THE STATE OF

INNOVATIVE ECOMMERCE

2023 EDITION

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The eCommerce industry is constantly evolving, and this year is no exception. In modern times, having an eCommerce presence is vital for any reputable brand.

This includes everything from online stores to streamlined shopping apps and marketplaces. Online shopping has become an integral part of our daily lives. Merchants are adapting to meet shoppers where they are. In today's market, shoppers hold the power, and providing a top-notch shopping experience is essential to stand out from the competition. From an easy order process and engaging PDPs to fast delivery, every aspect of the shopping journey impacts the shopper's decision-making.

This intangible, shopper-centric experience requires significant effort and can be augmented with new eCommerce technological innovations and applications that are transforming the online shopping experience.

But what does the future hold for the eCommerce industry? We spoke with leaders in the industry and identified the most significant eCommerce shopping trends that will shape the industry in the coming months and years.

This report will feature best practices and strategies from top Shopify partners to help brands create exceptional shopping experiences to enhance their shoppers' journey, with the goal of fostering acquisition and engagement, retention, and ultimately driving more sales.

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ECOMMERCE VIDEO PLATFORM

Powering fast page-speed video infrastructure for brands & retailers, to increase shopper engagement, AOV and uplift conversion rates.

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Unmatched versatility and customization
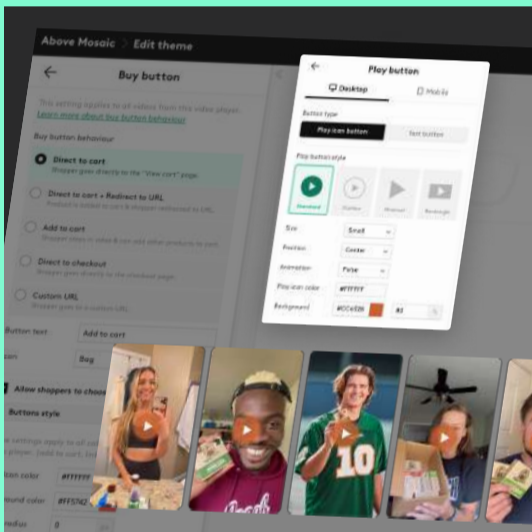
Unrivaled site speed performance

Up to

5X

Faster load time compared to traditional video platforms.

- ✓ Built only for eCommerce
- ✓ Lazy loaded components
- ✓ Adaptive video streaming
- ✓ Responsive & adaptive design
- ✓ SEO friendly
- ✓ Fast scripts
- ✓ Headless compatible

Manage & publish video at scale
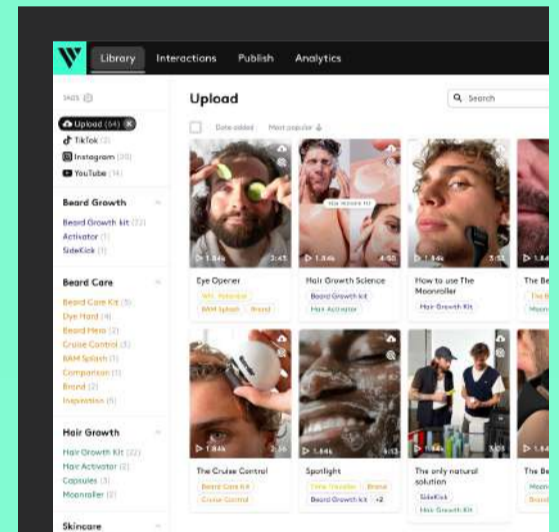
Interactive, shoppable video experiences

VOTE & GET 10% OFF
What is the main function of a serum in your skin care routine?

A Hydrateb
B Exfoliatec
C Brightend
D Treat specific skin concerns

Quiz videos

Commerce-centric video analytics

Video converion funnel

Video conversion ⓘ	Total video orders ⓘ
12.46% ↑ 12.7%	**644**

Added to cart	7.88% (266)
Purchased	5.29% (219)
Products sold	720
On-site video orders	600
Off-site video oreders	44

8%
6%
4%
2%

Apr 1   Apr 15   Apr 20   Apr 30
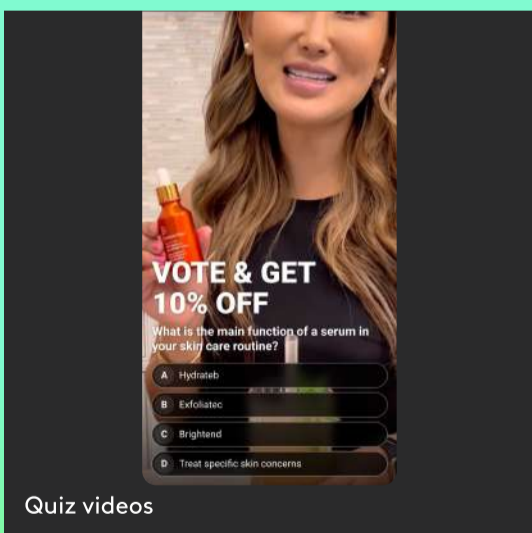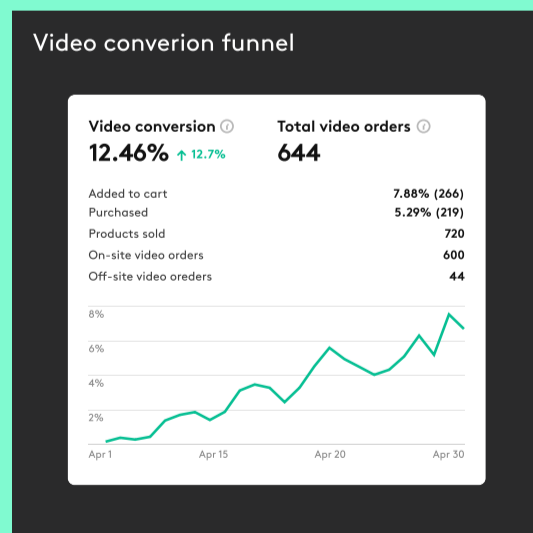
Omnichannel video distribution

FREE GIFT INSIDE

WATCH & SHOP

SCAN THE CODE ON YOUR PHONE

TRUE CLASSIC   Dr Dennis Gross SKINCARE   HAUS LABS BY LADY GAGA   CROSSROPE   SACHEU BEAUTY

Dr. Squatch   GATINEAU PARIS   Pour Moi.   HOLLAND COOPER   IM

CROSSNET   spacegoods   MAXINE LACEBY absolute collagen   thisworks 24HR SKIN SOLUTIONS   LO & SONS
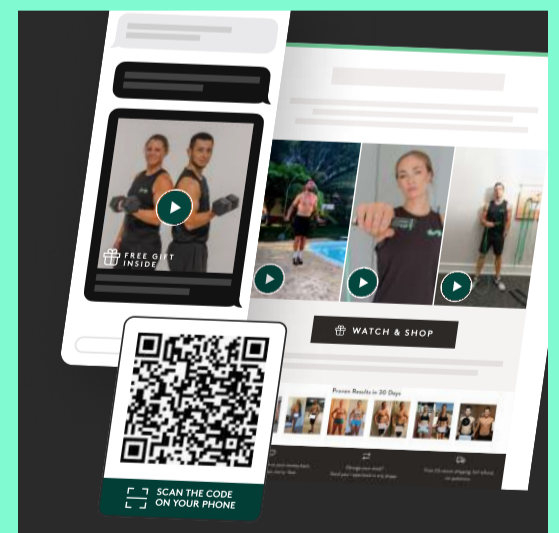
INTRODUCTION

1.1 ECOMMERCE SHOPPING: A CURRENT OVERVIEW

The retail industry was one of the first to be disrupted by the Internet, leading to the rise of eCommerce as a driver of digital innovation. Despite the perception of a mature market with established rules, digital transformation is still ongoing.

The eCommerce market has transformed from a simple online shopping option to a dynamic ecosystem that encompasses multiple devices and retail concepts. Thanks to startups and the growth of Western and Asian economies, the flow of innovation and cash flow will continue to fuel the evolution of eCommerce.

When comparing the three major eCommerce markets – the U.S., China and Europe – China was the biggest market in 2023 and will stay in the lead through 2026-2027, dominated by the Electronics and Fashion segments. Despite China's economic slowdown, the purchasing power has shifted from the U.S. and Europe to China and Southeast Asia. This shift is fueled by the increasing number of consumers gaining access to eCommerce, thanks to their rising purchasing power and use of mobile devices.

However, when looking ahead to the years 2022 to 2027 forecast, it is clear that the U.S. and Europe have a stronger growth rate compared to other regions, such as China and ROW.

Global Ecommerce Sales (2021 to 2026)

Source: eMarketer

In 2023, the Chinese market will be valued at an impressive US$1,156.3 billion. With a projected compound annual growth rate (CAGR) of 7.4%, revenues are expected to reach US$1,649.4 billion by 2027.

Meanwhile, the U.S. market generated US$904.9 billion in revenues in 2023. Based on a CAGR of 13.5%, it is projected to surpass US$1,702.9 billion by 2027.

Europe holds the title for the third largest eCommerce market in 2022, with revenues of 662.5 billion. With an annual growth rate of 14.5%, it is expected to reach US$1,304.13 billion by 2027.

E-commerce as percentage of total retail sales in the United Staes from 2013 to 2025

E-commerce as share of total retail sales in the U.S. 2013-2025
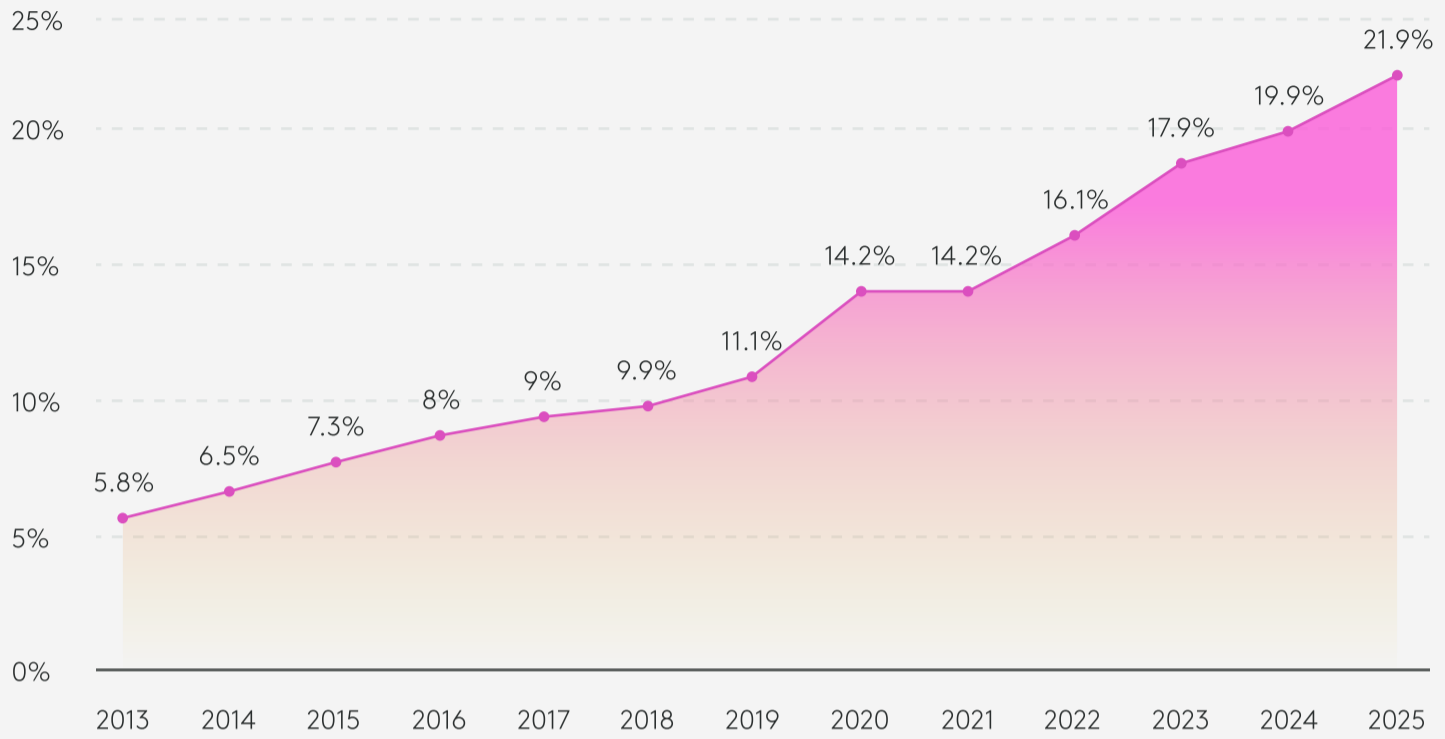
Source: Statista

The U.S. and Europe are positioned to grow more than other regions such as China from 2022 to 2027

Market size: revenues (2/3)

Total eCommerce revenue forecast in billion US$

Source: Statista

The global eCommerce revenue is expected to grow to US$6,431.4 billion by 2027

Market size: revenues (1/3)

Global eCommerce revenue forecast in billion US$

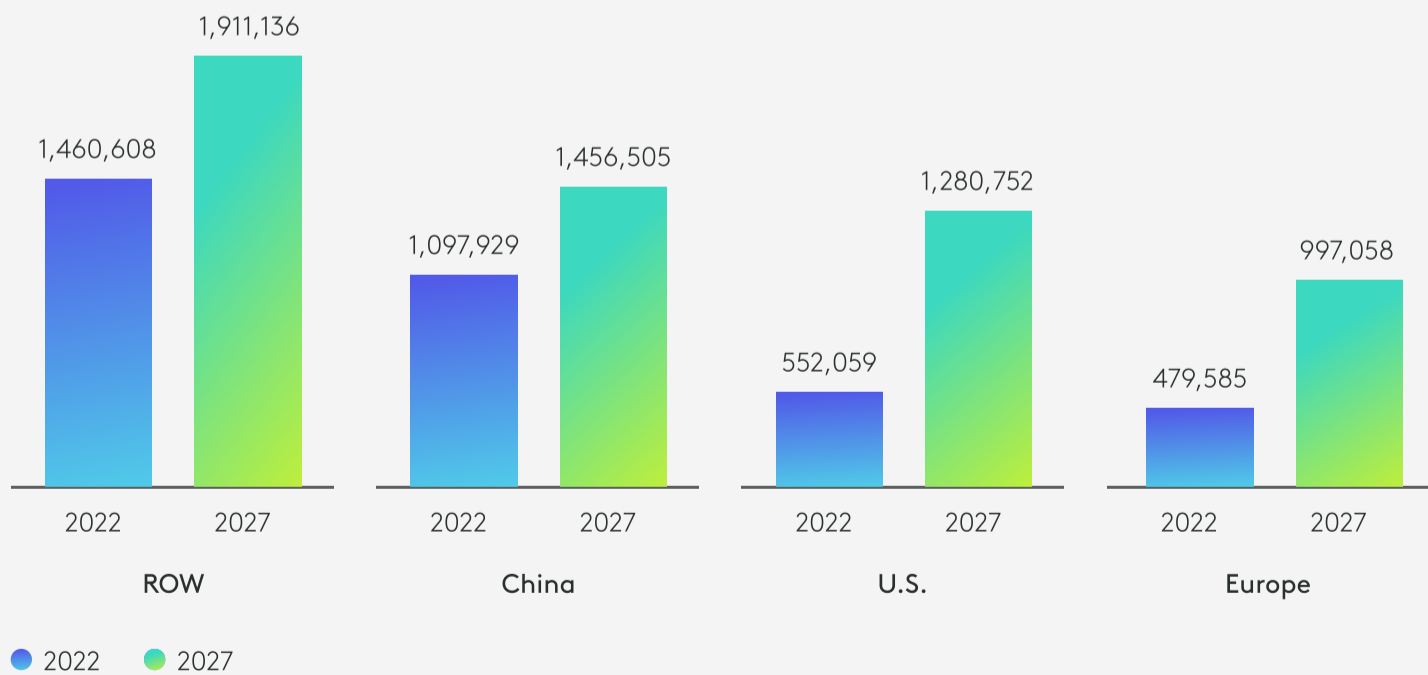|	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
Total	2,239.2	2,418.5	2,630.4	3,264.6	3,840.1	3,590.2	4,481.5	5,010.5	5,645.5	5,989.3	6,395.2
Food	72.9	90.5	110.5	167.6	228.2	244.0	326.6	408.7	516.8	558.4	613.8
Beverages	73.0	90.6	110.7	154.3	106.8	207.9	257.3	396.7	343.9	370.9	401.9
Media	94.5	98.5	110.8	140.2	155.0	143.0	163.5	168.7	172.9	183.3	192.2
BHPHC	198.8	222.6	249.7	310.5	374.5	368.2	449.4	508.3	577.2	615.5	659.9
Toys, Hobby & DIY	321.2	356.2	394.5	510.1	618.2	601.7	715.7	789.3	872.5	930.0	992.5
Furniture	334.4	336.3	345.9	594.8	442.0	387.7	528.5	601.9	683.3	718.4	764.5
Fashion	525.1	573.1	625.8	763.8	892.4	871.2	1,057.8	1,183.3	1,323.7	1,406.2	1,501.3
Electronics	629.0	650.8	682.6	823.4	923.2	765.7	983.0	1,053.6	1,155.1	1,206.6	1,269.1

● Electronics ● Fashion ● Furniture ● Toys, Hobby & DIY ● BHPHC ● Media ● Beverages ● Food

Source: Statista

The rising adoption of eCommerce as a digital infrastructure is also influenced by various socioeconomic and key market factors.

Key market indicators: socioeconomic overview

Internet Users

64.1% of the global population uses the internet on a monthly basis. Increasing internet penetration rates build the base for using digital media.

Connection Speed

23.57 Mbits/s is the global average internet connection speed. As connection speeds improves features such as high-quality videos and 3D simulation become available.

Broadband Subscriptions

90.9 mobile subscriptions per 100 capita was the global number for mobile boradband subscriptions in 2002 and is a crucial indicator for establishing digital services.

Smartphone Penetration

63.3% of the global population use smartphones on a monthly basis. apart from smartphones, smart devices (e.g. smartwatches) are enabled with digital connectivity.

Key market indicators: digital infrastructure overview

Population

Number of individuals (all ages) is **7,542 million**. The number of individuals living in a country is a key indicator for the market size.

Consumer Spending

Average consumer spending per capita of private households was **US$ 6,753**. Knowing the expenditure per capita gives necessary insights into price developments and the average willingness to pay.

Demographics

The share of **older people** in the population is increasing, and there is a population shift towards more females in the ratio of males to females

Urban Population

56.9% of population living in urban areas, The gradual shift of the population from rural to urban areas is a constant phenomenon. The most urbanized regions generally have a high demand for eCommerce.

COVID-like V-shape recovery, recession, and shoppers' behavior change.

Current outlook

Consumer markets are slowly recovering from the recession caused by the pandemic. While spending on services remains lower than before the crisis, there has been an increase in spending on physical consumer goods.

Fiscal measures have helped stabilize household incomes, leading to many households having extra savings. Lockdown social distancing have also resulted in reduced spending on services outside of the home.

However, this combination of excess savings and limited supply has created inflationary pressures, which were initially expected to decrease as economies reopened.
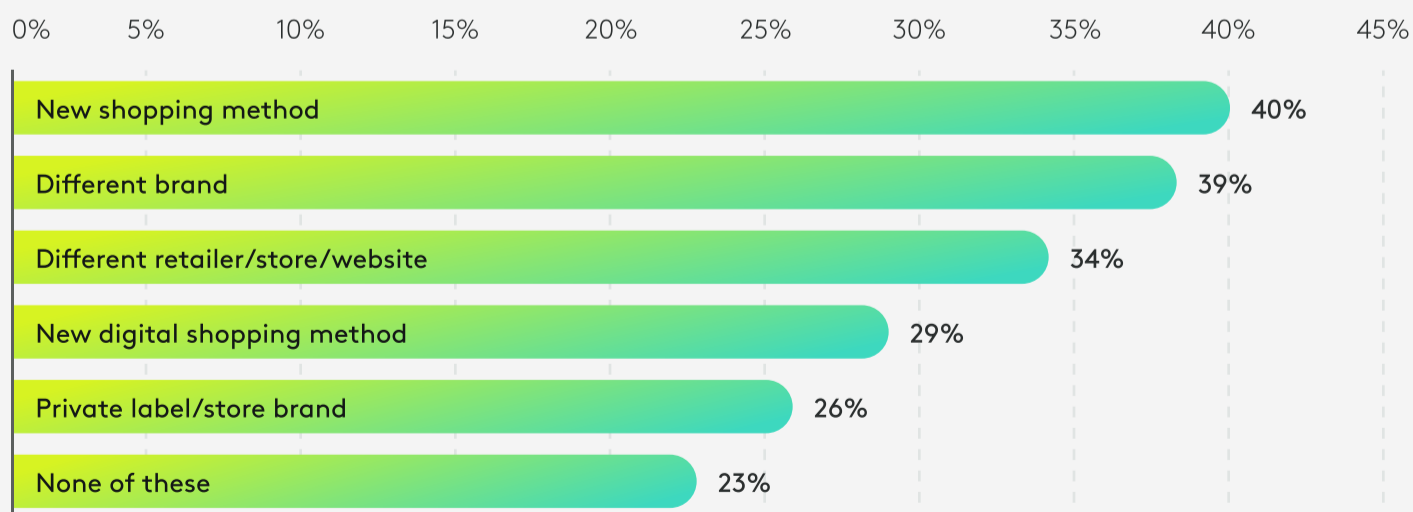
Potential long-term consequences

The COVID-19 pandemic has disrupted deglobalization pressures that already existed, with countries focusing more on self-reliance and companies adjusting their supply chains.

Just like in previous recessions, durable consumer goods and vehicles will be hit harder than consumer staples and services.

Because of inflationary pressures, the government's ability to stabilize the economy through fiscal measures will be limited compared to the response to the COVID-19 recession.

Lastly, consumers will experience a decrease in their income due to the recession.

Since the coronavirus (COVID-19) pandemic began, have you tried any of the following shopping behaviors?

Share of U.S. consumers that have tried a new shopping behavior during COVID-19 2021

Behavior	Share
New shopping method	40%
Different brand	39%
Different retailer/store/website	34%
New digital shopping method	29%
Private label/store brand	26%
None of these	23%

Source: Statista

1.2 REVOLUTIONIZING ECOMMERCE SHOPPING: INNOVATION TRENDS

Omnichannel is making the shopping experience more immersive and real

Rapid innovation in eCommerce has resulted in the emergence of an omnichannel ecosystem that reduces friction within the value chain and distribution on different channels. This makes shopping experiences more immersive and ubiquitous. Omnichannel commerce not only offers offline and online options for shopping interaction but also focuses on integrations so that shoppers have a cohesive experience across all the different touchpoints. Selling on multiple channels is not new, but omnichannel is a growing trade in terms of focusing on a holistic approach to the overall experience. With the line between the physical and digital world blurring more every day, technologies such as video commerce, AI, blockchain, augmented and virtual reality, and new payment platforms are shaping consumer shopping into an increasingly seamless experience.

> The times when focusing on Conversion Rate alone would drive the success of your eCommerce business has come to an end. Your customers are now overwhelmed with choices, and it's up to you to convince them why they should choose you. Ensuring that you create a wholesome and valuable customer journey (this includes nurturing them even after they've made a purchase) and increasing their Customer Lifetime Value will drive the long-term success of your business instead of just making a quick buck

Kelly Cruickshank
Operations Director

BLEND

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One-click checkout and new ways to pay

Ensure you don't lose out on potential sales by providing a range of payment options that cater to individual shopping needs on your eCommerce website. Offering a diverse selection of payment methods can significantly increase your conversion rates, especially on mobile devices.

One-click checkout technique is here to revolutionize the shopping experience for your shoppers. By analyzing their previous purchases and behavior, you can create a seamless and hassle-free shopping cart process that mobile users expect and appreciate.
With the combined power of an enhanced mobile cart and the appeal of promotional discounts, almost half of your sales can be attributed to these advancements.

The power of AI in understanding shoppers

Discover the power of Artificial Intelligence and machine learning in creating extraordinary shopping experiences. By automating and personalizing shopping journeys, AI gathers valuable insights into shopper preferences, behaviors, and desires. Say goodbye to generic in-store experience, AI is the game-changer we all need.
Brandon Amaroso, Electriq, emphasizes how the complexity of AI and the ability to make it more human is also increasingly important:

> Brands need to start leveraging AI to personalize the shopping experience post-purchase to improve retention and increase LTV. Shoppers are demanding a personalized experience, and AI allows us to create a unique 1:1 experience at scale that we couldn't do manually.

Brandon Amaroso
Founder & CEO

⊚ **ELECTRIQ**
A **DRINKS** Company

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Social eCommerce gets more interactive

Social commerce refers to using social networks for online shopping. It has become an integral part of our daily lives, changing the way buyers and sellers interact.
Brands now maintain personal relationships with their shoppers through popular social networks. Social media platforms are constantly adding new features to make the buying process quicker and more convenient. In the near future, we can expect to see a one-click "Buy" button on most social networks. This combination of e-commerce and social media has led to the rise of P2P marketplace with Facebook and Instagram being prime examples.

It's worth noting that the growth of social eCommerce is projected to increase by 25% over the next 5 years, making up a significant portion of the overall eCommerce market.

