

inside the mind of an online shopper

2022/23

An indispensable look at e-commerce today, exploring the needs of online consumers and how brands can use product information to turn browsers into buyers.



introduction

Today's world buys online. It doesn't matter whether consumers are looking for socks, sofas, or the latest smart home tech, the digital shelf is often the first place they start looking.

However, despite evolving opportunities in the e-commerce space, brands selling online also face new challenges. And these challenges are growing.

As the world navigates increasingly uncertain times, today's digital shelf is feeling the squeeze. Rising living costs have left consumers with less purchasing power and buyer confidence, while supply-chain disruptions mean brands are facing new and complex logistical challenges. Add in political and environmental uncertainty and it's clear brands need a digital shelf ready to weather any storm.

To do that, better knowledge of the online shopper is essential.

This report lifts the lid on e-commerce and looks at the people behind the purchases. It gives crucial insight into how they search for products online, what they want to see before they click the buy button, and what they don't.

In uncertain times, understanding a potential customer is more important than ever. Not only will this help brands drive revenue on a crowded digital shelf, but it will also ensure they craft buying journeys that give customers confidence in their purchases and keep them coming back for more.



executive summary

In summer 2022, inriver commissioned OnePoll to conduct an independent survey of 6,000 people from across the US, UK, and Germany to share their experience of shopping online.

They gave their insight into how they search for products online, what information they need to make a purchase, and what would make them look elsewhere for a product. The key findings of the study include:



Product information leads the way

It doesn't matter what they're buying or where, online shoppers want accurate product information – and lots of it. Adding words, pictures, videos, even Augmented Reality tools, is the best way to give the customer what they want.



Research is king

Consumers are savvier than ever when it comes to parting with their well-earned cash. Comparison shopping is the norm – making it more important than ever to ensure your digital shelf has everything potential customers are looking for.



Sustainability is more important than ever

Online shoppers aren't just comparing products – they're also comparing eco-credentials. A huge 82% of shoppers want to know about organic sourcing, fair trade practices, and more. The digital shelf is greener than ever.



Instant wins beat brand loyalty

In a time of logistical uncertainty, the need for “now” beats any allegiance to a particular brand. Almost two-thirds of shoppers (62%) say they would switch to another brand if their first choice was unavailable.



Product returns don't have to impact return on investment

Product returns can be a costly headache for brands. Data shows almost a third (32%) of returns are due to poor product descriptions,

emphasizing the need for better product information at every digital shelf touchpoint.

what customers want

A massive 94% of shoppers think that product information is important when buying online – with 35% saying it’s “essential”.

Product information is always in fashion on the digital shelf.

If customers are parting with hard-earned cash, it doesn’t matter whether they’re looking for a showstopping dress or a new dresser for the home, they want to know exactly what they’re buying.

This desire for product information online is fairly consistent across ages, genders, and locations.

That said, our data shows more customers (44%) aged 65+ see product information as “essential” when buying online, compared to just 22% of shoppers aged 18-24.

However, the trend is undeniable. It doesn’t matter who they are, the online shopper is looking for product information – so be sure to give the customer what they want.

Question 1:

How important is product information/description when you buy online?

Not at all important

4 %

Not particularly important

2 %

Somewhat important

13 %

Very important

46 %

Essential

35 %

Making a PIM solution the foundation of your e-commerce success story gives you:

- A single source of truth for product data across even the most complex value chain
- The ability to enrich all customer touchpoints with accurate product content from a centralized dashboard

- Actionable insight into buyer behavior you can turn into real-time business outcomes that strengthen market share

[Read our product description](#) for more information on what inriver’s PIM solution could do for you.

the emotions of buying online

“Confused,” “suspicious,” and “like I have a new item for the thrift shop.” These are just some of the feelings poor product information can cause – and ones you’ll want to avoid.

Nothing gets an online shopper riled up quite like misleading or unreliable product information. After all, humans are emotional creatures – and those emotions are running higher than ever on the digital shelf.

Our data shows that bad or inaccurate product information leaves shoppers feeling frustrated (47%) and angry (36%), with both emotions scoring two points higher than last year.

However, more concerning for brands selling online is that this lack of quality product information leaves over half of shoppers (53%) wanting to shop elsewhere.

And with competition on the digital shelf stronger than ever, brands really don’t want to give potential customers any reason to click the buy button on a competitor’s website.

Question 2:

How does bad/inaccurate online product information make you feel?

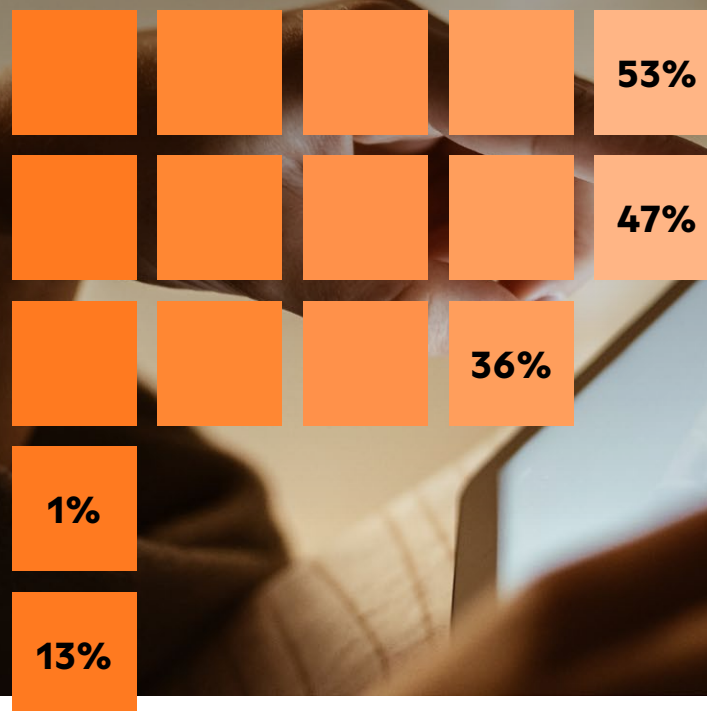
Makes me want to shop elsewhere

Frustrated

Angry

Other

No way in particular



Keep your digital shelf free of all those unwanted emotions by:

- Adding all the necessary product information to your listings at every touchpoint
- Ensuring your products are easily found online with SEO-ready content

- Making your buying process as accessible as possible, from stock listings to payment options

Inriver’s PIM solution helps create a seamless buying experience – keeping your customers cool, calm, and coming back for more. [Discover how.](#)

know your market

Different markets have different customers.

Knowing what those customers expect on the digital shelf can be the difference between a sale and an abandoned cart.

Shoppers have increasingly clear expectations of what they want to see when buying online – especially if they’re researching technical or higher-value goods.

