Boost Sales, Engage Customers and Transform the Customer Experience
Commerce & Marketing have always had a relationship of co-existence.

Both work towards the same ultimate objectives – increasing sales and boosting the bottom line – and they share many of the same metrics. They each hold information that’s extremely valuable to the other. But sharing data between the two hasn’t always been easy, despite the strong business benefits of a more joined-up approach.

In Commerce, you are laser focused on revenue, customer loyalty, conversion rates and average order values. All of which can be improved using the customer data provided by your colleagues in Marketing.

It’s not just Commerce that suffers because of this disconnect. Customers suffer too, with:

- Inconsistent communication
- Frustrating cross-channel experiences
- Impersonal interactions
- Slow or no responses to unpredictable behaviours—like cart abandonment

But it doesn’t have to be this way. Bring Commerce and Marketing together, with a single, unified solution, and each team can share their mutually valuable information in real-time—and reap very real and measurable benefits.
True Personalized Experiences, and More Conversions

96% of consumers say they receive mistargeted messages or promotions.

Providing personalized, consistent cross-channel customer experiences is integral to commerce today.

If you can treat your customers like individuals, consistently recognizing them and their preferences, you improve the likelihood of them buying from you and remaining loyal.

53% of customers are more likely to buy a product or service due to personalized digital communications.

With rich customer data from Marketing—including responses to past campaigns—Commerce can build more comprehensive customer profiles, and gain a deeper understanding of customer behaviour. Even better, they can drive sales through highly targeted promotions, and tailor the online experience to the customer’s preference.

For example: Ted arrives on your website to browse some products. Thanks to marketing’s info, you know that Ted has recently responded positively to a campaign concerning designer footwear. So, as soon as he arrives, your site shows him advertisements for a classic brand of boots.

Ted buys a pair. Not only do you have a sale, you’ve the ability to instantly pass this information onto Marketing—who can send him further offers, and ultimately bring him right back to the site.

61% of customers feel more positive about a brand when marketing is personalized.
The Four Rewards of United Commerce and Marketing

2.
Timely Customer Interactions —When it Counts, Not When It’s Too Late

In Commerce, timeliness is essential. You need to be able to react quickly to market trends and customer behaviours, delivering the right responses, at the right time, and creating the kind of tailored, brand-consistent interactions that extend sales, increase order values, and prevent customers from turning to the competition.

Deep integration between your Commerce and Marketing platforms can make achieving this timeliness much easier, supporting the real-time exchange of information between the two departments:

+ You can empower Marketing to follow up on sales and cart abandonments—catching the customer with offers for related products, or special discounts, at the optimal moment to bring them back to their carts or close a deal
+ You get the Marketing data you need to activate relevant, real-time display campaigns for non-converters or return visitors

Let’s go back to our friend Ted. What if he had added those boots you wanted him to buy to his cart, but had started to change his mind before checking out. Ted thinks maybe there’s a cheaper deal out there so leaves your site to check out his options.

Normally, alerting marketing to this could take up to 24 hours, but with an integrated solution the transfer of information is instant.

Ted’s in the process of browsing a competitor’s website when his phone pings. It’s an email, from you, offering free shipping if he orders within the next four hours. Ted happily returns to his shopping cart and completes his order.
Today’s customers demand flexibility, and expect to interact with your brand across a number of devices and channels. The challenge isn’t just to provide them with a great customer experience—it’s to give them a seamless experience; however they choose to engage with your brand.

+ 42% of customers are always addressable, accessing information across multiple devices, from multiple locations, many times per day.
  – Forrester

+ 89% of Marketing leaders view a consistent, strong customer experience across channels as the centerpiece of their competitive differentiation.
  – Gartner

+ Customers are 72% more likely to purchase additional products if they receive a cross-channel experience.
  – MediaPost

When your marketing campaigns and transactional emails are delivered with the same tone and the same branding, no matter how customers interact with you, it’s one voice that’s talking back to them. Once again, integrating your Commerce and Marketing platforms can help, letting Marketing take care of creating your transaction communications, and stamping them with your brand.
Simple Scaling as You Grow

Unite Commerce and Marketing in the right way, and you’ll have a platform that scales simply and seamlessly as your organization grows.

Try to integrate disparate systems in a piecemeal fashion—with middleware making the connection—and scaling can be a slow, expensive and problematic process. Choose two systems designed for integration, however, and scaling can be effortless, with both departments moving forward as one.

The Four Rewards of United Commerce and Marketing

Next Steps

Uniting Commerce and Marketing has huge benefits for both departments, and your organization as whole—helping you drive more customers to your site, keeping them there longer, converting more, and ultimately driving greater revenue.

Ready to unite and conquer? Find out more, click here.