



Magento®
An Adobe Company

An experience your customers can't resist

The key elements of an irresistible customer experience—
and the technologies you need to deliver them.



Created in partnership with:



As the digital marketplace becomes more crowded, it's harder for merchants to stand out. Customers are tired of "cookie-cutter" commerce. They want unique experiences that make shopping fun. They want visibility into all their interactions with your brand in one, convenient place. And they want your brand's personality to shine through every interaction. In short, they want an **irresistible customer experience**

But crafting this kind of experience isn't easy. You must connect all the stages of the customer journey—and make each one more original, more engaging, and more personal. You must design a highly mobile experience that's accessible to customers everywhere. And you must be responsive—but not pushy or intrusive. It's a difficult balance to strike, and few merchants get it entirely right.

This guide outlines the essential characteristics of an irresistible customer experience—and the technologies you need to implement them quickly.

What an irresistible customer experience looks like.

An irresistible customer experience puts your customer in control. It lets them engage with your brand on their terms, when, where, and how they want. At a bare minimum, it must be:

Flexible

No matter where they shop, customers should have a variety of options for payment, shipping, and delivery, including click-and-collect.

Contextually relevant

It should be easy for your customers to easily find the information they need, in their local language, whether they're shopping online or in your store.

Engaging

Customers tell stories about your brand and your products, stories that may appear in many places online, including your store. Make sure those stories are positive.

Personable

Customers should enjoy interacting with your brand because of its winning personality, and that personality should be consistent whether your customers are shopping online, on their phones, or in store.

Personalized

Customers should get only messages, emails, and offers they really want to receive, and communications that echo their interests.

Responsive

Issues should get fixed fast, whether customers are returning a damaged product or making a report.

Transparent

Customers should always be able to see what's happening with their orders, shipments, and returns.



How irresistible is your customer experience?

Do you know if your customer experience is irresistible? Answer these questions and give yourself one point for every “yes” answer:

- 1 Is your branding and product selection consistent across all your online and physical stores?
- 2 Do all your customers see content that’s completely relevant for their location?
- 3 Are all your emails and other communications highly personalized?
- 4 Do you make intelligent product recommendations based on customers’ real-time behavior?
- 5 Do customers get loyalty rewards that are tailored specifically to their interests?
- 6 Can customers choose from multiple shipping and delivery options at multiple price points?
- 7 Can customers quickly find out where their orders are without calling customer service?
- 8 Can customers choose from multiple payment options at checkout?
- 9 Can customers see their complete order history online, no matter how they shopped?
- 10 Can customers get a great mobile experience without downloading a mobile app?

If you scored 8 or above, congratulations! You’re on your way to an irresistible customer experience. If you scored lower, you have some high-value opportunities to improve.



The five essential types of customer experience automation

Today's customer journey is too complex to manage manually. Customers interact with your brand wherever they go—which means online, on their phone, and in the store. To link all your channels into a cohesive experience, you must have automation. Merchants who deliver an exceptional customer experience tend to invest in:

01 // Process automation

Makes routine processes more efficient, so you have more brainpower to invest in the customer experience.

02 // Self-service automation

Lets customers help themselves whenever they want.

03 // Customer intelligence automation

Helps you understand customers' wants and needs at a deep level, often with the help of new "smart" technologies like artificial intelligence and machine learning.

04 // Checkout experience automation

Allows customers to choose from a variety of flexible payment and shipping options, so they can complete their purchases without a lot of hassle.

05 // Self-service automation

Lets you see what's happening with orders in transit, automatically update your customers, and take action when problems arise.



Magento and Magento Premier Technology Partners: the simplest path to an irresistible customer experience.

The process of implementing all the automation you need to deliver an irresistible customer experience can be loaded with complexity. You need to find best-in-class solutions, make sure they work together, and bring them to market even as your business evolves. Fortunately, the Magento Commerce platform is designed to help merchants manage this complexity.

It takes a (really big, really smart) village.

Magento works with more than 375,000 community members, 450 Solution Partners, 1,000 Technology and Marketplace Partners, and 6,000 unique contributors to continually evolve a modern commerce platform that plays nicely with others. As a result, Magento Commerce is an extremely innovative platform in and of itself—and it integrates easily with third-party products.

Something for everyone

Given the size and diversity of the Magento developer ecosystem, the Magento Commerce platform has been used to support virtually every type of commerce. It covers wholesale, retail, and blended business models, including product subscriptions. You can easily find developers to help realize your vision—or choose from thousands of extensions in the Magento Marketplace.