Number of social commerce buyers in the United States from 2019 to 2025 (in millions)

Number of U.S. social buyers 2019-2025 (in millions)
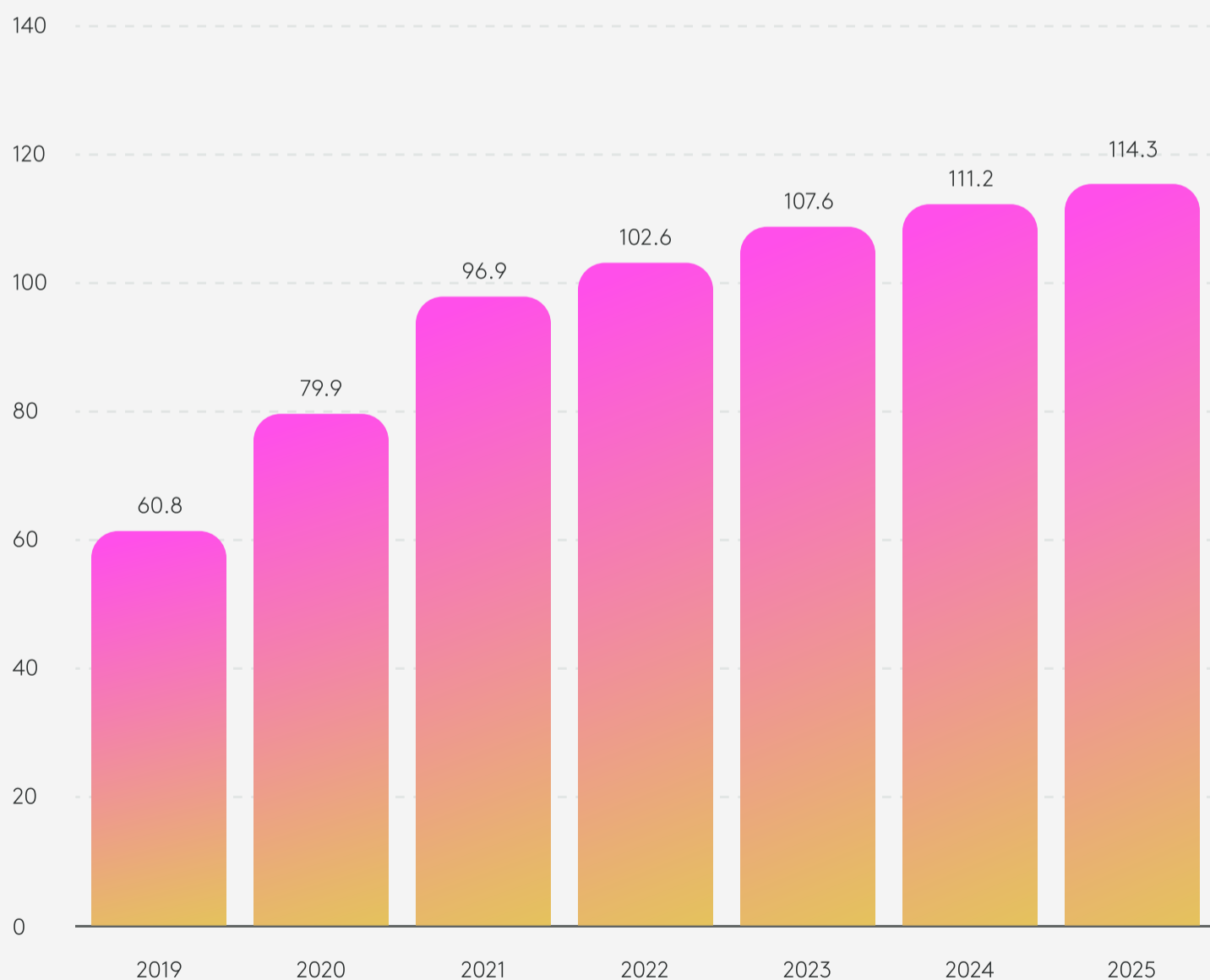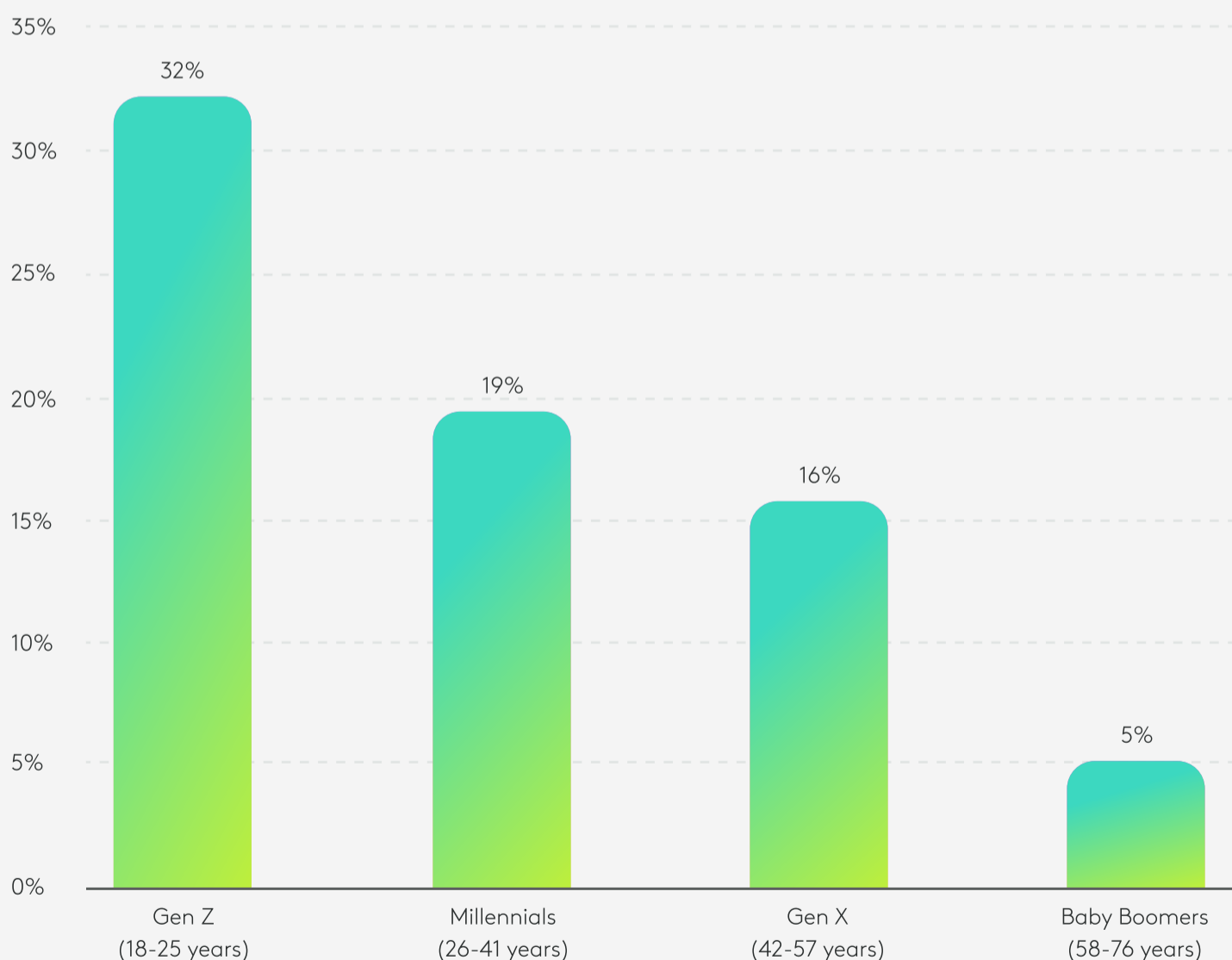

Source: Statista

Shoppable videos. The rise of commerce-centric video

In 2023, eCommerce stores will revolutionise the use of video on their platforms. Introducing a trend in interactive and shoppable videos, a fresh approach to selling products online through engaging content. Retailers and brands will showcase videos that enable shoppers to instantly purchase the products they see, eliminating the need to search for them elsewhere.

As a result, shoppable videos are expected to become a pivotal integration in eCommerce and a key component for growth strategies for brands and retailers. The rise of interactive product videos provides a unique user experience that better communicates the product's value proposition, keeps shoppers engaged, and influences them toward a purchasing decision, which is why so many eCommerce merchants are taking advantage of this new trend combined with AI tools.

Number of social commerce buyers in the United States from 2019 to 2025 (in millions)

Number of U.S. social buyers 2019-2025 (in millions)

Gen Z (18-25 years)	Millennials (26-41 years)	Gen X (42-57 years)	Baby Boomers (58-76 years)
32%	19%	16%	5%

Source: Statista

The unstoppable growth of mobile shopping

Mobile-commerce technology is transforming how consumers shop online. The mobile commerce landscape is evolving rapidly from the rise of voice shopping and augmented reality to the integration of mobile payments and the growing importance of personalization and customization.

Thus, mobile-friendly eCommerce stores become imperative. With mobile shopping, shoppers can make purchases from anywhere, providing added convenience and the ability to pay digitally.

According to Statista, a whopping 79% of eCommerce sales will be made on mobile devices by 2023. Stay ahead of the game and cater to the growing number of mobile users.

> When it comes to collecting engaging and high-quality reviews, it's all about meeting customers when, where and how they're most likely to leave a review. Brands pair Junip's mobile-first review forms with flexible review links at different points along the customer journey (i.e. order tracking pages, product packaging, account portals) to make it convenient for a customer to leave a review. Not only does this omnichannel approach make for a better customer experience, it also leads to better reviews.

Leah Morassut
Product Marketing Manager

Junip*

LEARN MORE ABOUT JUNIP

Percentage of consumers who bought from online shopping videos in the United States in June 2022

51%   **27.2%**   **21.9%**

● Yes   ● No   ● I am not sure
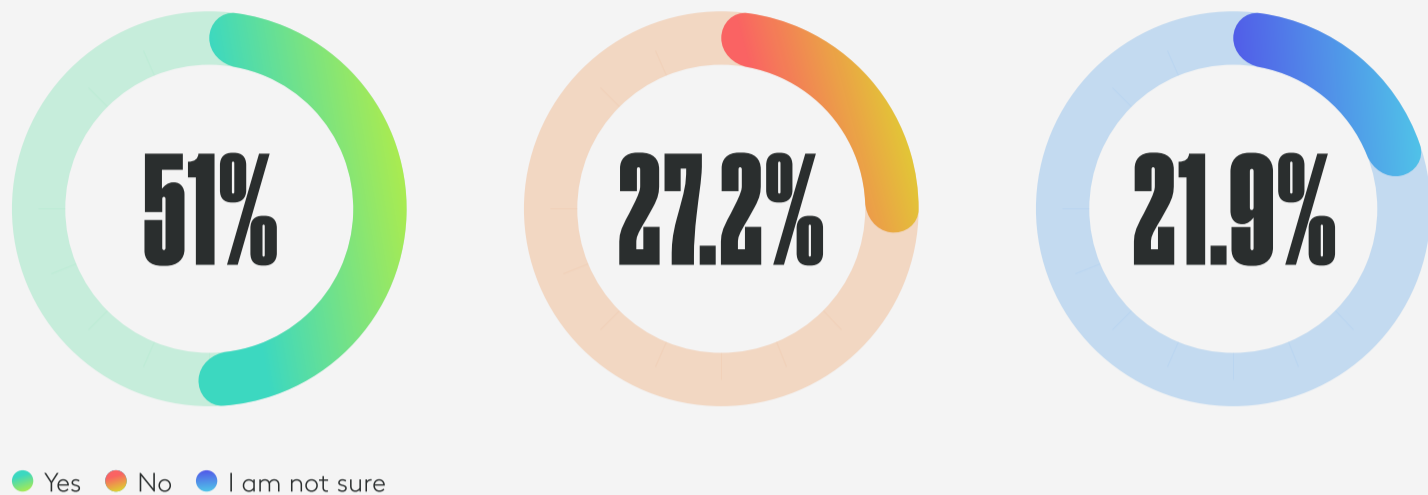
Source: Statista

Headless and API-driven commerce

Another technological trend in eCommerce shopping: headless commerce. This innovative approach revolutionizes the online shopping experience, providing brands with seamless customization and a competitive edge. By separating the front-end design from the eCommerce platform, companies like Shopify and Salesforce can optimize their customer reach through various interfaces such as smartphones, apps, and social media. Experience the flexibility, efficiency, and creativity of headless commerce, as it empowers eCommerce businesses with enhanced SEO, content marketing, and digital experience capabilities.

Blockchain - the future of data security and seamless payment transactions

Revolutionary blockchain technology is transforming eCommerce shopping. Trust issues, slow transactions, higher fees, and unclear data ownership are all challenges this industry faces. But with the concept of a distributed, genuine ledger, blockchain can instill trust in online payments, prevent fraud, and introduce cryptocurrency as a new payment method. By using digital assets for transactions, there's no need for a third party, making transactions faster and reducing fees for buyers and sellers.

Furthermore, all data entered into a blockchain is permanently stored, ensuring transparency and preventing fraud throughout the transaction history. With blockchain, eCommerce can thrive with enhanced security and transparency.

Veronica Gelman

Director of Client Services

An exceptional online shopping experience relies heavily on the essence of product information.

The assortment of products featured, the visual appeal they exude, the comprehensive details presented on the product description page, and the ability to effectively deploy product recommendations are all critical factors that guide customers toward making well-considered and gratifying purchase decisions. Today's modern online shoppers expect and anticipate personalized content and product recommendations. Moreover, they place a premium on credibility, seeking reassurance through ratings, reviews, and user-generated content blocks, all while demanding a seamless checkout experience which still remains a rarity for merchants utilizing custom or outdated eCommerce platforms.

AVEX

LEARN MORE ABOUT AVEX

Big Data for personalization and individualized shopping experiences

Shoppers, both in B2C and B2B, are increasingly seeking personalized shopping experiences online. This is made possible through the use of Big Data, which enables shoppers to receive tailored product recommendations and exceptional customer service. Research has shown that implementing personalized experiences on websites and in marketing initiatives can have a significant impact on revenue. In fact, one study found that retailers with advanced personalization capabilities experienced a revenue increase of 25%. Additionally, retailers who were in the process of developing basic personalization capabilities achieved a revenue increase of 10% or more, accounting for 40% of the participating companies

> The power of Lifecycle Marketing is its ability to nurture long lasting relationships with customers. A customer's journey doesn't end with a single purchase, but continues through a series of interconnected stages based on site activity, spending habits, and purchasing behavior. With the right strategy and personalized journeys in place, businesses can increase their customer lifetime value and create meaningful experiences for the end user.

Amber Doughty
Senior Director, Lifecycle Marketing

hawkemedia®

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CREATE MEMORABLE EXPERIENCES THAT RESONATE WITH SHOPPERS

2.1 OMNICHANNEL SHOPPABLE VIDEOS

Omnichannel is the new normal

According to Google, around 85% percent of users start their shopping journey on one device and then switch to another. This means that someone could see an advertisement on Instagram and end up buying a leather jacket, IRL, at a store nearby using a QR code.

The trend has inspired businesses to align their online and offline sales channels, creating a seamless shopping experience for shoppers. This approach is called omnichannel, where every interaction with a shopper should feel cohesive. From the company's branding to its marketing content, e.g., brand and UGC videos, everything should communicate the same message.

The see-now-buy-now mindset displayed by today's shoppers is rewriting the retail industry as we comprehend it. Shoppers are now seeking instant solutions, using multiple channels to research and buy products. This means that videos have become a crucial tool in the decision-making process, tapping into the human element and the value of discoverability. In fact, interactive and shoppable videos are now seen as the "next big thing in retail," as per Fortune Magazine.

According to eMarketer Insider Intelligence, online video watch time has increased by 34% in the last two years. This has made eCommerce merchants and retailers realize the importance of capturing omnichannel sales and considering the long-term effects of video integration.
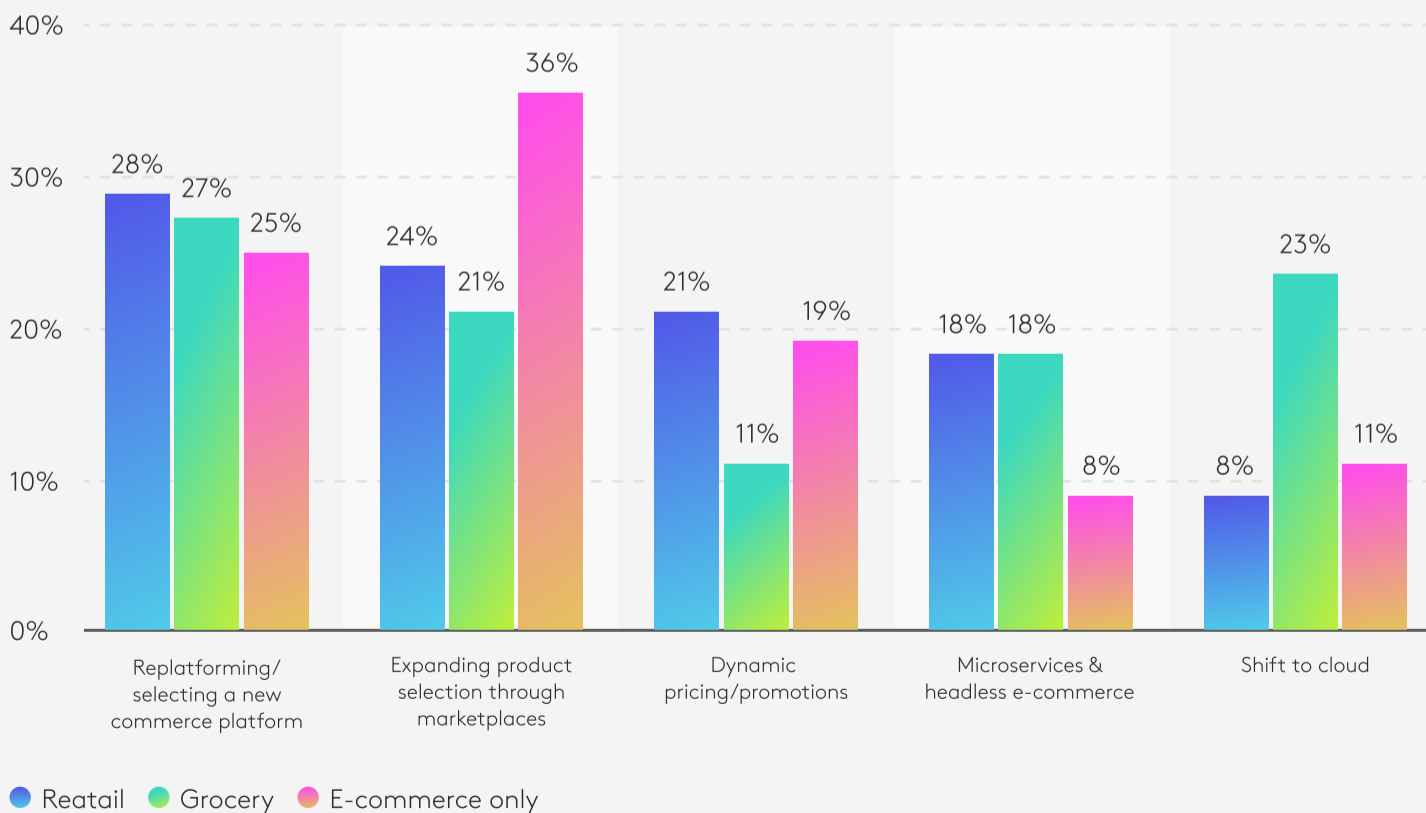
Leading sources of inspiration for online shoppers worldwide in 2022

Main sources for online shopping inspiration worldwide 2022
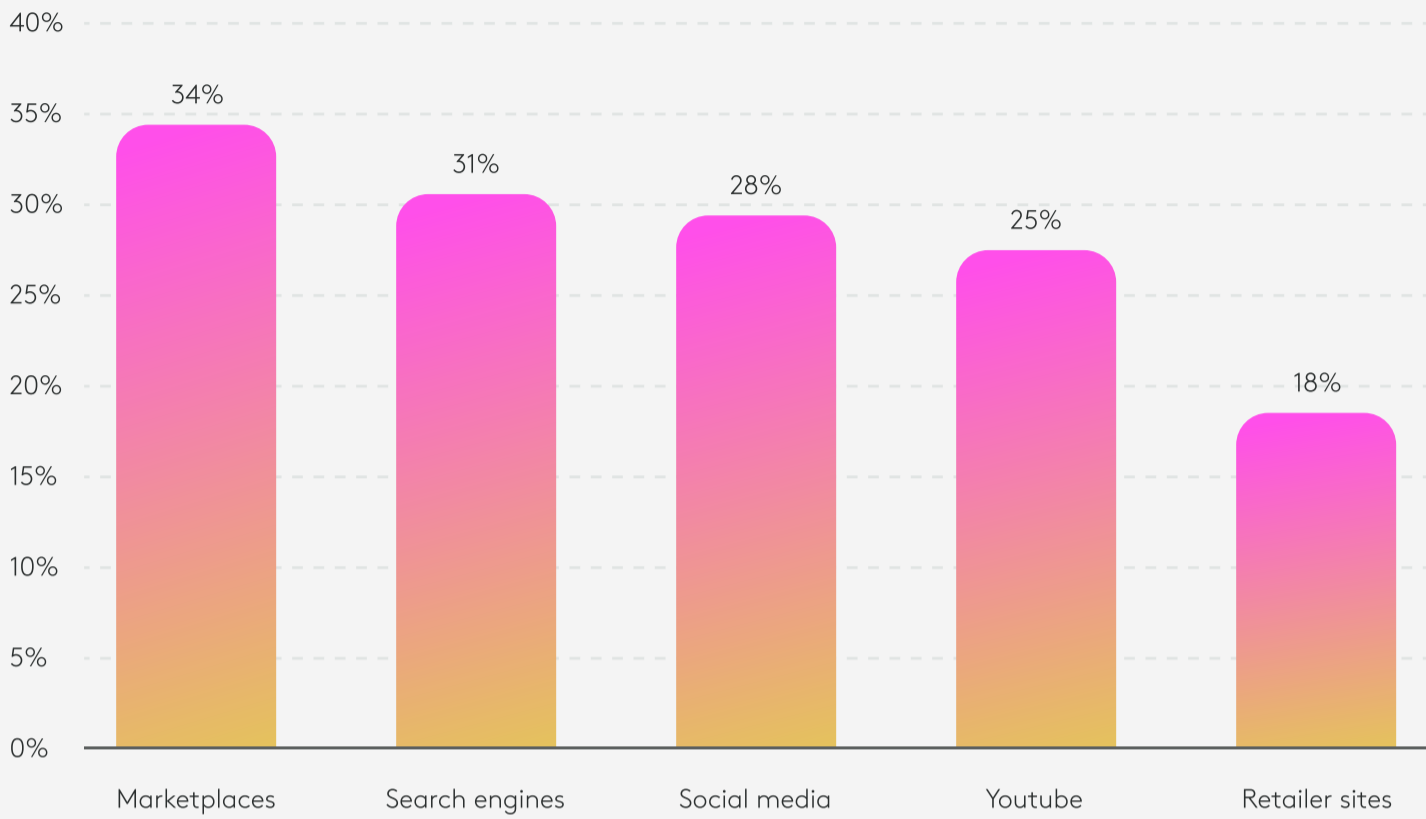
Source: Statista

Main short-term challenges in omnichannel commerce among worldwide e-commerce companies in 2022, by type of company

● Reatail   ● Grocery   ● E-commerce only

Source: Statista

Shoppable videos. The rise of commerce-centric video.

Stay ahead in the online shopping game by understanding what shoppers really want. Recent studies show that shoppers are increasingly drawn to video content. In fact, a whopping 91% of shoppers are calling for more video content from brands. Even non-video marketers are taking note, with 70% planning to implement a video marketing strategy by 2023.

To make the most of this video trend, brands should focus on two key factors. Firstly, offer easily digestible video content that drives engagement and ultimately leads to more conversions. Secondly, embrace a comprehensive eCommerce approach that leverages video assets and the available video CMS tools to innovate marketing and commercial strategies continuously.

If you're looking for a simple and efficient way to dive into video marketing, consider using shoppable videos. It's a straightforward concept - if your company already has brand and user-generated content (UGC) videos on social media or websites, shoppable videos allow viewers to make purchases while watching the content. This not only boosts on-site engagement but also quickly converts viewers into shoppers. Moreover, shoppable videos are more efficient for your target audience than ads. Shoppers get to watch a video that explains the product and then purchase it with one click.

Video formats with largest return on investment (ROI) according to marketers worldwide as of June 2022

Share of respondents

39%	16%	11%	10%	8%
Short-form videos (1 minute or shorter)	Long-form videos (3 minutes or longer)	Videographics	Webinars	Live videos/ live streams
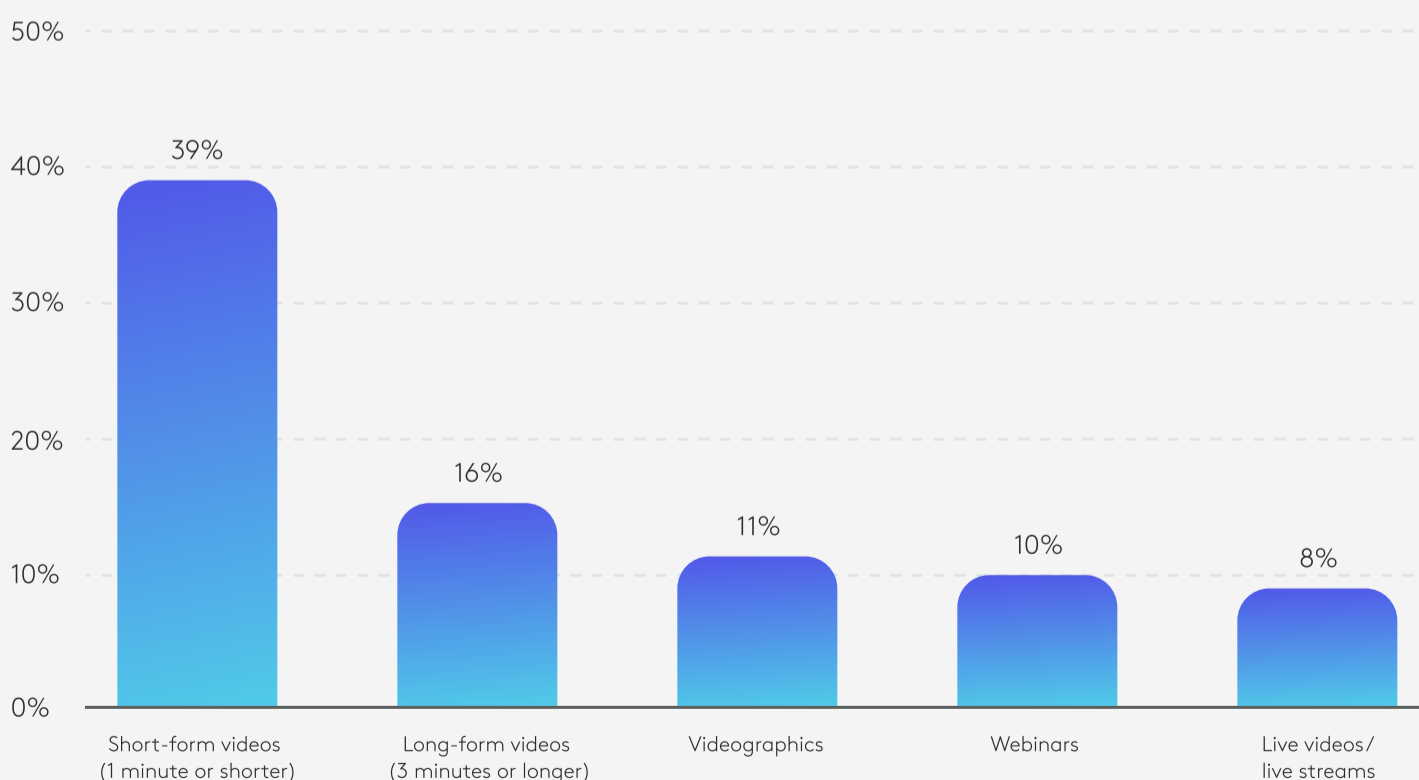
Source: Statista

Freyja Hansen

Partner Manager

Omnichannel has become a defining force in the eCommerce industry, revolutionising the way brands connect with consumers.

As a leading Shopify Plus agency in APAC, Zyber firmly believes that a seamless and integrated omnichannel strategy is crucial for success in today's competitive landscape. By providing a cohesive and personalised shopping experience across various touchpoints, brands can create lasting impressions and foster strong customer relationships. The power of omnichannel lies in its ability to meet customers where they are, offering convenience, consistency, and relevance throughout their journey. Embracing omnichannel as a strategic approach allows brands to unlock new opportunities for growth, engage customers on their preferred platforms, and drive conversion rates. In this era of constant connectivity, brands that leverage the potential of omnichannel will undoubtedly rise above the competition and build enduring connections with their audience.

zyber

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This helps you create an intuitive and effortless shopping experience for your shoppers, which can lead to higher conversions. In addition, shoppable videos help increase time on-site as shoppers are more likely to stay longer watching and trying out products before purchasing. Shoppable videos can be in any format you need, such as video carousels, grids, pop-ups, or stories.

