


Individual Article Template Customisation

You can now bypass built-in article templates and create your very own custom template layouts for articles. Assign them to individual articles as you please.

If you've ever created a custom Category Template, you'll already know how this works. If not, check out our How To page on: [Custom Templates for \(Individual\) Articles](#).

Example of individualised custom article layouts

COVID Era Online Acceleration



David Bickerstaff
Director, Sales & Marketing


3 Jul 2020

COMMERCE VISION BLOG

LATEST ARTICLE

COVID Era Online Acceleration

There's been plenty of talk about eCommerce and the increase in *online everything* during COVID-19...



COVID Era Online Acceleration

There's been plenty of talk about eCommerce and the increase in *online everything* during COVID-19, and from where we sit here at Commerce Vision, we can attest to the impact this pandemic has had.

Looking at the data across our customer base (70% of whom are B2B) over the height of the COVID period (1 March – 31 May), we've seen the effects our socially distanced world is having on eCommerce. There is a LOT more online business being done out there. Certain industries (PPE, Sporting equipment, etc) have seen major upswings in business, while others (those supplying service industries like restaurants and pubs), have faced a sharp downturn. Analytics data for that 3-month period shows that – on average – our customers were indeed much busier than the year prior.

- Pageviews up 60%
- User sessions up 68%
- Number of users up 75%
- User sessions resulting in transactions up 70%
- Online revenue up more than 50% across our customer base

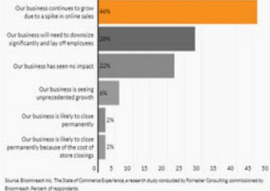
Looking Closer

Shifting from this mass of aggregate data down to a more granular industry level was more interesting.

B2B Commerce is Growing but at a Varied Rate

Nearly half of decisionmakers whose businesses sell online (46%) report growth as a result of COVID-19. This growth is a direct consequence of increased online activity like volume of search, traffic, and orders.

How has the COVID-19 situation impacted your business?



Impact	Percentage
Our business continues to grow	46%
Our business will need to downsize significantly and lay off employees	28%
Our business has seen no impact	22%
Our business is slowing or underperforming growth	6%
Our business is likely to close permanently	2%
Our business is likely to close permanently because of the cost of store closings	2%


Source: B2B Commerce's The State of Commerce Vision's research study conducted by Forrester Consulting, commissioned by B2B Commerce, August 2020.

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