Our data shows almost half (43%) of shoppers think product descriptions are most important for consumer electronics, while 28% think they’re most essential when purchasing household goods, such as furniture and appliances.

However, if we dig a little deeper, we see interesting variations between age groups.

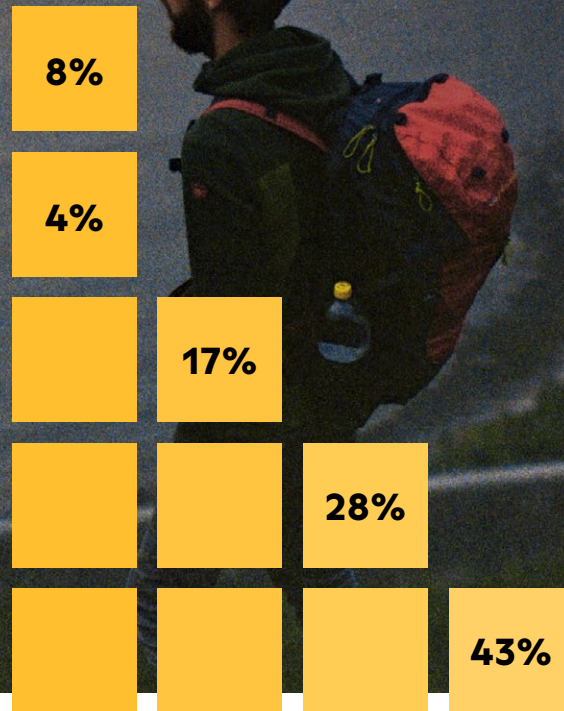
For example, 55% of 55-64 year-olds see product descriptions as most essential for consumer electronics, compared to only 28% of 18-24 year-olds. Conversely, 29% of 18-24 year-olds think product descriptions are most important for personal care and cosmetics, a number that drops to just 12% for 55-64 year-olds.

What does this mean for you? Product descriptions are important regardless of what you’re selling – but if you’re targeting a particular market, use focused descriptions to add color to your digital shelf.

Question 3:

Which of the following kinds of products do you think product descriptions (written details, videos, images) are most important?

None of the above
Sporting goods
Personal care/cosmetics
Household goods
Consumer electronic



Get more out of your product descriptions by:

- Optimizing for search traffic on Google and online marketplaces to boost findability
- Syndicating across all customer touchpoints to provide a consistent product story that builds loyalty and recognition

- Ensuring all written descriptions are accurate and localized for target markets

Inriver's PIM solution ensures accurate product descriptions at every new and existing customer touchpoint, managed from a centralized dashboard.

[Find out more.](#)

words and pictures (and more)

If a picture is worth a thousand words, then how much is a video worth? And does it matter on the digital shelf? Our data gives some insight.

When building your digital shelf, it's important your products stand out from the crowd. A great way to do this is by adding more detail to your product listings. Whether it's through specification lists and customer reviews or images and videos, there are plenty of options.

Written product descriptions continue to be the most popular way to bring products to life. Our study shows 39% of shoppers rate them as most important, well ahead of images (25%) and customer reviews (18%).

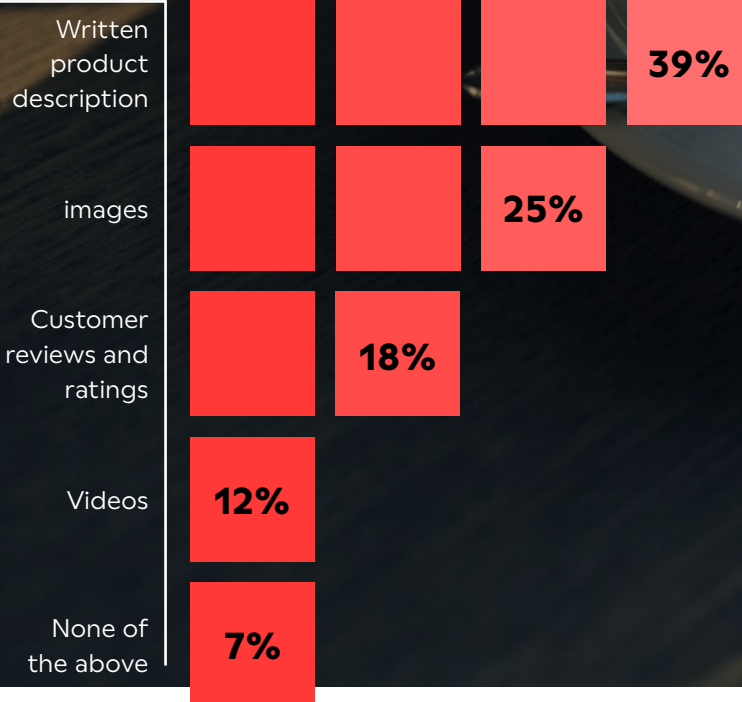
Interestingly, almost half (45%) of UK shoppers see product descriptions as the most important part of the digital shelf, compared to just 32% of US shoppers.

Customer reviews are most important for a quarter of German shoppers – something that just 11% of US shoppers agree with.

Does this mean you should clutter your product listings with every detail under the sun? No. But it does mean you need to be smart about what you include and where to ensure your potential customers are seeing what they want to see.

Question 4:

Which of the following kinds of product detail do you think is most important?



Make your products stand out on the digital shelf with media assets that:

- Match the customer's expectations for the product you're trying to sell
- Are presented accurately to engage across every customer touchpoint

- Feel on-brand, ensuring a consistent product story that builds loyalty

Inriver's PIM solution gives users the ability to distribute accurate, reliable media content across all new and existing channels from a centralized dashboard. [Find out how.](#)



choosing the right media for your product

Multimedia assets are a great way to make your products stand out on a crowded digital shelf. However, you must choose the right media for your product – and your audience.

To help you optimize the multimedia output on your customer touchpoints, here are some of the most popular options – and how you should use them:

Written descriptions

The original and still the best, written descriptions add authority to your listings. Be creative with your descriptions – but not with the facts. Inaccurate product descriptions damage brand loyalty and fuel product returns.

Headers /banners

Take advantage of the real estate on your page by including a catchy header or banner that showcases your brand. High-quality visual branding can reinforce customer loyalty and add a little color to the buying experience!

Images

Whether a photo or a technical diagram, images bring your product to life and show customers what they're buying. Add as many angles as needed and, if using a clothing model, don't forget to give the model's sizing choices.

Videos

Videos can bring a whole new dimension to your listings and are great for just about anything – from in-depth explainers to customer

experience. And they're best for making a splash on social media – just remember to keep them short!

Augmented Reality (AR)

Create an immersive buying experience by adding AR to your digital shelf. This is an excellent choice for those larger items like home furnishings – no one wants a sofa that doesn't fit – but can also be used as a virtual fitting room for apparel.

