

An advanced eCommerce experience should feel good.

It should be fun. It should be secure. It should make you want to come back over and over again. In other words, it should be irresistible.

To achieve this, you'll need a flexible eCommerce platform that offers just the right features for each stage of the customer lifecycle.

You'll need to create content and shopping experiences for different customer types. And you'll need to keep analyzing customer behavior and evolving your customer experience until you get it right.

This eBook identifies the essential eCommerce features you need to create an irresistible experience at all stages of the customer journey.



Customer, interrupted

Why customers don't complete their journey



When you don't make a purchase when you visit a brand's website or mobile app with the intent of purchasing, what about the website or mobile app prevented you from purchasing?

92% of customers who visit a webstore do not make a purchase.¹ Why? Culprits include confusing navigation, a difficult checkout process, and skimpy or incomplete content.

¹ Episerver, 2017

Essential feature: built for speed

Performance affects every stage of the customer journey. If pages don't load quickly, customers won't stay on your site, and slow speeds also contribute to abandoned carts. Your eCommerce platform must offer fast speeds, even during traffic surges and transaction spikes.

What to look for: A cloud-native eCommerce platform combined with cloud services will most often maximize speed and flexibility.

What to watch out for: Older eCommerce platforms that are not cloud native won't perform as well in the cloud. eCommerce platforms that don't offer cloud services mean you'll have to manage multiple cloud vendors yourself.

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Essential feature: extreme flexibility

A great way to stand out is to invent your own irresistible customer experience. A flexible platform lets you design a unique and delightful customer journey. It could integrate artificial intelligence, the ability to "try on" a product, or something entirely new.

What to look for: Seek out a platform that can be configured in many different ways and lets you access and change the code. Extra points for a large and engaged developer community that invents new, innovative features and capabilities.

What to watch out for: Think twice about platforms that are completely locked down and do not give you access to the code. Also avoid platforms that require you to use rigid, unchangeable templates in your experience design.

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Essential feature: rapid content creation and publishing

Content is a big part of an irresistible customer experience. 87 percent of consumers rate product content very highly when deciding to buy.² And 67 percent of consumers say it's important for brands to automatically adjust content based on their current context.³ In other words, you need to get the right content to the right people, and always keep it fresh. A platform that supports rapid content creation can help do this and more.

What to look for: Consider a platform with tools that allow fast, no-code content creation and the segmentation of content by user interest and behavior. You'll also want a platform that works with a wide variety of visual themes that can be customized to create an original look and feel.

What to watch out for: Beware of platforms that make it difficult to create, preview, and publish content. Other no-no's include incomplete content management systems that don't support content segmentation and rigid templates that don't support a wide variety of page designs.

Essential feature: mobile first (and always) development

The average U.S. adult (18+) spends two hours fifty-one minutes on their smartphone every day.⁴ And more than half of them have bought something online with their smartphone.⁵ An irresistible customer experience must be mobile first and always.

What to look for: For the best possible mobile experience, you'll need a platform that supports **Progressive Web Apps (PWAs)**. PWAs provide the flexibility of responsive web design with a rich, app-like interface. And they use bandwidth efficiently, so they consume less cellular data and perform better where network connections are spotty.

What to watch out for: Say no to platforms that do not support PWAs or force your designers and developers into a "desktop-first" framework.

²Cracking the Consumer Code 2017, Salsify. ³Consumer Demand for Personalized Content Reaches and All-Time High, CMO.com, February 8, 2018. ⁴comScore's 2017 Cross Platform Future in Focus report. ⁵Pew Research: www.pewinternet.org/2016/12/19/online-shopping-and-e-commerce/

Essential feature: multichannel commerce

An irresistible customer experience is ultra-convenient. Customers want the option to “click and collect” as well as order online at physical stores. And they want a personalized experience on a site that knows who they are. An eCommerce platform that supports multiple channels and partnership models can help you give customers what they want—when, where, and how they want it.

What to look for: Choose a unified eCommerce platform that lets you manage multiple storefronts and business models with a single back end.

What to watch out for: Avoid eCommerce platforms that require each new storefront to operate independently with separate data sources and administration.

Essential feature: analytics

Rich analytics are needed to understand customer behavior—and to make shopping even more irresistible. Analytics should be easy to obtain and digest. And they should provide a single, unified view of all your eCommerce data so all your teams can work from a single version of the truth. Under no circumstances should you need to combine multiple CSV files in Excel.

What to look for: Seek out an eCommerce platform with business intelligence capabilities.

What to watch out for: A platform that doesn’t have analytics or one that requires you to export data in order to analyze it should not be on your shortlist.

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THE ESSENTIAL ECOMMERCE PLATFORM

Magento has all the essential features for building an irresistible customer experience.

Essential Features	Magento Options
Extreme flexibility	Magento Commerce: Design your own customer experience without being restricted by rigid workflows and templates.
Built for speed	Magento Commerce Cloud: Offer fast, continuous performance, even during holiday traffic surges and transaction spikes.
Rapid content updates	Page Builder: Keep customers engaged by easily building new pages and keeping content fresh. Target content to specific audiences with customer segmentation.
Mobile development	PWA Studios: Create responsive web pages that deliver an “app-quality” experience. Add mobile-optimized checkouts that improve conversion rates.
Multichannel commerce	Magento Commerce: Unify multiple sites through a single admin. Magento Order Management: Integrate order and inventory management across all digital and physical storefronts.
Analytics	Business Intelligence: Analyze customer behavior across all your storefronts in one place.



Discover how Magento can help you build an irresistible customer experience:

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ABOUT MAGENTO

Magento, an Adobe company, is a leading provider of cloud commerce innovation to merchants and brands across B2C and B2B industries and was recently named a leader in the 2018 Gartner Magic Quadrant for Digital Commerce. In addition to its flagship digital commerce platform, Magento boasts a strong portfolio of cloud-based omnichannel solutions that empower merchants to successfully integrate digital and physical shopping experiences. Magento is the #1 provider to the Internet Retailer Top 1000, the B2B 300, and the Top 500 Guides for Europe and Latin America. Magento is supported by a vast global network of solution and technology partners, a highly active global developer community, and the largest eCommerce marketplace for extensions, all available for download on the Magento Marketplace.

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