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THE STATE OF
E-Commerce Recruitment
Inlcuding a COVID-19 Update

A **Built In Resource Guide** for HR Professionals

About the Report.

Despite COVID-19 setbacks, consumer spending in the e-commerce industry is up 32 percent. While brick and mortar retail stores are struggling during the pandemic, online spending is thriving; growing more than 30 percent year over year.

As consumers opt for more efficient, convenient and safe shopping experiences, e-commerce companies must respond with technological advancements. Omni-channel experiences like online purchasing and curbside pickup keep consumers satisfied and help make up for losses from brick and mortar stores.

Companies who want to succeed during the pandemic and beyond must adapt — a feat that can't be accomplished without a strong, technical workforce.

Plus, with all e-commerce companies facing the same challenge, competition for tech talent in the industry is tougher than ever. Understanding how you fare against the competition can help you leverage your strengths in the fight for tech talent.

This report will give you direct insight into the current state of recruitment in the e-commerce industry and empower you to make important improvements to your recruitment strategy and employer brand.

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Report Methodology.

This report is based on publicly-facing first-party data from e-commerce employers across seven of our online communities. These regions include Austin, Boston, Chicago, Colorado, Los Angeles, New York City and Seattle.

Unless otherwise mentioned, salary data was obtained via our online salary tools. Third-party data was sourced from Salary.com. The salary averages on our website represent real-time data and fluctuate as new submissions are added by candidates. The data in this report reflects salary averages as of Q1 2020.

The most in-demand roles were determined by combining data across these seven major markets. The results reflect the current demand for e-commerce employees and industry competition.

Using the Data in this Report.

Great employees are the backbone of any organization. In order to innovate faster and meet the demands of your clients, you need people who are invested in the business.

The goal of this report is to help you understand the recruitment landscape within the broader e-commerce industry and how your needs and offerings compare with your competitors. Industry growth data does not represent a benchmark for individual business progress. Rather, it highlights the current and projected competition for talent between e-commerce employers.

While tech professionals in general are highly sought after, our data identifies the most competitive roles on the market, which you can leverage to create a comprehensive, long-term workforce strategy.

Recruiters are no longer selling roles; they're selling employee experiences. Use our benefits, salary and diversity data to ensure your employer offerings are on par with the competition. Failing to do so will cost you talent.

Keep in mind that the data in this report does not exist within a vacuum. Look internally to fully understand the efficacy of your recruitment efforts. Regularly measure and track key recruitment metrics including time-to-fill and employee retention rate. Furthermore, be mindful of the fact that every organization is unique; what works for other companies may not work for yours.

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Some of the Companies We Analyzed.

The data in this report comes from some of the biggest names in the e-commerce industry. Here's a look at some of the companies we included.

HARRY'S

DOORDASH

Postmates

WHO WHAT WEAR

Peapod®

RetailMeNot
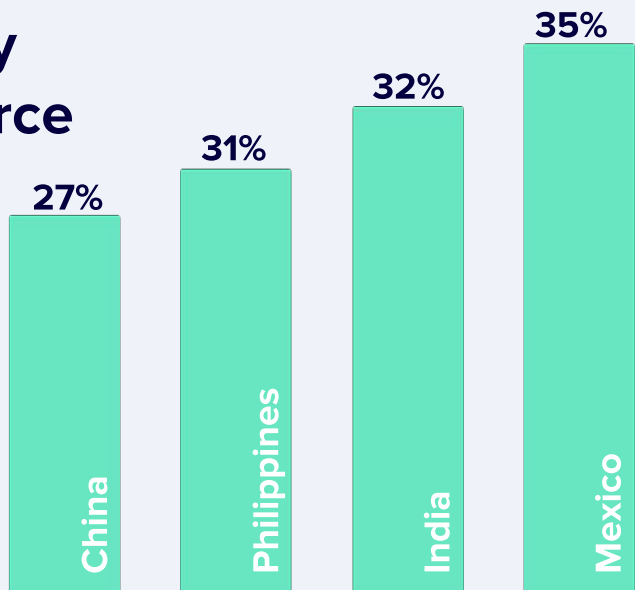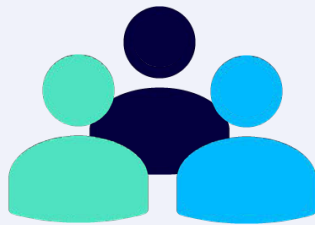
State of the E-Commerce Industry

The sudden shift to remote is pushing the e-commerce industry to digitize and grow faster. Technological advancements within the industry are better serving consumers and encouraging them to come back for more. The positive reactions to this sudden shift will push the industry to double-down on technology in the years to come.

