

Follow the Customer.

How to build a connected and customer-centric platform
for your omnichannel experience.



Focus: 1:1 Customer Loyalty

A great omnichannel experience starts and ends with the customer.

It learns from customers and understands what they want. It has a consistent look, feel, and language everywhere they shop. It's also profitable. Omnichannel consumers who shop through four or more channels spend nine percent more than those who use only one.¹

But a great omnichannel experience isn't easy to create. Today's proliferation of touchpoints makes managing customer relationships more complex. To get it right, you have to work with multiple advanced

technologies and figure out how to put them together. It can take a long time—and it can be very expensive. But there is another way.

Using Magento Commerce as a foundation, you can quickly build a connected omnichannel experience for all your customers. **This eBook introduces the essential features that power this experience and describes what they can do for you and your customers.**

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than those who use only one.¹

¹ HBR, 2017.

WHAT A GREAT OMNICHANNEL EXPERIENCE LOOKS LIKE

An omnichannel experience follows your customers wherever they go. It doesn't feel like a series of stops but rather like a continuous journey. It's personal but not intrusive, and it fits into customers' lives.

Mobile

Customers use your mobile app to engage with your brand whenever and wherever works best for them.

Contextually relevant

Customers easily find what they need to know, whether they're shopping online or in your store.

Personalized

Customers get only the emails and offers they really want to receive.

Transparent

Customers can always see what's happening with their orders, shipments, and returns.

Responsive

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

Flexible

No matter where they shop, customers can choose between many options for payment, shipping, and delivery.



Why delivering a great omnichannel experience is so hard.

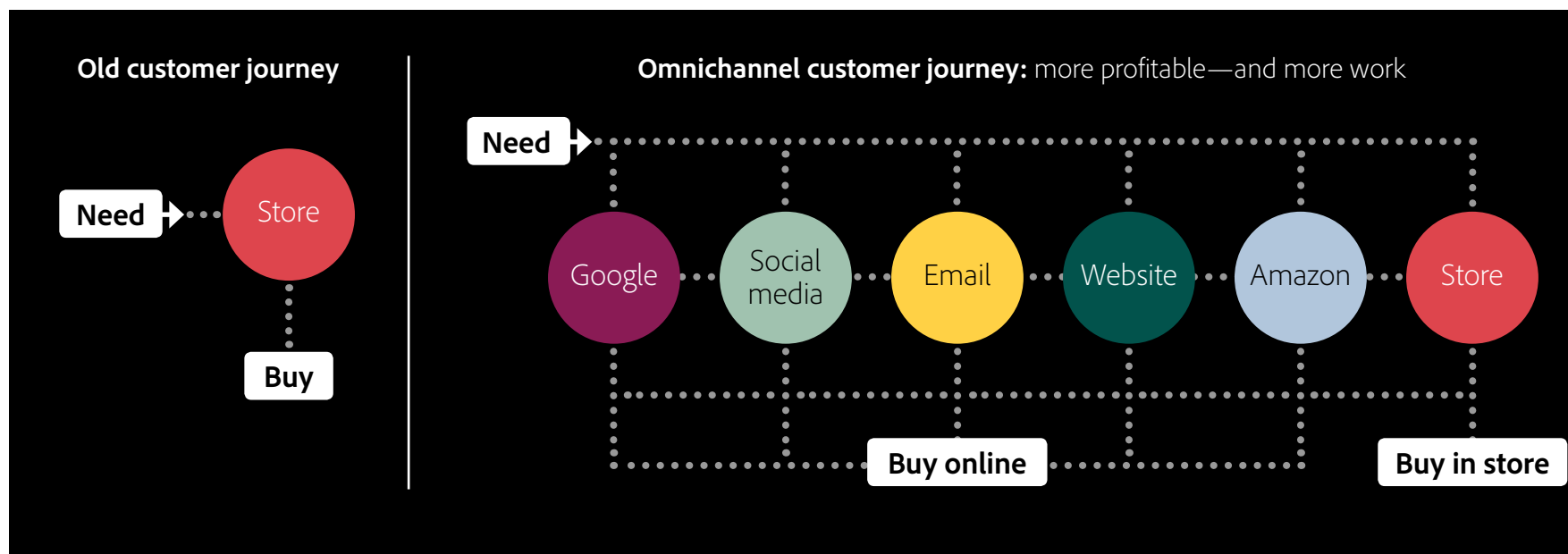
The omnichannel journey is complex and nonlinear. Customers may shop online and then visit your store. They may buy online, pick up their order at the store, and buy more products when they check out. Or they may follow your brand on social media but not buy anything at all. Capturing all of this behavioral data is a challenge—and analyzing it is another.

Additionally, omnichannel commerce is typically powered by a collection of standalone platforms that don't talk each other. This makes it very easy

for the customer experience to become fragmented. Retail sales reps may not know what customers are doing online. Email marketers may not see customer data. And everyone may be frustrated by inconsistent product descriptions and a lack of real-time delivery data.