Customer reviews

Selling a 5-star product? Then let potential customers know by adding customer reviews. Positive reviews are great for boosting conversions but remember to use negative reviews to show customers you listen to their concerns.

Product recommendations

Squeeze more revenue from your listings by adding product recommendations. Not only do these showcase your other products and build brand awareness, but they also offer cross-sell opportunities that can boost your conversion rates.

abandonment issues

In e-commerce, there are few things worse than an abandoned shopping cart. Our data provides some insight into what makes customers drop the cart and run.

As online shopping grows, so does the issue of cart abandonment. The actual rates of cart abandonment remain a much-discussed mystery, but the general consensus puts it anywhere between 60% and 70%.

Our data shows that a sizeable 69% of shoppers have changed their minds on a purchase due to a poor product description. That's a lot of lost revenue.

German shoppers were most sensitive to the lack of accurate product information, with a staggering 86% giving up on a purchase because of it. Over in the US, however, shoppers are a little more forgiving, with just over half (57%) ditching their shopping cart over poor descriptions.

Wherever the buyers are, one thing's for certain: the more accurate product information you provide, the less chance your potential customers will abandon their cart.

Question 5:

Have you ever decided not to buy a product online because of a poor product description?

Don't know

15%

No

16%

Yes

69%

Avoid the disappointment of an abandoned cart by:

- Ensuring all product information is easily accessible – and accurate
- Creating a user-friendly payment process that doesn't cause frustration

- Using real-time digital shelf analytics insight to respond to buyer behavior

Inriver's PIM solution offers engagement intelligence at all your touchpoints, giving actionable, data-led insight that can drive real-time revenue outcomes. [Read more about the digital shelf analytics capabilities of inriver's PIM solution.](#)

finding the entrance

Gone are the days of knowing exactly where a customer first comes across a product. But one thing's for certain: it's unlikely to be the brand's website.

As online shopping continues to evolve, so do the ways shoppers enter the buying process.

From online retailers and marketplaces to brand websites and a good old-fashioned Google search, finding the entrance of your potential customers has never been trickier.

Our data shows that 41% of shoppers start their online search on marketplaces (Amazon, eBay, etc.), down slightly from last year's figures (44%). However, this figure is significantly higher for German shoppers (59%) than in the US (31%).

The least popular entry point? Only 13% of US shoppers start their search on a brand's website – dropping to just 5% in Germany. And in the UK? One in 10 will make it their first port of call.

Question 6:

Generally, where do you start researching online purchases?

Nowhere in particular

10%

Other

0%

Brand's website e.g., Nike, Samsung

9%

Major search engine e.g., Google

18%

Online retailer e.g. Currys PC World (UK), Best Buy (US)

21%

Online marketplace e.g., Amazon, eBay

41%

What does this tell us? That you really have no idea where a potential customer will first find your product. The solution to this? Provide accurate and reliable product listings at every single customer touchpoint.

However or wherever potential customers find your products, give them what they're looking for by:

- Providing coherent, consistent product descriptions across all your channels to build brand recognition
- Ensuring all assets are tailored to each touchpoint for maximum impact

- Including any localized product information that meets customer needs and requirements

Inriver's PIM solution offers simple syndication from a central dashboard, giving easy oversight of all your touchpoints, from marketplaces to social media pages. Learn more about our PIM's [syndication capabilities](#).



where are
your customers
finding you?

Even for the most seasoned online retailer, understanding the customer journey that eventually leads to your product can be confusing.

But how are potential customers finding your product? Let's take a look:

1

Brand website

If you're lucky, customers will land directly on your brand website. This is more likely for household brands like Samsung or Adidas. For everyone else? Less so.

2

Google search

Unsurprisingly, Google (and other search engines) is a popular place for curious shoppers. However, you'll need SEO-ready content to stand out in this crowd.

3

Online marketplaces

Competition is fierce on sites like Amazon and Zalando and product ranking is everything – so don't let your product listing let you down.

4

Online retailers

Names like BestBuy and MediaMarkt offer a more focused online shopping experience – meaning customers typically know what they’re looking for.

It’s impossible to control how customers find your products – but you can control what they see when they do.

inriver’s PIM solution lets you manage the product information across all your customer touchpoints from a single, centralized platform. Not only that, you’ll get actionable, real-time insight into buyer behavior from across these touchpoints. This means you can respond swiftly, with flexible,

5

Social media

TikTok and Instagram might just be the future of online shopping. Slick visuals are key to targeting the younger demographic that uses these apps.

customized solutions that can fuel conversions and strengthen market share.

With inriver, you can be sure your customers see what you want them to see, regardless of how they find you. Read more about how the [syndication capabilities](#) of inriver’s PIM solution offers effortless content distribution across all your channels.



second opinions

Comparison shopping is nothing new – especially with a competitor’s store only a quick click away. Is product information enough to keep the customer satisfied?

By now, the importance of quality product information across all your touchpoints is clear. That’s enough to keep your potential customers from going elsewhere, right? Right? Let’s see what our data says.

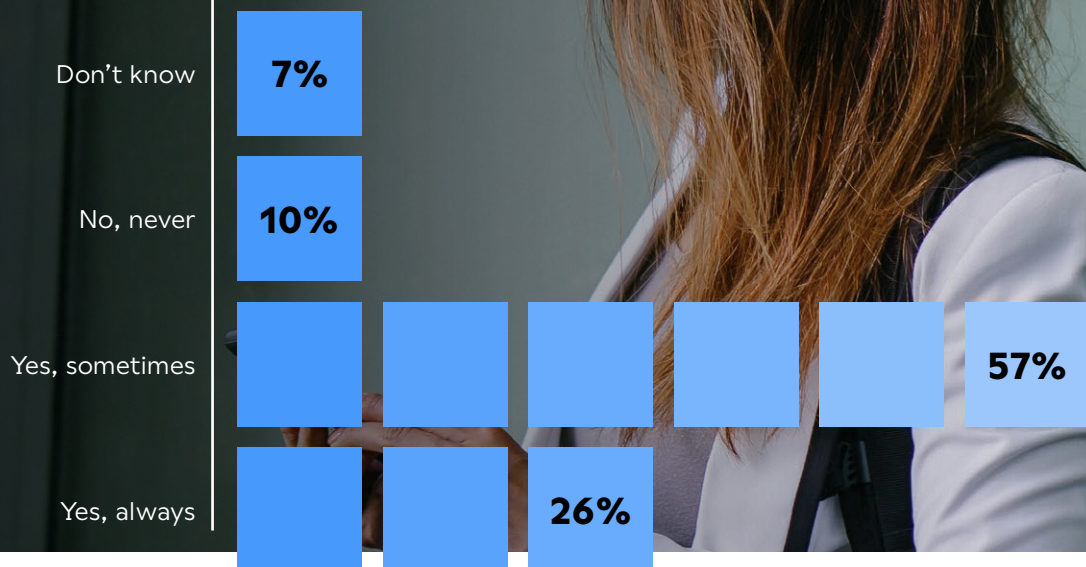
A surprising 26% of shoppers admit to always looking elsewhere for information – even if a website provides all the product information they need. A further 57% say they will sometimes go elsewhere for information.