E-commerce is growing on a global scale, and the Asia-Pacific region is leading the way with a 25 percent increase in sales in 2019. This is followed by Latin America (21.3 percent), the Middle East & Africa (21.3 percent), Central & Eastern Europe (19.4 percent), North America (14.5 percent) and lastly, Western Europe (10.2 percent).

Within each region, the fastest growing countries by sales are Mexico (35 percent), India (31.9 percent), the Philippines (31 percent) and China (27.3 percent). The countries with the most total e-commerce sales are China with $1.935B in 2019, followed by the US ($586.92M) and the UK ($141.93M).

Top Countries by Retail E-Commerce Sales Growth

27% China

31% Philippines

32% India

35% Mexico

Growth is imminent for e-commerce. The statistics on the next few pages will give you a better sense of the current state of the industry.

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Projected Growth.

2x

The B2B e-commerce industry is predicted to be double the size of the B2C e-commerce industry in 2020.

$6.5B

By 2023, global e-commerce sales are anticipated to reach $6.5 billion; double what it was in 2019.

2.1B

By 2021, 2.1 billion people are expected to make purchases online.

50%+

Shoppers are going global, with more than half of consumers making purchases from international retailers.

Workforce Trends.

The trends below indicate some of the skills companies should look for in candidates in order to stay ahead of the competition.

53.9%

It's predicted that by 2021, more than half of e-commerce sales will happen on mobile devices.

2/3

Video content is key for e-commerce companies, with two-thirds of people making purchases after watching a branded video.

70%

By 2030, it's anticipated that purchasing behaviors will trend in the direction of digital wallets over cash or cards.

65%

In 2020, it's expected that 65 percent of e-commerce companies will offer same-day delivery.

*Amazon spent about $35 billion on shipping in 2019.

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Workforce Trends.

Automation

Automation and robotics will be key factors in the growth and efficiency of e-commerce companies, from applications to warehouse and delivery services.

AI

Artificial intelligence and personalized recommendations are also essential for keeping consumers engaged and improving their overall user experience.

Voice

Voice recognition technology will continue to grow as more than a quarter of consumers have ordered something using a smart speaker.

Service

A majority of consumers (80%) expect to have digital communication with stores for the foreseeable future.

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COVID-19's Effect on Recruitment.

86%

Even in the midst of COVID-19, 86 percent of Built In's e-commerce customers are actively hiring, according to data obtained through our online communities.

84%

More than three-fourths (84 percent) of talent acquisition professionals are actively working to adapt their processes to work remotely.

12%

Only 12.14 percent of companies have not made changes to their recruitment process as a result of COVID-19.

72%

Recent surveys indicate that 72 percent of office workers want to work remotely at least two days each week following COVID-19.

2020 E-Commerce Unicorns.

"Unicorns" are privately held technology startups valued at $1 billion or more.

14 14 e-commerce companies achieved unicorn status in 2019, 6 in Q4'19 alone.

54 With the addition of 14 new e-commerce unicorns, there are 54 in total with a combined worth of $136.62 billion.

1 One e-commerce company has already reached unicorn status as of 3/1/20.

19 19 e-commerce unicorns are located in the U.S.

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Top U.S. E-Commerce Platforms by Site Traffic.

(1) **Amazon** — 2.5 billion visits/month

(2) **eBay** — 1.1 billion visits/month

(3) **Walmart** — 321 million visits/month

(4) **Etsy** — 198 million visits/month

(5) **Home Depot** — 142 million visits/month

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Most In-Demand Roles Overall

Before you double down on your recruitment efforts across the board, take a look at the three most in-demand roles in e-commerce by job title. You may not be hiring for these roles today, but odds are good you will be in the near future, so be sure to account for the high level of demand in your workforce planning efforts to get a leg up on the competition and reduce your time-to-fill.

Most In-Demand Roles in E-Commerce.

1. **Software Engineer**

2. **Account Executive**

3. **Account Manager**

#1 Software Engineer

As with all tech-driven organizations, the development team is the backbone of e-commerce. In order to launch and scale innovative new products, companies need an elite team of engineers. It comes as no surprise that the most in-demand role across the e-commerce industry is software engineers. In fact, the need for software engineers is expected to skyrocket, with the demand for blockchain and security engineers up 517 percent and 132 percent YoY, respectively.

Software engineers — commonly referred to as "developers" — are responsible for designing and developing software programs, which can range from custom applications to entire systems. The title "software engineer" is widely used by employers. As a result, actual job responsibilities for software engineers can vary across companies. They typically have formalized training and a degree in engineering, and in some countries it's legally required.

