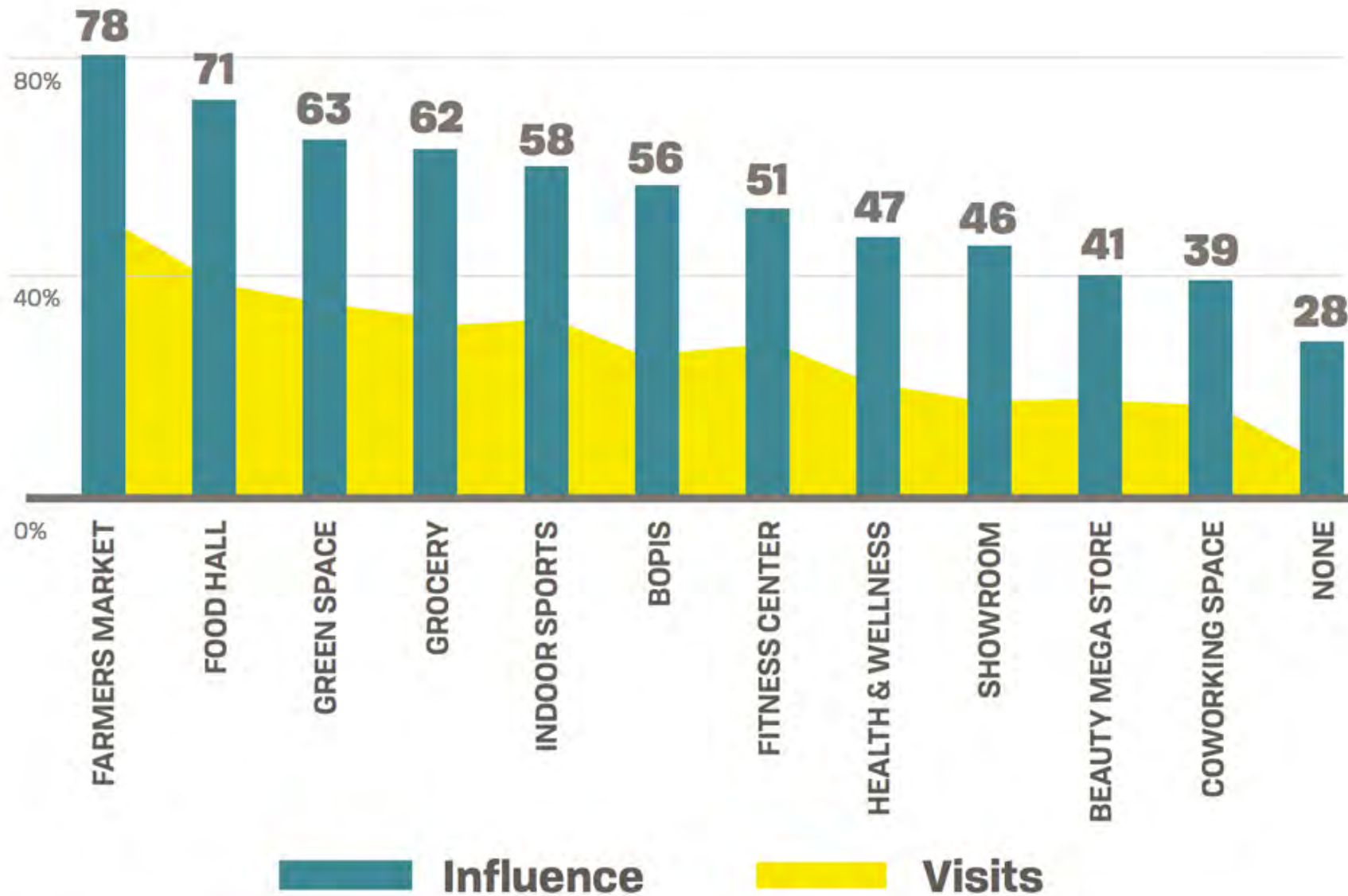
Norsk
e-handel
2019

Allt du trenger å vite om e-handel i Norge



nets

Influence & Visit Frequency



**The retail apocalypse is far from over
as analysts predict 75,000 more store
closures**





SWISS MADE

THE WORLD

Levi's®

HOW WILL IT END?