What does this mean for your product information? Should you give up on creating quality product listings?

Definitely not. If your potential customers are thinking about going elsewhere for information, you need to make sure your buying experience is so good they don’t want to click away. Or, if they do, they come back to hit that buy button on your site.

Question 7:

If a website provides all the product information you need, do you also look elsewhere for information?



Make it impossible to click away from your product listings by:

- Providing all the product information your potential customers are looking for – and then more
- Offering product recommendations for easy cross-sell opportunities that build your brand

- Using actionable guidance from the digital shelf analytics data to ensure your listings evolve with buyer behavior – and don’t get left behind

Inriver’s PIM solution offers centralized digital shelf insight from all your customer touchpoints that you can leverage into real-time revenue gains. [Discover how.](#)

out of stock, out of luck?

Out of stock is the last thing a customer wants to see when buying online. But will they come back once the item is back in stock? Or will they go elsewhere?

If you're selling online, you want to get your products out into the world as soon as possible – and into the hands of your customers. But that's easier said than done, particularly with the amount of disruption around these days.

And that's not good news for your customers – or your business ambitions.

Our data shows that out-of-stock items are a big concern for online shoppers, with just 12% saying they'd be unlikely to opt for another brand if

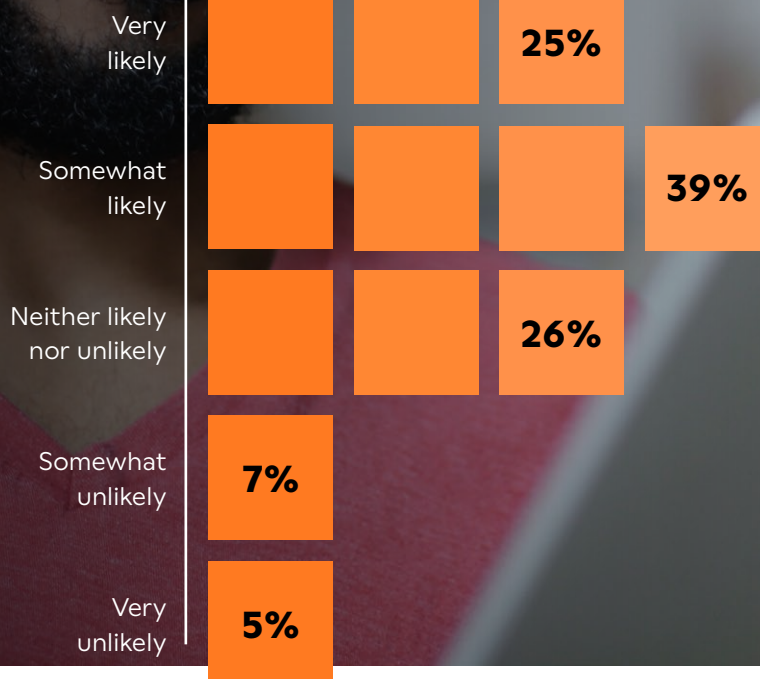
their preferred item was unavailable. That's a lot of business you could lose to a competitor.

Shoppers aged between 25-34 are the most likely (69%) to try their luck somewhere else, compared to 44% of older shoppers aged 55-64.

Whoever you're selling to can only buy your product when it's in stock. Digital shelf analytics tools are a great way to ensure you know exactly what you're selling and where – meaning you're well-placed to deal with any stock issues that arise.

Question 8:

If an item you want from a specific brand is out-of-stock online, how likely or unlikely are you to purchase a similar product from a different brand?



Avoid giving potential customers the dreaded “out of stock” message by:

- Monitoring all your customer touchpoints to ensure your products keep flowing – and revenue keeps growing
- Using digital shelf analytics (DSA) to get customer insight that informs strategic business decisions

- Eliminating the guesswork with a PIM solution that gives you data-driven, actionable insight and real-time outcomes

Inriver's PIM solution includes Evaluate, our AI-powered smart search technology that helps you ensure all touchpoints are optimized to fuel conversions and meet ambitions. [Find out more.](#)

a question of loyalty

With more competitors and customers looking to spend less, competition on the digital shelf has never been fiercer. Is it still enough to be a brand people know and love?

Life on the digital shelf is tough and, unless you're smart, it's only going to get tougher. Take brand loyalty, once the be-all and end-all but now under threat from an empowered customer base and a fragmented marketplace.

And our data backs this up.

It shows that 59% of shoppers would try another brand if they can't find a specific product online – with 19% saying they'd be very likely to look elsewhere for what they want.

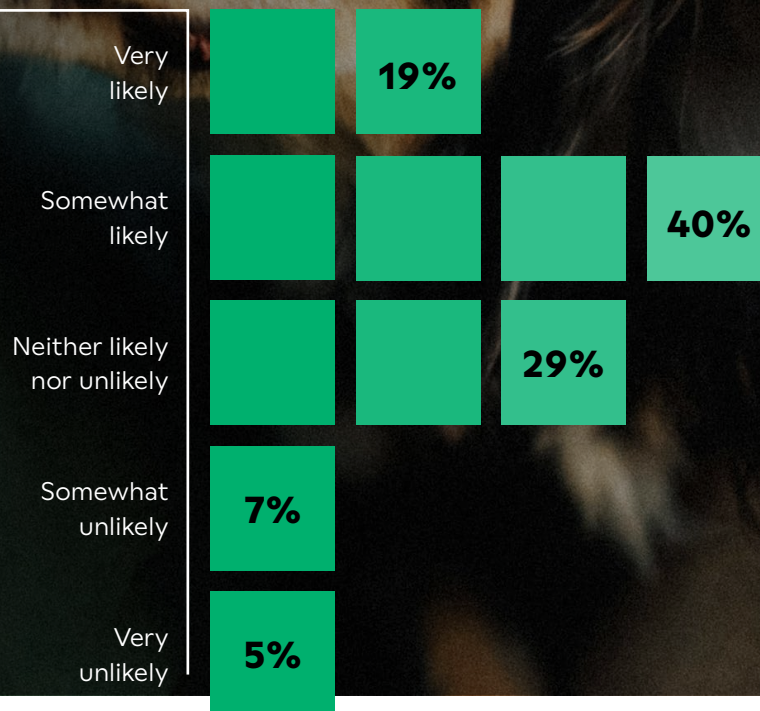
Interestingly, just 5% say they'd be

very unlikely to try another brand. So much for loyalty.