Reliance on proven partners

Magento has partners everywhere who specialize in numerous technologies and industries. These include technology partners and solution partners, and all of them deliver uniformly high levels of quality and service.

For certain critical commerce functions, Magento also works with **Premier Technology Partners**. Not only do our Premier Technology Partners develop essential technologies for delivering a great customer experience, but they also integrate seamlessly with Magento. This means you can access these technologies through your Magento interface. **And you don't need a long, costly integration project to bring them online.**



Transform your customer experience: what to do first.

If you're ready to transform your customer experience—and make it irresistible—what should you do first? We suggest you take the quick diagnostic assessment on page 3. And then consider digging into some of the following essential technologies.

- **Customer engagement:** With customer engagement technology, you can send relevant and personalized messages to customers wherever they are and whichever device they are using.

- **Omnichannel personalization:** Behavior-driven personalization empowers you to change customer behavior. By providing highly personalized offers, you encourage customers to shop across channels—and happily spend more.

- **Product information management:** Instead of multiple spreadsheets or small data marts, you have one source of product data for all your touchpoints. This means you can efficiently serve product content that's truly relevant to all your customers everywhere.

- **Flexible payments:** By letting customers pay the way they want, you can dramatically increase conversions. And you don't need to add undue complexity. As long as you offer the top one or two payment methods for each market, you'll reap the benefits.

- **Tax and compliance:** Tax collection and data tracking should be automated so you're always in compliance. And your software solution should stay-up-to-date with legislative changes.

- **Delivery experience management:** You can see what's happening right now with shipments and deliveries made by all your shipping partners. You can give customers visibility into their order status.

- **Smarter shipping partners:** Your shipping partner should be able to give you and your customers real-time visibility into where packages are, everywhere you ship. And they should give your customers the option of receiving automatic notifications of changes in delivery status.

- **User-generated content:** User-generated content lets you step back and let your customers do the selling.



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Powering the product experience.

The customer experience begins and ends with your product information.

Your product is at the heart of the customer experience. It's why your customers buy—and why they keep coming back. The product information in your catalogs, marketplaces, and website is how customers find and learn about your products. The richer and more relevant it is, the more likely your customers are to make a purchase and be happy with your brand.

How can you make sure your product information supports a compelling customer experience? A product information management (PIM) platform helps you collect, manage, and enrich product data and contextualize it for every channel.

Take a PIM diagnostic.

Want to know if you could be doing more to manage your product information? Ask yourself:

- Have you tailored product information for marketplaces like Amazon?
- Have you localized product information for different countries?
- Do you rely on spreadsheets to keep track of product information? Are you sure the information in these spreadsheets is correct, complete, and consistent?
- Are your return rates for digital commerce higher than 20 percent? If so, are customers returning items because they "don't match the product description"?
- Are your return rates higher in cross-border markets?



Poor and incomplete product information kills conversions—and more.

If customers don't understand what your product does or how it's used, they're less likely to buy. Even worse, they're much more likely to return it—more than 20 percent of eCommerce returns are the result of poor product descriptions.

But while one-third of shoppers have kept unwanted items due to the hassle of making a return, 80 percent of customers won't buy from a retailer again if they think returning your product is inconvenient. While an easy return policy can mitigate the damage, it's better to prevent returns in the first place by giving customers complete and accurate product information.

Akeneo: Better product information management gets customer relationships off to a great start.

Product information can make or break your customer experience—especially when your first or only point of contact with a customer is online. PIM from Akeneo provides a centralized product catalog for your whole business. With it, you can:

- **Deliver high-quality product information**—Akeneo PIM system stores all product information in one place, meaning you can easily check it for errors, inconsistencies, and completeness. Complete and consistent product information helps customers know what to expect from your brand.
- **Contextualize product information for each of your channels**—Amazon and other marketplaces have specific requirements for product content, from text length to image aspect ratios to file size and more. With Akeneo PIM, you can make sure your product information is both complete and compliant with the rules of each market so customers see your brand in the best possible light.
- **Make product information relevant to local markets**—Today's consumers demand culturally relevant product information. Akeneo allows you to customize product information, including copy, imagery, and other media for local markets.



How Akeneo PIM delivers results.

When you enhance your customer experience with PIM, you can:

- **Increase conversion rates**—The better your product information, the more often your customers will buy. PIM can increase conversion rates by 400 percent.
- **Minimize returns**—When customers get accurate information about products, returns go way down. PIM helps cut returns by 40 percent or more.
- **Accelerate time to market and global expansion**—Managing product information and assets across all sales channels and markets in a centralized hub accelerates product catalog management and streamlines localization efforts.
- **Boost your team productivity**—Without PIM, your team may spend hours maintaining multiple copies of the same product data and performing tedious copy and paste tasks. But with a purpose-fit tool to manage your product data, you can boost team productivity by 50 percent or more, giving them more time to focus on improving products and services.