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#2 Account Executive

With multiple billion-dollar valuations, account executives (AEs) are a logical second for most in-demand e-commerce role. Every round of funding closed leads to more aggressive growth goals. Investors expect impressive ROI from unicorns and leading startups, and in order to reach revenue benchmarks, e-commerce companies need more account executives to support the business.

An account executive (AE) is traditionally the second stage in the sales funnel. After a sales development representative (SDR) qualifies and preps a lead, the AE is tasked with closing the deal. Account executives are responsible for securing new business and have quotas (annual and quarterly) to monitor their performance.

#3 Account Manager

As account executives attract more customers in the e-commerce industry, the need for account managers to manage these relationships and keep business growth steady is vital. Bringing in new business means nothing if you can't keep customers around for the long run.

Not to be confused with account executives, who are tasked with acquiring new business, account managers are responsible for maintaining relationships with clients throughout the customer lifecycle. An account manager's ultimate goal is to renew customer contracts as well as upsell them with additional products and services.

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Most In-Demand Job Functions

Teams at young companies are often required to wear multiple hats. As a result, job titles are subject to interpretation despite referring to the same function — the skill sets, experience and expertise needed to perform the role. To shed additional light on the most in-demand roles in e-commerce, we also analyzed the top job functions to help you more accurately tailor descriptions to job titles and better understand the most sought-after professionals.

Please note, operations ranked third as the most in-demand job function. However, due to the extreme variance in job titles, the data was inconclusive. As a result, data and analytics is represented in this report as the third most in-demand job function.

Most In-Demand Job Functions in E-Commerce.

1 Software Development & Engineering

2 Sales

3 Data & Analytics

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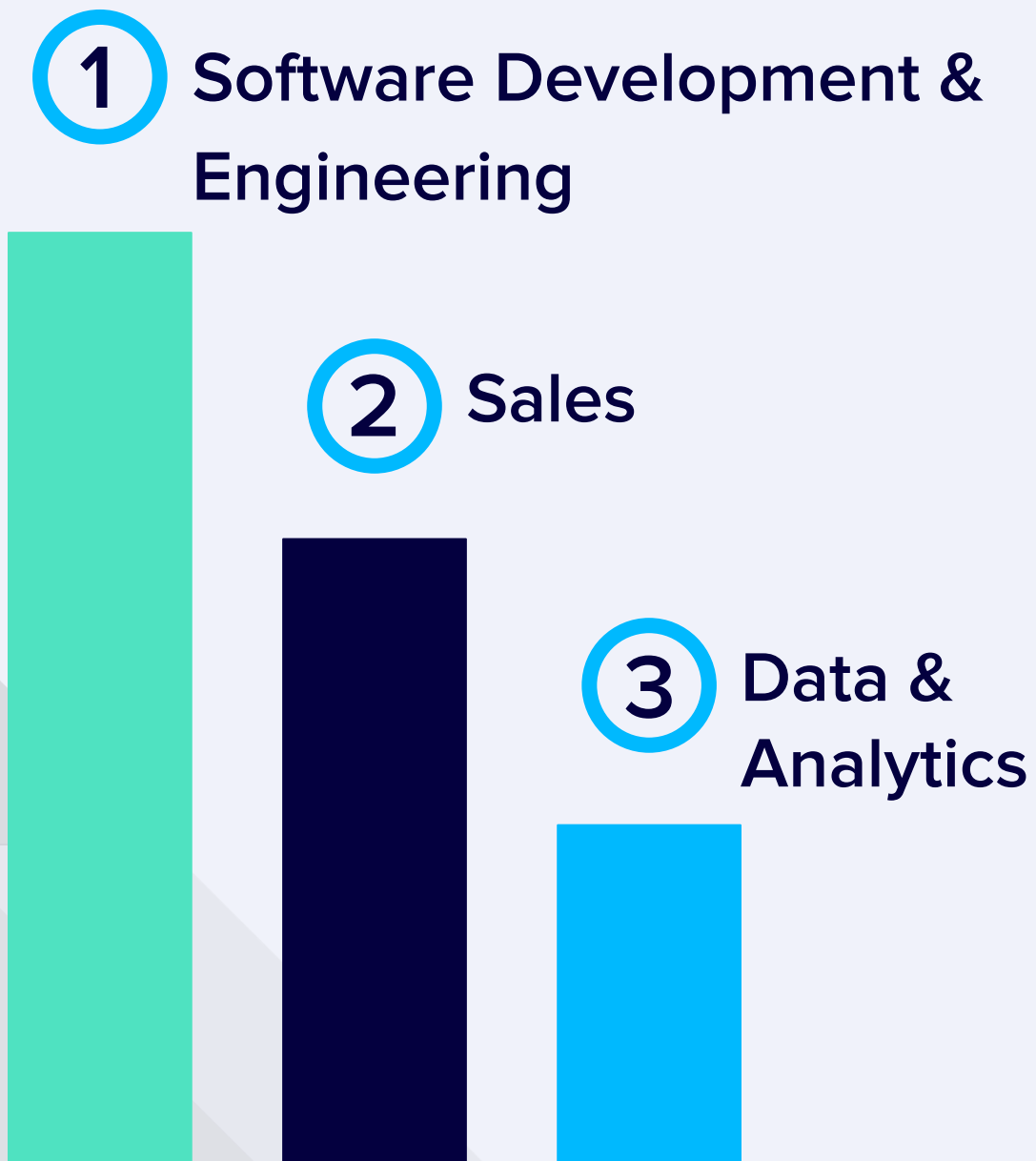
Most In-Demand Roles by Job Function

