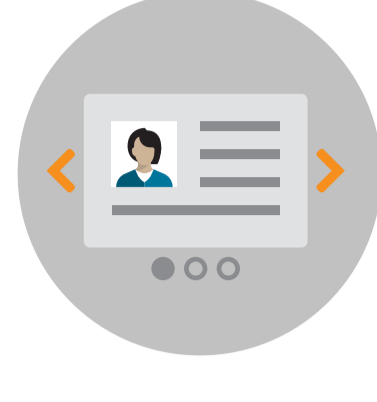


# 6 Characteristics of a Compelling Commerce Environment

The only thing *not* changing in ecommerce is its steady growth in sales and impact on performance across all channels. The right **adaptive, intelligent commerce solution** can optimize performance and ultimately be your most intelligent associate, 24 hours a day, 7 days a week, anywhere in the world.

## 1. Continuously Learns More About Its Customers:



Your ecommerce platform should possess a single view of customer and learn more about them with every interaction, just like your best associates.

## 2. Is Fast and Responsive:

At this stage of the game, edge caching is essential to site performance and managing customer expectations.



**77%** of consumers say a fast, responsive website is important<sup>1</sup>

## 3. Helps Customers Navigate and Discover New Things:



Placing the most appropriate product and pricing in front of a customer at the right time not only delivers a good CX, but it can also have a positive impact on a retailer's ability to upsell.

**85%** of consumers find a personalized experience appealing<sup>2</sup>

## 4. Iterates and Constantly Tests What Will Resonate:

A sound and easy A/B testing environment enables retailers to experiment with UX variables to determine which results in more conversions, bigger baskets and fewer abandoned carts.



## 5. Takes Data Security Seriously:



CIOs are embracing cloud computing to establish technology safeguards, reduce risk, and tap into heightened data security and privacy.

## 6. Brings the Customer Journey Full Circle:

To be relevant and helpful throughout a shopping journey—no matter how circuitous or meandering—commerce must be seamlessly integrated to store, order management, and customer engagement solutions.



### 5 BENEFITS OF THE MODERN ECOMMERCE PLATFORM

1

WELL-EXECUTED OMNICHANNEL PROGRAMS CAN REDUCE COST OF SALES BY 15-20%

2

ADAPTABLE, INTUITIVE, KNOWLEDGEABLE—WHAT DEFINES YOUR BEST RETAIL SALES ASSOCIATES SHOULD BE REFLECTED IN YOUR ECOMMERCE PLATFORM

3

RETAILERS AMP UP THE POWER OF COMMERCE WITH ARTIFICIAL INTELLIGENCE, REAL-TIME ANALYTICS, AND EMERGING SOURCES OF DATA

4

SAAS PLATFORMS DELIVER 5-8 DROPS OF CODE EVERY YEAR

5

BY BUILDING AN ENVIRONMENT SUITED TO CHANGE, RETAILERS ENABLE MERCHANDISING AND PERFORMANCE EXCELLENCE ACROSS ALL CHANNELS



With over 5,000 customers worldwide, Oracle is empowering commerce around the globe. Learn how **Oracle Commerce Cloud** ignites business innovation and rapid growth for today's modern omnichannel retailer.

[DOWNLOAD THE FREE GUIDEBOOK: YOUR MOST INTELLIGENT ASSOCIATE—ECOMMERCE IN MODERN RETAIL](#)

1. Oracle Retail 4D Study  
2. Oracle Retail Loyalty Divide Study