About Akeneo

Akeneo helps retailers and corporate brands deliver a consistent and enriched customer experience across all sales channels, including eCommerce, marketplace, mobile, print, and retail points of sale, among others. Akeneo's open source enterprise Product Information Management (PIM) solution manages high-quality product information and feeds it to the Magento platform. It dramatically improves the quality and accuracy of product data while simplifying and accelerating the product catalog management process—increasing sales conversions, reducing returns, and accelerating time to market.

For more information, visit www.akeneo.com





Seamless shipping and delivery solutions.

Make shipping and delivery a competitive advantage.

In today's world of eCommerce, the only human interaction between a brand and its customers is delivery. It is one of the most lasting memories your customer will have of your brand. At the same time, customers expect fast shipping. In fact, 45 percent of consumers who abandon their shopping carts do it because they can't get items shipped quickly enough.¹

By making shipping and delivery a core part of your eCommerce value proposition, you can attract new customers and promote repeat business. In short, shipping and delivery can be a significant competitive advantage.

1. DHL

Take a shipping and delivery diagnostic.

Want to know if you could be doing more to manage your shipping and delivery options? Ask yourself:

- Do you offer shipping for cross-border orders—and in how many countries?
- How fast do your customers want to get their product? Do you offer an express delivery option?
- Do you want to guarantee delivery date and time?
- What is the reputation of your shipping provider, your customers' only face-to-face contact?
- Does your shipping provider offer innovative on-demand delivery methods such as preferred neighbor, service point delivery, or alternative address—and are these delivery options mentioned on your website?
- Are your return rates high in cross-border markets and how do you handle them? Do you offer an easy returns solution?
- Do you clearly state your shipping options on your homepage and checkout page, and do you mention that you sell internationally?
- Are your shipping charges appropriate and do you offer a "duties and taxes paid" option?



Not enough shipping options hurt conversion rates—and delivery problems end relationships.

Shipping and delivery play important roles at every stage in the customer journey. If you don't have fast and convenient shipping and delivery options displayed on your checkout page—or, even better, stated on your homepage—consumers are less likely to buy your product. If you don't have multiple shipping options available at checkout, fewer customers will convert.

And, if your delivery experience isn't smooth and predictable, your customer relationships may be damaged. 83 percent of consumers will not buy from you again after having a poor delivery experience. And a poor delivery experience can mean anything from a customs hassle to a weather-related delay.



DHL: Shipping and delivery that build customer loyalty.

DHL offers best-in-class international and domestic shipping and delivery in over 220 countries and territories. With its own global logistics network, DHL can guarantee next-day delivery to most countries in the world. DHL also offers a variety of economical solutions for when time isn't an issue.

- **Innovative delivery options:** With DHL, customers can choose the delivery options that best meet their needs, which may include a specific day and time, delivery through a neighbor, or even drop-off at a specific place such as in the customer's garage, behind the stairs, etc.
- **Full integration with your Magento online store:** It's easy to connect DHL shipping and delivery with your Magento checkout experience. In addition, DHL can provide helpful guidance in areas that might seem intimidating at first, such as customs, duties and taxes, and paperwork.



How DHL delivers results.

When you enhance your customer experience with great shipping and delivery options, you

- **Improve conversion rates**—By providing clear shipping rates at checkout for a variety of delivery options, you can boost conversions and reduce abandoned carts.
- **Maximize customer's satisfaction:** When deliveries are friendly, reliable, and on time, customers are more likely to be satisfied with your brand.
- **Spend more time on customer priorities:** Without a global shipping provider offering responsive service, you can end up spending hours following up on customers' delivery problems. With DHL, you and your customers get uncompromising, customer-centric service and you get complete visibility into all your shipments.



About DHL

DHL is a global leader in the logistics industry, connecting people and businesses reliably in more than 220 countries and territories worldwide. As a Magento Premier Partner, DHL will equip you with the tools, insights, and confidence to open up your business to a world of opportunities and help grow your eCommerce sales domestically and internationally!

To learn more about DHL, please visit www.discover.dhl.com





The customer engagement platform built for powerful omnichannel marketing.

Enhance every customer journey with meaningful engagements.

Marketing messages can have a major influence on consumers who are in the market for your product. They can trigger positive actions like sign-ups, page views, and purchases. And the more relevant your messaging and content are, the more likely people will engage with your brand. But how do you unlock engaging marketing messages?