The most sought-after job functions are integral to the success, evolution and longevity of an e-commerce company. Each team and department fulfills a particular business need by performing a unique job function. With that in mind, we analyzed the most in-demand roles by job function. Leverage this data to understand who your competitors are looking for and what purpose each role serves.

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Development & Engineering.

1. Software Engineer

As mentioned in a previous section, software engineers are responsible for designing and developing software programs. They typically oversee the entire development process and work alongside a team of engineers. Additionally, software engineers have formal training and an engineering degree.

2. Full-Stack Engineer

A full-stack engineer is a type of software engineer that works on both the front and back ends of a website or application. They work with the full "stack" — the technologies and sub-modules needed to make a complete software solution — which can refer to a mobile stack, web stack or native application stack.

3. Front-End Engineer

Front-end engineers create the visual components of a website, app or software system. They employ UX/UI best practices to ensure the aesthetics and functionality meet user needs. Front-end engineers have specialized coding knowledge, particularly in HTML, CSS and Javascript.

4. Mobile Engineer

Mobile engineers develop software applications for mobile devices. They're responsible for maintaining the application's functionality and regularly releasing improved versions. The chart shows a breakdown of the mobile engineering roles we analyzed in this report.

Unspecified
17.4%

Android
43.5%

iOS
39.1%

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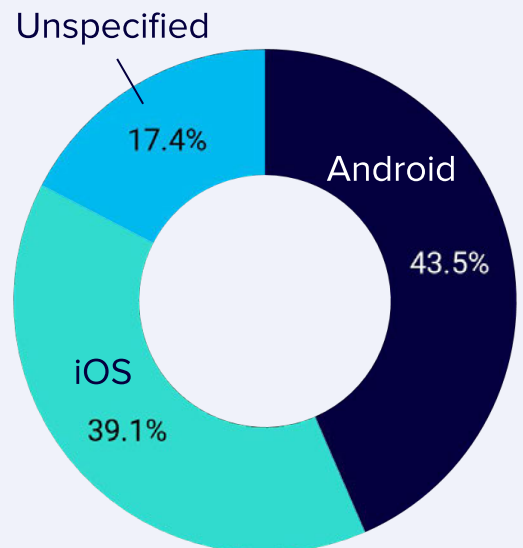
Development & Engineering.

5. Security Engineer

Aptly named, a security engineer is tasked with building and maintaining a network's security system. For e-commerce companies facilitating thousands of online transactions a day, this role is paramount. The larger your customer base becomes, the more data — personal and financial information — you have to safely store and protect against malware, cybersecurity attacks and system failures.

6. DevOps Engineer*

DevOps is a relatively new but important role. A DevOps engineer bridges the gap between development strategy and operational procedures to build, test and deploy software. DevOps engineers must have knowledge of the programming languages and applications used by both the development and ops teams.

6. Site Reliability Engineer*

In short, a site reliability engineer is responsible for making websites more reliable. Their primary objectives are to mitigate long load times, prevent crashes and improve scalability. They're responsible for implementing automations and enacting emergency response plans when things go awry.

*DevOps Engineer and Site Reliability Engineer tied for the sixth most in-demand role within the development and engineering function.

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Sales.

1. Account Executive

An account executive is responsible for sourcing prospective customers, working existing sales leads and closing deals. Account executives secure new business and have quotas (annual and quarterly) to monitor their performance.

2. Account Manager

Continuing down the sales funnel, account managers (AM) are tasked with maintaining the relationship with existing clients. After the account executive closes the deal, an AM is responsible for renewing — and ideally upselling — a client's contract.

3. Sales Development Representative

A sales development representative (SDR) — sometimes referred to business development representative (BDR) — is the gateway to the sales funnel and is responsible for qualifying leads that get passed onto other members of the sales team. An SDR researches prospects and educates them about the company's offerings.

Data & Analytics.