JAN 24

MARRIOTT MARQUIS

SEPHORA

MARRIOTT MARQUIS



Levi's®

INMCTA

NEW YEAR, NEW WATCHES



point of experience NOT point of sale



BRIEF

Digitally native brands set to open 850 stores in 5 years

THE WALL STREET JOURNAL.

In New York, a Glitzy New Mall Devotes a Floor to Online Retailers

Hudson Yards is betting that a developer can counter the rise of internet shopping

By *Esther Fung* and *Keiko Morris*

Jan. 15, 2019 9:00 a.m. ET



Developers of a glitzy new Manhattan shopping center think they have found a way to cash in on the surge in e-commerce: stock a floor with companies that began as online-only retailers.

TEE DROP-OFF





Q Sök

Bli en värd

Hjälp

Registrera dig

Logga in



Dela

Spara

Visa foton

Marine Layer Loft

Chicago



Marine Layer

Hel lägenhet

6 gäster 3 sovrum 3 sängar 1 badrum

Bra läge

100 % av de senaste gästerna gav platsen fem stjärnor.

Marine Layer är en Superhost.

Superhost är erfarna värdar med bra omdömen som ser till att gästerna får trevliga vistelser.

Lägg till datum för priser

★★★★★ 80

Datum

Incheckning



Utcheckning

Gäster

1 gäst



Lägg till datum

This is what award-winning
comfort feels like.

Shop the mattresses

TIME

GOOD
HOUSEKEEPING

Google
Customer Reviews

ARCHITECTURAL
DIGEST

FAST
COMPANY

THE NEW YORK TIMES

2014

TODAY

1 mattress



Products for the entire
bedroom

1 e-commerce channel



Omni-channel with 20+
retail stores and
partnerships with Target,
Nordstrom, Hudson's Bay

1 country (U.S.)



Availability around the world



THE UNTUCKIT DIFFERENCE

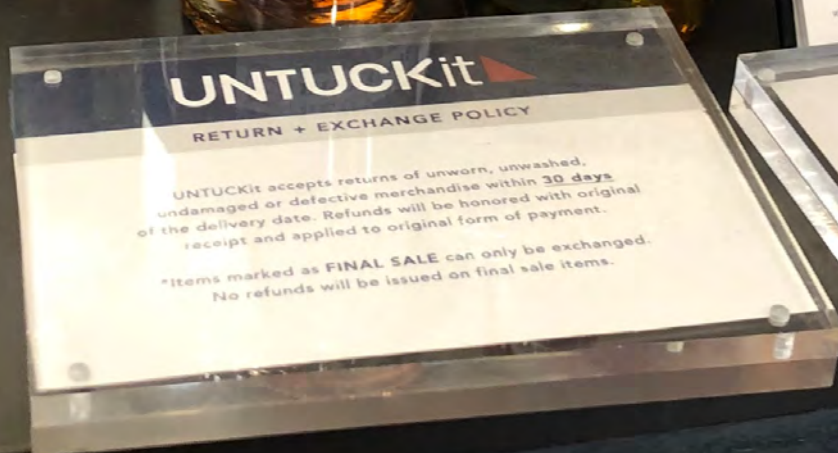
1. Perfect untucked length
2. 50+ fits for every shape and size
3. Contoured hemline
4. Reinforced collars
5. Signature sail