A data-driven customer engagement platform can help you tailor every communication to the individual customer. From preference-based content to targeted product recommendations, you can make sure every touchpoint is relevant, contextual, and complementary to the customer journey.

Take a customer engagement diagnostic.

Could you be doing more to engage your customers? Ask yourself:

- Are your email open and click rates low?
- Do you capture customer data via a preference center? If so, are you asking for valuable information that will help you make your messages more relevant?
- Do you segment your customer data? If so, do you base your audience filtering on order data (e.g. average order value) as well as on demographics and preferences?
- Do you track web behavior? If so, do you use this to trigger contextual messages such as abandoned browse emails?
- Have you set up cart recovery campaigns?
- Are you using the right channels to target customers? Does this include SMS, push, and targeted ads?



Lack of actionable insights can hold your customer engagement back.

As a marketer, your job is to generate traffic and conversions. But that can be difficult if you don't understand your customer data. Data-poor messages lack relevancy—and your customers are far less likely to engage with you if your communications don't mean anything to them. Research suggests that when your marketing doesn't align with the context of the recipients, those recipients are at least 50 percent less likely to respond to your next offer.

For personalized experiences, you need to unlock data siloes and integrate your customer data. Then you can segment audiences based on demographics, preferences, behaviors, and much more. Using this insight, it's easy and quick to set up revenue-generating automations. These could be a series of cart recovery notifications or one-to-one product recommendations.

Engagement Cloud: the data-driven marketing platform that drives valuable customer engagement.

eCommerce success relies on growing your online customer base—and that means connecting with lookalike audiences who are ready to convert, as well as getting existing customers to spend more. Engagement Cloud offers you a multitude of time-saving ways to personalize and automate your campaigns across all channels and at scale. It allows you to reach the right customers at the right time, every time. You can:

- **Design stylish emails in a flash:** Customers will only respond to emails that are responsive, easy to digest, and on brand. With Engagement Cloud you can create show-stopping emails that are as unique as your customers.
- **Build meaningful customer journeys with insight:** Today's consumers want relevant content and contextual communications. Engagement Cloud lets you connect your marketing and eCommerce data to create powerful segments and trigger timely messages.
- **Personalize the experience with product recommendations:** From best-selling to most-viewed, trending to lookalike, surface the relevant products that will pack a punch with your audiences.
- **Automate your lifecycle marketing:** Marketing automation means you'll never miss a meaningful engagement. Delight customers with timely, relevant messages—welcome emails, post-purchase triggers, loyalty programs, and many more.
- **Engage with customers on their preferred channel:** Customers might engage more on one channel over another. Email, SMS, Facebook Messenger, push notifications, or targeted ads—capture preferences and behaviors to determine which is most effective when.



How Engagement Cloud delivers results.

Deliver your marketing messages through Engagement Cloud, and:

- **Increase engagement**—Businesses using four or more digital channels will outperform those using either one or two channels by 300 percent.
- **Maximize ROI**—Drive returns on investment with email—\$42 for every \$1 spent.
- **Bolster sales**—Personalized online experiences, such as product recommendations in email and landing pages, can lead to a 50 percent increase in AOV.



About dotdigital

dotdigital is a leader in customer engagement technology. dotdigital's Engagement Cloud is the platform of choice for businesses seeking to engage customers across all touchpoints. Users can connect customer data, surface powerful insights, and automate intelligent messages across email, SMS, social, and more.

To learn more, visit www.dotdigital.com





1:1 marketing with omnichannel personalization.

Increase engagement through personalized omnichannel experiences.

73 percent of consumers use more than one channel to browse and buy products²—and as technology continues to advance, the lines separating online and offline experiences continue to blur. Shoppers are now expecting brands to deliver completely personalized journeys across all relevant retail channels.

It is thus crucial to deploy a data-driven, omnichannel personalization strategy that unifies data residing in all touchpoints (online and offline), consistently reflecting the shopper's behavior.

Lack of data unification equals irrelevant retargeting and a poor customer experience.

The modern-day customer journey is a gigantic puzzle with a number of challenges to consider: not only are there various touchpoints to account for, but each shopper perceives them subjectively and interprets them by both explicit and implicit signals.

Take an omnichannel personalization diagnostic.

Before diving into omnichannel personalization, address these 4 fundamental questions:

- Does omnichannel personalization require you to rethink a whole new concept, or is it simply an additional layer atop your existing setup and strategy?
- Are your online store, brick-and-mortar store, and marketing efforts aligned in order to avoid working in silos and optimizing only certain parts of the customer experience?
- Do your efforts require the input of a business partner (such as a systems integrator) to determine what needs to be done, and when?
- Are you deploying the right mix of technologies to both capture and deliver on real-time transactional and behavioral signals?