1. Data Engineer

Data engineers create the information systems that aggregate and store an organization's data. Within these infrastructures, they implement processes that clean and transform data into organized databases that can then be passed onto data analysts and scientists.

2. Data Scientist

A data scientist is tasked with deriving meaning from a given data set. The work data scientists produce is used to improve procedures, adjust spend or more effectively target niche demographics.

3. Data Analyst

As the name implies, a data analyst is responsible for analyzing data and translating the results into non-technical language that can be easily understood by various members of the team. Data analysts must first collect the data, then eliminate "dirty data," or inaccurate figures.

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Salary Breakdown

Salary is the first line of defense when competing for talent, regardless of industry. If your compensation offer is too low, a candidate will look elsewhere. For highly sought-after roles we've discussed in this report, qualified individuals know their worth and quickly find alternative employment.

To help you gauge the competitiveness of your compensation packages, we analyzed salary data for the most in-demand roles by function nationally and across seven major markets. An asterisk (*) indicates third-party data.

National Salary Breakdown: Development & Engineering

Job Title	Nat'l Average
Software Engineer	$118,027
Full-Stack Engineer	$104,324*
Front-End Engineer	$98,089
Mobile Engineer	$111,444†
Security Engineer	$120,906
DevOps Engineer	$119,835
Site Reliability Engineer	$133,357

†*Average mobile engineer salary was determined by averaging those of iOS and Android engineers.*

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National Salary Breakdown: Sales

Job Title	Nat'l Average
Account Executive	Base: $75,484 Total: $138,716
Account Manager	Base: $69,821 Total: $96,415
Sales Development Representative	Base: $50,591 Total: $71,493

Total salary accounts for bonuses and commission checks.

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National Salary Breakdown:
Data & Analytics

Job Title	Nat'l Average
Data Engineer	$116,459
Data Scientist	$120,576
Data Analyst	$75,530

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Austin

Austin Salary Breakdown: Development & Engineering

Job Title	Average Salary
Software Engineer	$114,158
Full-Stack Engineer	$94,516*
Front-End Engineer	$98,286
Mobile Engineer	$107,575†
Security Engineer	$139,200
DevOps Engineer	$111,671
Site Reliability Engineer	$135,000

†*Average mobile engineer salary was determined by averaging those of iOS and Android engineers.*

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Austin Salary Breakdown: Sales

Job Title	Average Salary
Account Executive	Base: $71,204 Total: $132,338
Account Manager	Base: $70,371 Total: $101,003
Sales Development Representative	Base: $47,034 Total: $67,917

Total salary accounts for bonuses and commission checks.

Austin Salary Breakdown:
Data & Analytics

Job Title	Average Salary
Data Engineer	$102,927
Data Scientist	$112,517
Data Analyst	$70,887

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Boston

Boston Salary Breakdown:
Development & Engineering

Job Title	Average Salary
Software Engineer	$112,704
Full-Stack Engineer	$108,470[*]
Front-End Engineer	$101,690
Mobile Engineer	$114,189[†]
Security Engineer	$121,067
DevOps Engineer	$122,309
Site Reliability Engineer	$133,000

[†]*Average mobile engineer salary was determined by averaging those of iOS and Android engineers.*

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Boston Salary Breakdown: Sales

Job Title	Average Salary
Account Executive	Base: $72,723 Total: $132,268
Account Manager	Base: $68,250 Total: $96,670
Sales Development Representative	Base: $48,432 Total: $64,614

Total salary accounts for bonuses and commission checks.

Boston Salary Breakdown:
Data & Analytics

Job Title	Average Salary
Data Engineer	$114,150
Data Scientist	$125,103
Data Analyst	$73,711

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Chicago

Chicago Salary Breakdown:
Development & Engineering

Job Title	Average Salary
Software Engineer	$109,672
Full-Stack Engineer	$101,868*
Front-End Engineer	$95,958
Mobile Engineer	$100,733†
Security Engineer	$109,214
DevOps Engineer	$117,908
Site Reliability Engineer	$132,000

†Average mobile engineer salary was determined by averaging those of iOS and Android engineers.

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Chicago Salary Breakdown: Sales

Job Title	Average Salary
Account Executive	Base: $69,529 Total: $128,798
Account Manager	Base: $69,738 Total: $92,315
Sales Development Representative	Base: $45,848 Total: $64,471

Total salary accounts for bonuses and commission checks.

