

# 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

1

### 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.

2

### 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.

**Digital Self Service**

Support customers in their digital journey and optimize sales from discovery through to purchase.

**Dynamic Content**

Create content-rich online stores that positively influence your customers’ buying behavior to engage with your brand.

**Deliver Personalized Content**

Deliver personalized, relevant content to targeted customers that drives them to action.

**Globalization & Localization**

Ensure brand consistency across multiple regions, sites and languages to support local and global business objectives.

**Omnichannel Marketing**

Deliver connected digital experiences offline and online, on websites, mobile channels or devices, to increase sales.

**Digital Signage**

Deliver connected digital experiences offline and online, to increase online store and brick-and-mortar sales.

**True customer engagement comes only when content management and commerce platforms are strategically united.**

3

### Optimize conversion and shorten the purchase path 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.

**52% of consumers** abandon their entire cart

- Harris Poll

Search abandonment costs US retailers **\$300 billion** per year.

- Harris Poll

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 ecommerce optimization.

“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

Organic Search Visibility

Site Engagement

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**.”

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

How are you optimizing your conversion opportunities for buyers?

Watch the Webinar