Does this lack of loyalty signal the end of your digital shelf? Hardly. Diminishing brand loyalty opens up a whole new world of potential customers. The catch? You must make sure your digital shelf is ready and waiting for them – with everything they're looking for.

Question 9:

If you can't find an item from a specific brand online, how likely or unlikely are you to purchase a similar product from a different brand online?



Keep your customers coming back for more by:

- Ensuring they meet a consistent brand through product descriptions and media assets that build brand awareness
- Including at least 5 reviews on your product listings to influence conversation rates

- Using data-driven insight to get all digital touchpoints optimized for your customers

With inriver's Evaluate, you can identify lost sales opportunities – and take positive, real-time action to improve your digital shelf and drive revenue. [Find out how.](#)



your digital shelf checklist

1

Study your competitors – particularly on the keywords for which they rank. What product content do they include that you don't? Are there any gaps you can exploit? How can you make your content more valuable to the consumer?

2

When researching keywords for SEO, consider long tail keywords – i.e., phrases or groups of words. Around 70% of all web searches focus on long tail keywords, and you'll typically attract consumers with higher buying intent.

3

Search engines don't reward content for the number of keyword mentions, but for the value it offers to users, so avoid "keyword stuffing." A 0.5–2.5% keyword density (# of keywords/# of total words) is a good benchmark for product content.

4

Make sure all product listings (including their titles and descriptions) include SEO-ready content, incorporating the correct keywords at the right density.

5

Match character count for each listing across every touchpoint and structure product descriptions with a short summary and easy-to-read bullet points that highlight the product attributes.

6

Ensure all products are listed in the correct categories and subcategories across all marketplaces and touchpoints to improve findability.

7

Enhance product listings with high-resolution product images and videos

that meet marketplace specifications. Include SEO-ready alt-texts for images to provide accessible content for vision-impaired shoppers.

8

Highlight customer ratings and reviews. At least 5 positive reviews will greatly

improve conversion rates, but even negative reviews can be leveraged as a positive, through timely, customer-centric replies.

9

Incorporate common search terms, phrases, and other industry-

specific trending topics in all marketing materials. Product descriptions, blog posts, articles, and social media should all be SEO-ready to boost your digital shelf game.

10

Avoid keyword cannibalization. Using the same keywords in various

blog posts, articles, or social media posts will mean they compete for the same search query. Diversify the keywords you use to capture a wider audience on the digital shelf.



the weakest link

A chain is only as strong as its weakest link – and that includes the value chain. Can product information help strengthen that chain by keeping customers happy?

The importance of providing accurate, reliable information for your products at every single customer touchpoint is clear to see. But can one missing piece of information in your product descriptions really derail a potential sale?

Our data shows that it does.

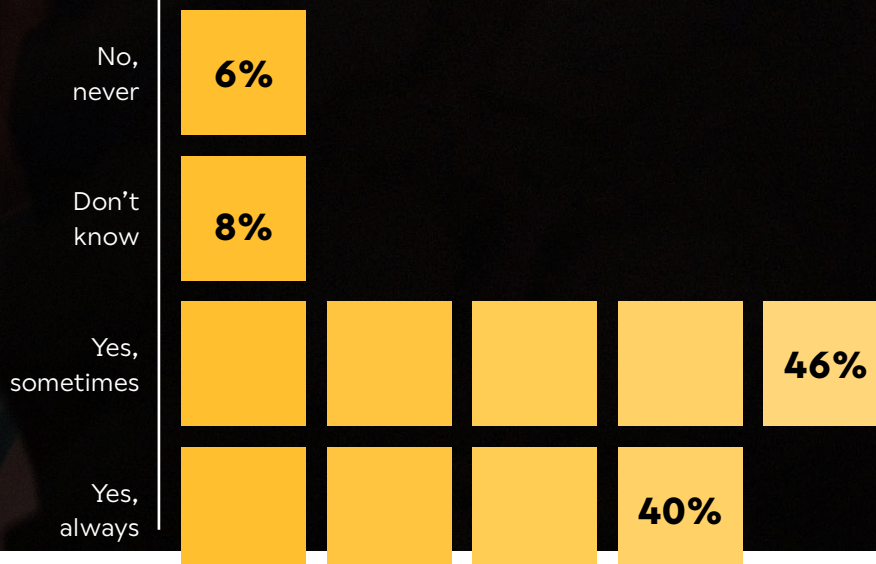
Only 6% of shoppers say they'd never look elsewhere if an important piece of product information is missing – which means that 94% might be tempted to do just that. That's a lot of potential customers.

Unfortunately, there's no way of knowing which single piece of information is the most important for each shopper. It could be size charts, material specifications, or compatibility with other products.

The only way to give customers all the information they need to hit the buy button is by ensuring reliable, complete product information wherever your product sits.

Question 10:

If the product information was missing on one website (for example: product size or color), would you switch to another website to find the information?



Want to avoid weak links in your customer touchpoints? You need to:

- Optimize and standardize your product listings across all your channels to ensure you're giving customers confidence in your products
- Monitor digital shelf performance through DSA tools that offer actionable insight and real-time solutions that can fuel better conversion rates

- Gain insight into your competitors by researching what they're offering across their channels

Inriver's PIM solution lets you manage all your channels from a single, centralized dashboard, eliminating the need for manual oversight and boosting corporate efficiencies. [Discover how it works.](#)

green is the new black

The digital shelf is greener than ever - but do customers want to know a product's eco-credentials before hitting the buy button? Let's find out.

Sustainability isn't new and it's definitely here to stay. It doesn't matter whether you're selling pants, patio furniture, or the latest pair of headphones, it's more important than ever to showcase the green credentials of your products online.

Indeed, only 18% of shoppers thought it wasn't important for brands to showcase the eco-credentials of their products on the digital shelf. That's a lot of customers who think it is!

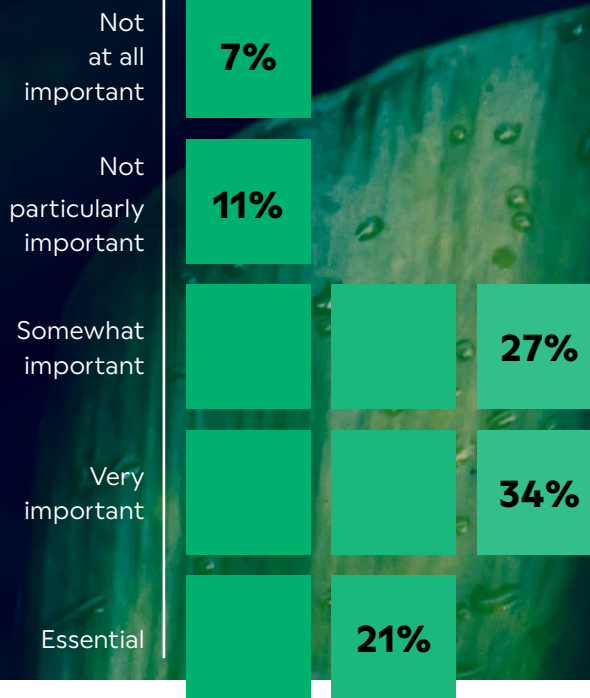
However, the generational differences are stark.