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Chicago Salary Breakdown: Data & Analytics

Job Title	Average Salary
Data Engineer	$121,098
Data Scientist	$111,602
Data Analyst	$69,000

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Colorado

Colorado Salary Breakdown:
Development & Engineering

Job Title	Average Salary
Software Engineer	$106,396
Full-Stack Engineer	$95,814[*]
Front-End Engineer	$82,532
Mobile Engineer	$95,736[†]
Security Engineer	$101,353
DevOps Engineer	$107,548
Site Reliability Engineer	$133,000

[†]*Average mobile engineer salary was determined by averaging those of iOS and Android engineers.*

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Colorado Salary Breakdown: Sales

Job Title	Average Salary
Account Executive	Base: $69,514 Total: $121,038
Account Manager	Base: $60,354 Total: $88,868
Sales Development Representative	Base: $46,853 Total: $63,628

Total salary accounts for bonuses and commission checks.

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Colorado Salary Breakdown: Data & Analytics

Job Title	Average Salary
Data Engineer	$101,446
Data Scientist	$108,107
Data Analyst	$67,563

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Los Angeles

Los Angeles Salary Breakdown: Development & Engineering

Job Title	Average Salary
Software Engineer	$127,739
Full-Stack Engineer	$108,182*
Front-End Engineer	$98,225
Mobile Engineer	$126,354†
Security Engineer	$115,711
DevOps Engineer	$121,040
Site Reliability Engineer	$136,000

†*Average mobile engineer salary was determined by averaging those of iOS and Android engineers.*

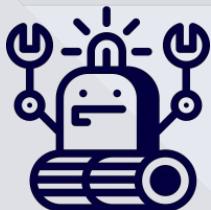built in

Los Angeles Salary Breakdown: Sales

Job Title	Average Salary
Account Executive	Base: $76,873 Total: $148,409
Account Manager	Base: $74,852 Total: $101,483
Sales Development Representative	Base: $63,220 Total: $95,845

Total salary accounts for bonuses and commission checks.

Los Angeles Salary Breakdown: Data & Analytics

Job Title	Average Salary
Data Engineer	$124,954
Data Scientist	$131,667
Data Analyst	$83,795

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New York City

New York City Salary Breakdown: Development & Engineering

Job Title	Average Salary
Software Engineer	$127,407
Full-Stack Engineer	$116,283*
Front-End Engineer	$112,683
Mobile Engineer	$128,061†
Security Engineer	$135,044
DevOps Engineer	$137,683
Site Reliability Engineer	$122,500

†*Average mobile engineer salary was determined by averaging those of iOS and Android engineers.*

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New York City Salary Breakdown: Sales

Job Title	Average Salary
Account Executive	Base: $84,599 Total: $152,685
Account Manager	Base: $76,119 Total: $103,063
Sales Development Representative	Base: $51,916 Total: $71,885

Total salary accounts for bonuses and commission checks.

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New York City Salary Breakdown: Data & Analytics

Job Title	Average Salary
Data Engineer	$124,169
Data Scientist	$132,091
Data Analyst	$80,772

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Seattle

Seattle Salary Breakdown: Development & Engineering

Job Title	Average Salary
Software Engineer	$128,115
Full-Stack Engineer	$105,136[*]
Front-End Engineer	$97,250
Mobile Engineer	$107,459[†]
Security Engineer	$124,752
DevOps Engineer	$120,683
Site Reliability Engineer	$142,000

[†]*Average mobile engineer salary was determined by averaging those of iOS and Android engineers.*

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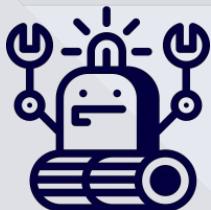
Seattle Salary Breakdown: Sales

Job Title	Average Salary
Account Executive	Base: $83,943 Total: $155,476
Account Manager	Base: $69,065 Total: $91,503
Sales Development Representative	Base: $50,833 Total: $72,088

Total salary accounts for bonuses and commission checks.

Seattle Salary Breakdown:
Data & Analytics

Job Title	Average Salary
Data Engineer	$126,468
Data Scientist	$122,942
Data Analyst	$82,981

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Get Seattle-specific salary data segmented by company size, gender and years of experience with our free salary tool.

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Top Benefits Offered

In addition to a competitive salary, candidates expect a thorough benefits package that prioritizes individuality and work-life-balance — especially at tech companies known for their progressive cultures.

With that in mind, we cross-referenced the five most in-demand benefits as identified in our 2020 Benefits Report against the current state of the e-commerce industry to see how many e-commerce companies are meeting this demand. Failing to provide these benefits will cost you top talent; 63 percent of job seekers say they look for perks and benefits when evaluating job posts.

The following data is shared as a percentage of the total e-commerce employers across seven of our online communities that currently offer the top five most popular employee perks and benefits as measured by user search behavior. None of the e-commerce companies we analyzed are currently offering all five, while just over five percent of companies are not offering any of the top benefits.