Unlike traditional video platforms that limit embedding to one video per page, shoppable video tools like Videowise are specifically designed for eCommerce. It enables online stores to manage and publish videos at scale on a virtually unlimited number of product pages, collection pages, or blogs. This way, store owners can save valuable time while creating an immersive shopping experience for their shoppers. Moreover, due to its small script size, shoppable video player from Videowise doesn't affect the store speed, as happens on traditional platforms like YouTube or Wistia.

LEARN MORE ABOUT VIDEOWISE

2.2 AI-POWERED SHOPPING SOLUTIONS

> Here's a neat tip: Make it easy for customers to buy products from your collections pages or cross-sell panels with a 'quick add' type CTA, and reduce the need to visit the product page. Think of it like queuing at the supermarket and popping something that catches your eye into your shopping basket

Nathan Lomax
Director & Co-Founder

Quickfire Digital

LEARN MORE ABOUT QUICKFIRE

In the last 9 months, we have seen an acceleration in AI led by the release of large language models such as Chat GPT, and Google's Baird. In truth, AI's potential to deliver memorable shopping experiences extends well beyond these models into the finer points of shopping - these are the elements that make it truly memorable and rewarding for shoppers. That is the personalisation of an experience, the attentive customer support that keeps you coming back to the same shop, or the easy visual search that facilitates a shopper to find the item that they did not quite realise they needed to buy. This digitalisation enables brands and retailers to deliver and replicate the fundamental benefits of traditional retail with the market for AI enabled solutions expected to reach $16.8bn by 2030. So, how can you use AI powered shopping solutions? We look into 3 areas here.

Hyper-Personalisation

One of the main ways that AI can differentiate and elevate shopping experiences is through customer and product personalisation. AI, through 'neural networks', mimics the function of our brains making connections between different data points - these networks can be used to analyse large volumes of customer data, such as past purchases, transactions, and behaviourial data such as browsing searches, returns and reviews to understand the complex preferences, desires and needs of your customers.

The algorithms are often trained with millions of datapoints - this process learns, over time, the preferences and actual behaviour of customers to recommend products that meet the personal preferences and needs of customers. For example, shoppers could see inspirational cross selling opportunities based on past customer purchases or personalized cart recommendations before checking out to remind them of previous searches that sparked their interest. In the case of clothing, this could mean AI-powered sizing recommendations based on the shoppers body shape and precise measurements.

The benefits are numerous for merchants:

⚡ Improved customer experience with shoppers able to find what they are looking for easily and quickly

⚡ This can lead to increased customer loyalty, retention and higher order values with shoppers' checking out with higher AOV

⚡ Providing a competitive edge and differentiation offering more value to your customers

AI solutions to consider:

Technology solutions such as Rebuy, Recart, Nosto, and Aistetic incorporate AI to provide personalized product recommendations, targeted marketing, and other AI-driven features.

Attentive 24/7 Customer Support

AI can also help provide more accessible and attentive customer service through AI powered chatbots. These chatbot services are trained using large text datasets - this process uses Natural language processing (NLP) which is an interdisciplinary subfield of linguistics, computer science, and artificial intelligence concerned with the interactions between computers and human language, in particular how to program computers to process and analyze large amounts of natural language data.

These 24/7 chat services can respond to a product question, shipping enquiry or returns. A human-like response is generated using AI - the response is personalised to the needs of the customer's request at that point in time.

Richard Emanuel

CEO & Co-Founder

The fashion industry in 2023 faces challenges. Americans spent 20% less on fashion in H1 2023.

Online orders dropped by over 15% from January to April compared to last year. The average purchase price declined 7% to $157, possibly due to the economic recession causing shoppers to cut back on spending.

Globally, the apparel market is more promising, projected to reach $1.7 trillion with a YoY growth rate of 13.7%. China remains the most lucrative market with a projected volume of over $226 billion in 2023.

Parkfield
Commerce

LEARN MORE ABOUT PARKFIELD

The benefits are numerous for merchants:

⚡ Reduced wait times, faster responses and enables 24/7 customer support

⚡ Improved customer experience and responsiveness ensuring enquiries are answered, support provided and your customer's needs are attended to

⚡ Shoppers are guided through a transaction

⚡ Reduced customer service costs and improved operational efficiency by automating repetitive tasks

Solutions to use:

Technology solutions such as Gorgias and Heyday, incorporate AI to provide 24/7 chatbot services that integrate easily into existing brand and retailer websites.

Shopper Search & Findability

Traffic generation via search is an important way to acquire customers for your business. AI plays a critical role here enabling a next generation of text and images to enable your future customers to find you. AI is a true enabler - with platforms like ChatGpt, and Copy.ai, ecommerce businesses can generate unique, high quality written content that is already optimised for search engines. The accessibility, ease, low cost and quality enables an acceleration in content that meets the needs and expectations of your target audiences.

You can also use AI tools to generate product and lifestyle imagery reducing the time and cost required for photoshoots, or purchasing photography. Products can be manipulated and placed in a variety of settings enabling you as the merchant to customise and provide more helpful context for the use of your products and solutions. This could be the case with furniture showing how a piece of furniture would look in a home similar to yours or even your home.

Once your customers are on your site, AI can also help your shoppers visually find what they are looking for, by showing visually similar products based on uploaded images, clicking through visually curated galleries. This can be seen in fashion with services such as "Shop the Look" or in home decor with "Shop the Room". These AI powered solutions draw on computer vision, and deep learning identifying and classifying images according to their attributes to then present meaningful visual options for your shoppers to choose from in seconds.

The benefits are numerous for merchants:

⚡ Enables higher quality, more search friendly content at low cost and at speed

⚡ Facilitates faster easier visual search on site to increase AOV, increase conversion at checkout and retention

Solutions to use:

Technology solutions such as Jasper, and Chatgpt, provide high quality content at speed, at low cost. Syte, Klevu and Searchspring provide onsite visual solutions to e-commerce brands and retailers.
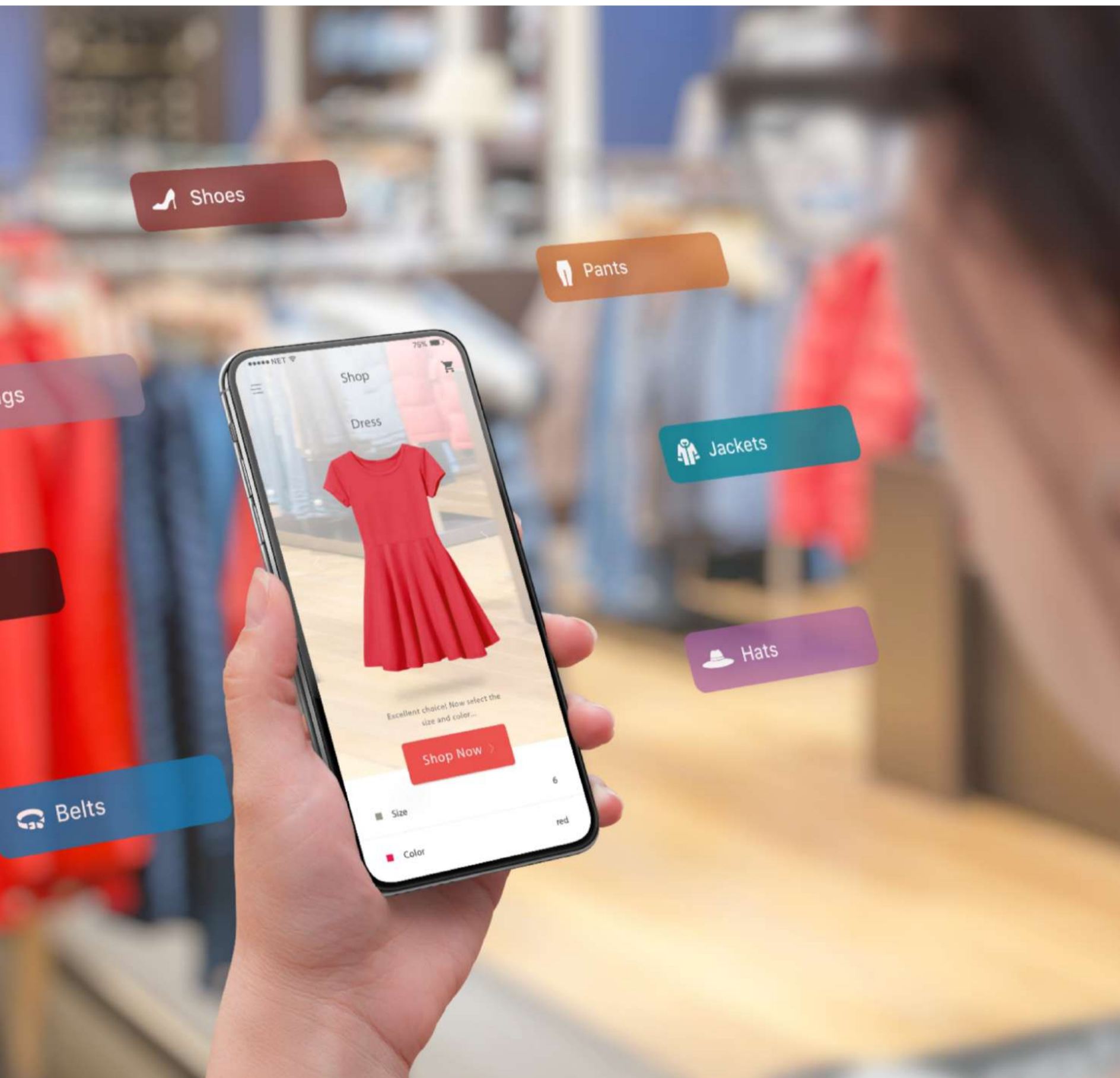
2.3 UGC MARKETPLACE FOR ECOMMERCE

Direct client feedback is the most valuable data we collect, and it guides all of our decision making.

Darius Matuliauskas
Product Lead

billo

LEARN MORE ABOUT BILLO

Billo bridges the gap between content creators and marketers, providing our clients with effortless, custom-made UGC they can quickly turn around to bolster their advertising and marketing campaigns. It's our job to make the marketer's video sourcing journey as simple and efficient as possible.

Modern Marketing Teams are busy and have little extra time to spare. They also have a huge demand for digital content that they need to be able to push out the door quickly in order to be effective.

Marketers say their biggest content challenges are measuring content efficacy (60%), effectively managing digital content (57%) and producing (or sourcing) enough engaging visuals (50%). Another 63% feel pressure to continually produce more and more content at a higher frequency.

Only marketing professionals know what's best for marketing professionals. So rather than plan improvements based on hard data and numbers, we decided to reach out to our repeating clients and talk to them about what it is that they do and how they use Billo to improve their campaigns and simplify their workflow. Of course, we also ask about what Billo could improve, but expanding on that, we ask what other difficulties do they encounter in their professional lives.

We use their professional opinions to add weight to what decisions we make going forward, especially when it comes to product development and introducing new services, pricing, and features. Billo Stock, our newly launched stock UGC library, was born out of marketers' need for a quick hit and a desire for more options when sourcing fresh content.

To conduct conversations we implemented we developed a list of pertinent questions and scheduled meetings using Outplay with receptive clients through. We were able to record and harness an AI transcriber from fireflies.ai so conversations could be shared across teams and departments after they were completed. This automatic note taking allowed our team member leading the conversation to really focus on listening to the client.

All team members were invited to participate in client conversations, though the majority of sessions were conducted by team members in charge of planning or those able to make near-immediate changes to our platform.

We allowed this close-contact feedback to inform our quarterly goals and adjusted our company strategy to align with needs of these clients, who we labelled preferred users (PUs). By working to address the pain points and wishes of our current PUs, we are able to improve our platform and stay ahead of competitors. We have also noticed an uptick in more PUs finding our services.

A marketplace is only as good as the wares available for purchase, but where customers choose to do their business comes down to more than what's on offer. For a marketer or PU, it also comes down to convenience, a positive and personal experience, time-savings, the efficiency of the exchange, and an unwavering trust that the marketplace places their interests at the forefront of operations.

2.4 THE INDISPENSABLE ROLE OF DESIGN IN ECOMMERCE

Shopify is a very powerful platform that enables businesses to scale at a global level. However, it has one huge limitation – limited template customizability.

Imagine this with over four million live Shopify stores and just more than 100 templates in the theme store, how can one website differentiate itself from the others?

The answer is… by using a page builder.

You might already know that a page builder is used in designing websites. However, it accomplishes a job far more important than just website beautification.

What Is A Page Builder For?

Shopify themes have their customization limits. However, if you know how to modify your theme files, you'll be able to do more. But of course, coding is too risky and utterly tedious for those who have no experience.

And that's exactly the case for most ecommerce entrepreneurs. This is where a page builder like PageFly comes in.

PageFly is designed by CRO experts to help increase sales conversions by giving users the ability to elevate their website designs so they can:

⚡ Tell their brand's unique story
⚡ Highlight their unique products
⚡ Provide a delightful browsing experience to online shoppers

Page Builder For High-Converting Product Pages

The truth is, no matter how good the story is and how great the products are, conversion rates will remain wanting if a website cannot wow the customers.

One effective way to use a page builder is to create stunning layouts for home pages and product pages that will highlight your brand's unique selling proposition (USP) as well as communicate the value that you bring to the table.
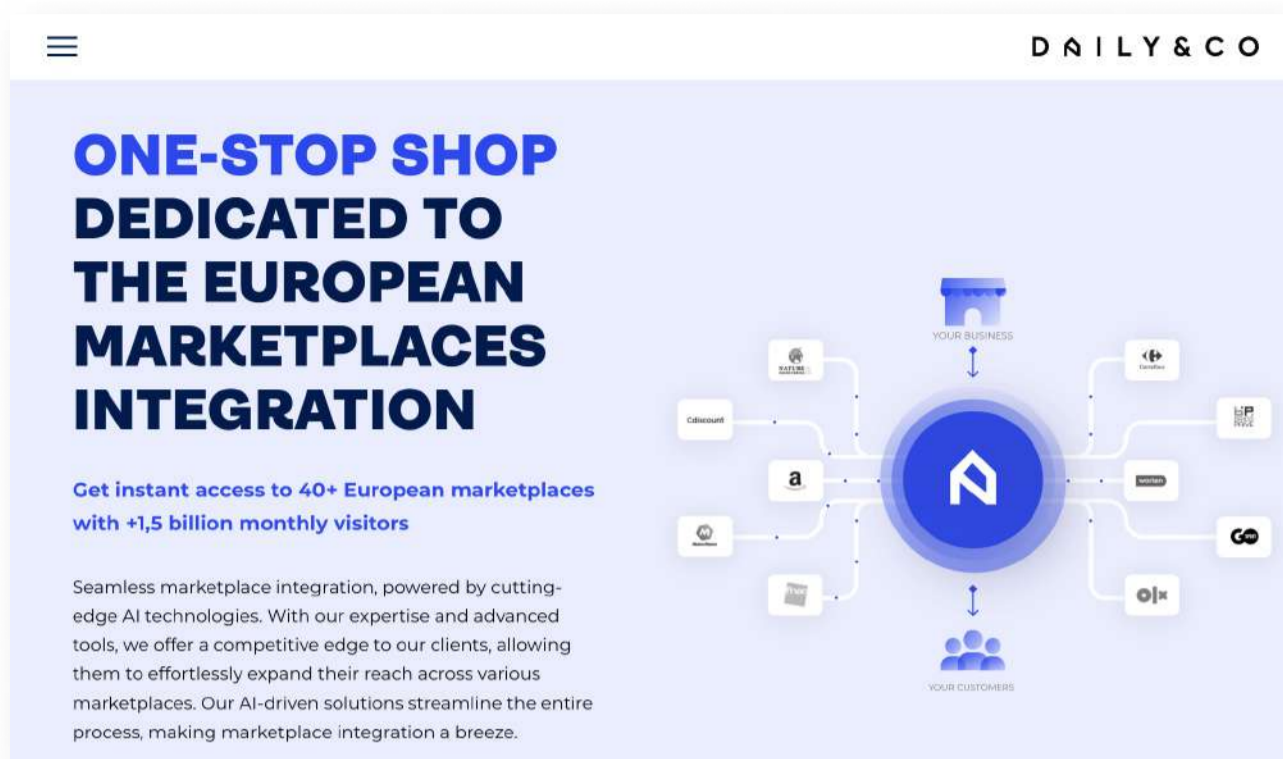
Daily & Co

PageFly is not just for stores with physical products. Even if you own a service-oriented business like Daily & Co, you can use a page builder to flaunt your brand's unique identity.
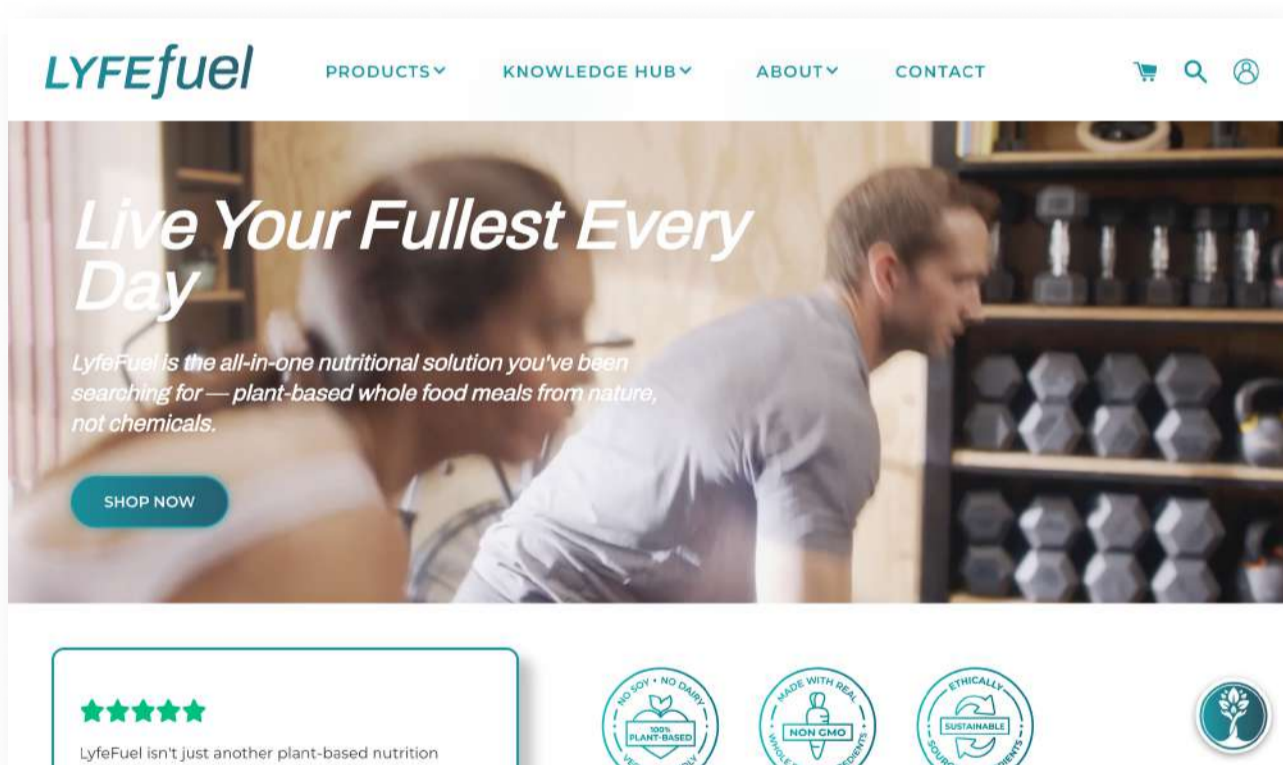
Lyfe Fuel

Using a page builder in your website helps you put the spotlight on your products' benefits without the hard sell. The visual experience itself can help establish your brand image in the eyes of your customers.

"Show it, don't tell it" is an important rule of marketing. And Lyfe Fuel did exactly that in painting an ideal lifestyle in their customers' minds.

Beyond the Aesthetics

PageFly is an essential tool that should be in every entrepreneur's arsenal. It is the one that will help you go the extra mile when Shopify has reached its customization limits.
But more than just a mere tool, PageFly can help brands succeed by putting customers at the heart of every design.

Author: Lorenzo Garcia - Content Writer at PageFly

Unlock the true potential of your e-commerce business with the power of the conversion-oriented tool - PageFly. Harness the magic of PageFly's page builder to craft captivating product pages that leave a lasting impression, elevate your brand's story, and convert visitors into loyal customers.

Linh Nguyen
Partnership Specialist

PageFly

LEARN MORE ABOUT PAGE FLY

2.5 MOBILE ECOMMERCE; IT'S WHERE YOUR CUSTOMERS ARE

The total number of worldwide mobile users (6.4+ billion in 2023) paired with the share of mobile commerce spend vs other channels paints a compelling picture.

Ecommerce shoppers are increasingly shopping on mobile. In fact, 79% of all ecommerce traffic on average now comes from a mobile device.

And yet selling on mobile can be clunky. Endless form fields, poor user experience and frequent cart abandonment lead mobile web shopping to be a low converting channel - leaving money on the table and customers wanting more. Not to mention the lack of retention.
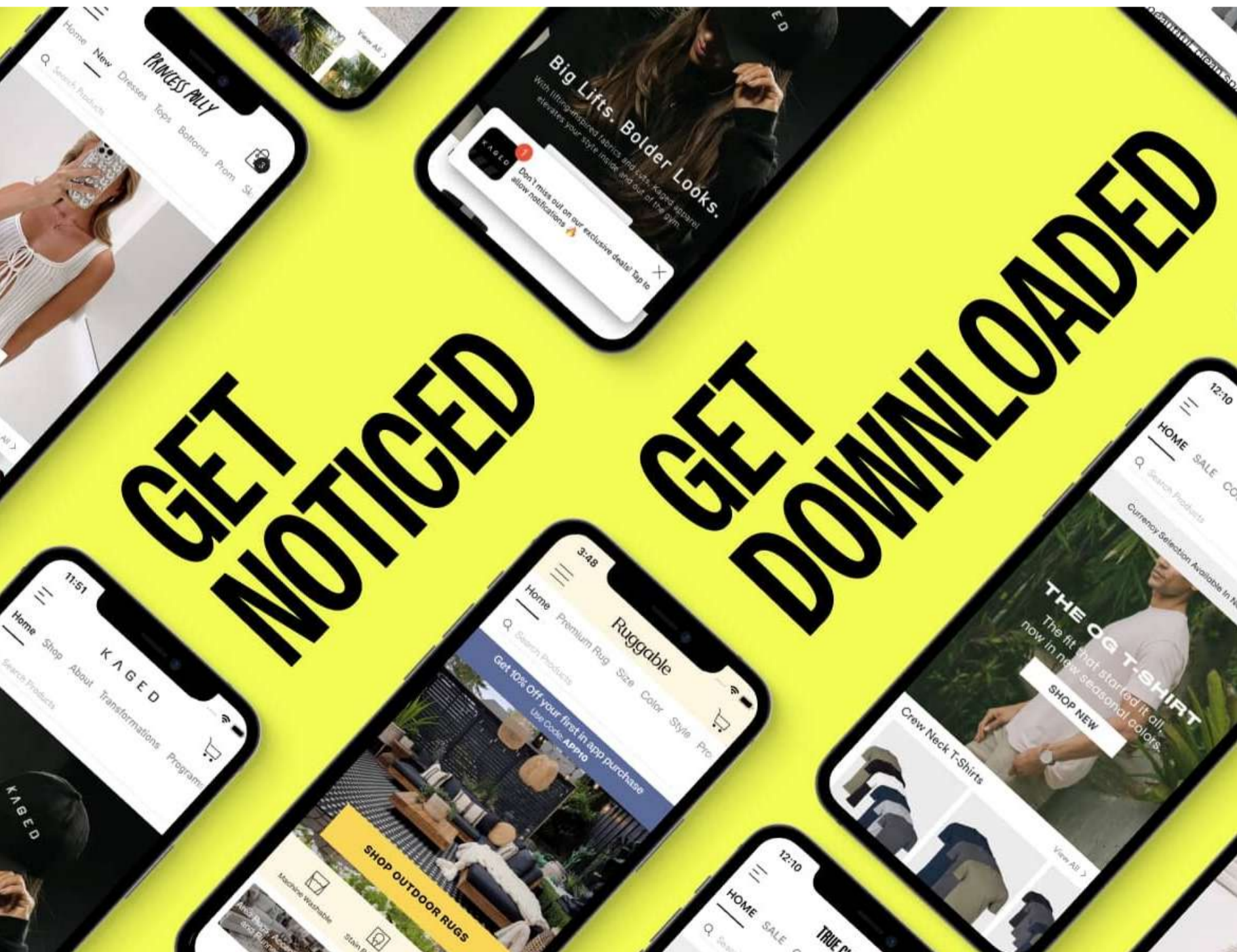
Your brand In-app: An owned marketing channel built for engagement.

Owned marketing channels such as Email and SMS help ecommerce brands control the customer experience engaging with customers at the right time with automated messages based on customer behavior.

As ecommerce has increasingly become mobile, brands have a new opportunity to leverage automated mobile push messages that increase the number of times a brand is engaging with your brand, bringing them back into the fold and converting time and time again. The average revenue for a single push notification sent on the Enterprise plan drove $12,870 when sent during the week of BFCM.

Each mobile app download turns a customer into a brand advocate, and each push notification subscriber means more eyes on your messages. Through community and brand building, app users spend more, with higher average order values (AOV) and lifetime values (LTV).

True Classic is a great success story. As most ecommerce brands can empathize with - True Classic needed to combat skyrocketing acquisition costs, so they built an app to help curate their best customers. Now, they see a 200x higher conversion rate on the app versus mobile web.

Here's the deal...

If you're searching for new levers, have an established audience (i.e your brand is doing $5M+ per year) then you should really give mobile apps a try.

They are low-cost, quick to stand up, and have amazing features that you can't get anywhere else. Tapcart, the main provider of mobile apps has helped thousands of DTC brands including True Classic Tees, Brandy Mellville, Mud/WTR, Orgain, and many more scale their revenue by adding apps to their overall retention strategy.

Interested in unlocking Mobile Commerce value for your ecommerce business? Feel free to book a demo and mention 'Videowise' in the 'How Did You Hear About Us' section.