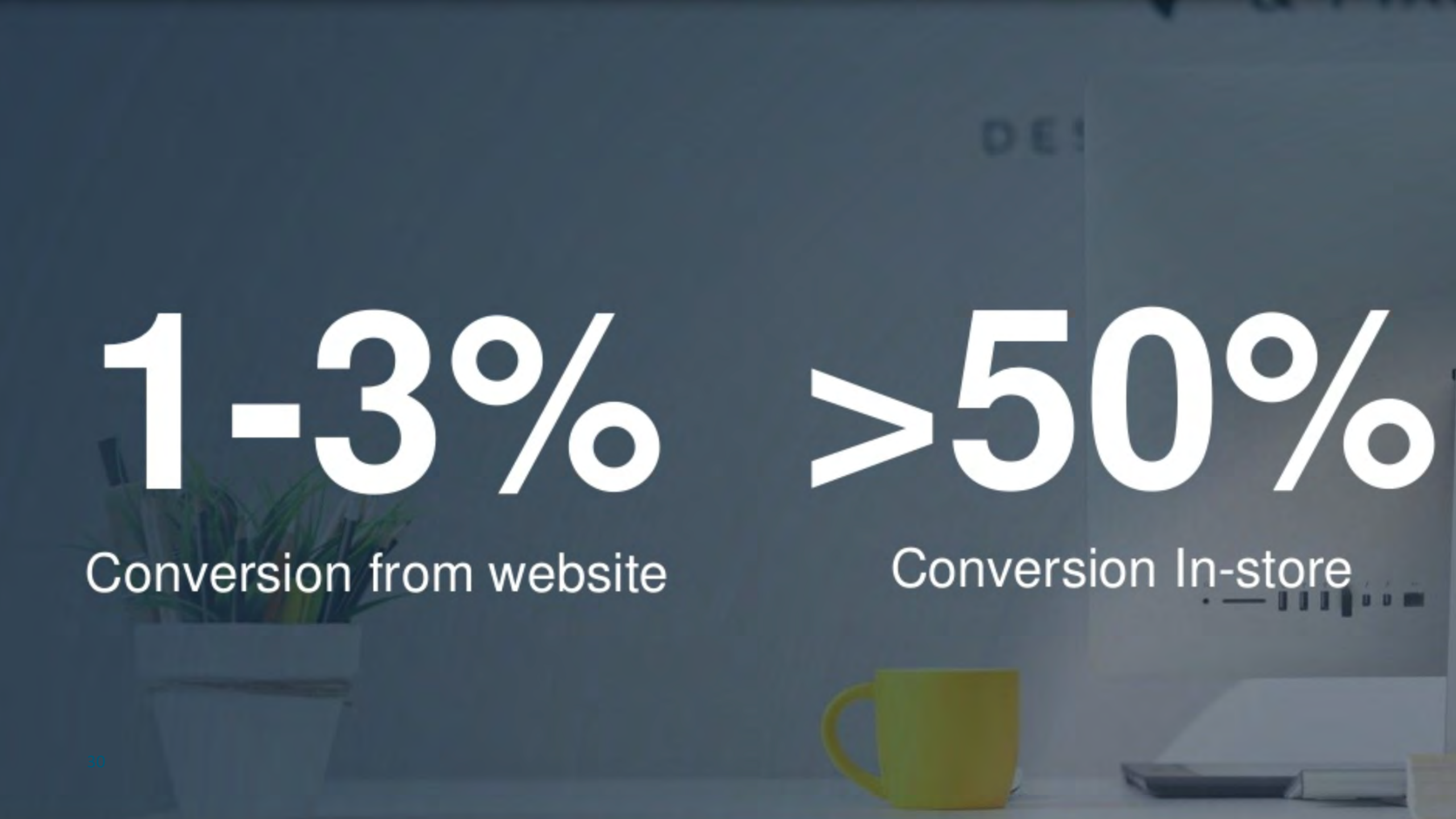
Slide to see the difference



We started UNTUCKit because we had trouble finding shirts that looked good untucked. It's a deceptively difficult look to get right. Shirts just aren't designed that way. So we decided to make a better shirt for the untucked man. A casual shirt fit for comfort, not convention, and designed to fall at the perfect length. So go ahead... UNTUCKit.







1-3%

Conversion from website

>50%

Conversion In-store

1/4

**consumers feel more
connected with brands
when they visit a store**



A background image showing two women in a professional setting. One woman with blonde hair is on the left, and a woman with dark hair and glasses is on the right. They are both smiling and shaking hands. The image is overlaid with a semi-transparent dark blue filter.