Rather than mapping out these countless touchpoints and journeys, focus on identifying and predicting your customers' next steps. Not doing so can mean the difference between consistently identifying **your customers** and completely missing out on the opportunity to deliver a personalized omnichannel shopping experience.



Nosto empowers retailers to achieve 1:1 omnichannel experiences that shoppers expect.

A true omnichannel experience combines both real-time onsite browsing behavior and transactional data to offer an unforgettable shopping experience across all touchpoints (the online store, the brick-and-mortar store, your mobile app, social platforms, etc). When you leverage Nosto's AI-powered personalization, you can:

- **Build real-time shopping profiles:** Track and combine transactional data and onsite browsing behavior to predict buying intent. The result? Complete omnichannel profiles of your shoppers, regardless of their many touchpoints.
- **Provide onsite support for in-store experiences:** If a shopper visits your online store and sees that content and product recommendations are now personalized to reflect their personal interests and affinities resulting from their in-store experience, they are more likely to convert.
- **Provide in-store support for onsite experiences:** By enabling your brick-and-mortar store staff to view content and product recommendations relevant to the shopper's visit onsite, you can further incorporate the offline experience into the overall journey (for example, a shopper might see a list of complementary recommendations via a POS system tailored to that particular shopper.)



How Nosto delivers results.

By delivering personalized omnichannel experiences with Nosto, you can also:

- **Eliminate excess marketing budget**—Avoid targeting shoppers with irrelevant and outdated content and product recommendations (for instance, a shopper browsing onsite, in an ad, or via email would not be presented with a product they recently purchased in store).
- **Maximize the use of anonymous crowd logic**—By using in-store data to enrich the onsite and mobile shopping experiences (and vice versa), you can expose products that sell well together to encourage a higher average order value across multiple channels.
- **Increase customer lifetime value**—Research shows that shoppers who engage with an omnichannel experience have a 30 percent higher lifetime value than those who shop using only one channel.



About Nosto

Nosto enables retailers to deliver personalized digital shopping experiences at every touch point, across every device. An AI-Powered Personalization Platform designed for ease of use, Nosto empowers retailers to build, launch and optimize 1:1 omnichannel marketing campaigns and digital experiences without the need for dedicated IT resources or a lengthy implementation process. Leading commerce brands in over 100 countries use Nosto to grow their business and delight their customers. Nosto supports its clients from its offices in Helsinki, Berlin, Stockholm, London, New York, Los Angeles and Paris.

To learn more, visit www.nosto.com





Reducing friction at checkout

Minimize cart abandonment and maximize sales by focusing on the last step: checkout.

When it comes to the online retail experience, most system integrators and their clients focus on the high-profile part—shopping. From setting up pages to segmenting audiences to optimizing for mobile, getting products into carts is where the lion's share of the effort goes. But until the sale is actually closed, there is no sale. The payment experience is all too often a missed opportunity in the customer journey.

This last step is essential to delivering optimal eCommerce results. As the final step in the process, customers expect a smooth and seamless checkout experience. They want to see the payment options they prefer. Security is an important part of the experience, but in today's world it's almost expected. Consumers want ease, convenience, and the kind of intuitive approach they enjoy in every other aspect of their lives.

Friction at checkout can limit sales success.

In eCommerce, friction drives frustration—and all too often, that irritation results in abandoned carts. In fact, according to Ipsos, 91 percent of consumers have put items in their cart and then failed to go through with

Take a checkout and payments diagnostic.

When it comes to improving your customers' checkout experience, you'll want to explore answers to these questions:

- What levels of cart abandonment are you seeing?
- Where do customers drop out of the payments process?
- What payment options do you offer? Which options do customers use?
- Are millennials and other younger demographics important to your business?
- What patterns do you see in the size of purchases?
- Do big-ticket items cause more cart abandonment?
- What feedback have you received about your checkout experience?



their purchase.² Cart abandonment can happen for a variety of reasons, but customers are clear that the checkout process does impact their decision whether or not to complete the transaction. The Ipsos research further showed that:

- 47 percent like online retailers who make sure payment is a pleasant experience³
- 44 percent are more likely to trust a seller with a good payment process³
- 26 percent of consumers have abandoned their purchase because their preferred payment provider wasn't at checkout⁴
- 30 percent will only shop on sites they know offer their preferred payment method³

Remove friction at checkout with payment options.