◑ tapcart
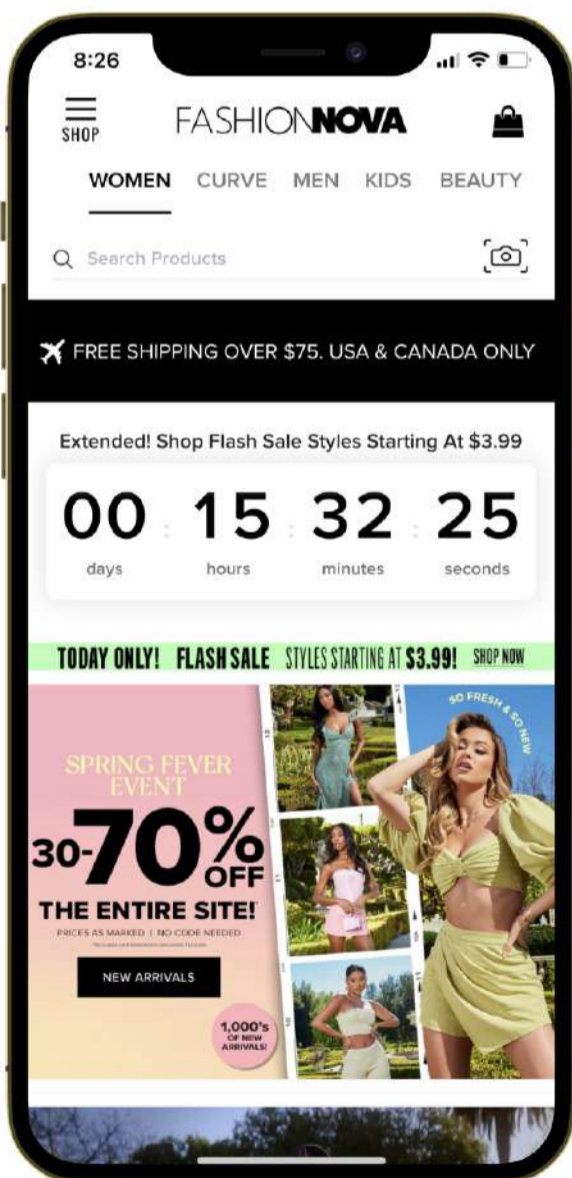
2.6 THE MODERN LOYALTY PLAYBOOK

For the last ten years, loyalty programs, platforms and strategy have all looked about the same. Meanwhile, everything around them has changed. The paid advertising landscape has changed. Data regulation has changed. Consumer buying patterns have changed.

It's time to modernize the loyalty playbook.

In order to build an evergreen loyalty strategy in the modern world it's imperative to put the consumer first. In the past, loyalty programs failed the consumer in such that they:

⚡ Were passive to engage with. To engage with a loyalty program you have to go to the footer of a website to see what the program entails.

⚡ Were difficult to understand. The benefits were obfuscated with points values and complex math.

⚡ Were not inspiring in their actions. The a la carte menu of action items were lame and not something that would inspire a customer to come back again.

Engaging customer journey

A website should feel like a great conversation - like a two way street. Both parties should feel engaged, motivated, and delighted. No one likes to feel like they are getting shoved into a shotgun wedding. And without engaging tools onsite, sometimes the shopping experience on a website can feel that way!

Here's how a beauty brand could do this right.

A potential customer first comes to your website. You display a small pop up in the bottom right hand corner "Share your social handles and get $10 off your order". Your customer likes this because it is more unique than the traditional newsletter signup up. And, still, you can collect email but also socials as well.

That customer is now searching various products. You set up another pop up "Take this quick quiz and get another $5 off your order". The customer answers now having more reasons to purchase and you have collected more data on this customer. You now know what their skincare routine looks like (4-5 Steps Nightly), What their skin type is (Dry or Oily) and even How much they spend on beauty per month ($50-$100).

Activating experiences

That customer purchases! You now have the opportunity to keep up with that customer and make them more loyal over time. You place a component on your post purchase page letting that customer know if they "Download the Apple Wallet Pass and get $10 toward your next order and $20 per referral made". It's a great deal and it's great for you because that Apple Wallet pass means you can send push notifications to that customer from here on out. No app download required.

You can see how this type of flow is engaging for the customer. And much more beneficial for you, the merchant. Like a two way street, they have been rewarded for sharing and you now have much more ammunition to speak to that customer the right way in the future.

Benefits consumers want

You'll notice throughout this journey points were not mentioned once. Points have forever been a nebulous concept. Measuring their value requires two conversions - how many you are getting for $1 spent as well as how many convert to a $1 discount. This is hard to calculate on the fly. At the core, the principal is simple - giving your customers a dollar value in return for their support. Tests show that consumers are 2x more likely to engage with a loyalty program when given a dollar-value for their actions versus a points-value. Consumers are 3x more likely to engage when that dollar-value is "cashback" instead of "store credit".
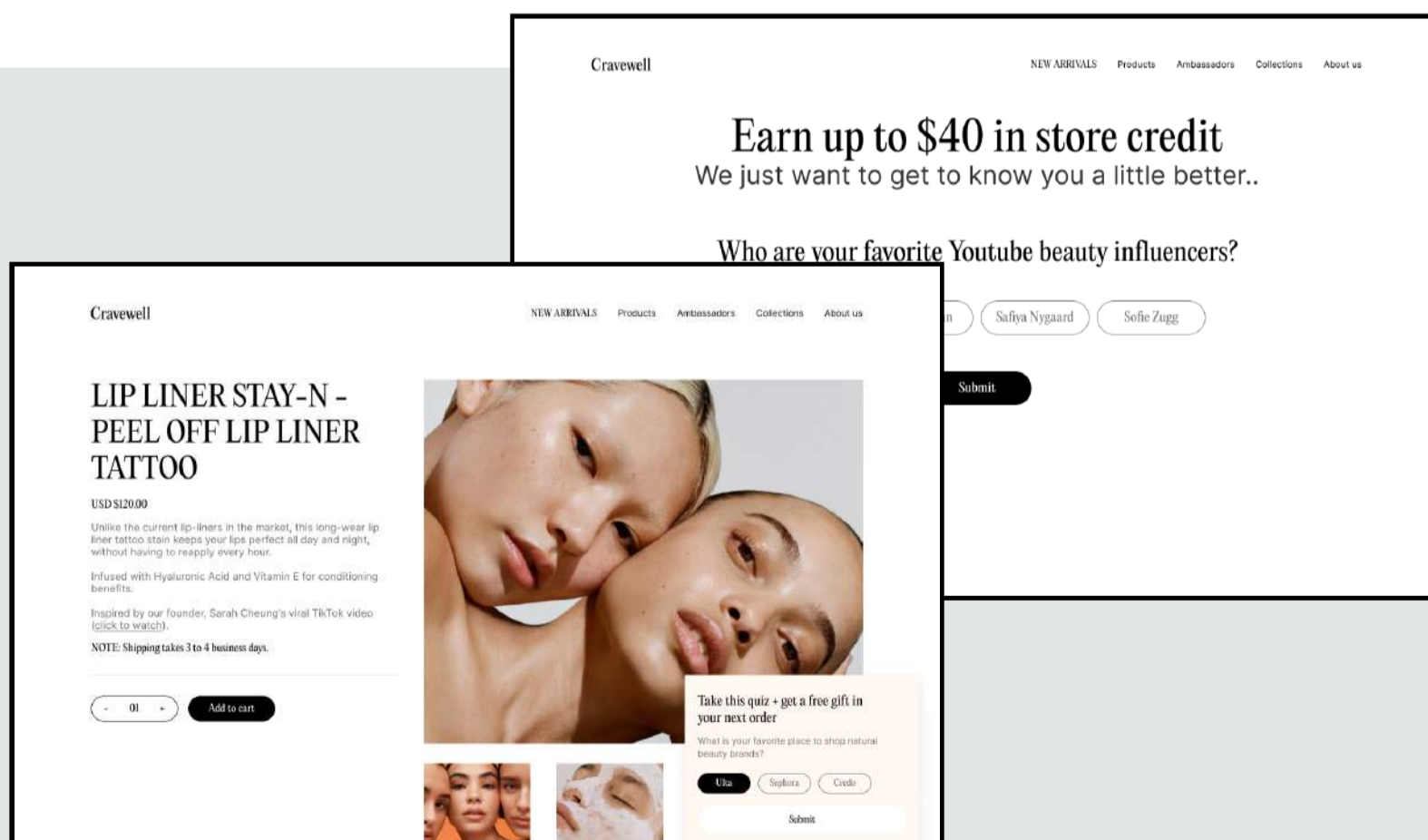
LEARN MORE ABOUT TOKI

ELEVATE THE SHOPPING JOURNEY

3.1 MOBILE SHOPPING AND SITE SPEED

Global eCommerce sales are set to reach $6.3 trillion by the end of 2023. And as technology keeps advancing, so does mobile shopping. Also known as m-commerce, mobile commerce sales will hit the $415.93 billion mark, accounting for 6% of retail sales, in 2023. With the convenience and widespread use of smartphones and tablets, mobile commerce is becoming the go-to choice for shoppers worldwide.

The time shoppers spend on mobile devices is still increasing. A staggering 91% of online purchases are performed from a mobile device. According to HubSpot, 59% of shoppers prioritize shopping on their mobile devices when choosing which brand or retailer to buy from. This statistic highlights the crucial need for a mobile-friendly user experience in today's digital landscape for brands and retailers.

Mobile shopping has become popular due to faster broadband speeds and the increasing use of social media and news platforms on mobile devices.

Additionally, trends like mobile payment integrations and personalized shopping experiences are transforming the world of mobile shopping in 2023. As more people use their smartphones to make purchases, businesses need to offer a convenient and secure mobile payment experience. With mobile payments, shoppers can easily complete purchases with just a few taps.

Merchants are recognizing the importance of the mobile shopping experience and are making efforts to optimize search, payment methods, and personalized customizations for shopping experiences. It is crucial to ensure that websites not only look great on desktops but also work well on mobile devices. This involves optimizing stores for mobile and developing mobile applications to attract and retain shoppers.
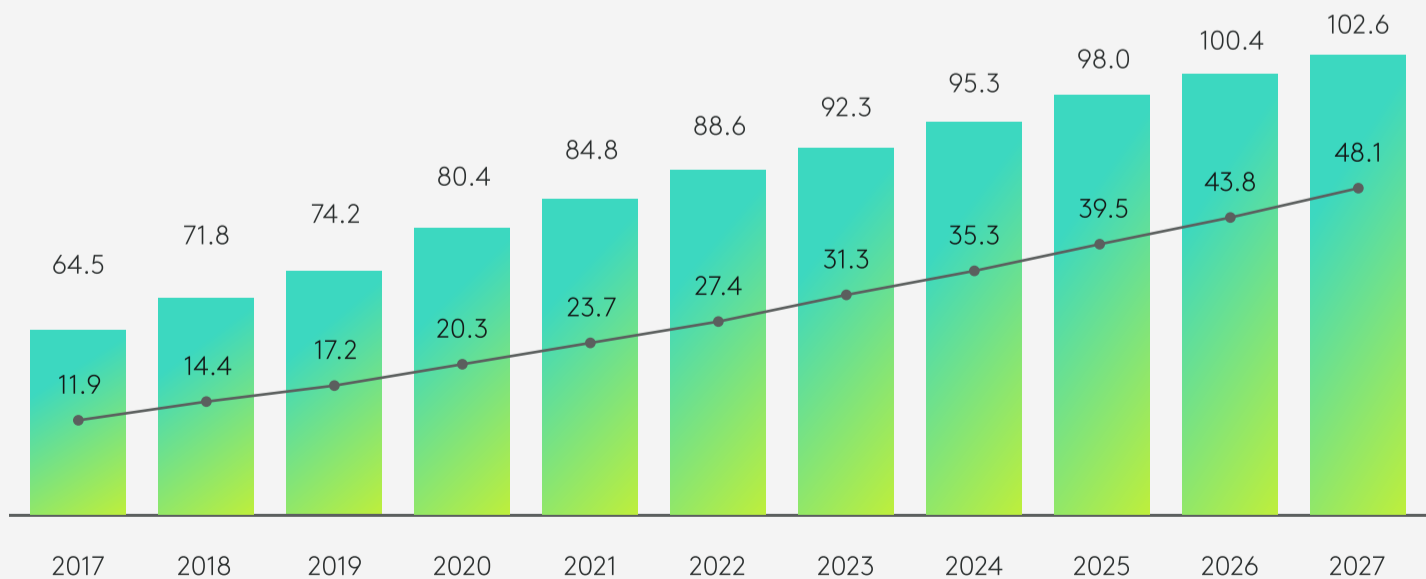
Retail Mcommerce Sales Share in the US, 2019-2026

% of total retail sales

2019	2020	2021	2022	2023	2024	2025	2026
4.1%	5.8%	5.8%	6.0%	6.5%	7.2%	7.9%	8.7%
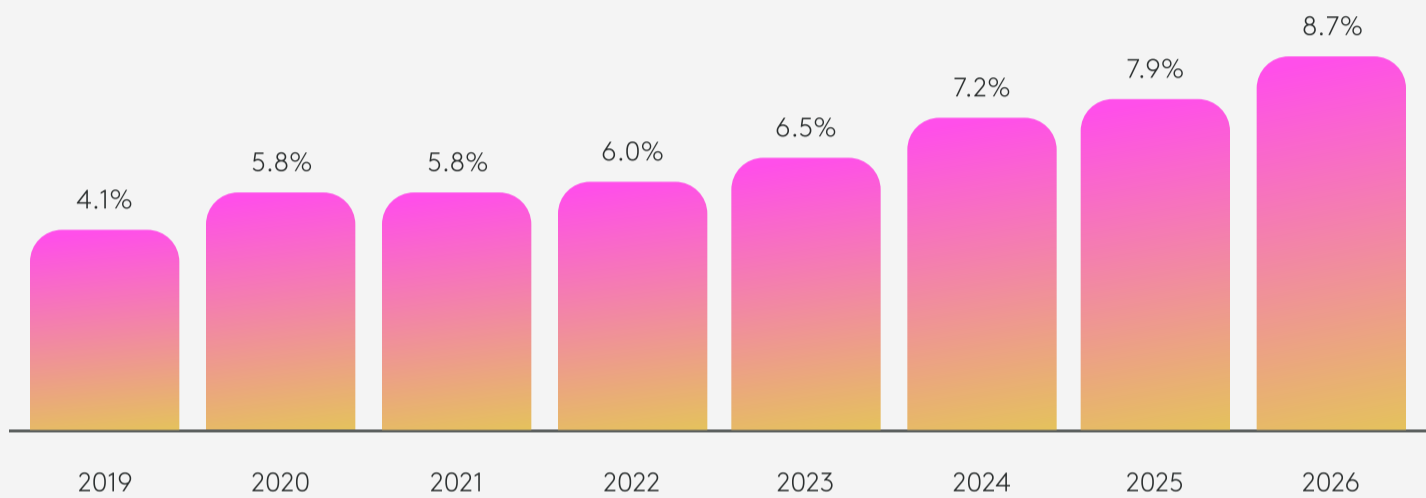
Source: eMarketer

From a global perspective, mobile broadband subscriptions and connection speeds are steadily increasing

Key market indicators: mobile broadband subscriptions and average connection speed

Global mobile broadband subscriptions and average connection speed

2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
64.5	71.8	74.2	80.4	84.8	88.6	92.3	95.3	98.0	100.4	102.6
11.9	14.4	17.2	20.3	23.7	27.4	31.3	35.3	39.5	43.8	48.1

Source: Statista

Creating a successful online presence goes beyond having just a website or mobile app. To truly succeed, you need to prioritize delivering the best online shopping experience possible. Key indicators of success are engaging and retaining your clients. Mobile shoppers are especially discerning, meaning even minor issues can steer them toward your competitors.

To make the most of this insight, here are three key points to consider:
Confirm that your online store is mobile-friendly by utilizing Google's mobile-friendly test to evaluate its performance.
Assess the pros and cons of launching a mobile site or app if you have not already done so.
Keep in mind that a poor mobile experience can result in negative customer reviews, impacting your ability to attract new shoppers.

In essence, delivering a high-quality mobile experience directly contributes to an outstanding shopping experience and helps establish a solid brand reputation.

Fast site speed becomes imperative for successful conversions
According to Google, mobile sites that loaded in two seconds or less had a 15% higher conversion rate than the average mobile site. This is an easy statistic to agree with. You want your eCommerce store to be the fastest in your industry.
The longer a page takes to load, the more likely shoppers are to abandon the site and seek one that loads faster (competitor).

Studies have found that for a five-second loading speed, the probability of bounce increases by 89% compared to a page that loads in one second. And according to another research, when shoppers face a slow experience, particularly on mobile devices, the likelihood of repeated purchases diminishes.

From a shopper's perspective, in a competitive environment, it's not worth waiting for one site to load when another (faster) can deliver the same products and services. When browsing on mobile, for instance, more than 1/2 of the visits are abandoned if the page takes more than three seconds to load.

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Site speed	Conversion rate
7 sec	1.50%
6 sec	1.76%
5 sec	2.02%
4 sec	2.28
3 sec	2.55%

> Speed is not just a convenience; it's a currency. A delay of even a second can lead to a 7% reduction in conversions. Google's PageSpeed Insights reveal that faster page load times can enhance user engagement, boost conversion rates, and consequently multiply revenue. Embrace speed, and unlock the path to success.

Claudiu Cioba
Founder & CEO

V VIDEOWISE

LEARN MORE ABOUT VIDEOWISE

Desktop and mobile load speed will continue to affect conversion rates. This is how you can handle it.

Graphic elements like background images, product images, logos, or headshots regularly make up nearly two-thirds of product web page weight. To reduce your site page's weight, try to reduce the number of featured images. Besides, instead of weight files like .png or typically low-quality files like .jpeg files, try exporting your image into .webp format to maintain clarity at a fraction of the file size. Interestingly, Google's own researchers found that web pages leading to successful conversions had 38% fewer images than pages in non-converting sessions.

While it may seem exciting to leverage visual experience, additional elements like embedded video players can also contribute to the weight and, therefore, impact the loading speed. Traditional video players like YouTube, Vimeo, or Wistia can represent a burden for your site speed. Thus, you may be considering next-gen video players like Videowise that are lightweight, mobile-centric, and shoppable-ready for eCommerce – granting up to 5x faster page speed performance for sites. When designing your site and its pages, keep your target users' experience in mind.

Make sure your site speed is optimized and is ready for mobile shopping – or you're bound to see a hefty bounce rate and diminishing conversions. Look into frontend devs to help reduce the weight of your site pages and use tools like Google's free PageSpeed Insights.

3.2 UTILIZING SIMPLE REVIEWS TO EARN CUSTOMERS' TRUST & BOOST REVIEW SUBMISSIONS

The future of eCommerce success lies in building trust with customers and creating a community. You'll need to leverage simple reviews to succeed in the highly competitive eCommerce landscape this year and beyond!

Product reviews provide social proof, allowing potential customers to make informed purchasing decisions. Not only that, but reviews in the form of photos and videos - from actual customers - help potential customers see themselves using your product which can build a sense of community and belonging.

Let's explore the future of
⚡ Visual content and amplifying impact on shoppers
⚡ Removing the barriers to leaving a review
⚡ Achieving a high review submission rate with a product review app like Fera

Amplify impact by prioritizing visual content
These days, attention spans are dwindling. When it comes to online reviews, customers often skim through the content to gather relevant information quickly.
When reviews are easily scannable and have photos and videos at the top, customers are likelier to engage with them and find the information they need to make informed purchasing decisions.
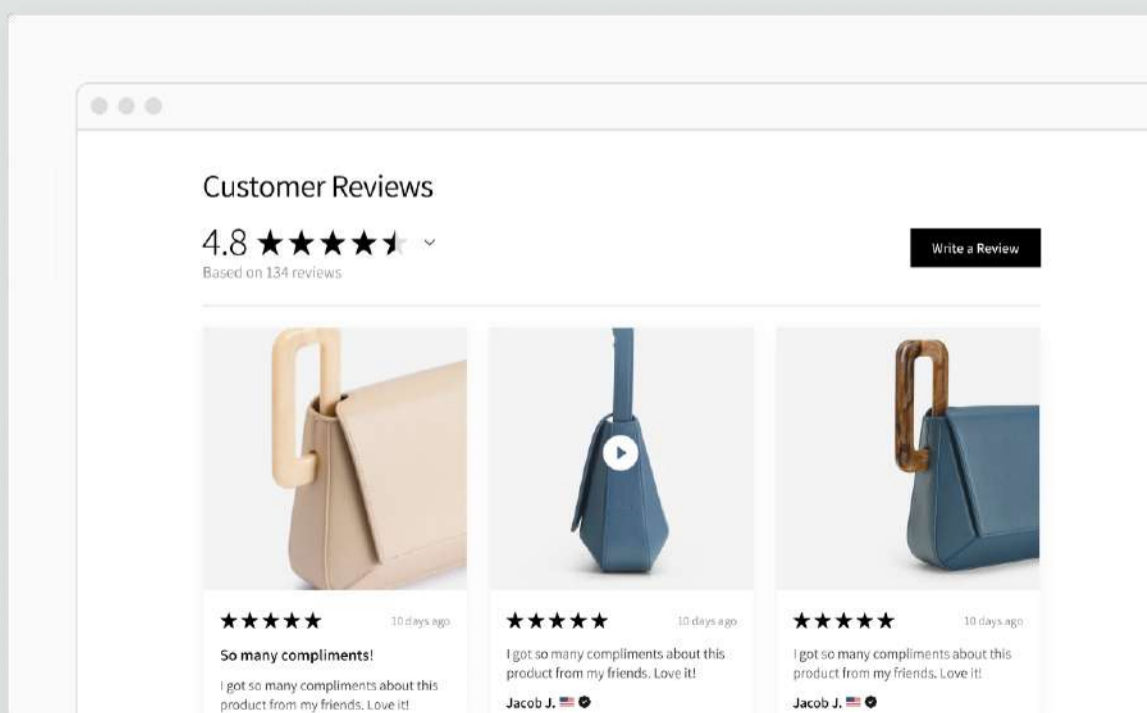
Strategies + Best Practices:

Implement a review widget like Fera's Masanory widget highlighting customer photo and video reviews.

Encourage customers to submit photos and videos showcasing the product in use or the unboxing experience.

Provide incentives to customers who share visual reviews to encourage participation

Remove barriers to feedback with a simplified submission flow

Collecting photo and video reviews can be a powerful tool for building trust, but a complicated submission process may discourage customers from participating. Simplifying the submission flow is essential to encourage more customers to share their experiences, leading to a larger pool of feedback that you can reuse on platforms like Tiktok or Instagram.
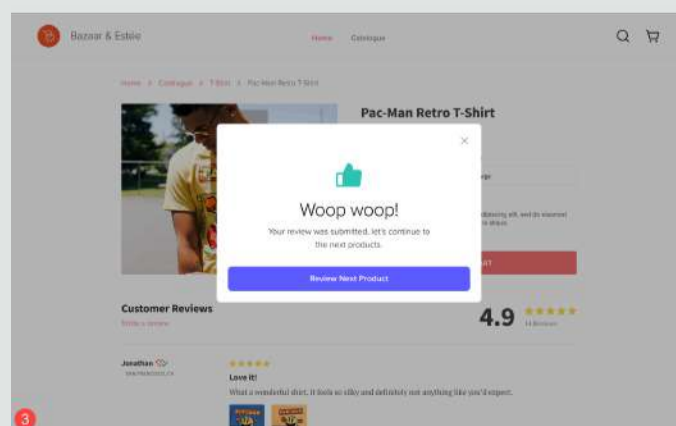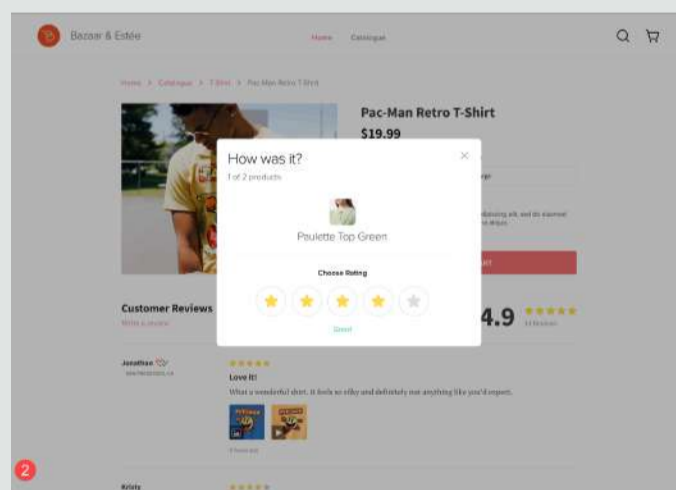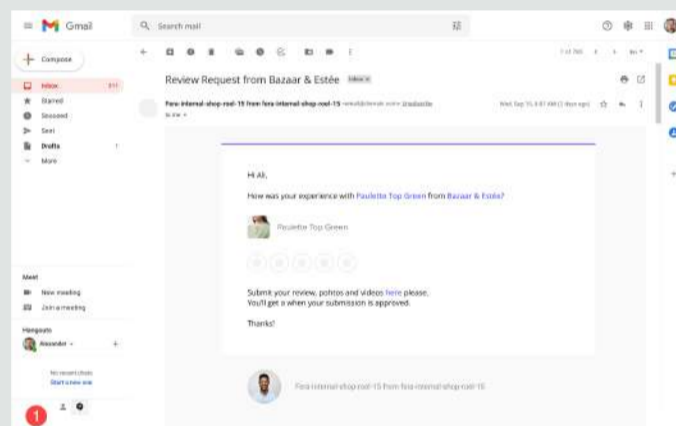
Strategies + Best Practices:

⚡ Use a review app like Fera that offers an intuitive and user-friendly submission process.

⚡ Allow customers to easily upload photos and videos directly from their devices without the need for additional software or tools.

⚡ Send automated review request emails with clear instructions on how to submit visual content.

⚡ Use the same language and tone in the review request email ass your website to create a cohesive experience.