Our data shows younger shoppers are more likely to seek out eco-credentials, such as organic sourcing and fair trade. 62% of 25-44 year-olds say green product information is very important or essential - a figure that drops to just 39% for 55-64 year-olds.

What does this mean for you? If your target audience cares about the inclusion of sustainability information in product descriptions, then so should you.

Question 11:

How important is the availability of sustainability or eco-practice product information before you make a purchase?



Want to boost the green credentials of your digital shelf? Make sure you:

- Include all the relevant eco-practice information in your product descriptions
- Provide localized sustainability details across all your channels to ensure customers can meet local requirements and regulations

- Keep up-to-date with ever-evolving sustainability practices in all your markets to avoid losing out to competitors

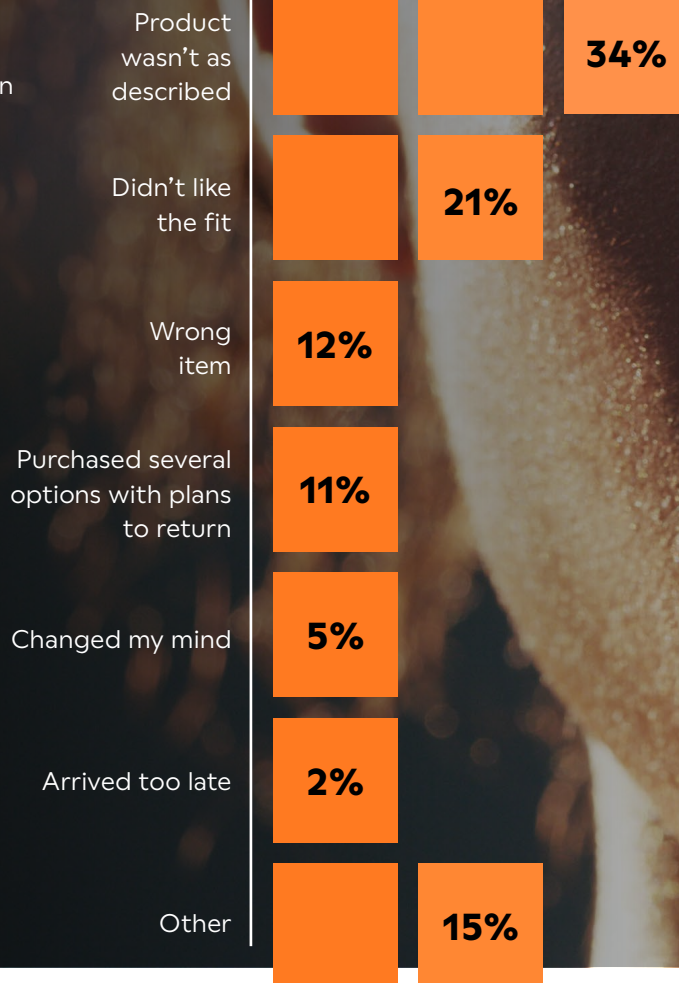
Greening your digital shelf is easier than ever with inriver's Syndicate capabilities, using automation to streamline the distribution of product content to all your customer touchpoints. [Find out how it works.](#)

return to sender

“Too tight in the legs.”
“Too small for the room.”
“Doesn’t work with my other equipment.” Whatever the reason, product returns are on the rise.

Question 12:

What is typically the most common reason you return an online purchase?



Product returns are the ever-growing bane of e-commerce. Not only do they cost money on logistics, but they also cause supply chain inconsistencies and are a sustainability nightmare. But why do so many customers return items these days? Our data has some answers.

Unsurprisingly, it was product information that caused the highest number of product returns. 34% of shoppers cited poor product descriptions as the main reason they sent something back, ahead of 21% who blamed an ill-fitting item.

Our data shows that Germany is home to the strictest shoppers when it comes to product descriptions. 45% of German shoppers return poorly described products, compared to just a quarter of US shoppers.

Interestingly, 11% of global shoppers admit to buying several options with the plan to return the unchosen items, while 10% say they never return online purchases.

When it comes to product returns, it's clear that quality, accurate descriptions are the best way to avoid the disruption that returns can cause – and give the customer what they want.

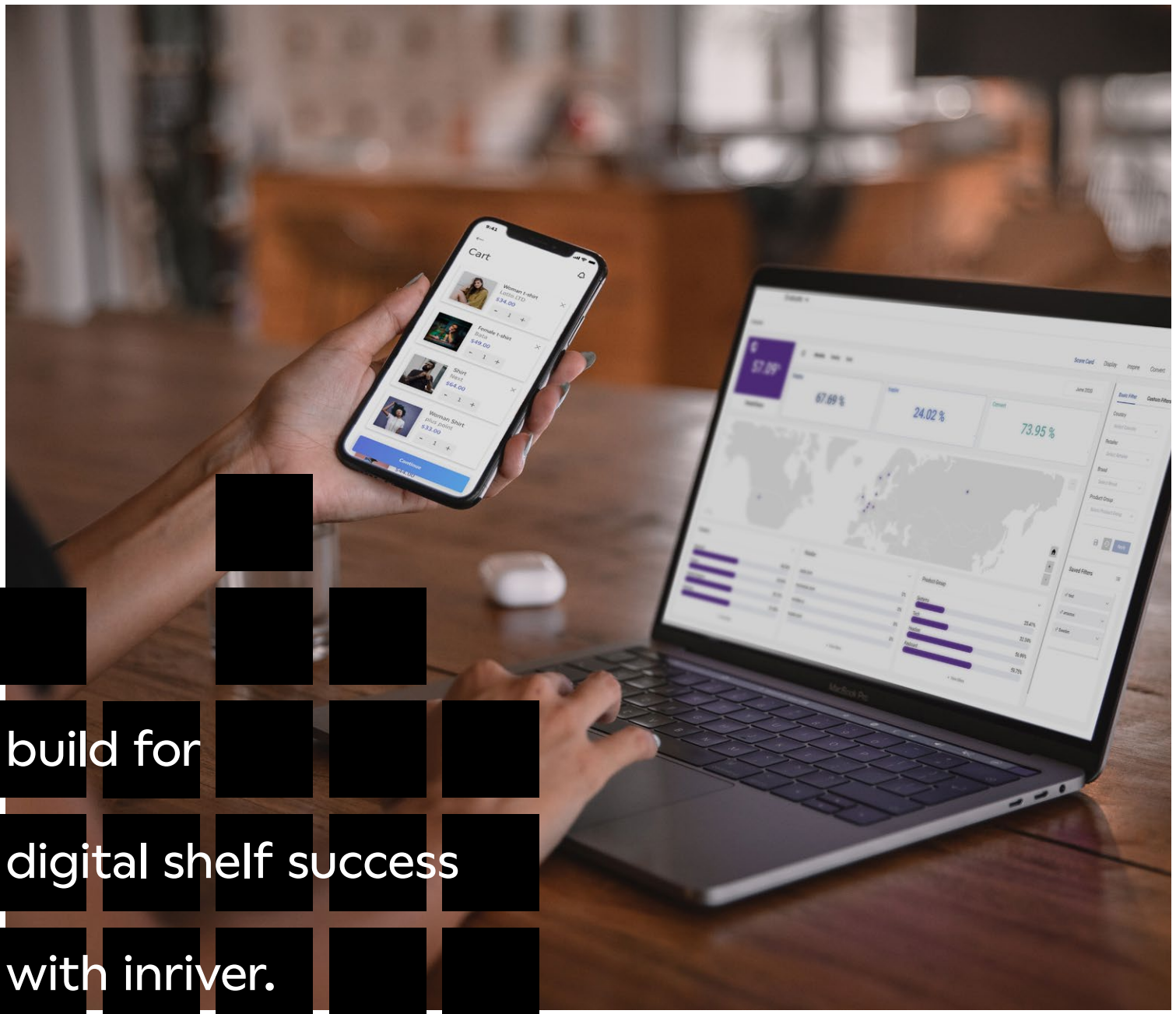
Keen to avoid the hassle of product returns? Then you should:

- Ensure all your product information is up-to-date and accurate across all your channels to grow brand recognition and avoid frustrated customers
- Use digital shelf analytics to analyze product return data and respond

in real-time to ensure revenue targets remain on track

- Streamline your returns management processes to boost efficiency and improve customer retention.

With [inriver's PIM solution](#), you get real-time insight into product return data – letting you respond immediately.



build for
digital shelf success
with inriver.

Are you looking to expand into new channels with SEO-ready product listings that will boost findability and brand awareness?

Do you need a simpler way to analyze product performance and buyer behavior?

Or maybe you want to enrich the listings across all your touchpoints with the latest eco-credentials of your products?

Whatever you need for your digital shelf, the answer is simple.

Inriver.

Inriver forms the foundation for e-commerce success, bringing compelling product stories to life at every customer touchpoint on the digital shelf and beyond. Our PIM solution sits at the core of your business ecosystem, ensuring the seamless flow of product information throughout even the most complex value chain.



our

PIM solution

offers:



A single source of truth for all product data within even the most complex value chain, ensuring accurate, reliable information at every touchpoint



Actionable insight into digital shelf buyer behavior, fueling real-time outcomes that can strengthen market share and help reach revenue targets



The ability to enrich product listings at every touchpoint (marketplace, website, social media, etc.) with accurate content from a single, centralized dashboard



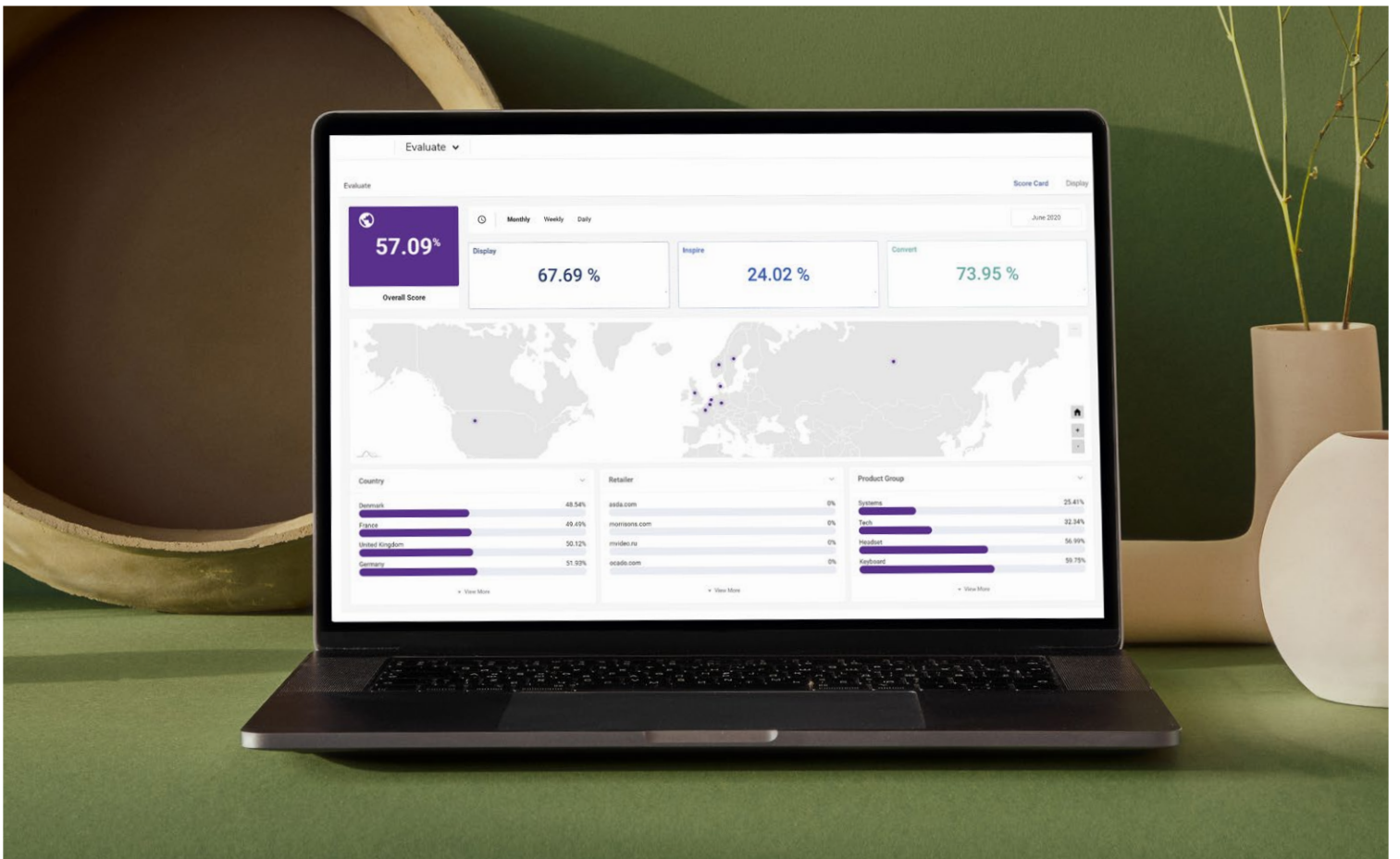
Automated processes that fuel cost-cutting efficiencies across the value chain and ensure that no touchpoint is left behind.

