



# AdCommerce™: The convenience consumers crave

Combine advertising with eCommerce to eliminate unnecessary steps in the path to purchase and make shopping easier:

**18%**

Increase in online sales growth from 2019-2020

eCommerce is experiencing record sales growth

Per eMarketer, eCommerce 2020

ADCOMMERCE™  
+ SHOP BY PADSQUAD  
+ CLICK2CART®



**70%**

of consumers describe "add to cart" ads as more convenient than searching

**51%**

are more likely to make a purchase when offered "add to cart" in an ad



SHOPPER BEHAVIOR  
RESEARCH STUDY