⚡ Use Fera to customize nearly every facet of your review requests.
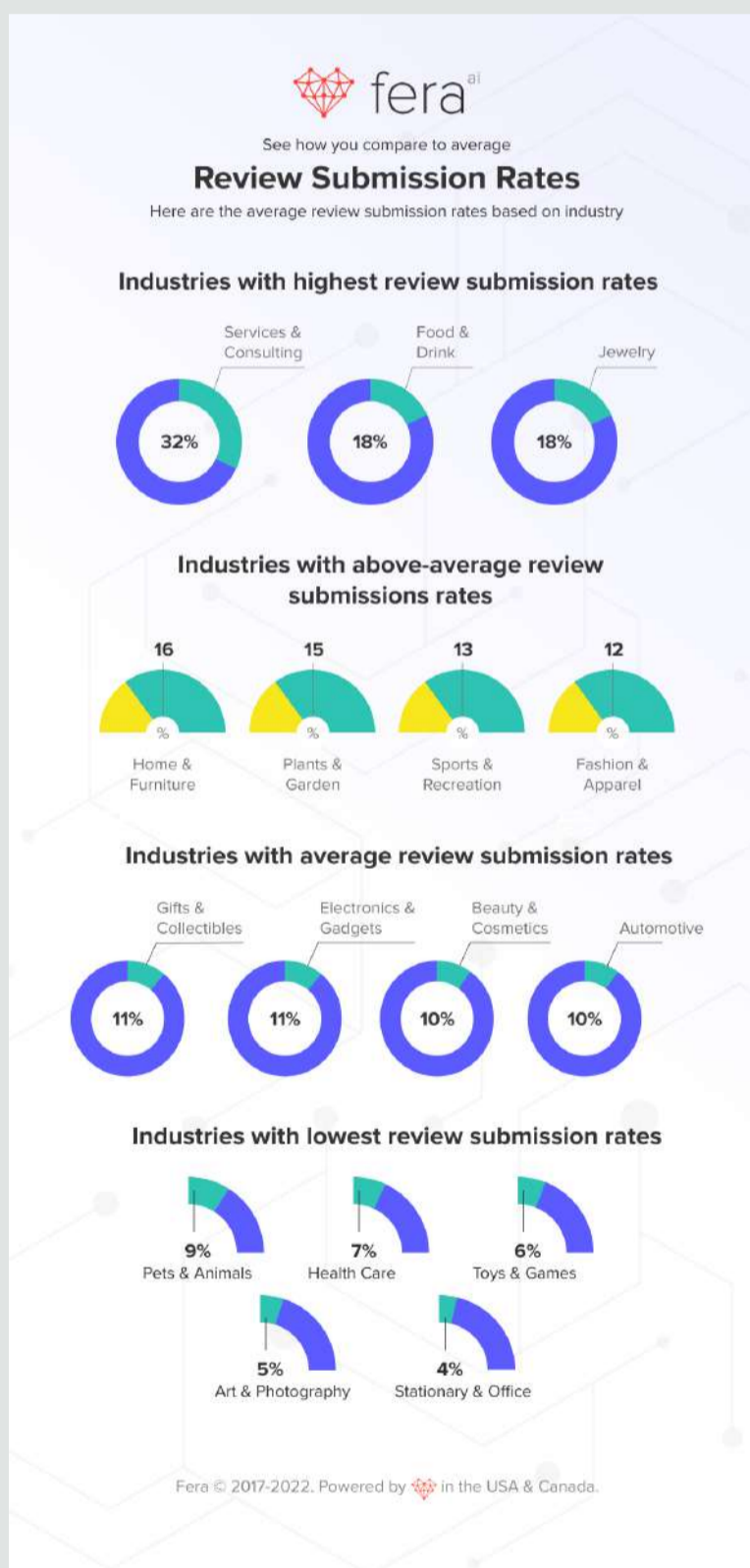
LEARN MORE ABOUT FERA

For online stores generating substantial revenue, maximizing review submission rates is critical to leverage the power of social proof and build customer trust at scale.
Fera's review app has gained recognition for its effectiveness in achieving high review submission rates across various industries in eCommerce.

Strategies + Best Practices:
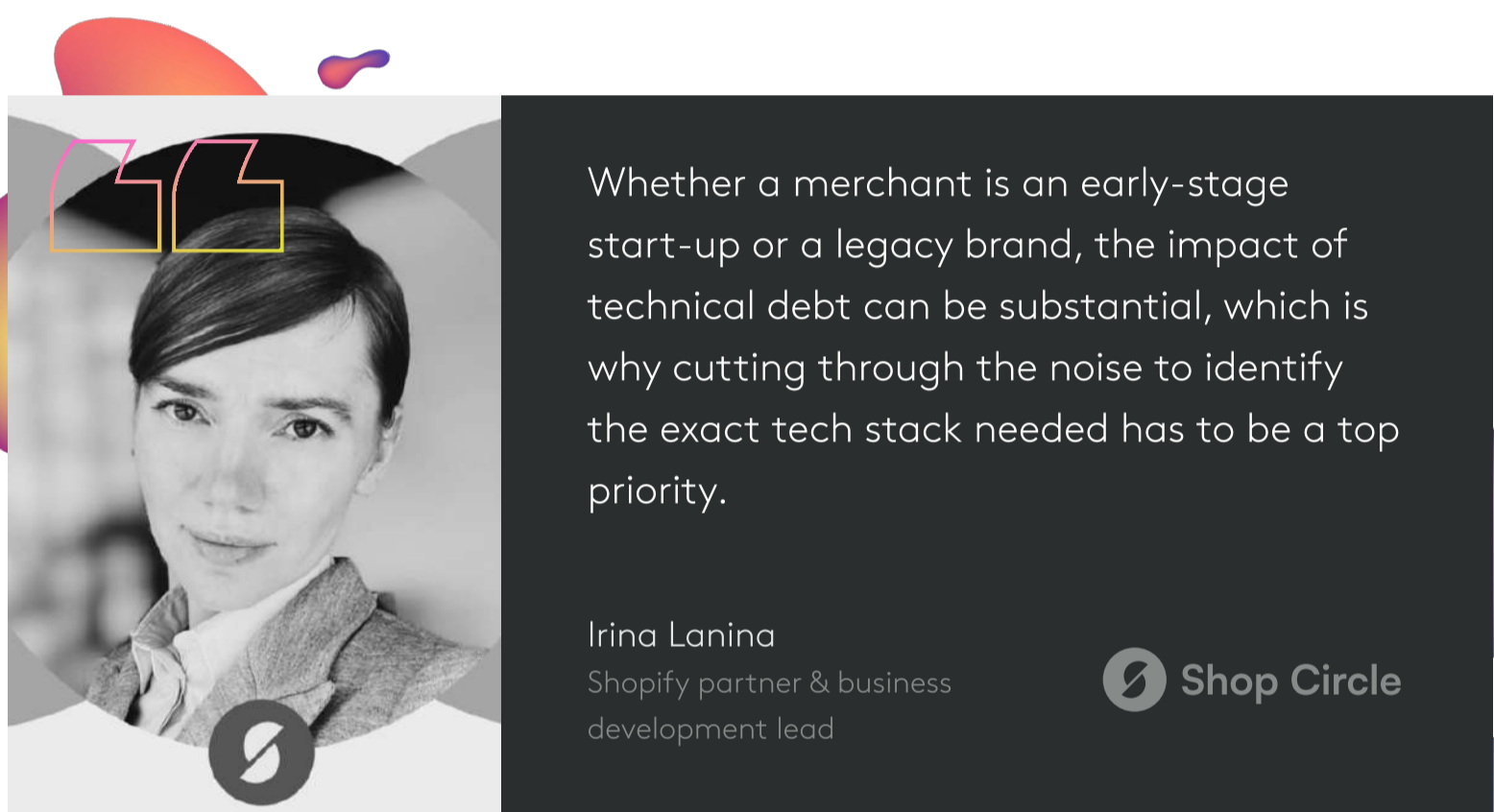
⚡ Leverage Fera's customizable review request flow to tailor the review request emails to your brand and product.

⚡ Utilize Fera's automation features to send customers timely and personalized review requests.

⚡ Analyze Fera's insights and data on average product review submission rates based on industry to set realistic goals and measure success.

By implementing these feature best practices and strategies, eCommerce stores like yours can enhance the shopping experience through simple reviews, earning customers' trust, and boosting conversions.

3.3 UNLEASHING THE TECH STACK TO SUPERCHARGE GROWTH

As 2023 continues to prove to be a continued time of great change in the world of e-commerce, merchants and brands are looking to their teck stacks to drive performance more than ever before.

But for Shopify stores considering a staggering number of more than 8,000 apps in the space, identifying which ones will work best for your business or even work well together can be daunting. Your tech stack should help to accelerate your store's growth, not hold you back.

> Whether a merchant is an early-stage start-up or a legacy brand, the impact of technical debt can be substantial, which is why cutting through the noise to identify the exact tech stack needed has to be a top priority.

Irina Lanina
Shopify partner & business development lead

Shop Circle

LEARN MORE ABOUT SHOP CIRCLE

A report from Accenture confirms Lanina's view around the importance of honing an online brand's tech stack, with 77% of surveyed executives agreeing that technology architecture is critical to the overall success of their organization.

Getting up close and personal with your stack

Reviewing and considering your technical foundation requires going back to the heart of who you are, who your customer is, and the critical pieces to your critical processes. Try to free your mind from your current stack and instead focus on a "what-should-be" mindset with the future front-of-mind.

Your big-picture strategic goals and value proposition should be the biggest influencers in optimizing your tech stack. For example, if your e-commerce strategy in the next five years includes retention through customer advocacy, emphasis on referral or loyalty tools may be high. If you are working to establish yourself as the most efficient, low-cost supplier of a product or products, supply chain and automation software might instead be prioritized in your stack.
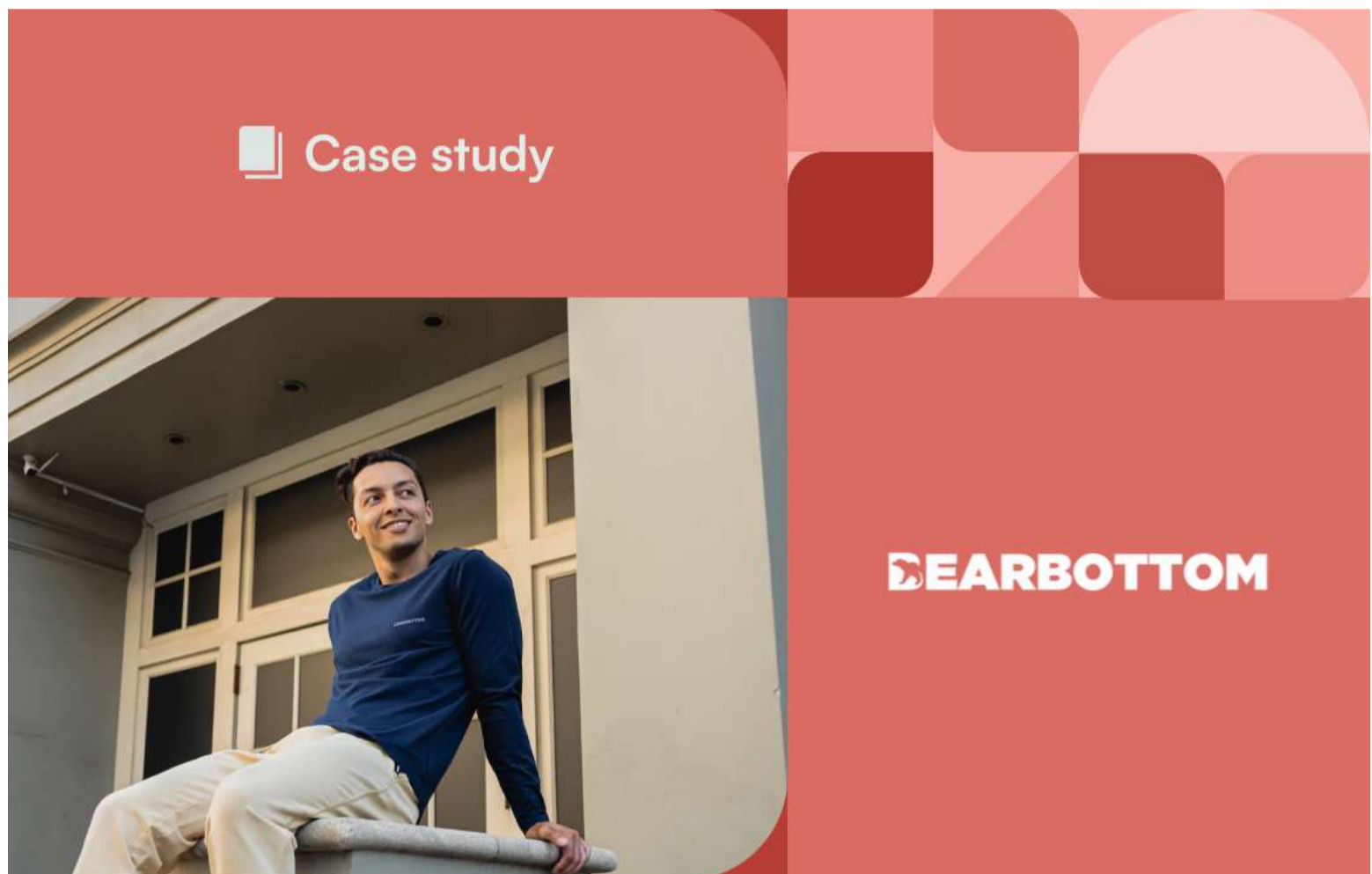
VIEW CASE STUDY

Bearbottom, a purpose-driven men's clothing brand, is driving a powerful referral marketing program. If your Shopify store is growing or planning to expand, you will quickly learn if tools or processes aren't able to perform at the level you need them to. When you double or triple the number of instances and workarounds, stalls and bugs may arise—making a review and test of your stack for scalability equally critical.

Once you've had a chance to dive into where you are, and where you want to be as an e-commerce brand, the next steps will either include setting up an implementation project for your new tech stack, or simply adding to and optimizing maintenance and use of your current Shopify stack.

A full Shopify-centric perspective

A strategic technology partner can help you streamline the review and implementation process and get to the core of the optimal architecture for your e-commerce business needs and growth plans. With an expanding tech suite of more than 40 apps, Shop Circle's team of Shopify professionals can help you review your existing tech stack, and shed unneeded costs, improve store functionality, boost AOV, and accelerate growth. The service is entirely free, and interested Shopify stores don't need to be Shop Circle customers to participate.

With a thorough look into every area of your tech stack, and where it does, and doesn't align with your long-term growth strategy, you'll confidently be able to complement your existing processes and technology roadmap, driving business impact well into the future.

3.4 UPGRADE SUBSCRIBER EXPERIENCE THROUGH GAMIFICATION

Subscriptions is a long-term revenue channel for DTC brands. It enables brands to engage with customers on a regular basis. Brands must invest resources on subscribers as much as they do on customers because a subscription will bring in higher LTV as compared to one-time purchase.Gamification is a new way of thinking or philosophy where brands make subscribers think that they are always looking forward to something new.

Benefits of Gamification

In the realm of customer engagement and retention, implementing gamification strategies can prove highly effective.

Gamification can help on both sides of the spectrum: in boosting LTV as well as reducing churn.

Improve customer LTV

By incorporating gamification elements, brands can incentivize customers to achieve milestones, encouraging loyalty. Rewards, discounts and limited-edition items after specific orders create a sense of achievement. Occasional surprise gifts enhance the subscription experience, such as a complimentary product SKU or an item from excess inventory. Brands can communicate subscription benefits on the product page via the subscription widget, through sms, upcoming order emails etc.
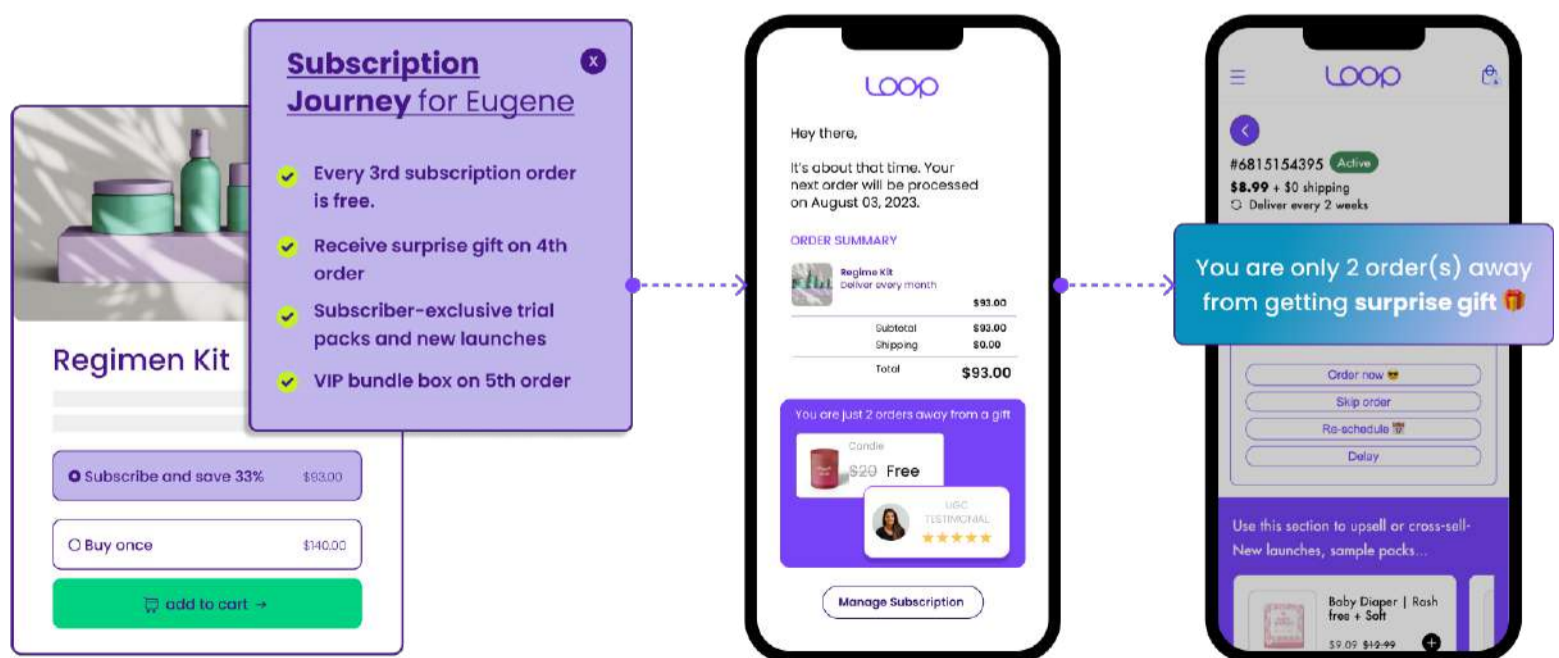
Reduce revenue loss due to subscriber churn

Almost every DTC brand faces this issue, second order churn. First-time customers usually sign up for subscriptions because they are discount hunting. They are searching for the additional discount that comes with the Subscribe & Save option.For brands, about 15 to 25 percent of the cancellations happen right after the first order. With gamification and simple communication like "Hey! you're just two orders away from gift X, you're just one order away from gift Y or we've just added a gift as a part of your next order" brands have reduced post-order cancellations by 50%. Even then if the customer cancels, the brand should be able to provide a memorable cancellation experience for subscribers and gain granular evidence of "why churn" happened. This is the what is in-built in Loop's cancellation flow to customise the users cancellation journey as well.

How do brands apply gamification to their store

The easiest way for brands to start off with gamification is to auto-add gifts or trials to celebrate key milestones of new subscribers like 3rd order, 10th order, Nth order.To engage with your old subscribers, brands can offer free trials or samples of new launches as a surprise. For 7-figure or bigger DTC brands, it's important that they first define their rewards program for the entire subscription journey. To make gamification work at a large scale, make sure that brands are segmenting subscribers properly based on their preferences and order history.Using an app like Loop Subscriptions, brands can automate and personalise these journeys through their intelligent flows feature.
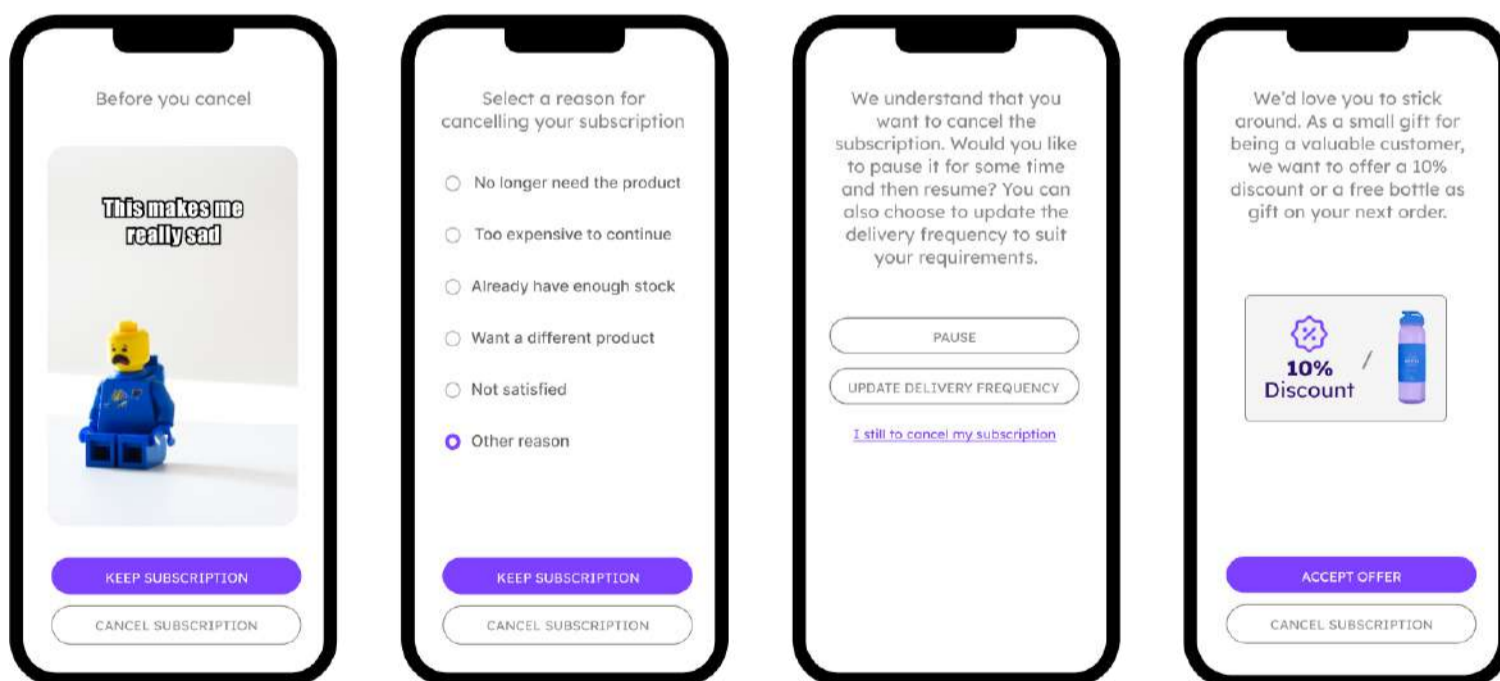
Gamified subscription program of a Pet brand

Here is a real-world gamification example of a brand called Nature's Harvest. It is a popular UK natural dog food brand. They have a standard auto-ship subscription program because dog food owners tend to have a fixed brand preference and stick to their choices for a very long duration, mostly years!

To engage with their subscribers for longer subscriptions, Nature's Harvest has set up a rewards strategy where they offer gifts & discounts alternatively on completing key order milestones:

⚡ Free gift every 5th order
⚡ 10% discount on 15th order, 30th order
⚡ 20% discount on 30th order, 60th order

They have been able to reduce their first order cancellations by more than 20%, and 80% of their existing subscriber base has completed 10+ orders to date.

> At Loop, we firmly believe in understanding the end user mindset and working with a philosophy that proves beneficial for our customers. To enable higher retention for our customers, we are gamifying the entire subscriber journey. By engaging end customers with incentives and rewards on upcoming orders, we aim to foster a sense of excitement and anticipation, ultimately leading to higher revenue growth and better brand loyalty.

Sakshi
Head Partnerships

LOOP

LEARN MORE ABOUT LOOP

To make gamification work at a large scale, make sure that brands are segmenting subscribers properly based on their preferences and order history.Using an app like Loop Subscriptions, brands can automate and personalize these journeys through their intelligent flows feature.

In addition to setting up the rewards strategy, it is also very important to communicate this incentive to the customer.

This communication should be omnipresent and done through every interaction with the subscriber journey

Step 1: On the product detail page to convince a new customer about subscription. The widget is a great way to communicate the subscription benefits to customers.

Step 2: Through emails & SMS: Every time there is a new upcoming order notification- This email has the open rate in the industry.

Step 3: Subscription first brands usually have a portal where their subscribers can manage subscription orders- Skip, delay or cancel. The best place to communicate these rewards to subscribers is inside the portal through banners. Every time they login, these rewards would serve as a reminder that something exciting is on the way.

Gamify subscriptions with Loop Flows

Start of journey →

| 1 | 2 | 3 Free | 4 | 5 VIP Club |

Subscribe & Save 25% Off

Free gift (Add different types of gifts to 2nd order)

Your third "order is free"

Additional 10% Off (higher discount)

Start of VIP Perks

Unlocks VIP subscriber level →

3.5 INTEGRATED REVIEW JOURNEYS

Impact of customer reviews

Customer reviews improve conversions because they build trust and confidence in potential buyers. People buy what other (impartial) people recommend. We noticed that on average, Opinew merchants see a 70% increase in conversions when adding reviews to their product page as compared to a page without reviews. On top of that 20-25% boost when adding star ratings to Google Shopping and Google Search on their products' listings.

Concept of integrated review journeys

In simple terms, integrated review journeys mean "put reviews everywhere you present your product to customers" You place them strategically at every step of the customer's journey. From the initial product discovery phase (an Ad, a leaflet) to checkout, integrated review journeys ensure that potential buyers have immediate access to social proof (eg. review stars). This helps to enhance transparency, build trust, and reinforce the credibility of the product or brand.

Examples of how to implement integrated customer journey

You can implement reviews to enhance the shopping experience and drive business growth in various ways. Here are some examples of how businesses can leverage them:

Getting customers to your store

Integrated review journeys can help businesses drive traffic to their online stores through various channels.

By adding customer reviews to your social media content, you can showcase the positive experiences of previous customers, building trust and credibility among potential buyers scrolling through. You can promote reviews on their own dedicated posts to help amplify their impact. All this will help you attract a wider audience and ultimately drive traffic. Additionally, by adding customer reviews throughout your website, including product pages and landing pages, you can generate review-driven content that search engines favor. How? People will likely search for your products by using the same phrases that reviewers used to write their reviews. This drastically increases the likeliness of appearing higher on Google searches and attracting potential customers to their store.

