

# The ABCs of Commerce

A brief overview of the different types that exist

## COMMERCE

Commerce is the exchange of buying and selling of goods or services. There are many different types of commerce that vary based on the participants involved, the technologies leveraged and the business models employed.

Commerce business models vary based on the participants involved:

### B2C

Business-to-Consumer

### B2B

Business-to-Business

### DTC or D2C

Direct-to-Consumer

## TRADITIONAL COMMERCE

This refers to the forms of trade that occur through physical in-person transactions.

## E-COMMERCE

Electronic commerce or e-commerce involves conducting commercial transactions online.

## TYPES OF E-COMMERCE

### Types of e-commerce

### Definition

### Example

#### Conversational Commerce

The use of chat or messaging apps to make transactions, often using chatbots

A business communicating with a customer on WhatsApp

#### m-commerce Mobile Commerce

Transactions made through mobile devices

Mobile shopping, mobile banking and digital wallets

#### Social Commerce

The buying & selling of goods and services directly through social media platforms

Social media platforms like Instagram, TikTok, Facebook, etc.

#### Subscription Commerce

A recurring charge for regular delivery of products or access to a service

Streaming services like Netflix or subscription boxes like Dollar Shave Club

#### t-commerce TV Commerce

Shopping conducted directly through a TV set without having to leave the screen

Typically via smart TVs, interactive ads or connected devices

#### Voice Commerce

The use of voice commands through smart devices to search or transact

Amazon Alexa. Google Assistant, Siri, etc.

### Social commerce includes...

#### In-app shops

TikTok shop, Instagram shopping, Facebook Marketplace, etc.

#### Live commerce

Selling through livestreams on Instagram, TikTok, etc.

#### Shoppable posts

Platforms like Instagram, Pinterest, etc. allow brands to tag products making them instantly purchasable

Interested in more?

Download our report, [Unwrapping the Holidays](#), for insights on holiday retail commerce sales, trends and more.

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