PayPal Checkout helps you optimize the payment experience on sites you develop on the Magento platform by delivering simplicity, speed, and options. With Smart Payment Buttons™ built in, PayPal Checkout presents relevant payment options like PayPal Credit⁵, Venmo⁶, and other local payment options around the world. And the experience is designed to be secure, fast, and frictionless.

In addition to traditional debit and credit payment options, PayPal Checkout also offers a variety of unique payments:

- **PayPal Credit** is a digital credit line that provides greater purchasing power by giving customers the flexibility of paying over time while businesses get paid up front with no additional risk or cost.
- **Venmo** is a popular mobile payment option, particularly among millennials. It's a great way to help mobile shoppers finish the payment process, and if they enable the social feed on their account, they can even share information about their purchase with friends.
- **Local payment options** like iDEAL in EMEA or MyBank in APAC will also be available on PayPal Checkout in 2019, giving you options for your international clients or those who sell globally.

2. Ipsos conjoint research 10,500 shoppers global A09. When you've been shopping online, have you ever put things into your shopping basket or cart and then not gone through with the purchase?

3. Ipsos Research n=10,500 A07. Thinking about your own shopping, how much do you agree or disagree with...

4. Ipsos survey of 10,500 online shoppers strongly agreeing with phrase, "I have abandoned a transaction because my preferred payments provider wasn't there" Q2 2018.

5. PayPal Credit is subject to consumer credit approval.

6. Venmo is available for US shoppers only. Venmo users must enable Smart Payment Buttons in their Venmo account first.



How PayPal Checkout delivers results.

By integrating PayPal Checkout into the payment process on your eCommerce sites, you can:

- **Deliver options mobile customers use**—68 percent of millennials that use payment apps use Venmo⁷ which will help your clients appeal to this audience and mobile users in general.
- **Drive higher sales & loyalty**—56 percent of PayPal Credit users say they are more likely to shop at a retailer again if they offer PayPal Credit and businesses that added a PayPal Credit button saw a 15 percent increase in sales.⁸
- **Turn more shoppers into buyers**—PayPal Checkout is designed to remove friction and to deliver up to 82 percent better checkout conversion.⁹



About PayPal

Across everything we do at PayPal, we believe that having access to financial services creates opportunity. We are committed to democratizing financial services and empowering people and businesses to thrive in the global economy. We currently help more than 267 million active account holders pay and get paid in more than 200 markets and more than 100 currencies around the world.

To learn more, visit www.paypal.com

7. LendEDU, "Best Mobile Payment Apps – Survey & Report", 2017. N=2,170 millennials. Q: Which of the following mobile payment apps do you use most often?

8. Average incremental sales based on PayPal's analysis of internal data among middle market merchants with annual sales above \$5MM against a similar control population between January 2013 and March 2018.

9. comScore online panel, Q4 2017. Analyzed shopping behavior of 1 million US consumers on 20 large merchant sites. Checkout conversion is measured from the point where consumer selects a payment type to completion of purchase.



temando

The cart-to-customer journey.

Create revenue-driving shipping experiences that customers will love.

The gap between consumers and retailers is growing, and nowhere is this seen more clearly than in shipping—from the rise of “want it now” delivery alternatives and enhanced customer experience emerging in a world where Uber is a noun to the struggle of keeping shipping-related costs down as the likes of Amazon Prime continue to shock and awe.

Yet some businesses are meeting these expectations—and winning. They are giving customers more options at more price points. They are also giving them complete visibility into where their orders are at all times. As a result, customers are feeling good about their experience. And that is making them more likely to buy again.

Take a multi-carrier shipping and fulfillment diagnostic.

Want to know how you could be improving your shipping experience? Ask yourself:

- What are the specific shipping needs and expectations of my customers? Do my customers expect free shipping, express delivery, collection points or the ability to pick up in store?
- Do I use a proper mix of express, road and regional carrier services in order to reach all my customers in the fastest or cheapest way depending on their need? If so, do I have the flexibility to know when to offer these services in the cart?
- Do I utilize my retail stores as fulfillment centers?
- Do I show enough delivery options and costs at checkout? Do I provide an incentive for free shipping?
- Do I have discounted—or free—shipping offers designed for promotional offers, or free delivery depending on category of item or brand?
- Do I show free shipping with product listing based on what product has been ordered, the quantity, proximity to the customer or time of day?
- Do I give my customers visibility into their orders at every stage of shipping and delivery?
- Do I provide return labels with each order for easy returns?
- Can I easily generate and send a returns label to a customer when a return has been requested and approved?