1. 401(k) Match

Employee 401(k) matching is offered by 47 percent of e-commerce companies. Nationwide and across the technology sector, this is the fourth most desirable employee benefit. It is distinctly different from simply offering a 401(k) or comparable retirement plan, which is no longer seen as a perk but an expectation. Rapidly scaling e-commerce companies that can afford to invest in their employees' future should consider offering a matching policy to attract and retain top talent as the competition continues to heat up.

2. Unlimited PTO

The most sought-after perk by U.S. candidates across the tech industry is an **unlimited vacation policy and 45 percent of e-commerce employers live up to this desire,** which is the most sought-after perk by U.S. candidates across the tech industry. In lieu of a standard two-week PTO policy, candidates expect the freedom to balance their work schedule with life outside of the office. Job postings including the term "unlimited vacation" have increased by 178 percent since May 2015, with tech-related listings six to eight times more likely to offer this benefit.

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3. Pet-Friendly Office

Among U.S. tech candidates, a pet-friendly office is the second most desirable benefit, which is likely why **32 percent of e-commerce companies include in-office pets in their employee packages.** While not every company will be able or want to offer this benefit, it remains a benefit of growing popularity to watch in 2020.

4. Remote Work

Ranking third among the top five most in-demand perks is remote work, and **26 percent of e-commerce companies include remote opportunities within their benefits package.** With the gig economy booming — 36 percent of U.S. employees are involved in gig work — it should come as no surprise that employees want the flexibility to complete tasks from the comfort of their own home. A remote work policy can save you money in the long run: in addition to cutting overhead costs, 28 percent of employees are willing to take a pay cut for the opportunity to work remotely.

5. Tuition Reimbursement

The cost of tuition continues to climb and candidates are looking to employers for financial assistance. That's why **25 percent of organizations in the e-commerce industry are currently offering employees tuition reimbursement benefits.** Candidates have invested heavily in their education already, and they expect employers to support their continued learning and professional development. As tuition rates increase, e-commerce companies will do well to keep this benefit in mind.

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State of Diversity, Equity and Inclusion in E-Commerce

Promoting diversity, equity and inclusion (DEI) initiatives can help attract elite candidates, cultivate a positive company culture and lead to a number of business benefits. Over half of prospective employees (67 percent) seek out diverse companies, so we analyzed the e-commerce companies within our online communities to determine the current state of DEI in the industry.

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Diversity, equity and inclusion has gained national attention as employers and employees alike place more emphasis on its importance in the workplace. Nevertheless, we have a long way to go in creating equal and unbiased opportunities for individuals of all genders, ages, race and sexual orientation.

42%

Only 42 percent of e-commerce companies list DEI efforts among their offerings and policies.

These are the organizations that identify as proactively working to improve DEI. Of these companies, even fewer have specific plans in place, as detailed below.

Of the e-commerce companies we analyzed, the following DEI efforts are offered:

Dedicated Staff

It's one thing to say you welcome and support diverse individuals; it's another thing to actually do it — **21 percent of these e-commerce organizations** have a team of employees and leaders dedicated to promoting DEI initiatives in the workplace. To continue to scale without sacrificing your culture, consider implementing a DEI committee.

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Bias Training

Unconscious bias plagues every aspect of our lives, particularly in the workplace. Perhaps the most notable casualty of workplace biases is the interview process: one-quarter of interviewers make decisions about candidates within the first five minutes, and resumes with African American-sounding names are 50 percent less likely to even make it to an interview. Fortunately, 18 percent of e-commerce employers that partake in DEI efforts offer bias training to employees.

