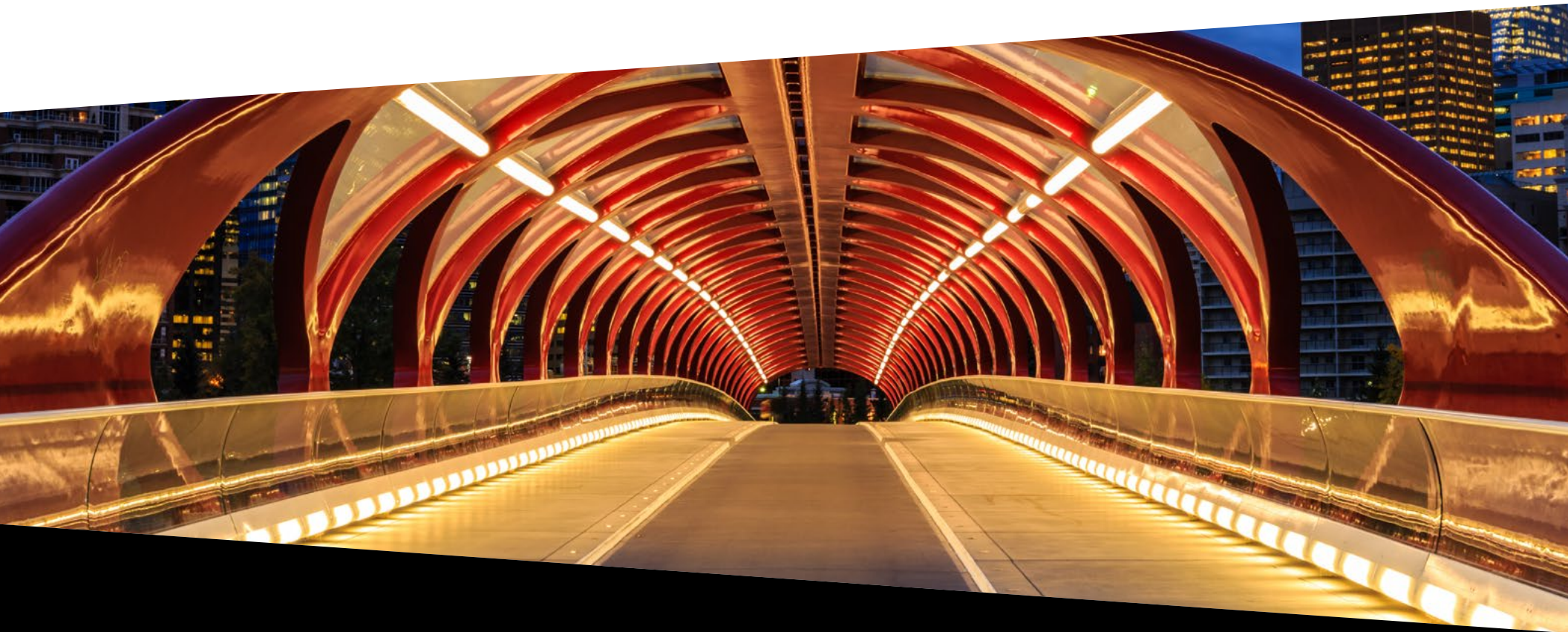


Follow the Customer.

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



Focus: Email Marketing

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.**

Omnichannel consumers who shop through four or more channels spend



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.