Want to understand the difference inriver's PIM solution could bring to your business?

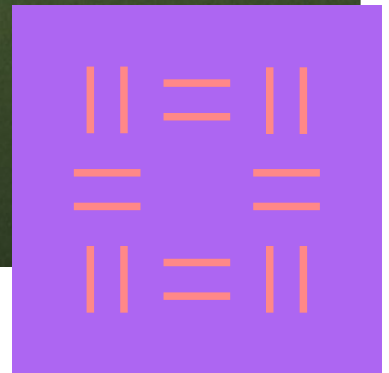
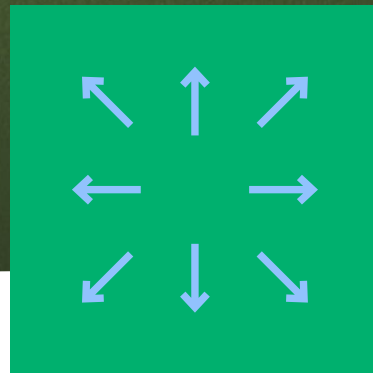
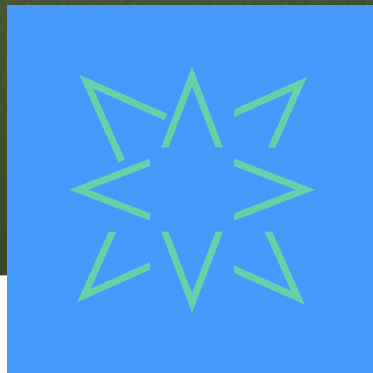
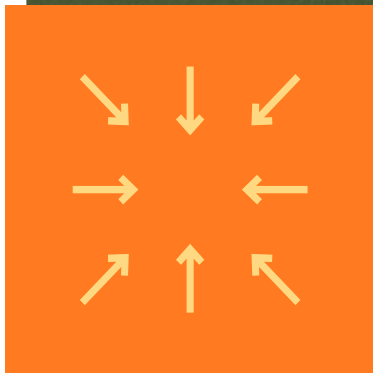
to set up a personalized demo with one of our product specialists.

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[book a demo](#)



inriver's PIM solution forms the foundation of e-commerce success, with capabilities that focus on four key areas of digital shelf growth:

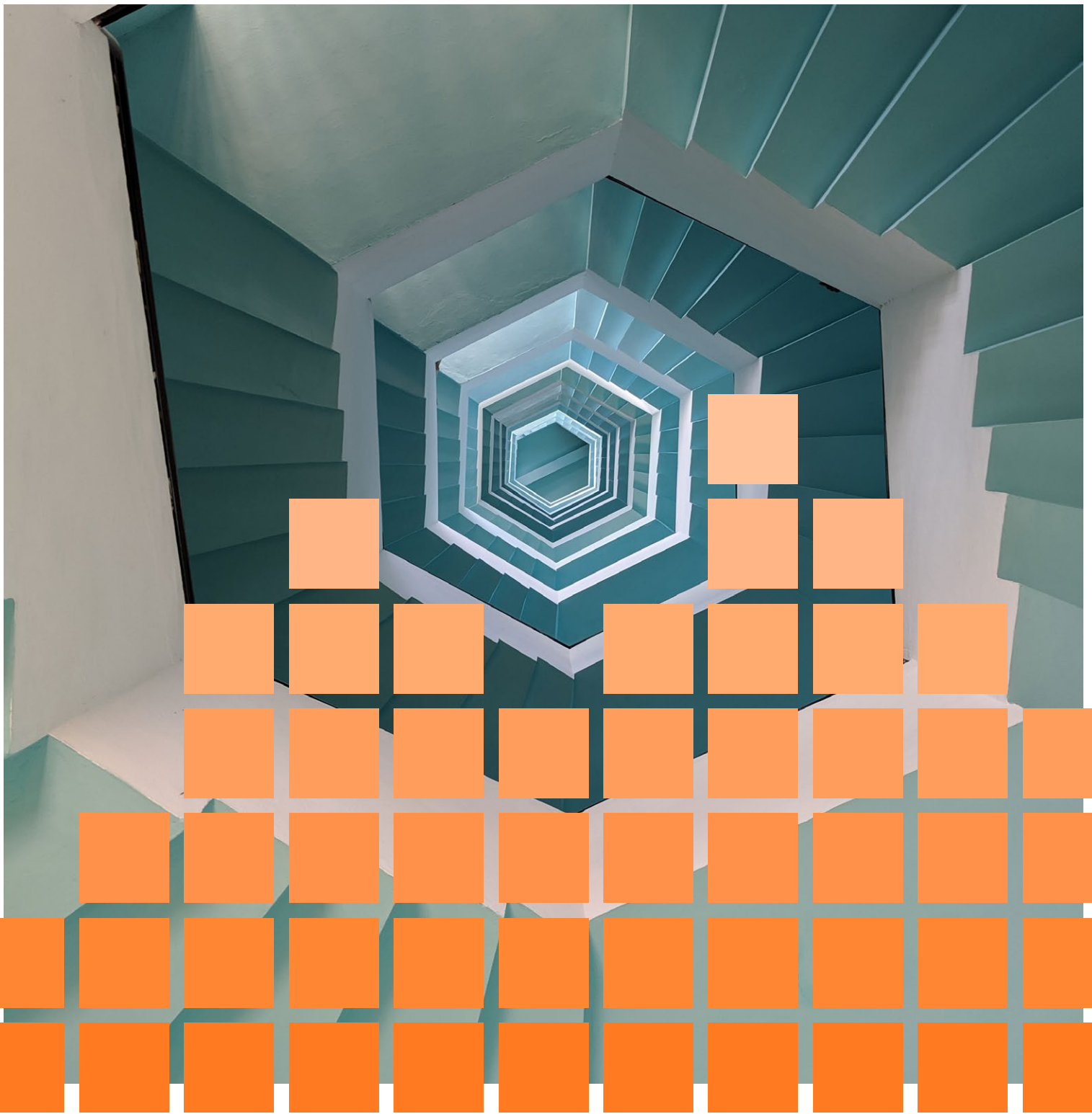


onboarding
integrate internal and external inputs quickly

creation
build stellar product stories easily

distribution
share content across digital and print channels

evaluation
identify and solve sales threats fast



Inriver empowers organizations to deliver revenue-driving product information at every touchpoint. The Digital-first PIM™ enables more than 1,500 brands and +600 customers to bring compelling product stories to life, obtain actionable guidance on what influences buying decisions,

and then quickly adapt to put insights into action. Headquartered in Malmö, Sweden, inriver has offices in Amsterdam, Chicago, Davao, London, Manila, Munich, and Stockholm. For more information, visit [inriver.com](https://www.inriver.com).