Documented D&I Policy

Similarly, putting pen to paper regarding your diversity and inclusion initiatives as a whole is more meaningful than stating your intentions. An idea or goal without an accountability plan is only 10 percent likely to be accomplished, compared to a 95 percent success rate when a strategy is established. Simply put, those with a formal plan in place are more likely to uphold their diversity and inclusion objectives. Of the e-commerce companies that are actively working to improve DEI, 13 percent have a documented diversity and inclusion policy.
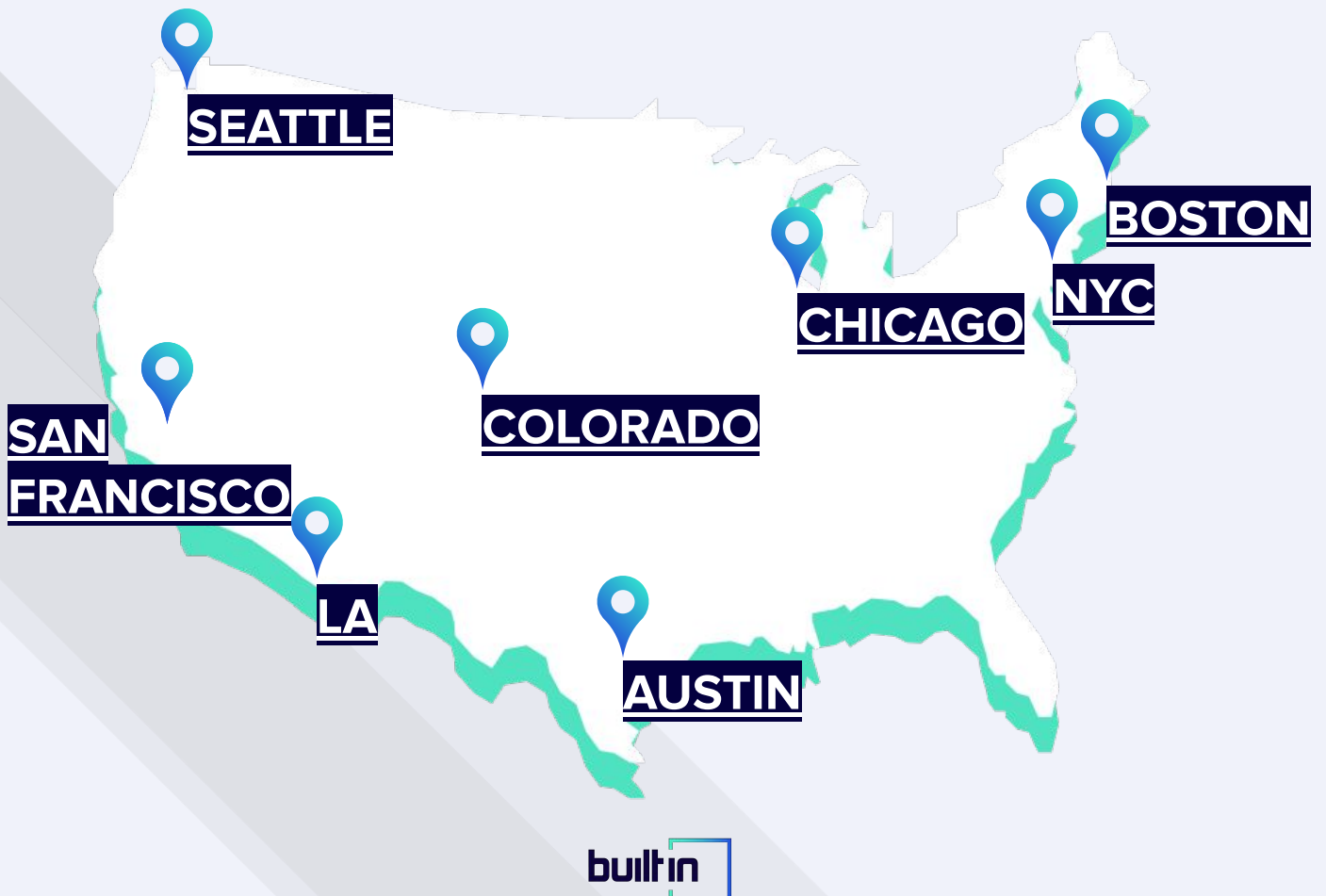
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Documented Equal Pay Policy

To ensure a lower average pay gap, 11 percent of e-commerce companies have a documented equal pay policy in place. This not only promotes the practice of fairly compensating employees of equal skill and qualifications within the same role, but mandates it. Employees are likely to feel more supported and respected if there is a policy in place to hold leaders accountable.

Average Pay Gap Below 10%

Gender inequality has long been a problem in the workplace, and it's anticipated to take 257 years to effectively close the pay gap. The average pay gap is the difference between the average male and female wages within a given workplace, reported as a percentage. Currently, 10 percent of e-commerce companies boast an average pay gap of less than 10 percent, a testament to their DEI efforts. As the demand for equal pay and equal opportunities continues to surmount, e-commerce companies should make a concerted effort to close the gap within their own organizations.

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THE COMPETITION IS FIERCE. DON'T FALL BEHIND.

The landscape of e-commerce is changing rapidly. Stay informed to keep up. Built In reports on e-commerce **industry trends**, **events** and **game-changing companies** revolutionizing the space in eight major cities. Click on the links below to learn more about the e-commerce industry in your city and check out our national guide to e-commerce.

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BOSTON

CHICAGO

NYC

SAN FRANCISCO

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LA

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GREAT COMPANIES NEED GREAT PEOPLE.

THAT'S WHERE WE COME IN.

Built In is a network of eight online communities connecting startups and technology companies with passionate tech professionals. We help you build your employer brand through content and events, promote your culture and hire the right candidate for every position. Learn more.

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Select a market to get started

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