64%

Spend or invest more in products/services
after an in-person appointment or live consultation

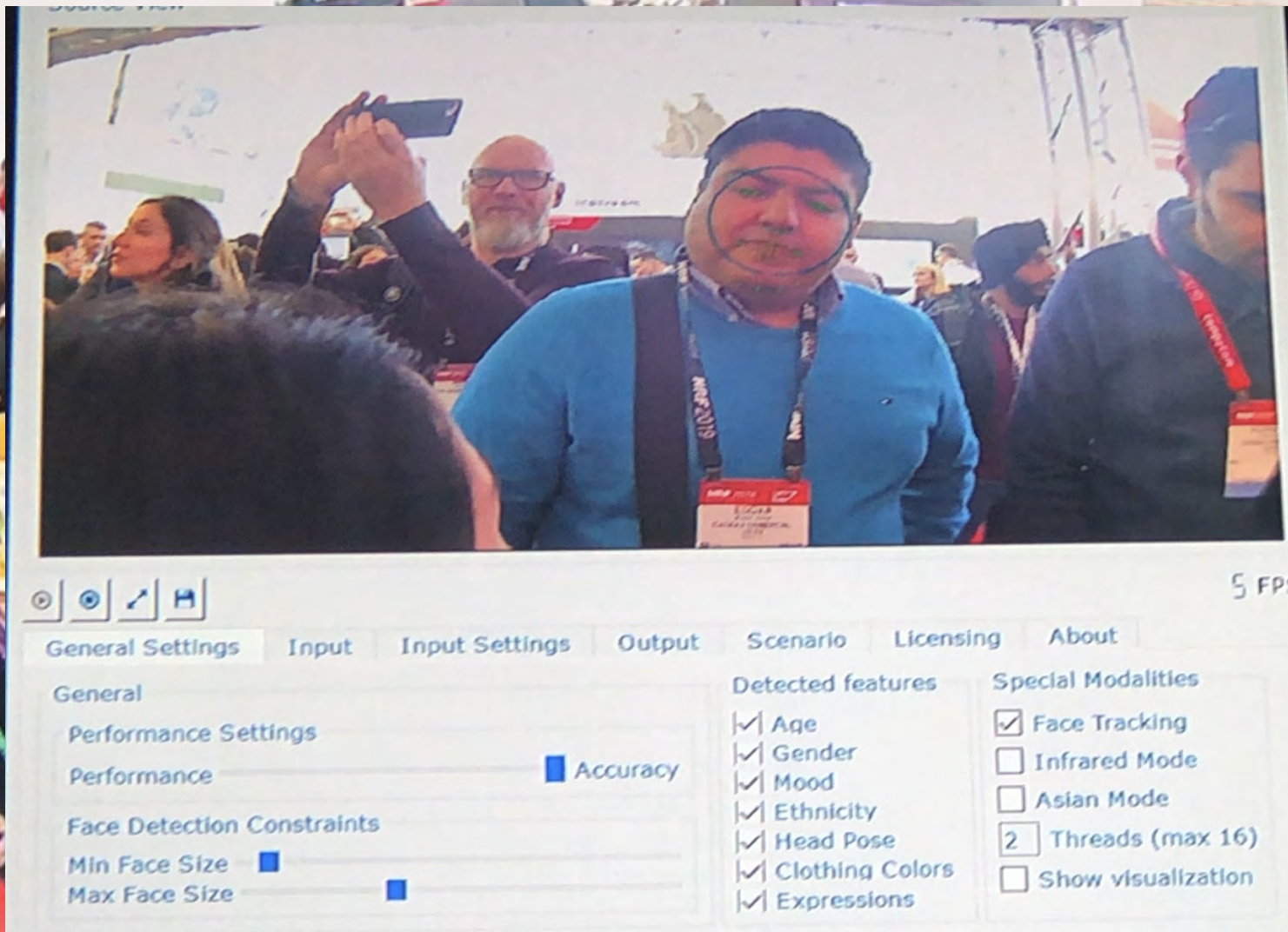








Glorified
vending
machine or
a revolution?