Finally, by integrating a review platform with Google Shopping, businesses can showcase customer reviews alongside product listings, enhancing credibility and attracting more qualified leads. Using Opinew to integrate with Google Shopping, Nutra Nourished saw a jump of 40% increase in sales.
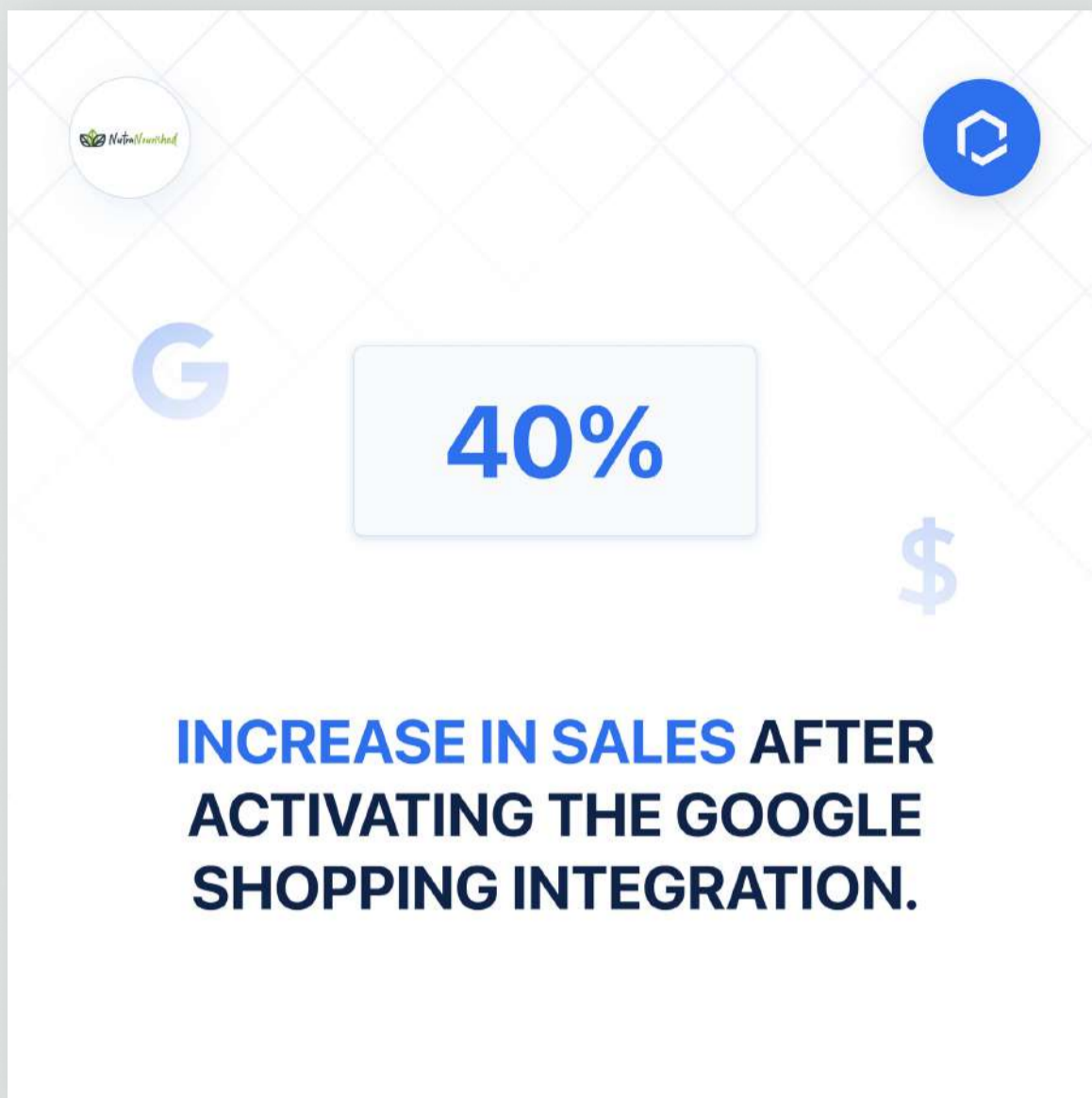
Finally, reviews can help play a huge role in a store's SEO and help optimise Google Search results, by adding more relevant content and keywords on your product pages. Star ratings displayed on Google Search results also help dramatically increase click-through rates by creating trust and credibility for your indexed product pages.

Displaying reviews in-store
Once a customer has landed in your store you continue to leverage reviews to your advantage. Use review widgets or integrate review platforms like Opinew to seamlessly showcase reviews alongside product descriptions.

Integrations with page builders, such as Replo or PageFly, allow for the creation of visually appealing product pages that highlight customer reviews and help to be more creative in how to display your reviews and where to place them.

Another example is to integrate reviews into Videowise to enhance the shopping journey by incorporating video reviews, adding an extra layer of authenticity and engagement.

Email marketing campaigns
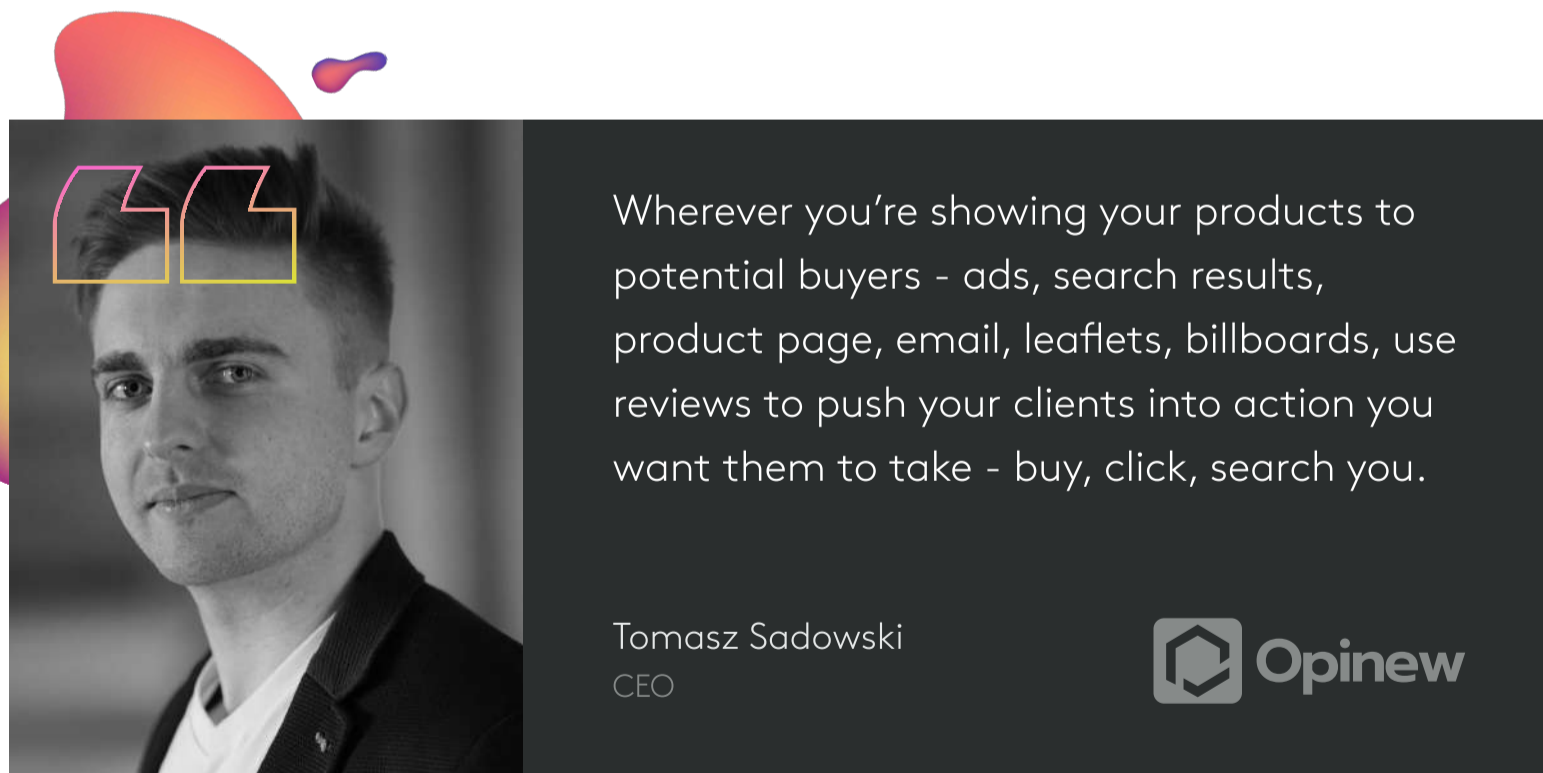
You can use integrated review journeys in emails to increase the number of clicks that you get on the products you're promoting in your email campaigns. And since there are never enough reviews your business can have, you can also use email campaigns to ask customers for more reviews, leveraging them to share their experiences and build trust among future buyers. Review platforms are usually fully integrated with email marketing platforms such as Klaviyo or Omnisend, and help build advanced review collection flows.

Support chats

Integrating customer reviews with support chat apps like Gorgias allow businesses to address review-related inquiries and concerns in real-time. This enables your support team to be notified whenever a new review comes in and to quickly answer reviews within the support app. This way you can provide excellent customer service, build trust and foster customer satisfaction.

Conclusion

Merchants should look at prioritising implementing integrated review journeys to enhance the shopping experience and achieve business growth. One of the best ways to do that is by looking at your review's app integrations with other essential tools you used every day.

> Wherever you're showing your products to potential buyers - ads, search results, product page, email, leaflets, billboards, use reviews to push your clients into action you want them to take - buy, click, search you.

Tomasz Sadowski
CEO

Opinew

LEARN MORE ABOUT OPINEW

3.6 MAXIMIZING ECOMMERCE SUCCESS WITH AFFILIATE PROGRAMS

In the fast-paced world of e-commerce, direct-to-consumer (DTC) brands face fierce competition in reaching new customers and driving sales. One powerful strategy that has gained momentum is affiliate marketing. By leveraging the vast networks of affiliates, businesses can expand their reach, boost brand awareness, and drive traffic to their websites. To streamline and optimize the potential of affiliate programs, various tools, including Social Snowball, can be invaluable assets in transforming businesses into lucrative success stories.

Affiliate programs offer businesses the opportunity to partner with individuals or entities, known as affiliates, who promote their products or services in exchange for a commission on each successful sale. These affiliates can be bloggers, social media influencers, content creators, or even existing customers. The core idea behind affiliate marketing is simple – affiliates drive traffic and generate leads, while businesses convert those leads into loyal customers.

Research has shown that affiliate marketing significantly impacts sales in the e-commerce industry. A study by Forrester revealed that affiliate marketing drives an impressive 16% of all e-commerce orders in the US and Canada. Notable DTC brands such as Allbirds, Glossier, and True Classic Tees have harnessed the power of affiliate marketing to not only boost their sales but also expand their customer base.
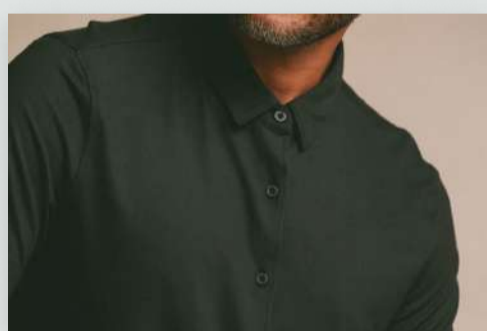
TRUE CLASSIC

Affiliate programs offer numerous benefits for both customers and creators. Customers can become affiliates, often known as "customer affiliates," and share their genuine passion for a brand's products or services with others. They can earn passive income through commissions for every successful referral they make. Additionally, becoming customer affiliates helps build a sense of community and trust around the brand, as their enthusiasm resonates with their audience. Exclusive rewards, such as discounts and special offers, further incentivize customers to actively promote the brand.

Creators, including influencers, bloggers, and content creators, also find value in affiliate programs. By partnering with brands, creators can diversify their income streams by promoting products they genuinely believe in. The use of affiliate tools, such as Social Snowball, provides detailed analytics and performance metrics to both businesses and creators, allowing them to refine their promotional strategies based on valuable insights.

This level of transparency and data-driven decision-making helps creators optimize their efforts and achieve better results. Moreover, affiliate programs allow creators to collaborate with brands that align with their niche and audience, ensuring that promotions are authentic and resonate well with their followers, leading to higher conversion rates.

As a brand grows and scales, the need for efficient affiliate management becomes paramount. Tools like Social Snowball provide powerful features that simplify the management of affiliate programs, allowing brands to focus on fostering stronger relationships with affiliates and exploring new growth opportunities. By leveraging tools like Social Snowball, businesses can track performance, manage payouts, and ensure seamless communication with affiliates, thereby maximizing the impact of their affiliate programs.

In conclusion, affiliate programs have revolutionized the way DTC brands approach marketing and customer engagement. The power of these programs lies in their ability to leverage the reach and influence of affiliates to drive sales and brand awareness. Brands can further enhance the potential of affiliate marketing by utilizing tools like Social Snowball to streamline and optimize their affiliate programs.

Embracing affiliate marketing with the support of such tools is a strategic move for any direct-to-consumer brand aiming for sustainable growth, heightened brand advocacy, and a competitive edge in the dynamic e-commerce landscape. The impressive stats and research metrics on affiliate and influencer marketing, along with successful brands like True Classic, Tabs, Goorin Bros, Fanjoy, and Latico, further reinforce the significance of these strategies in driving success for DTC businesses.

Ben Schreiber

Founder of Brand Caffeine & Head of eCommerce at Latico Leathers.

The cost of paid ads increasing has affected our brand, just like every other brand with a big DTC channel. We have taken a lot of actions to handle this. More focus on retention, SEO, CRO, and of course, a referral program.

With our brand having such a high repeat customer rate, it made so much sense to arm that 40% of people who are going to come back and buy again with an incentive to share their love for our products with friends and followers.

The level of hands-off automation that Social Snowball brings - especially once integrated with Klaviyo and our thank you page- allowed our referral program to truly take off. The post-purchase email flow incorporating Social Snowball reminders has really helped drive revenue, and the integration with Knocommerce's post-purchase survey has helped increase our activation rate noticeably.

Social Snowball

VIEW FULL CASE STUDY

3.7 CUTTING-EDGE POST-PURCHASE EXPERIENCE FOR ECOMMERCE BUSINESSES

In the fast-paced world of eCommerce, the way customers act after making a purchase is the key to unlocking untapped potential and making relationships with customers that last.

Post-purchase as is known today, doesn't end when the transaction takes place or a return is executed; in fact, it covers the whole lifecycle of the product. In the past years, new practices that support the circular economy have emerged and they give brands the opportunity to be present throughout the product life span and build new revenue streams.

Resale, buy-backs, digital packaging, and reward programs are some of the innovative ways that retailers are changing the way post-purchase is known. Big brands like Ikea, Patagonia, Lululemon, etc. have set the tone by implementing these practices into their business models.

LEARN MORE ABOUT OLYN

Now, SMBs might also wonder, what happens to a product after it has been bought? Our vision at Olyn revolves around treating consumers as owners – individuals who possess valuable insights and influence over the asset they purchased. Throughout the product lifespan, these owners seek support, warranty information, maintenance assistance, or even resale opportunities, among other needs. As a brand, your challenge is to remain seamlessly present throughout this journey, fostering trust and loyalty while exploring new revenue channels.

Olyn makes it easy to digitise real-world assets with the power of cutting-edge technologies like blockchain, tokenisation, and interactive digital twins by using the immutability, transparency, and portability of the blockchain. Olyn saw that there was a growing need for easy-to-implement experiences after a purchase, like buy-back programs and digital packing. Olyn is your partner as you move from a linear to a circular economy, offering best-in-class solutions that make sure your business stays relevant over the whole life of an asset.
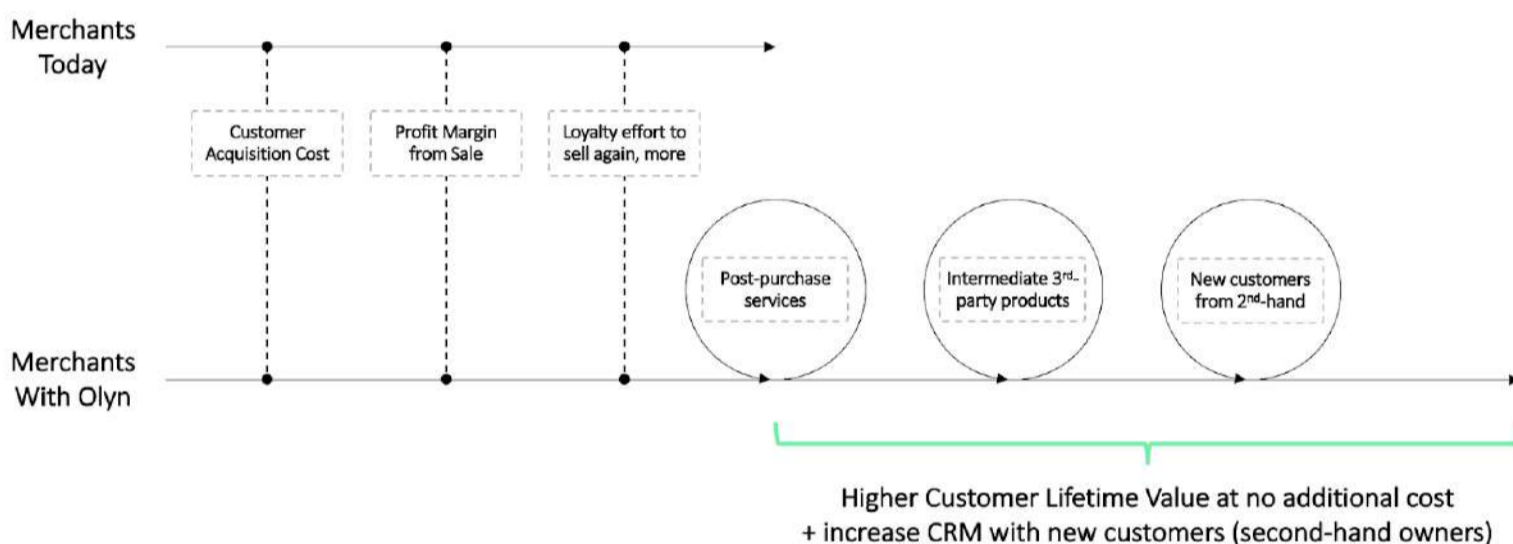
With Olyn's cutting-edge technology, you can unlock the full promise of post-purchase engagement. Our tool lets brands build long-lasting relationships with customers by giving them digital twins at checkout so they can follow the journey of their product. Our built-in features work well with Shopify and other top platforms, so you can increase the Customer Lifetime Value on your own or with the help of a wide range of third-party services offered on Olyn Marketplace.

What are the main benefits being seen at Olyn
Set up a continuous presence over the life of the asset, learning from your customers and goods and making the community stronger.

Engage with customers who acquire your product in the second-hand market, grow your CRM and make the most of re-selling possibilities.

Own the second-hand marketplace by implementing buy-backs into your system.

Adopt digital packing to cut down on paper waste and give digital twins the ability to store important information about the product.
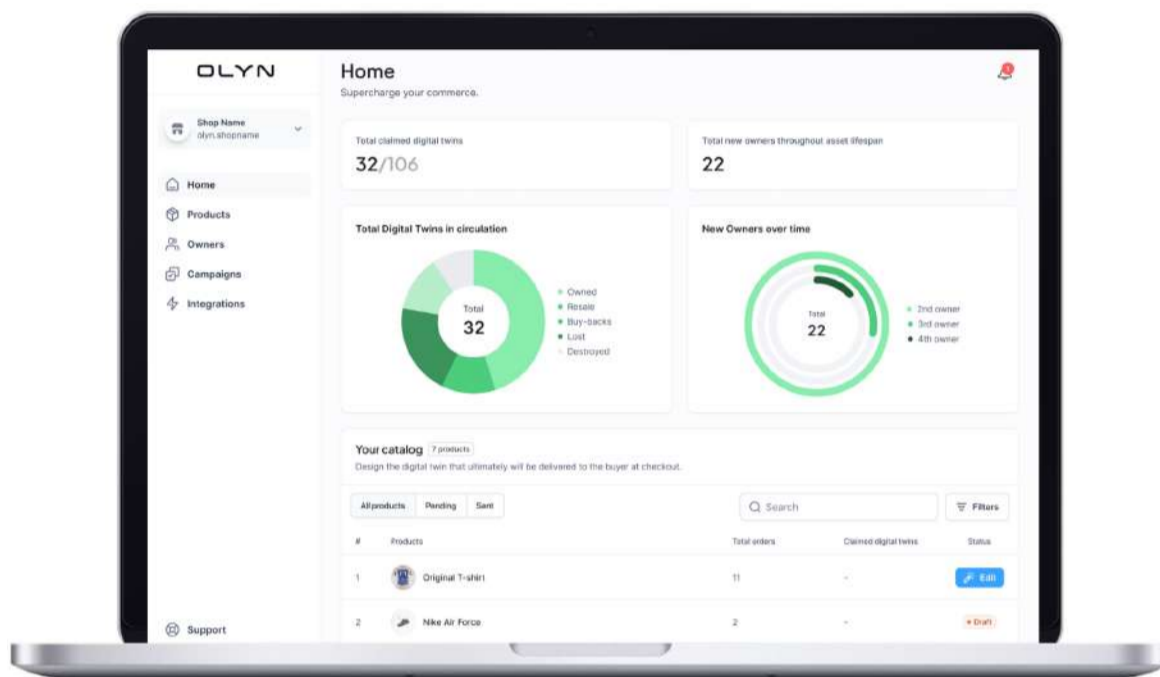
Use Case: Buy-backs
Elevate customer loyalty and brand value by embedding buy-back capabilities into Digital Twins. Empower customers to seamlessly obtain quotes from your brand when they decide to resell the product. This streamlined process enables you to receive the product back, repair and resell it, or manage proper disposal, closing the loop on the circular economy.

Use Case: Reselling and Maximizing Profits
Unleash the potential of digital documentation and loyalty incentives within the Digital Twin. Encourage the initial owner to resell the product using its Digital Twin, allowing the second owner to receive the physical product alongside the Title of Ownership. This personalized experience may encompass warranties, manuals, loyalty points, and exclusive membership perks. To enhance this service, set up a royalty system to be charged to the new seller, a small percentage of the reselling price.

Don't pass up the chance to turn what happens after a purchase into a powerful way to make money. Olyn can help your eCommerce business reach new heights.

Olyn technology allows The Brands to remain in contact with their customers after the post-purchase period, and participate in their products' lifespan through the use of Digital Twins. Digital Twins represent the future of eCommerce, providing unique opportunities for brands and their customers alike.

Gabriela Mihailescu
Chief Business Officer

OLYN

LEARN MORE ABOUT OLYN

PROVIDE EFFORTLESS PURCHASING PROCESSES, INCLUDING SHIPPING AND RETURNS.

4.1 AUTOMATE OMNICHANNEL ORDER OPERATIONS

Multichannel ecommerce sales are on the rise, with an estimated $575 billion in multichannel online sales expected to occur in the US in 2023 - half of all US ecommerce sales.

Expanding selling channels is a necessary part of growing an ecommerce business and, when done right, can lead to big gains. Companies with the best omnichannel customer engagement strategies turn 89% of buyers into loyal customers, compared to companies with weak omnichannel strategies, who retain only 33% of their customers.

But as you launch on Amazon, TikTok, Walmart, Wayfair, Etsy, Ebay, and more, you often create a few headaches for your operations team:
Getting orders from selling channel(s) through to fulfillment
Maintaining accurate (and real-time) counts of inventory across channels
Reconciling financial data with your ERP system
Updating products across all selling channels

When you launch a new channel, an operations manager or head of ecommerce may start by importing or uploading a csv of your products to that channel, launch some marketing campaigns to start driving sales, and then check in daily or weekly to export the orders to a csv, parse the data manually for accurate SKUs, kitting, etc., and send off to your 3PL.

This process is time consuming, slow for the customer experience (and the last thing you want is bad reviews on a new channel), and can lead to missed orders, inaccurate orders, human error, and basically just more headaches than you want.

Sales in billion U.S. dollars

Source: Statista
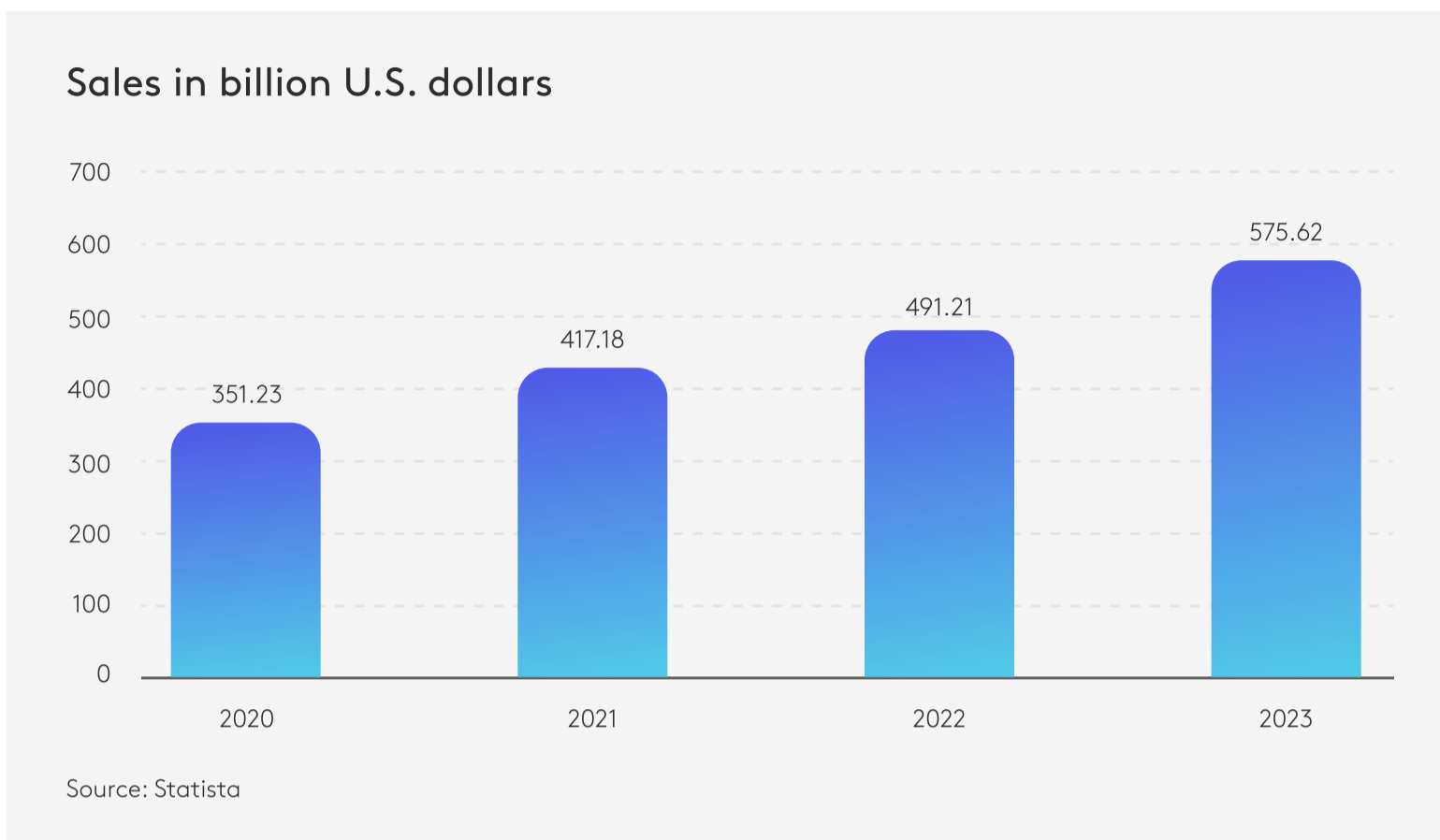
The true goal of your operations team is not to simply push orders out the door, but to optimize operations and reduce operational costs by getting all of your selling channels, fulfillment providers, and back-office applications to work in lockstep with each other. This requires interconnectivity and automation.

Most ecommerce tools excel at their specific function, like receiving orders, pick-pack-ship, or managing financials. But very few were designed with the end-to-end ecommerce journey in mind and subsequently they were not built to work seamlessly across your stack. Many tools lack "brains" or logic. This is why merchants often end up having to do things themselves in spreadsheets. But human labor is time, which is money. Also, humans are prone to error, whereas machines are fairly reliable once set up.

This is why ecommerce operations leaders are increasingly turning towards innovations in connective technology to better extract, transform, and load data between disparate selling channels, back-office applications, and fulfillment centers.

The two main options for bringing together this connectivity are:
ERP + iPaaS. ERPs are good at collecting data and breaking out financial reports. Some have add-on tools you can buy for advanced order routing, but these are often expensive, with lengthy setup times, and high dev costs. And then you also have to set up and code your iPaaS to fit your business needs. An iPaaS works for building point-to-point connections and bridging the connectivity gap between disparate data sources.