Few shipping options and “where is my order” worries can hurt your business.

If you don't offer many shipping options, or if those you do offer are too expensive or take too long, customers will abandon their carts. Moreover, the experience isn't over once your customer has checked out. Your customers want to know where their order is at all time. And, if there are problems, they want to know how you're going to fix it.

In fact, 74 percent of consumers will buy again only if shipping experiences are enjoyable. But creating an enjoyable shipping experience can be challenging. If you work with multiple carriers, you need to pull information from multiple delivery portals, and then use this data to track shipments and make good fulfillment decisions.



Magento Shipping: shipping that makes sales.

Magento Shipping powered by Temando—the shipping and fulfillment engine that works with Magento—lets you:

- Compare shipping rates on the fly so you can choose the best carrier for each order
- Display fast and competitively priced shipping options on product and checkout screens
- Keep track of all your orders in flight from a single screen
- Give your customers visibility into their order status, which results in fewer “where is my order” calls



How Magento Shipping (powered by Temando) delivers results.

When you enhance your customer experience with Magento Shipping powered by Temando, you can:

- **Reduce cart abandonment**—The better the shipping options and costs, the more often your customers will buy.
- **Build lifetime customer bases**—Customers who have solid experiences stay loyal and purchase from you more often, rather than from your competitors.
- **Increase bottom-line revenue**—With cart abandonment down and customer loyalty up, you will be able to increase revenue year over year.

temando™

About Temando

Temando, a leading shipping technology solution in the Neopost Shipping portfolio, provides eCommerce merchants and retailers with the power to create revenue-driving shipping experiences that customers love. Its intelligent shipping software platform helps businesses scale and react flexibly to the explosive growth of eCommerce and the rising expectations of consumers with operational efficiency. Temando partners with the world's leading carriers and is a Magento Commerce Premier Technology Partner.

Neopost Shipping is a division of Neopost, a world leader of digital communications, supply chain management, and mail processing solutions founded in 1947.

To learn more, visit www.magento.com/products/shipping





Calculating the correct sales tax.

Automate sales and use tax processes in a post-Wayfair world.

When you're preparing an online shopping experience, it's easy to get caught up in merchandising decisions about products, pricing, and presentation. But to maximize your e-commerce conversion rates, the entire digital shopping experience needs to be quick, intuitive, and accurate, from the first click straight through to final checkout. If there's a failure at any point in the process, shoppers are likely to look elsewhere to meet their needs.

To deliver the kind of shopping experiences that breed happy customers, online merchants need to calculate the correct sales tax for shopping cart items. By automating this process, merchants can cut down on cart abandonment rates, increase conversions, and keep satisfied customers coming back.

Take a tax and compliance diagnostic.

If you answer yes to any of the questions below, it may be time to consider automating processes with Vertex.

- Do you currently sell either online or through mail order?
- Do you sell in multiple taxing jurisdictions?
- Do you have click-through nexus in multiple states?
- Is your business registered in all the states where you currently do business?
- Do you use a manual process to keep track of changing sales tax rates?
- Do you manage monthly returns manually?



Stay current with changing tax rates and regulations.

The U.S. alone includes more than 11,000 tax jurisdictions. Each has its own, frequently changing rates and requirements. It can take you as much as 40 hours per month to keep tax tables up to date—and you might still make mistakes.

Plus, with the recent U.S. Supreme Court ruling in *South Dakota v. Wayfair*, merchants that sell products or services remotely could be required to collect and remit sales tax in up to 45 states once sales reach a certain economic threshold. Given the complexity and the high number of new sales tax requirements likely to materialize, there has never been a greater need for automated tax technology.



Trust the leading provider of tax technology and services.

Vertex integrates with your shopping cart to automatically calculate sales tax. In an instant, the Vertex tax engine applies the correct tax rate based on the delivery address for countries around the world down to the local jurisdiction level. This accuracy means no surprises for you or consumers.

Behind the technology is a team of taxation experts who stay current with the changing tax rates and regulations and continually update the software as rules change. With Vertex, you can automate tax collection and comply with local rules everywhere you do business.



How Vertex delivers results.

To avoid having tax calculation slow the checkout process, or charging the wrong rate—exposing you risk, cutting into your margins, and eroding consumer confidence—automate the process with Vertex and realize the following business benefits:

- Seamless shopping cart integration while supporting the simplest to most complex tax needs
- Penalty-free cart abandonment for merchants
- Flexible deployment options that fit your needs whether in the cloud or on premises
- Award-winning customer support specialists available to answer questions and offer assistance



About Vertex Inc.