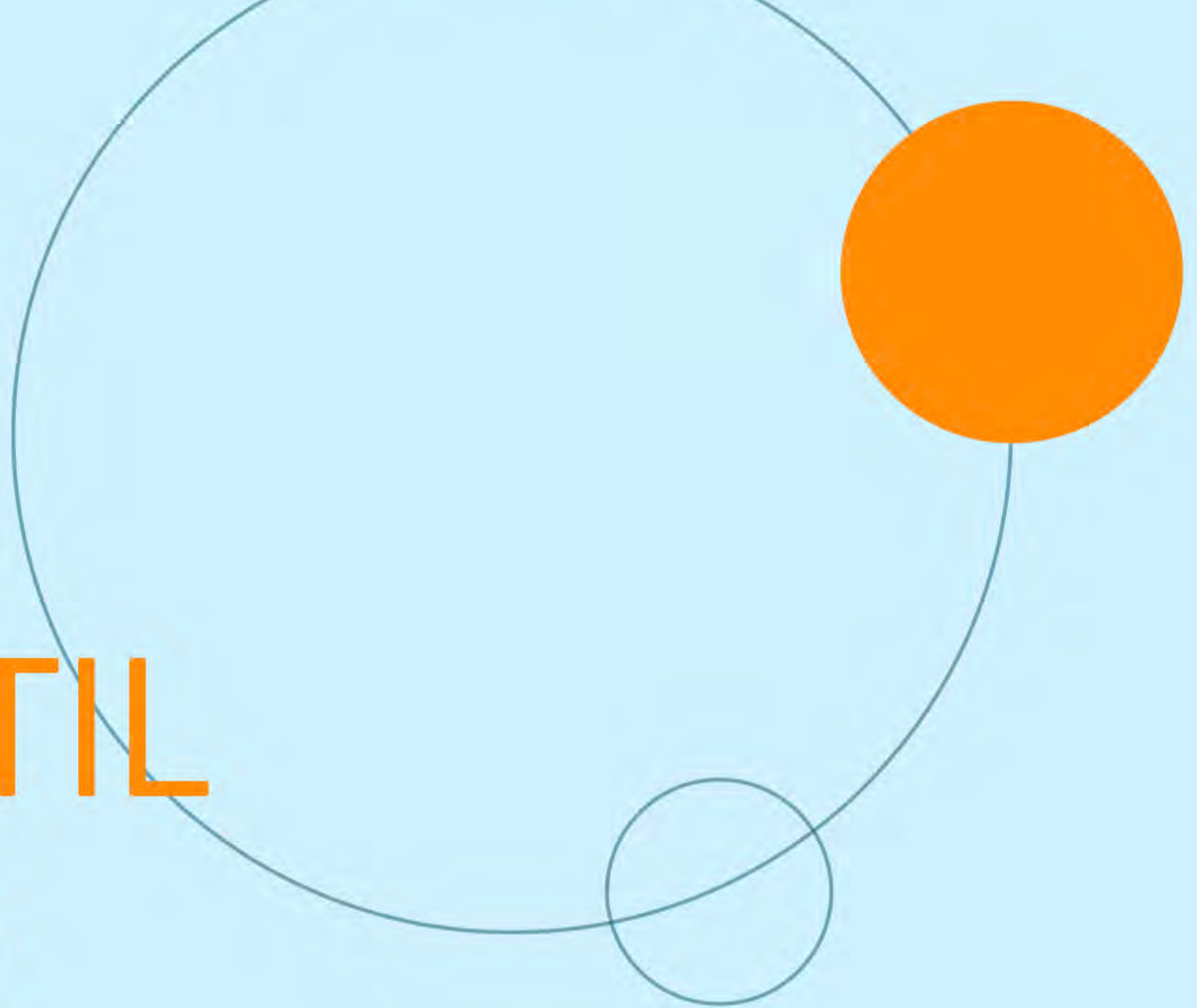


Norsk e-handel 2019

[DIBS.NO/NYHET](https://dibs.no/nyhet)



DIBS
BLIR TIL
NETS





@patrikmuller



www.linkedin.com/in/patrikm



patrik.muller@dibs.se