In other words, a great omnichannel experience usually means a large-scale systems integration project.

Unless you start with Magento.



Magento can connect all your channels for one cohesive experience.

Magento Commerce connects all the channels that make up your customer experience. It automates commerce workflows, captures real-time customer data, and works seamlessly with technologies built by our partners.

Cross-channel experience management

You deliver a more cohesive customer experience by bridging the gap between your digital and physical stores. This means that retail sales reps can provide more personalized service, and customers can use their mobile apps to get help in store or take advantage of in-store returns. [Learn more >](#)

Product information management

Instead of multiple spreadsheets or small data marts, you have one source of product data for all your touchpoints. Customers get the right information no matter where they shop. [Learn more >](#)

Delivery experience management

You and your customers can see what's happening right now with shipments and deliveries. And you can fix delivery problems fast. [Learn more >](#)

Personalized email marketing

Instead of email blasts, you can send precision communications based on customer interests and actions. Personalized email can convert twice as well as "normal" email. [Learn more >](#)

One-to-one loyalty incentives

You can create targeted offers based on each individual customer's likes and dislikes. [Learn more >](#)

Flexible payments

Flexible payment schedules give customers extra time to pay. And when customers pay on their terms, they usually buy more. [Learn more >](#)

Intelligent fulfillment

Magento Order Management automates fulfillment across channels for faster delivery and lower costs.

[Learn more >](#)

How you win.

The benefits of using Magento Commerce with partner technologies.



Reduce time to market.

You can cut systems selection and integration time in half.



Dramatically improve all aspects of the customer experience.

Every phase of the customer experience, from research through delivery, gets better and more personalized.



Grow revenues and margins.

A personalized customer experience boosts revenues and improves retention while reducing customer acquisition costs.



Improve efficiency and reduce costs.

Automation spanning the entire customer journey makes your commerce operation more efficient and less expensive to run.



Essential omnichannel feature: next-gen customer loyalty

This modern approach to customer loyalty is proven to drive revenue.

Competitive brands are embracing the next generation of intelligent loyalty platforms to increase the lifetime value of each customer relationship.

The purpose of loyalty programs is to change customer behavior. Ideally, they should prompt customers to **shop more often**, buy higher-margin products, or try something new. But most loyalty programs don't work. They rely on outdated or limited data sets, which makes it almost impossible to predict which incentives will inspire change.

Some omnichannel retailers are trying a new approach. A growing number of competitive brands have embraced the next generation of intelligent loyalty platforms. They use real-time data to understand individual customer behaviors and develop ultra-personalized rewards strategies that increase the lifetime value of each customer relationship.

Market segmentation isn't enough.

In the early days of customer loyalty programs, all customers would get the same reward for making repeat purchases. But this approach didn't motivate customers to change their behavior. Merchants actually lost money by rewarding customers for buying products they would have purchased anyway.

Now, many loyalty programs group customers into broad market segments based on demographic information and generalized personas. This approach is better than one-size-fits-all efforts, but it's still flawed.

Marketers must make big assumptions about what the customers in each segment want and need, usually with no way to measure or validate those assumptions. And they're often wrong.

For example, even when two customers share similar demographic traits and recent purchase history, they don't necessarily expect or want the same things from a brand. One shopper might spend more with VIP access to a new line of products, while the other might be motivated by an in-store weekday discount.

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Magento & Clutch:

One-to-one loyalty is the journey.

To increase the lifetime value (LTV) of each customer, you must understand why customers behave as they do. You need to identify and analyze those data points and use them to motivate positive behaviors that benefit your brand.

With Magento and Clutch, you will accelerate performance with technology built to do exactly that.

Every customer data point from your commerce and marketing systems is captured and analyzed in Clutch's customer data platform (CDP), where it is used to create, automate, and optimize personalized, one-to-one loyalty campaigns that drive revenue without eroding margin.

Every customer data point from your commerce and marketing systems is captured, analyzed, and used to create personalized, one-to-one loyalty campaigns.



Magento & Clutch:

How you win.

Sell more.

CUSTOMER SPENDING

↑ 26%

You can increase annual customer spending by 26 percent and average order value by 15 percent. In other words, your customers buy more.²

Improve engagement.

BRAND ENGAGEMENT

↑ 15%

You can increase brand engagement by 15 percent. And more engagement leads to more sales.²

Encourage omnichannel shopping.

RETAIL BUYS

27% of retail buys are made by omnichannel shoppers.³

Omnichannel shoppers comprise 7 percent of all consumers, but they make 27 percent of retail buys.³ The good news? With 1:1 loyalty programs, you can encourage more of your customers to shop across channels.

Learn more about [one-to-one customer loyalty](#) >

²Clutch. ³Criteo, November 2017.



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