Accelerating the **Ecommerce Customer** Delivery Experience



"Customer loyalty is up for grabs" - McKinsey

Ecommerce continues to experience accelerated growth, due in part to the pandemic which has caused a change in consumer buying behavior.

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 **71%**

of consumers expect personalized online experiences

76%

of consumers are frustrated if the buying journey is not tailored

3 critical strategies

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

"Consumers are **5x more likely** to search for products somewhere other than a brand's own website."

- Inriver study

A brand's SEO strategy is critical to capturing motivated buyers along their shopping journey, provided robust, modern search SEO capabilities are implemented to ensure products and offerings stay at the top of the list.

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.

Crownpeak makes it easy to optimize the customer journey with personalized interactions, shoppable videos, immersive imagery and emotive storytelling that will attract, inspire and convert.



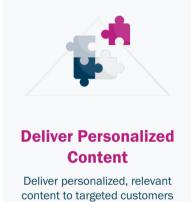
Support customers in their digital journey and optimize

sales from discovery through to purchase.



Create content-rich online stores that positively influence your

customers' buying behavior to engage with your brand.



that drives them to action.



languages to support local and global business objectives.



devices, to increase sales.



brick-and-mortar sales.

commerce platforms are strategically united.

True customer engagement comes only when content management and

with advanced Product Discovery As customer and product journeys grow in complexity and scope, a natural shopping barriers occurs, contributing to a growing number of empty shopping cart sessions.

Optimize conversion and shorten the purchase path

52% of consumers abandon Search abandonment costs US

their entire cart

ecommerce optimization.

and top line revenue."

- Harris Poll

- Harris Poll

retailers \$300 billion per year.

Marketers need to ensure that their products are appropriately featured for the digital consumer. The selection of a highly reliable Product Discovery tool is invaluable for

"Product Discovery technology is key to optimizing conversation rates, average order values, return visits, margin contribution,

- Roland Gossage, CEO of GroupBy

Grab customer loyalty by accelerating your ecommerce delivery experience

Organic Search **Visibility**

Product Findability

"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.

Site Engagement

crownpeak

- Carrie Tharp, Vice President of Retail & Consumer, Google Cloud

How are you optimizing your conversion opportunities for buyers?

3 eCommerce **Essentials for** Conversion Optimization