However, an iPaaS requires customization. They take months to set up and hundreds of dev hours to go live. You will trade speed and flexibility due to cost and time constraints to reconfigure your system anytime your operations expand or change. If you need to connect data from non-commerce tools (i.e. HR management, contract lifecycle management, etc.) go with an iPaaS. If you're specifically looking to connect selling channels, fulfillment providers, and back-office applications to streamline your order flows, there may be better options.

An Omnichannel Order Hub. Unlike an iPaaS, which requires extensive customization of point-to-point solutions, an Omnichannel Order Hub, like Pipe17, can be implemented in days, sometimes in minutes, with no code or systems integrators required. Once implemented, this Hub acts as your centralized data orchestrator. It automates the transformation, routing, and visualization of your order operations data across your entire commerce stack.

By standardizing and normalizing all your commerce data, and becoming that central source of truth, an Omnichannel Order Hub removes the need to use unreliable point-to-point integrations or spend hundreds of hours coding and developing custom solutions. This can cut your fulfillment costs by up to 25% and reduce click-to-deliver times by as much as 50%, while also giving you the flexibility, visibility, and control of your order operations that's needed to succeed in today's constantly changing, fast-paced ecommerce industry.

Mo Afshar

CEO, and Co-Founder of Pipe17

Just a few years ago, launching a new selling channel would be risky, take months of time and money to go live, and create a slew of operational nightmares that literally keep the team from sleeping. Now it is easier than ever to go live on any of the biggest marketplaces out there, so long as you've got the right operations stack and partners working together to streamline your systems and processes.

You want a solution that brings visibility to your organization (and back to your ERP). You want a solution that will alert you when something goes wrong (like that time Shopify Payments kept taking customer orders, but their API broke and wasn't routing order data for a few hours...). You want to be able to monitor the fulfillment of orders, make sure no orders are missed, and update your ERP records. And most importantly, you want things to be as close to fully automated as possible. Any time a human gets involved in your Order Operations process, you have to be thinking: "How do I automate them out of this process?"

The future will only bring more opportunities for automation and interconnectivity. The job of a successful ecommerce operational leader is to stay on top of the changing technology landscape and embrace the innovations that can streamline your business.

PIPE17

LEARN MORE ABOUT PIPE17

4.2 REDUCING YOUR RETURNS WITH AI-POWERED SCAN SOLUTION

Returns are costly to merchants, irritating to shoppers and polluting for the environment. In 2022, returns cost retailers about $816 billion in lost sales. To put this in context, that's roughly what was spent in the US on public schools and it's close to double the cost of returns in 2020. The return process - reverse logistics - also creates excess emissions; this is the additional transportation and packaging required to process what experts estimate was about 24 million metric tons of carbon dioxide. So the key question is how to get on top of returns?

This is where AI-powered solutions can help. We look at three types of solution that will positively impact your business.
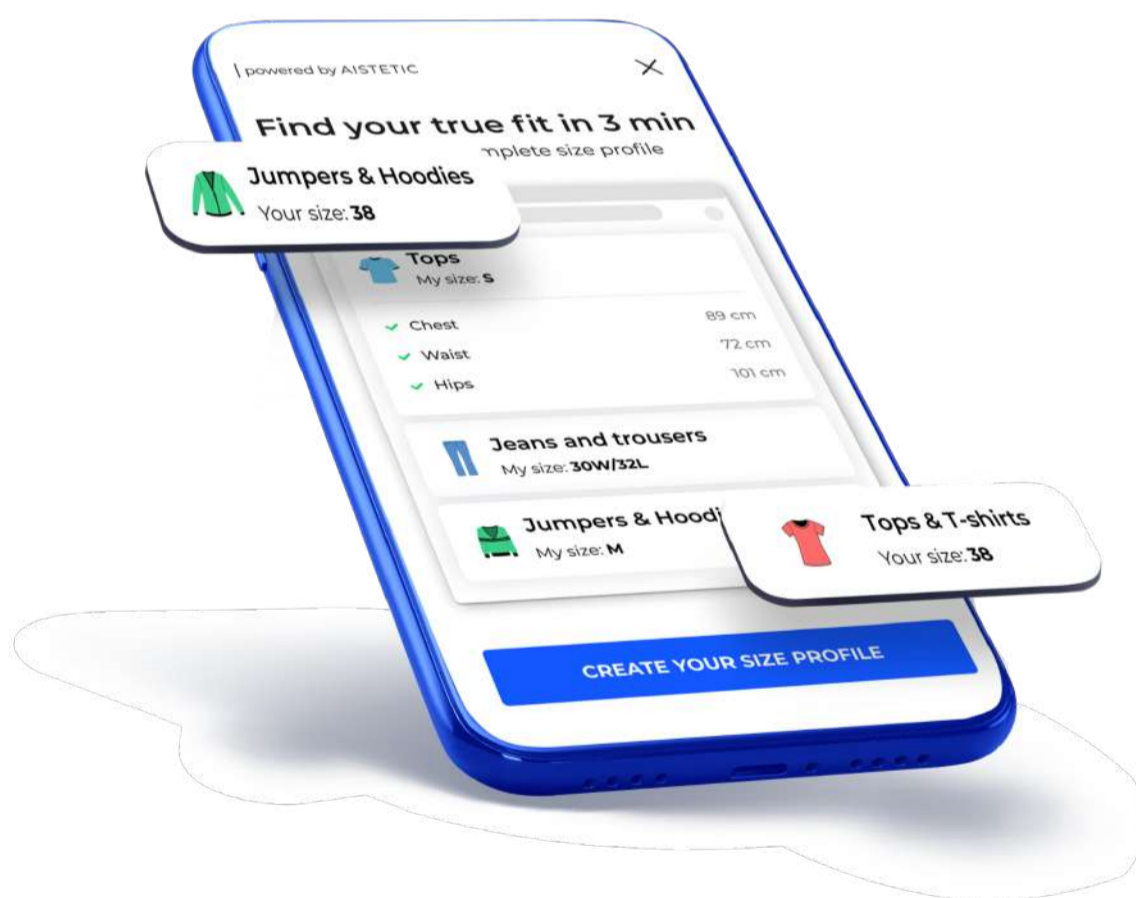
Automated Returns Processing
AI enables the automation of various returns processing tasks, such as verification, validation, and decision-making. This automation reduces manual errors, accelerates processing times, and helps businesses handle a high volume of returns efficiently.

Predictive Analytics

AI-powered solutions leverage machine learning algorithms to analyze historical data and customer behavior. By doing so, you are able to understand the root causes of the returns, and you are able to predict potential returns, identify patterns, and take corrective action to minimize returns, such as improving product descriptions, offering personalized recommendations or alternating your new product development.

Enhanced customer experiences

in certain sectors such as ecommerce apparel, returns are driven by specific factors relating to the product itself leading to suboptimal customer experiences. 91% of shoppers are confused by inconsistent sizing. Customers are not able to know their brand specific sizing and how it relates to their body shape and measurements. AI powered scanning solutions are now available to merchants as third party no code apps. They to offer accessible size and fit recommendations based on both the actual shape of their customers and the actual sizing of the brand. This reduces costly returns through an enhanced personalised experience.

There are many benefits for merchants:

Reduction in returns costs - returns cost brands and retailers up to 66% of the sale cost and create additional operational complexity.

Drive up customer retention. Satisfying more customers first time means more loyal retained customers that will buy from you in the future.

Lower your carbon footprint and reduce waste. Every return is a mile of transport that could have been avoided, it's a write off prevented and it's a shopper or courier trip eliminated. This is good business - your customer wants to know that you are contributing to more sustainable business and environmental practices. Doing and communicating this will give you a competitive edge.

Solutions to use

Check out technology solutions such as Aftership, Newmine, and Aistetic's no code shopify app that provide specialised AI solutions for merchants - for automated returns processing, AI returns analysis and virtual fitting room solutions.

Simon Mosse

Ecommerce Director,
Thought & Mortar

There are many opportunities to improve the customer experience when tackling returns, and it can be hard to know where to begin.

We first aim to understand the root causes for any return 'behaviors' for our clients. In the case of fashion and clothing, for example, it is often industry-specific, so there are some well-tested approaches to explore (through improved content and product clarity, for example).

These approaches, paired with the client's needs, help inform the tech solutions we recommend implementing - whether it be predictive analytics, a returns automation, or a size & fit solution.

thought
× mortar

LEARN MORE ABOUT THOUGHT & MORTAR

4.3 ENHANCING THE SHOPIFY SHOPPING EXPERIENCE: POST-PURCHASE SUCCESS

A memorable shopping experience in the constantly changing world of eCommerce goes well beyond the point of purchase. Businesses should concentrate on the post-purchase experience in their efforts to increase client loyalty and revenue. Rush, a powerful tool made for Shopify store owners of all sizes, is one platform that specializes in providing an exceptional post-purchase experience. Let's explore the methods Rush offers for improving the Shopify shopping experience.

Strategy 1: Personalized Email Notifications

In the words of Mario Peshev, CEO at Rush: "Personalization is key to winning over customers in today's competitive market," says. One of the core features of Rush is the ability to send personalized email notifications to keep customers engaged and informed. These emails not only provide shipment tracking details but also create opportunities for upsells and cross-sells based on customers' purchasing behavior. With 8x increase inopens and clicks compared toother email types, these notifications turn loyal customers into valuable "human ATMs" for your business.

Strategy 2: Branded Tracking Page for Increased Engagement

Visual assets have a significant impact on the shopping experience. "Customers check tracking around 3.6 times per order. Leverage this opportunity to engage them further," suggests Stanislav Stankov, Product Owner at Rush. The platform allowes the store owner to build a fully customizable tracking page on your website, ensuring a seamless brand experience. By transforming this page into a sales machine with strategically placed upsells and cross-sells, Rush has observed an average order value (AOV) increase as much as10-15% .
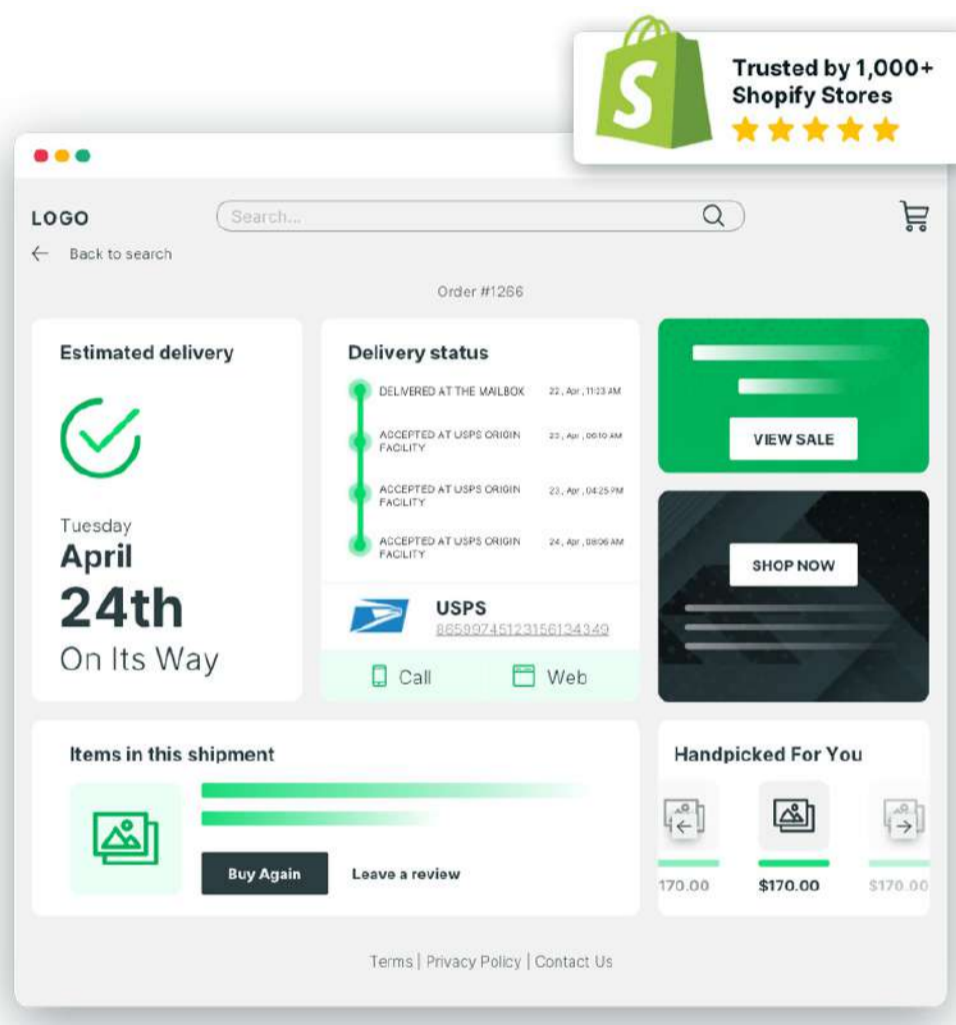
Strategy 3: Requesting Reviews at the Perfect Timing

Reviews play a vital role in building trust with potential and existing customers. Rush helps improve open rates and garner more reviews with seemless integrations of popular review apps like Loox, Judge.me, and Stamped.io.

"Scheduling review request emails based on actual delivery dates maximizes their impact," explains Junaid Atique, Senior Developer at Rush.

Through integrations of such trust platforms, Rushenhances customer satisfaction , showcases credibility, and generates extra sales, solidifying your brand's reputation.

Conclusion

Businesses need to emphasize approaches that go beyond the initial purchase in this time of eCommerce dominance. By embracing Rush's innovative platform and its focus on post-purchase experience, Shopify store owners can revolutionize customer engagement, increase sales, and foster long-term loyalty. From personalized email notifications to transparent tracking and strategic review requests, Rush allows businesses to tap into the endless potential of their loyal customer base.

Gabriel Stankov

Customer Success Manager

The easiest way to prevent 'Where Is My Order' emails is by providing full transparency!

Rush proves that with smart-triggered email and SMS notifications, customers are kept in the loop about their order status, reducing tracking inquiries by almost 78%. This proactive approach enhances customer satisfaction and minimizes headaches for your customer care team. By keeping your buyers informed every step of the way, Rush builds trust and credibility, resulting in positive feedback and customer appreciation

Rush

LEARN MORE ABOUT RUSH

HARNESS PERSONALIZATION TO CREATE INDIVIDUALIZED SHOPPING EXPERIENCES

5.1 PERSONALIZATION FOR INTELLIGENT SHOPPING EXPERIENCES

As the ecommerce industry has evolved, consumers' expectations and shopping habits have also changed. Shoppers' demands for the brands they choose to purchase from are constantly shifting and with the widespread introduction of technologies such as artificial intelligence and machine learning, customers are now anticipating that brands will offer interactions that are tailor-made to their exact preferences.

When considering the number of online merchants that compete for consumers' attention and business on a daily basis, the need for personalized shopping experiences is undeniable. Personalization matters more than ever before and proves to be a crucial piece for any successful ecommerce strategy that aims to drive reliable conversions and customer engagement.

A recent report found that 71% of consumers now expect brands to deliver personalized communications and product offers. And when they don't, the number of shoppers likely to get frustrated and purchase elsewhere increases to 76%.

So what does ecommerce personalization mean and how can online retailers implement it into their current strategy?

Simply put, ecommerce personalization refers to the practice of creating customer interactions (i.e. product offers, marketing emails) that are relevant and individualized for each shopper. Brands often create personalized experiences by leveraging customer data such as previous purchases, browsing behavior, geography, and personal preferences.
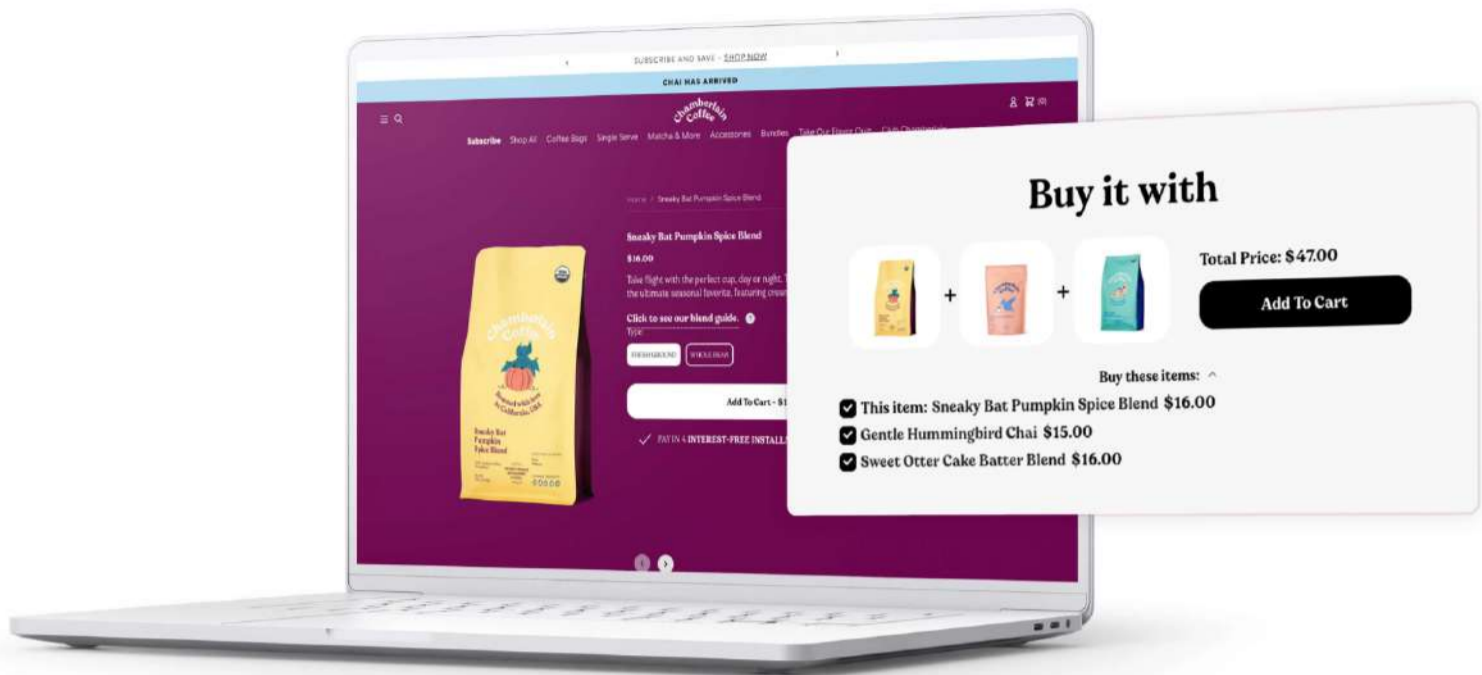
LEARN MORE ABOUT REBUY

Technology providers, like Rebuy, can help to simplify the implementation of intelligent shopping experiences by offering merchants data-powered solutions in the form of upsells and cross-sells. Product recommendations can prove to be an effective tool for ecommerce companies that want to increase personalization because of the ability to use customer data to surface offers that directly speak to shoppers' interests.

Nat'v offers a great use case for how brands can leverage a fundamental part of the customer journey, product detail pages, to create a personalized shopping experience. Using Rebuy, nat'v implemented 2 cross-sell widgets:

1. The "Other Customers Love" widget surfaces just under the 'add to bag' button and dynamically recommends similar products based on what's in the cart, historical sales data, and more.
2. The "Buy it in a Set" widget recommends items from the same collection so if a customer views a single item from a particular collection, the widget will then display other items from that same collection to encourage shoppers to complete the full set.
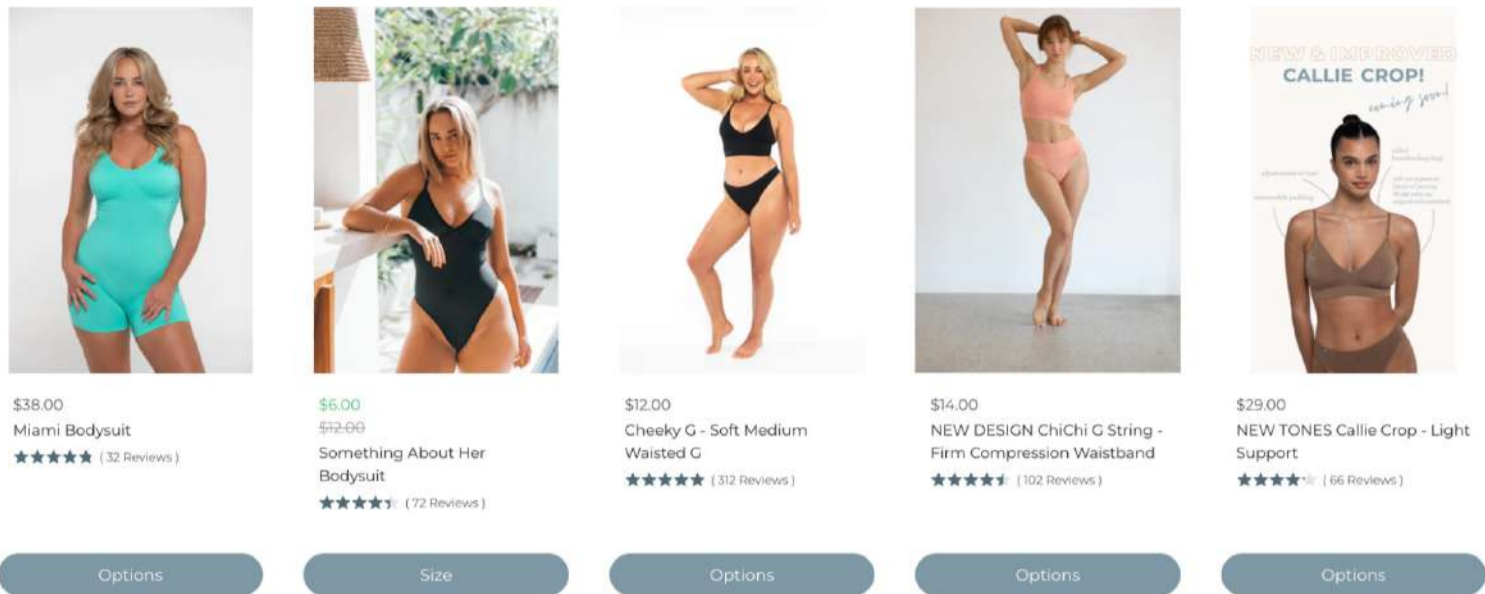
With a reported [67% of consumers](#) wanting brands to give them relevant product recommendations, personalized upsells and cross-sells can prove to be a powerful solution for any ecommerce merchant's success.

Personalization also extends to the decisions that customers make in regards to repurchasing from brands that they've engaged with in the past. Over [three-quarters (78%)](#) of consumers have reported that they are more likely to make repeat purchases from companies that personalize, compared to those who don't.

All this to say, personalization is a necessary component for any successful brand's ecommerce strategy. Incorporating intelligent shopping experiences can not only help merchants drive more engagement and conversions, but can also help to improve retention to lift customer lifetime value and brand loyalty.
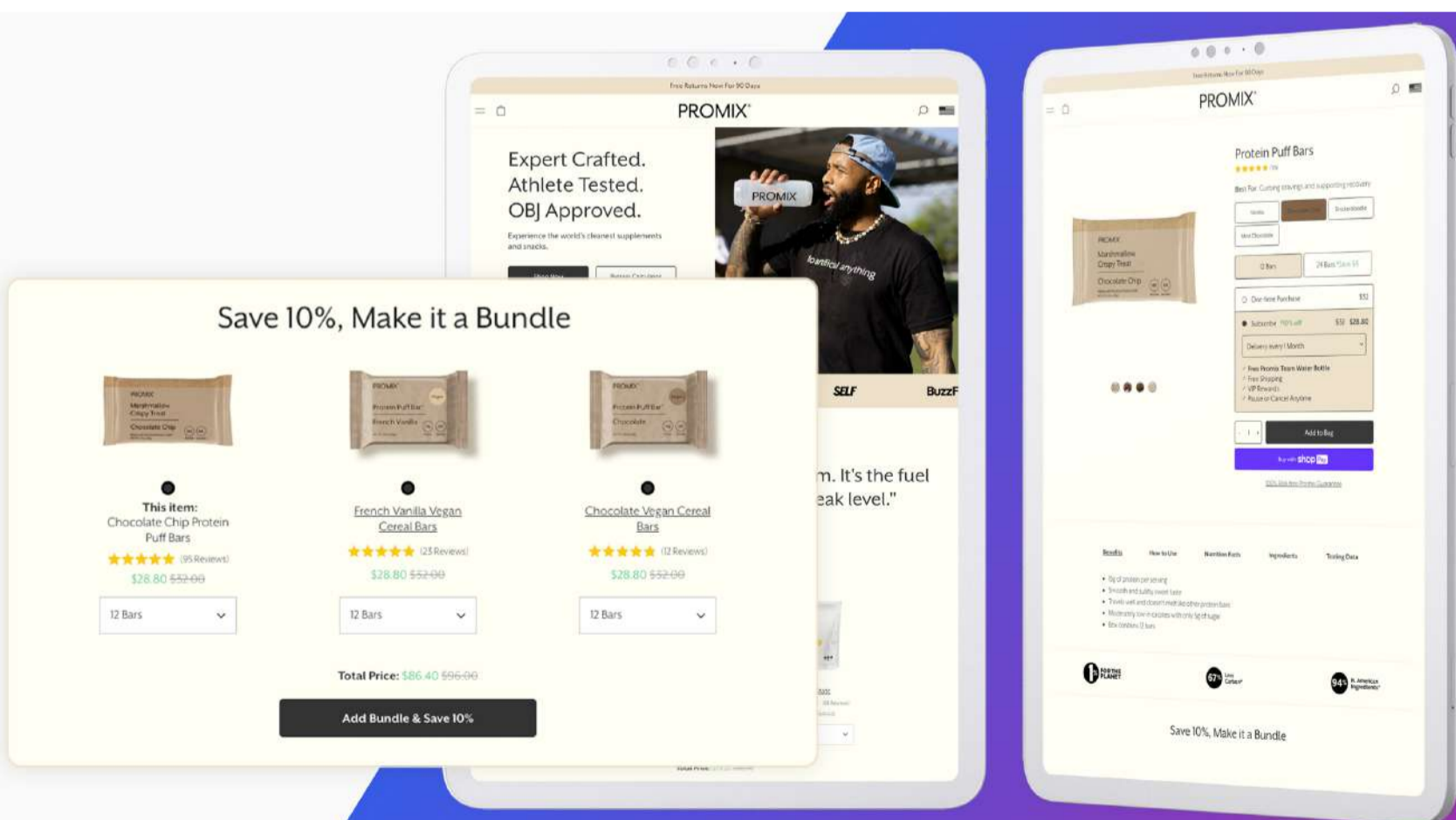
Bob Rockland

CCO & Co-Founder of Code

Merchandising strategies are often overlooked because many merchants only focus on conventional conversion tactics that do not contribute to key metrics such as personalization and average order value (AOV). An effective personalization approach incorporates upsells and cross-sells that not only raise your conversion rate but also improve AOV.

