Ecommerce continues to experience accelerated growth, due in part to the pandemic which has accelerated digital commerce transactions. Companies are deploying customized digital environments and ramping up better online buying experiences, helping organizations increase conversion rates and enabling them to realize a healthy competitive advantage.

Since the pandemic:

- 75% of consumers are engaged in new shopping behavior
- 73% of consumers expect personalized online experiences
- 76% of consumers are frustrated if the buying journey is not tailored

Companies are 5x more likely to search for products somewhere other than a brand’s own website.

3 critical strategies

Modern SEO strategies drive traffic and revenue

- A forward-thinking ecommerce platform that attracts loyal consumers requires context that is engaging and driven business growth.
- Modern SEO strategies drive traffic and revenue.
- "SEO search is the most crucial channel in the marketing mix, contributing over 42% of visits & 37% of revenue to ecommerce stores." - Laurence O’Toole, CEO, Authoritas
- "Product Discovery technology is key to optimizing conversation rates, average order values, return visits, margin contribution, and top line revenue." - Roland Gossage, CEO of GroupBy

Optimize the customer delivery experience by adding a CMS to your commerce platform

- A future-ready ecommerce platform that attracts loyal consumers requires content that is engaging and drives business growth.
- True customer engagement comes only when content management and commerce platforms are strategically united.
- "Product Discovery technology is key to optimizing conversation rates, average order values, return visits, margin contribution, and top line revenue." - Roland Gossage, CEO of GroupBy

Optimize conversion and shorten the purchase path with advanced Product Discovery

- As customer and product journey grows in complexity and scope, a natural shopping barriers occurs, contributing to a growing number of empty shopping cart sessions.
- "Product Discovery technology is key to optimizing conversation rates, average order values, return visits, margin contribution, and top line revenue." - Roland Gossage, CEO of GroupBy

Grab customer loyalty by accelerating your ecommerce delivery experience

- 52% of consumers abandon their entire cart
- "It’s critical to work with solution providers that understand data is a new currency and can build on top of each other to create these connected consumer journeys." - Carrie Tharp, Vice President of Retail & Consumer, Google Cloud