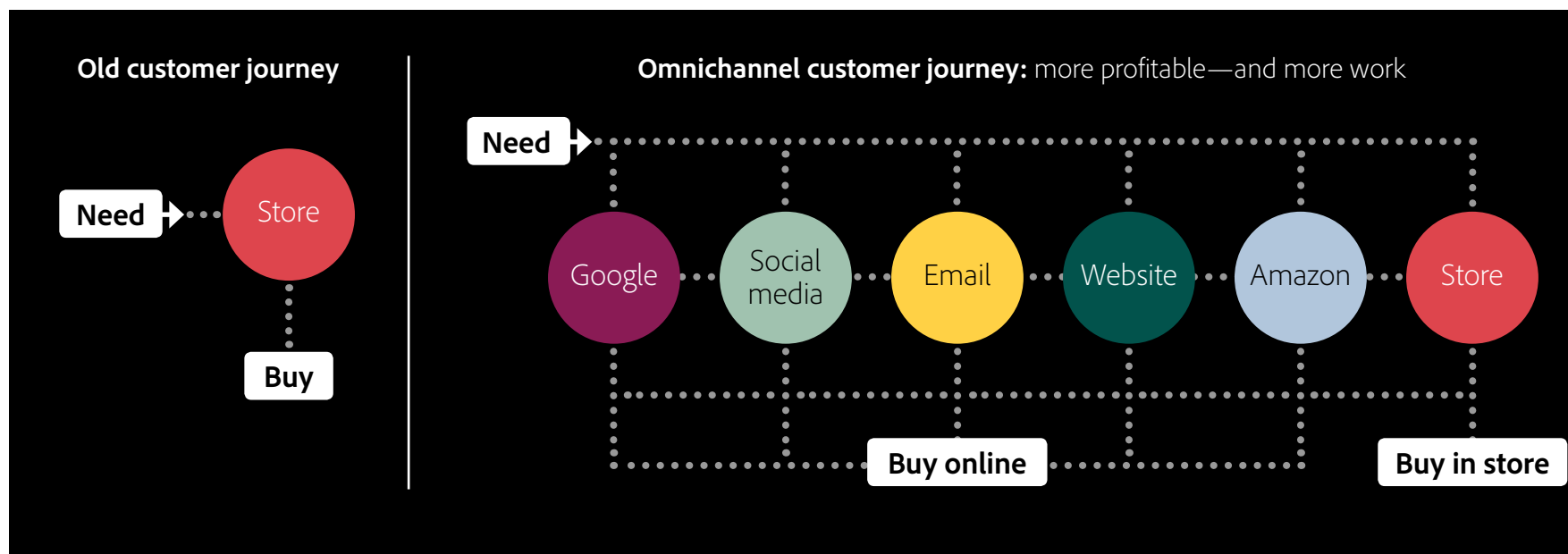
The omnichannel journey is complex and nonlinear. Customers may shop online and then visit your store. They may buy online, pick up their order at the store, and buy more products when they check out. Or they may follow your brand on social media but not buy anything at all. Capturing all of this behavioral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

A purposeful, personalized approach can
double email revenue.



**customers will use email
than social media.²**

Email is a powerful way to reach your customers. By 2022, it will be used by approximately 20 percent more of the population than social media.² It identifies customers far more accurately than cookies.² And it's a proven and trusted way to let customers know about the products, content, and offers they care most about, whether they prefer to shop online or in store.

But the legacy technology many retailers use for email today is flawed. As a result, customers often receive irrelevant communications that can feel like spam, causing retailers to lose billions of dollars each year. A single unsubscribe can cost your business \$40. With an email list of 100,000 and an average unsubscribe rate of 0.3 percent per email, you could easily lose \$2 million annually.²

²Bluecore.

Personalized email works. So why aren't all emails personalized?

Over the next five years, the 15 percent of companies that do personalization best will steal \$800 billion of revenue from the rest of the market.³ Why? Because it's what customers want. 63 percent of customers say they want more personalized recommendations.⁴ And personalized calls to action convert 202 percent better than generic CTAs.⁵

So why isn't everybody doing it? While most retailers want to create more highly personalized emails, they don't have the right technology. Most legacy email service providers (ESPs) have software that's more

than a decade old and is focused primarily on volume. This causes a variety of issues, including marketers not having bandwidth to focus on personalization, an inability to scale, and a reliance on other teams, such as IT, to execute campaigns. This in turn leads to customer fatigue, increased unsubscribe rates, and most devastatingly, a decrease in revenue.

Companies that do
personalization best will gain

\$800 BILLION
over the next 5 years.³

63% of customers say
they want more
personalized recommendations.⁴

Personalized CTAs convert

202%
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³ Boston Consulting Group, 2017. ⁴ Accenture and Retail Industry Leaders Association, 2018. ⁵ HubSpot, 2017.

Magento & Bluecore:

Make the switch to personalized emails.

With Magento and Bluecore, you can make scalable personalized email campaigns a reality for your business. Magento captures real-time customer and behavioral data, and Bluecore can immediately harness that data to deliver engaging, contextually relevant communications.

Bluecore tracks customer engagement with products to understand their affinities, behavioral patterns, and intent. It gives you the tools you need to create dynamic, high-performing email campaigns that drive more revenue with less time and resources.

Magento captures real-time customer data, and Bluecore immediately harnesses that data to deliver engaging, contextually relevant communications.



Magento & Bluecore:

How you win.

Sell more.

REVENUE

↑ 140%

Revenue per email increases 140 percent over static batch emails that are generic and only minimally personalized.⁶

Increase repeat purchases.

2ND-PURCHASE RATES

↑ 37%

Models such as Bluecore's "next predicted purchase" and "predictive replenishment" can increase second-purchase rates by 37 percent—and triple traditional replenishment program conversion rates.⁶

Encourage omnichannel shopping.

SPENDING

↑ 500%

Omnichannel shoppers spend nearly 500 percent more than single-channel shoppers. Personalized emails that factor in omnichannel behavior can help you bring online shoppers in store and engage with in-store shoppers online.

Learn more about [personalized email marketing](#) >

⁶Bluecore.



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