

Modern Digital Commerce

10 PLAYS YOU MUST LEARN TO GET IN, STAY IN, AND WIN BIG

Win the digital commerce game with these top 10 digital platform plays.

PLAY 1 MAKE AN EPIC FIRST IMPRESSION

9 sec

time spent by shoppers before abandoning their shopping or engaging further.¹



PLAY 2 FIX USABILITY ISSUES FAST

67%

of consumers cite bad experiences as reason for churn.²

PLAY 3 DEVELOP USER EXPERIENCES THAT GROW AVERAGE ORDER VALUE

86%

of buyers will pay more for a better customer experience but only **1% of customers** feel vendors consistently meet their expectations.³



PLAY 4 PERSONALIZE THE SHOPPING EXPERIENCE

74%

of marketers say targeted personalization increases engagement.

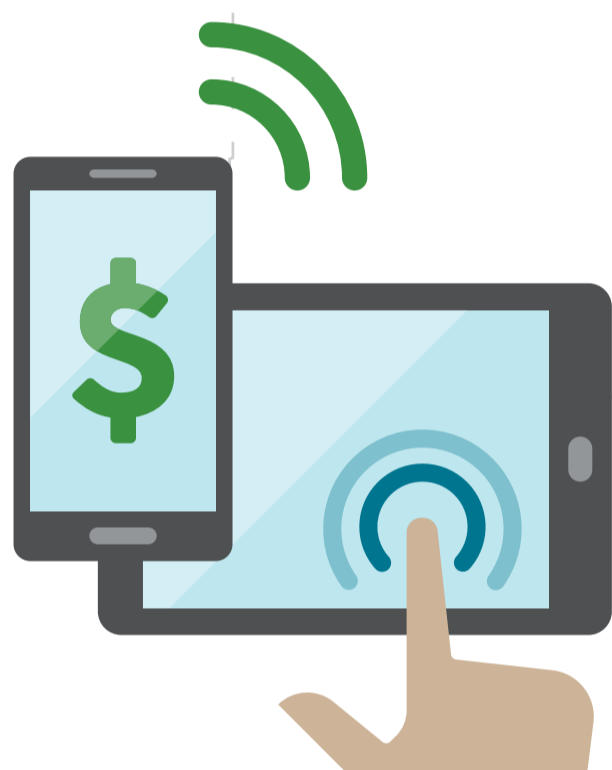


39%

of online merchants feel that vendors consistently send personalized product recommendations via email.⁴



PLAY 5 INCESSANTLY TEST MOBILE PERFORMANCE



30%

of all US ecommerce sales are made on mobile devices.⁵

52%

of customers who shop mobile are less likely to engage after a bad mobile experience.⁶

PLAY 6 ADAPT TO THE PHYSICAL-DIGITAL CONNECTION

64%

of in-store retail sales are now impacted by a customer's use of a digital device.⁷



PLAY 7 OFFER A CONSISTENT OMNICHANNEL EXPERIENCE



11%

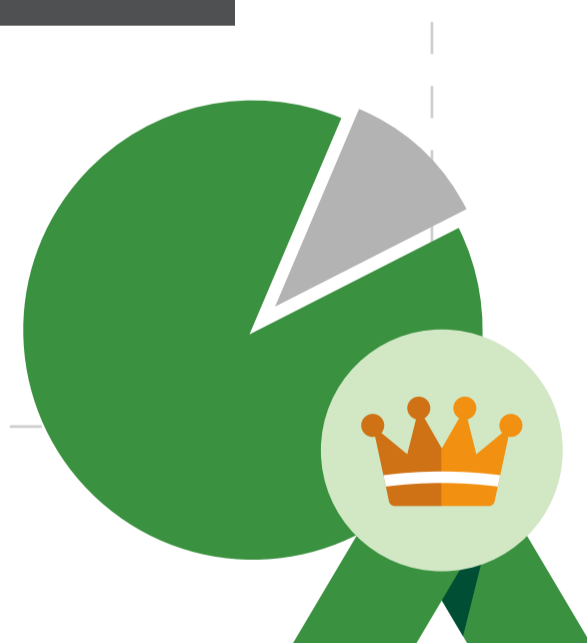
of US consumers strongly agree retailers are effectively converging.



PLAY 8 DELIVER TOP-NOTCH ANYTIME, ANYWHERE SERVICE

89%

of customers are retained when a company provides consistent service across channels.⁹



PLAY 9 OFFER UNIQUE PROMOTIONS FAST

Most ecommerce pros want to deploy offers in 2 days or less, but only **32%** can.¹⁰



79%

of merchants want to deploy a microsite in two weeks, but only a small **26%** actually can.¹¹

PLAY 10 DEPLOY ANYTIME, ANYWHERE SHOPPING

80%

of merchants report being unprepared for the "shop anywhere, anytime" customer, from an inventory and financial perspective.¹²



Learn more about how to get in, stay in, and win big with:

THE EXECUTIVE'S HANDBOOK TO MODERN DIGITAL COMMERCE >

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Sources: 1. Hosting Facts: Internet Stats and Facts for 2016 2. Esteban Kolski: CX for Executives 3. Forbes: Customer Experience: Is It The Chicken or Egg? 4. Econsultancy: Realities of Online Personalization Report 5. Internet Retailer: 2016 Mobile 500 6. Deloitte Digital: Navigating the Digital Divide 7. [source missing] 8. Internet Retailer: Why Omnichannel Strategy Matters 9. Econsultancy: Realities of Online Personalization Report 10. Oracle: Reduce Costs and Simplify IT with a Converged Infrastructure for Rapid Private Cloud Deployments 11. [source missing] 12. Internet Retailer: Retailers wrestle with consumers' desires to shop anywhere and anytime