Vertex Inc. provides cloud and on-premises solutions that you can tailor to specific industries for every tax type. With multiple service levels and flexible pricing models, Vertex meets the sales and use tax needs of businesses of all sizes and also offers over 120 integrations to major providers of eCommerce, procurement, CRM, ERP, and other major financial systems. We can help you manage the changing sales tax landscape by providing:

- Sales and consumers use tax calculation software
- Exemption certificate management
- Returns and remittance handling through returns generation software solution and complete returns outsourcing
- Value-add tax calculations
- Consulting services to meet specialized needs
- Solutions for small and medium through enterprise-level organizations including on-premises, on-demand (hosted), or SaaS deployment models

To learn more, visit www.vertexinc.com





Building love and loyalty in the Amazon age

Keep customers coming back, even when competition is a click away.

In the age of Amazon, when it's no longer possible to compete on product and price alone, the biggest differentiator you have is your brand. To stand out in this new ecosystem, it's not enough to build customer experiences that go above and beyond customers' expectations; you'll need mechanisms to advertise those superior experiences to the world.

Capturing and broadcasting your happy customers' great experiences is essential to establish trust and acquire new customers. Proactively asking customers for feedback and then acting on it gives you the tools to deepen customer relationships while building a community of loyal customers and vocal brand advocates.

Take a customer relationship diagnostic.

Could you be doing more to build customer loyalty and brand advocacy? Ask yourself these 8 questions to find out.

- Do you use UGC in your Facebook or Google Shopping ads?
- Are you using machine learning to ask intelligently for customer reviews and photos?
- Is your onsite UGC dynamically personalized to customers' interests?
- Are your onsite UGC widgets on brand, searchable, and mobile-friendly?
- Are you able to mine your customer reviews to extract key business insights?
- Does your advocacy strategy include customer referrals?
- Does your loyalty program incentivize behaviors beyond purchases, like writing reviews or engaging on social media?
- Are your post-purchase interactions with customers streamlined, or divided across multiple tools?



You work hard to make customers happy—but does the world know?

Customer reviews and photos are not only powerful for boosting onsite conversion, but they're also an important feedback channel and opportunity to deepen customer relationships with your brand. Brands that not only collect and display user-generated content (UGC), but also use it to build a loyal following, can gain a competitive edge in the crowded eCommerce space.

- 55 percent of converted shoppers interact with UGC before buying.
- 94 percent of purchases are for products rated four stars and above.
- 39 percent of shoppers are willing to spend more money on products from brands they love, even when there are cheaper options elsewhere.
- Reviews, referrals, and word of mouth are over 3x more effective at generating purchase intent than traditional marketing channels.

How can you offset rising customer acquisition costs?

Referral programs allow you to determine a fixed customer acquisition cost that's right for your brand. Once your customers have made that first purchase, you can leverage a customized loyalty program to increase customer lifetime value (CLTV) and cultivate a community. Keep in mind that a "one size fits all" approach to loyalty doesn't suit today's digital consumers or serve the varied needs of modern brands.

A flexible loyalty program will allow you to tailor incentivized actions to directly impact your business goals—from building engagement on social networks to reaching new potential customers, encouraging brand advocacy, and more.

- 52 percent of shoppers are willing to join a loyalty or VIP program for brands they love.
- 60 percent of customers will share their favorite brands with friends and family.
- 70 percent of consumers say it takes at least three purchases for them to consider themselves brand loyal.



How Yotpo delivers results.

Yotpo's unified platform for customer reviews, visual marketing, loyalty, and referrals helps commerce companies accelerate growth by enabling advocacy and maximizing customer lifetime value:

- Get more customer content with artificially intelligent requests that ensure you ask in the right way, at the right time, every time
- Build trust and increase conversion by showcasing your happy customers front and center
- Highlight customer content in your marketing campaigns to stand out on search and social
- Reward your customers for the actions that have the most impact on your business with a customizable loyalty program



About Yotpo

Today, Yotpo is deployed in over 10,000 Magento stores, including Moroccanoil, Helly Hansen, and Adore Me. Yotpo has also partnered with leading Magento agencies, including Born Group, Vaimo, and Gorilla Group. Yotpo offers the most integrations in the eCommerce technology ecosystem, with notable Magento partners such as Nosto, Oracle + Bronto, Listrak, and AdRoll.

To learn more, visit www.yotpo.com





About Magento

Magento, an Adobe company, is a leading provider of commerce innovation to merchants and brands across B2C and B2B industries and was 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 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 Magento Marketplace—the largest eCommerce marketplace for downloadable extensions.

More information can be found at www.magento.com