More and more of our clients use Rebuy to realize an average AOV boost of 14% while also spending less on their marketing budget and shipping costs.

LEARN MORE ABOUT CODE

5.2 NEXT-GEN SMS USING AI AND PERSONALIZATION

Gone are the days of SMS being the marketing dinosaur. But this time it didn't take an asteroid … this time, it was AI.

Next-generation SMS is here and it goes beyond what we now call traditional text messaging. This reborn channel can harness AI-powered algorithms to create personalized, engaging interactions like nothing the industry has seen before.

It embraces a customer-centric mindset, leveraging powerful insights to tailor messages that resonate with individual preferences, behaviors, and shopping habits.

Imagine receiving a text message from your favorite online store, recommending products that align perfectly with your tastes. This personalized touch creates an sense of connection and compels customers to explore further.

Best of all, this dynamic SMS personalization can be achieved in just a few clicks.
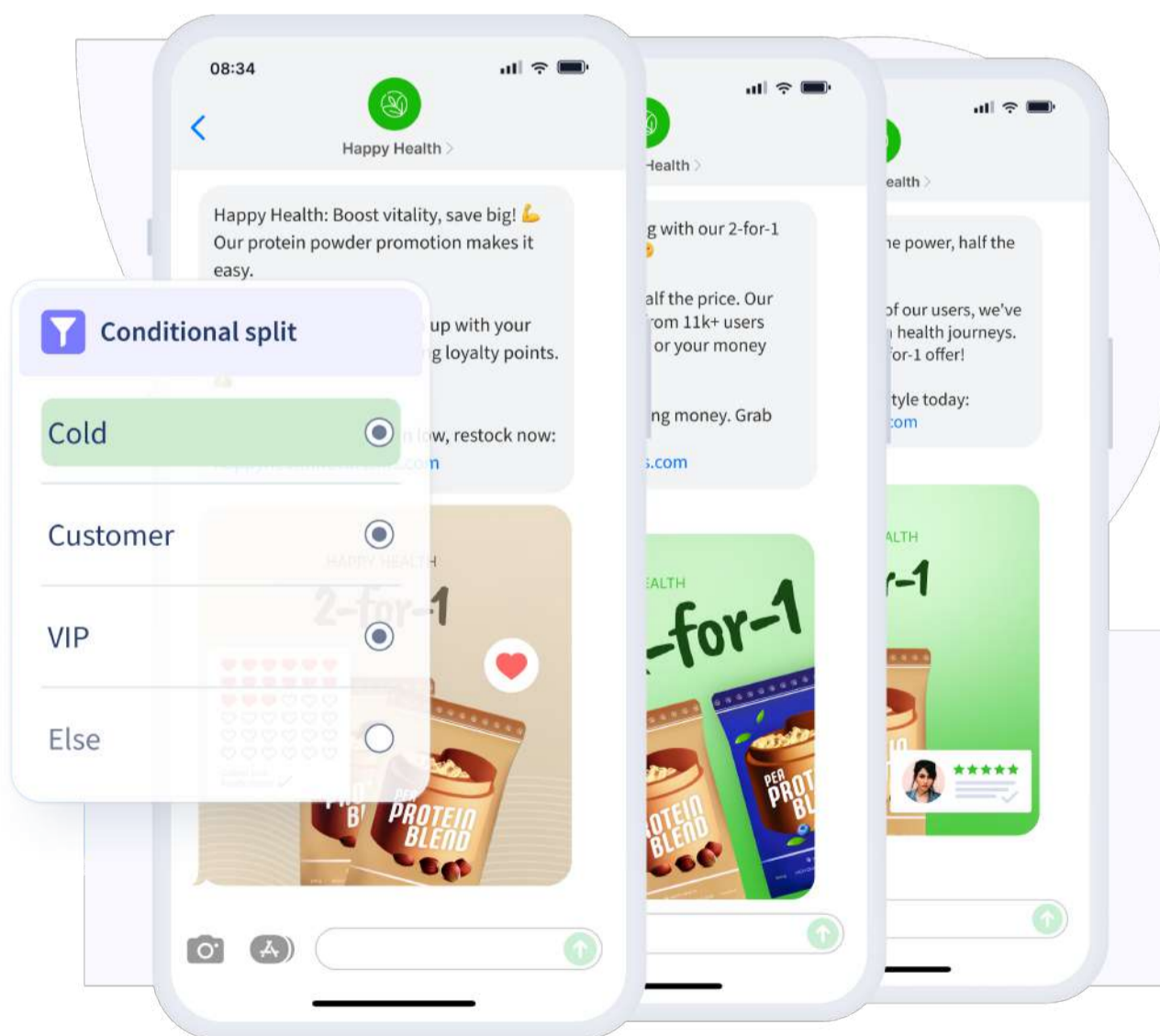
Utilizing AI For Powerful & Personal Shopping Experiences

There are three major features that help build these experiences and achieve 1.5-2x more sales ...

1. Automated Segmentation
2. Targeted Campaign Personalization
3. Smart Sending Times

But. here's where the rubber meets the road. Or rather where artificial intelligence meets you.

Because the real power of AI is unlocked when you combine your brand's in-depth customer knowledge with the numbers and data.

The first step is to use a tool that prioritizes your established relationships to build an accurate brand identity and craft personas. Once you've cracked that, these features do the rest ...

Automated Segmentation

Whether you use predefined audiences or build the conditions yourself, this is the first step to success. From cold subscribers to VIP customer, each person on your list will be automatically grouped and communicated with accordingly — tailored to their exact preferences.

Targeted Campaign Personalization

Send hyper-personalized campaigns with customized offers and recommendations for individual customers. AI SMS uses targeted messaging and creatives to foster meaningful connections, converting prospects into loyal customers.

Smart Sending Times

Optimize sending times to reach customers when they're most likely to engage for higher conversions. Say goodbye to guessing! AI SMS connects with customers at the perfect moment, scheduling messages strategically, increasing open rates and purchases.

LEARN MORE ABOUT RECART

The Path Forward: Unlocking the Potential of Next-Gen SMS

⚡ As the eCommerce industry continues to evolve, embracing next-generation SMS with AI and personalization has become a critical success factor for brands.

⚡ By providing customers with a tailored, customer-centric experience, brands can foster acquisition, customer retention, and ultimately drive more sales.

⚡ The future of eCommerce belongs to those who embrace the potential of Next-Gen SMS with AI and Personalization.

5.3 PRICING UP THE ULTIMATE SHOPIFY PARTNER TECH STACK

If you're a Shopify brand, you're probably familiar with the hundreds of tools on offer to help you run your business. If you're wondering which is best and how to spend your money, our list of trusted Shopify partners is the right place to start.

Why take our advice? Superco is an award-winning Shopify plus agency specialising in driving rapid growth, building loyal communities and helping ecommerce businesses reach their full potential. Trust us, we've tried and tested them all.

Shopify vs Shopify Plus

First let's touch on Shopify vs Shopify Plus. If you're wondering if Shopify Plus is necessary for your business, the answer is simple — in this case, size does matter. Shopify Plus pricing sits much higher than the standard Shopify plan due to the increased functionality necessary for midsize to large businesses.

Shopify Plus pricing starts at $2,000 per month as a base subscription fee, but the cost can increase based on your brand's revenue and specific requirements. The total cost can therefore range from $2,000 to $2,500+ per month.

A breakdown of Shopify Plus Pricing

	#brands	#stores	% of monthly revenue	Initial term	Other
Standart agreement	1	10 included	0.25% with minimum payment of $2000	12 months	N/A
Multibrand agreement	5+	Each brand has 10+ stores as needed	0.25% with minimum payment is negotiated	12 months	1 plus admin
Agency/HSV agreement	Store focused rather than brand	Generally 20+ but starts from 10	1%, minimum payment is negotiated	12 months	1 plus admin

*each non-standard agreement will go through a deal review, so is subject to change.

The key benefits of Shopify Plus
- ⚡ Dedicated account manager
- ⚡ Greater flexibility with API integrations
- ⚡ Detailed analytics and reporting
- ⚡ Better equipped for international/multi-currency sellers

For a detailed guide to the features and benefits, take a look at our blog that compares Shopify to Shopify Plus.

Onto our top 6 Shopify partners

Yotpo: Yotpo provides user-generated content, reviews, and loyalty programs, leveraging the power of social proof as a means for rapid growth. Pricing for Yotpo varies based on factors such as the number of orders, interactions, and additional features required. The total cost for Yotpo can range from $100 to $500+ per month.

Recharge: Recharge is our recommended subscription billing and management platform. Pricing typically starts at around $500 to $700 per month and can increase based on the number of subscribers or customers on recurring plans.

Klaviyo: Klaviyo is our preferred email marketing and automation platform and the best Shopify partner for brands that need support building a loyal community. Pricing for Klaviyo depends on the number of contacts or subscribers in your email list. The total cost for Klaviyo can range from $100 to $1,000+ per month, depending on the size of your audience and the features you need.

LoyaltyLion: LoyaltyLion is a customer service and support app. Pricing for LoyaltyLion can vary based on factors such as the number of support agents and tickets handled. The total cost for LoyaltyLion can range from $50 to $200+ per month.

Gorgias: Gorgias is an app for managing customer reviews, feedback, and support. Pricing for Gorgias can vary based on factors such as the number of customer interactions and the level of support required. The total cost for Gorgias can range from $50 to $200+ per month.

Videowise: End-to-end video infrastructure for brands & retailers, designed for scale and peak commerce performance. The total cost for Videowise can range from $99 to $449 per month.

The total cost of our trusted Shopify partner stacks

⚡ Basic Range: Stores turning over $100,000 to $500,000+ annually.

⚡ Yearly Cost Estimate: $8,000 to $25,000

⚡ Moderate Range: Stores turning over $500,000 $2m annually.

⚡ Yearly Cost Estimate: $25,000 to $60,000

⚡ Advanced Range: Stores turning over $2m to $5m

⚡ Yearly Cost Estimate: $60,000 - $150,000

⚡ Scaling Range: stores turning over $5m to $25m

⚡ Yearly Cost Estimate: $150,000 - $700,000

And if you're wondering what you'll get in return, on average, the contribution of technology tools and services to profit margins can range from 5% to 15%. This depends on factors such as the size of your business, the industry, operational efficiency, and the tools chosen.

5 steps to maximize the ROI of your Shopify partner stack
As a Shopify Plus agency, we've worked with many world-class brands, so we understand the importance of having the right tools when it comes to successful online selling. To ensure you're getting the most out of your Shopify partner integrations, we recommend a five-step process...

1. **Audit your tools:** Start by conducting a thorough audit of your existing tools and technologies. Evaluate their performance, functionality, and alignment with your business goals. Identify any tools that are redundant, underutilised, or not delivering the desired results.

2. **Draw up a prioritized action plan:** Based on the findings from the audit, create a prioritized action plan. Determine which tools or features need to be removed, deactivated, or replaced. Identify areas where additional features or integrations could be beneficial. The action plan should outline clear steps to optimize your toolset and improve overall performance.

3. Implement the plan: Once you have a well-defined action plan, begin implementing the recommended changes. This may involve deactivating unnecessary tools, activating new features, integrating third-party applications, or making configurations to existing tools.

4. Monitor the results: After implementing the changes, closely monitor the results and track key performance metrics. Assess the impact of the optimisations made to your toolset and measure their effectiveness. Keep an eye on relevant metrics such as conversion rates, customer engagement, and overall business growth. This ongoing monitoring will help you gauge the success of your actions and identify areas for further improvement.

5. Review every 6 months: To maintain a highly optimised Shopify partner tech stack, we recommend conducting this process at least once every six months. As your business evolves and industry trends shift, it's important to reassess your tools and technologies regularly to stay ahead of the competition.

Get advice on your stack

Shopify and Shopify Plus offer a wide range of tools to help you boost revenue and scale your business. When trying to decide what's best for you, consider the pricing structure you're most comfortable with and the type of support your brand needs as a priority.

[At Superco,](#) we specialise in custom integrations — simplifying the complex so that brands can thrive. If you want to talk through Shopify partner tools and technologies, please [get in touch today](#).

LEARN MORE ABOUT SUPERCO

5.4 PERSONALIZED PRODUCT REVIEWS

Personalized shopping experiences are becoming increasingly important for online retailers. Data shows that they have a positive impact on customer retention, brand loyalty, conversion rates, and average order values. They also significantly improve the customer experience, which helps your brand to stand out from the competition. The difficulty in the world of eCommerce has always been in achieving the level of personalization that you would find in a bricks-and-mortar store.

But there are ways to deliver that kind of personalization. And one highly effective way is through product and store reviews. Reviews help to create a shopping experience that is tailored to the individual by giving the means to separate their audiences according to their needs, wants and interests. They can then create bespoke offers for each section of the audience, which has the effect of increasing the chance of a purchase by helping customers to make more informed – and ultimately more satisfying – buying decisions.

Brands can build up an increasingly comprehensive and vivid picture of their buyers by making use of custom questions, which can be included in requests for reviews sent out after order delivery or fulfillment. Custom questions empower brands to gather rich data on demographic information, such as age, gender, and nationality, as well as personal information – for instance, around customers' tastes and preferences. Through customer questions brands can also gauge a buyer's satisfaction with the product or products they have purchased. Brands could ask a customer who has bought an item of clothing what they feel about its fit or comfort, for example. Not only do questions allow brands to invite highly specific and useful information, but they encourage customers to think more deeply about their quality of purchase. That leads to more useful future reviews.
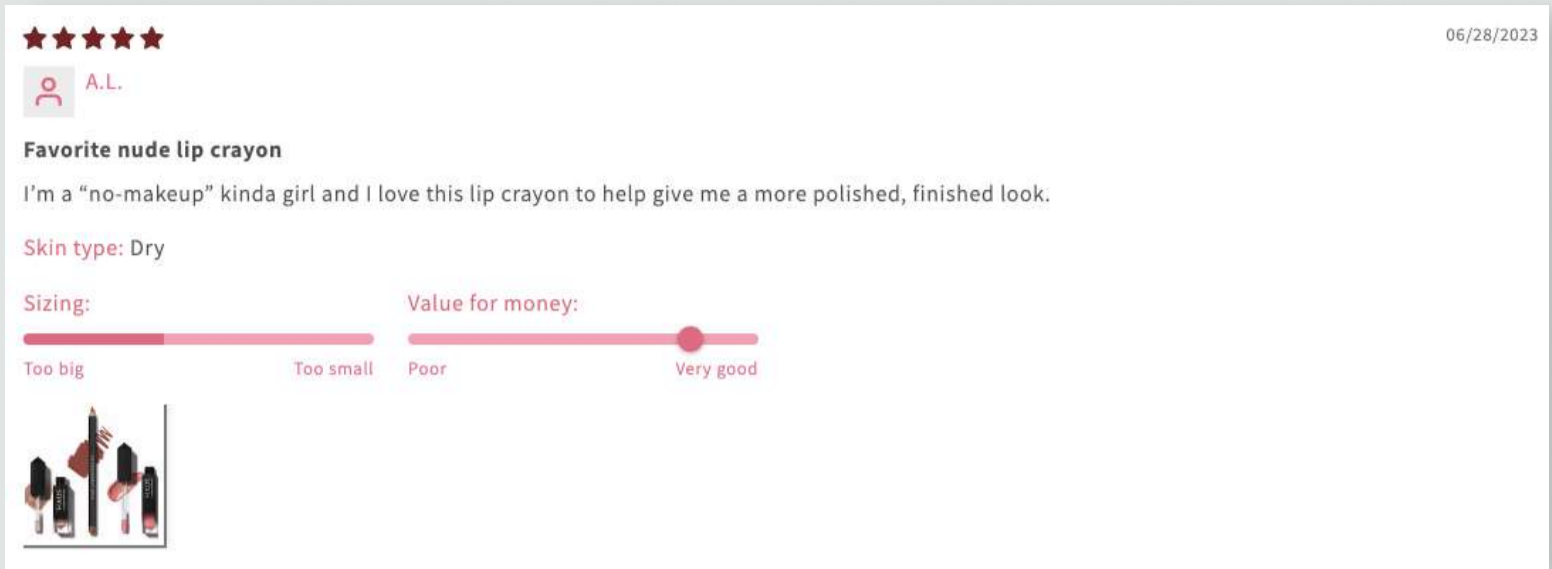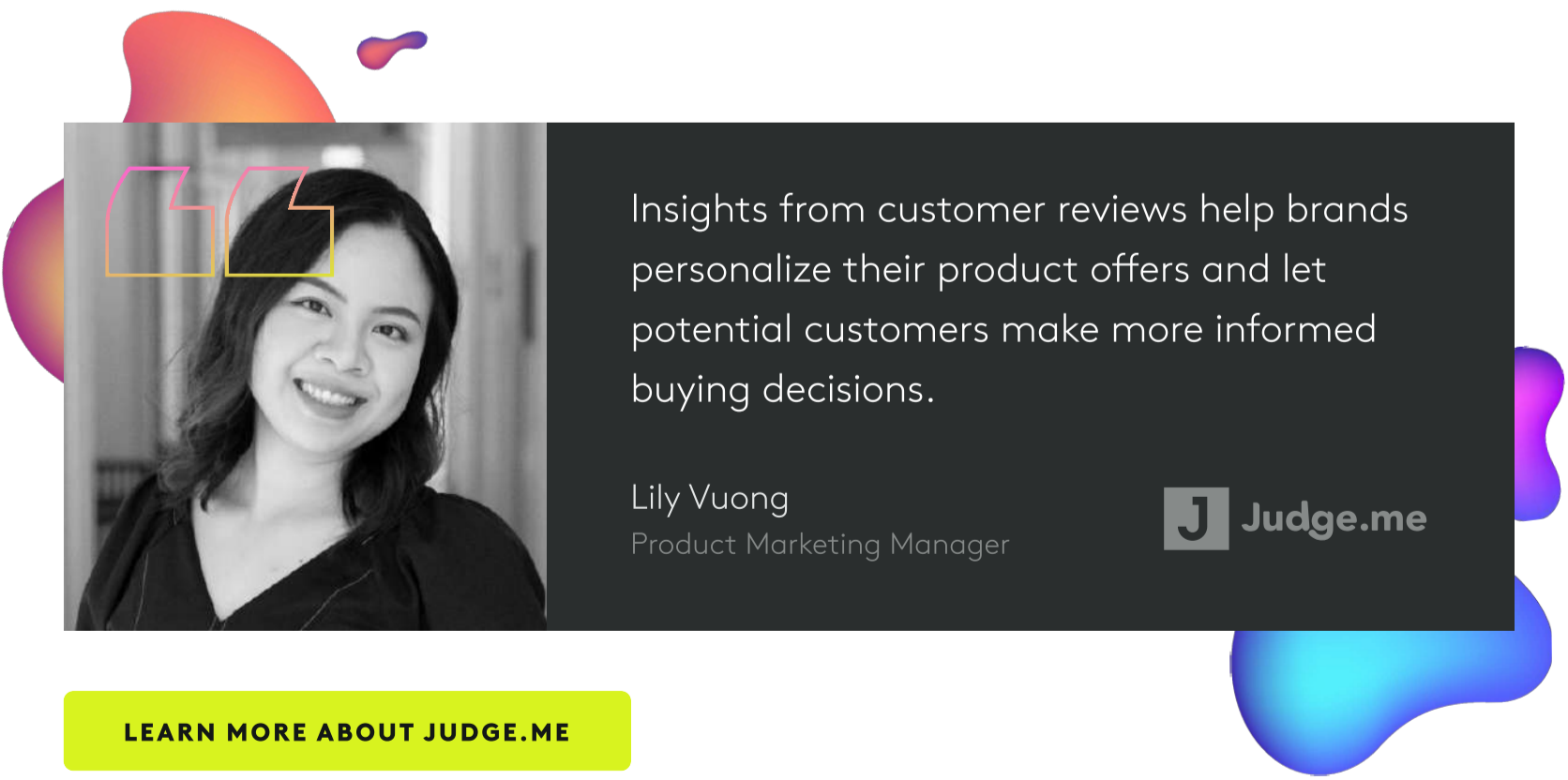
Armed with the kind of high-quality qualitative data that reviews and custom questions provide, brands can iterate with personalization in mind. They might consider making changes to their communication style, frequency or tone of voice to accommodate a certain segment of their audience. They may even choose to stock different products, or to stock more or less of their existing products, to cater to their customer base. Custom questions kick off a virtuous cycle of personalization and individualization. The more useful data that a brand can gather, the better that they can create a feeling in their customers that the shopping experience has been designed just for them. And that means greater customer retention, stronger brand loyalty, more conversions and a higher average value of each order.

> Insights from customer reviews help brands personalize their product offers and let potential customers make more informed buying decisions.
>
> Lily Vuong
> Product Marketing Manager

J Judge.me

LEARN MORE ABOUT JUDGE.ME

5.5 INCREASE EVERY ORDER ON YOUR STORE

What if I told you 80% of your customers want to spend more on your store?

If you knew that was true, what would you do with that information?

The fact is, it is true. Not only that, it was common sense forever in retail stores. There were entire roles built with this knowledge and it was the primary job of salespeople to increase, upgrade and add-on.

Customers want to spend more, they just don't know what to buy. It's your job as a merchant to educate them on what products go together, to recommend products, upgrades, add-ons, etc. For one reason or another though, this was lost as retail moved online, and the role of the salesperson faded away.

At Bold we've powered upsells and cross-sells for over 100,000 merchants, and we've seen some staggering numbers.

Simple cross-sell offers recommended at the time a customer adds a product to the cart, will increase the size of 12-15% of your orders.

Upsell and cross-sell funnels that give different recommendations if a customer accepts or declines an add-on will increase an additional 7-9% of your orders.

If you offer upsells (upgrades) instead of cross-sells (add-ons), you increase your conversion another 20%!

If you offer upsells in the checkout (order-bumps), roughly 10% of customers will accept the offer, and if you offer a great post-purchase one-click upsell, you can expect to see yet another 30% of your customers add it.

These numbers are mind-blowing right?

Or are they?

Wouldn't it be weird to talk to a salesperson who didn't try to recommend add-ons?

Wouldn't it be weird to checkout at a grocery store with just a cash register and no impulse items surrounding the checkout aisle.

Retail stores have forever relied on upselling and cross-selling for profitability. For one reason or another though, it never got properly carried over to the online shopping experience.

We built Bold Upsell back in 2012 to help fix that. If you're like most stores, you're probably not taking advantage of the fact that 80% of your customers will spend more if given the right opportunity. .

If you'd like to take a few steps towards fixing that, here are a few quick and easy tips to implement today.

TIP 1: Use Upsells AND Cross-sell

Often every type of product recommendation gets lumped into the term "upsell". We even named our app "Bold Upsell" even though it handles upsells, cross-sells, down-sells, etc.

It's important to know that upsells and cross-sells are very different and you should use them both in strategically different ways.

Cross-sells are an add-on. Upsells are an upgrade and replace:
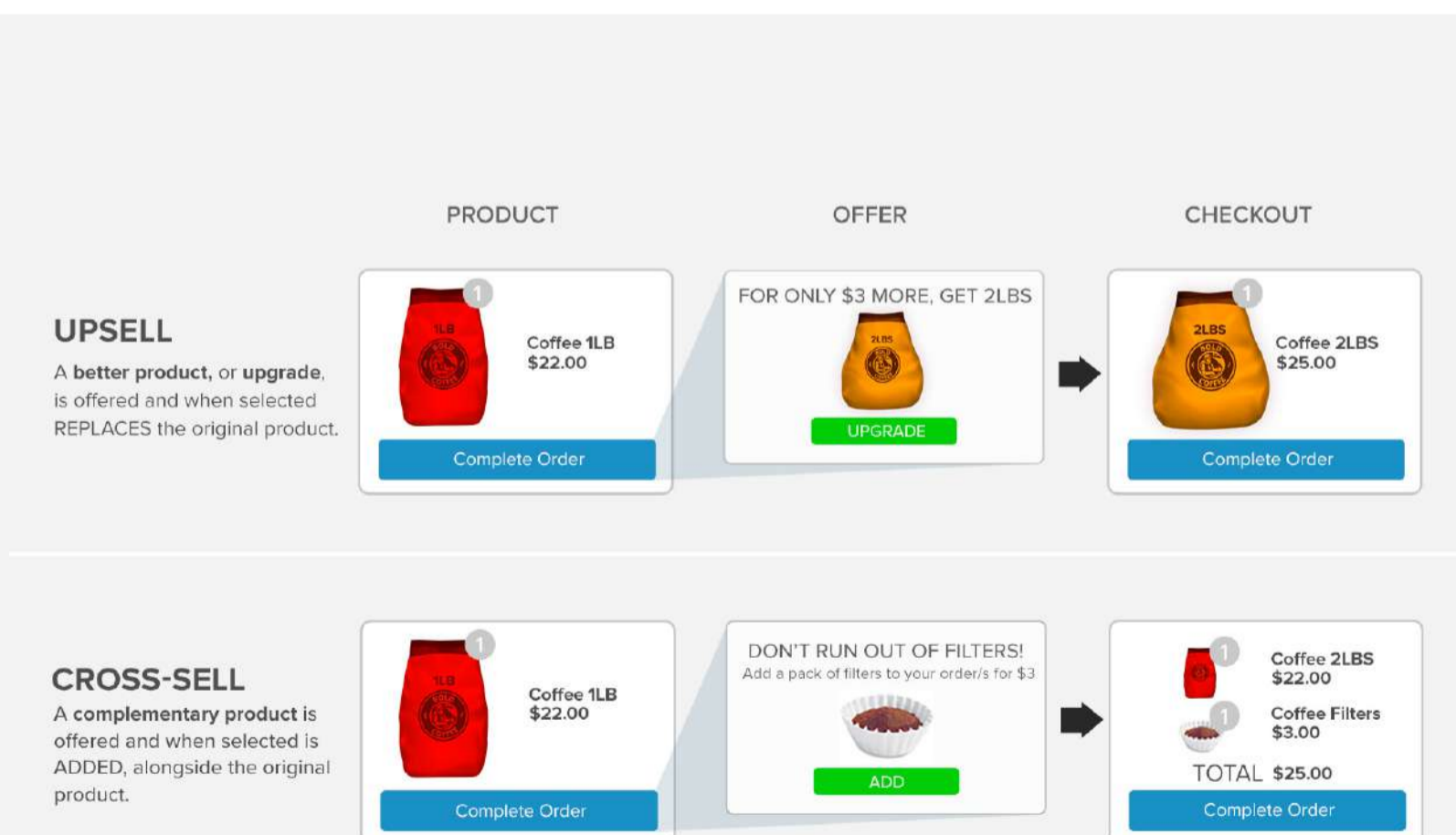
When to use an Upsell

An upsell is ideal to use on the initial add-to-cart click. That moment when someone is buying a product but there is a better version available.

Let's take a coffee store for example. If someone is buying a coffee maker, the moment they add it to cart is the exact moment they are contemplating the model they are buying. If you offer an upgrade to a better model at that exact moment, for "just $30 more", that is the highest point at which they are likely to accept the upgrade and convert.

When to use cross-sells

Once that customer has committed to the coffee maker, (ideally upgrading to a better version) and now in the cart, checkout or after checkout, this is the ideal time to offer cross-sells.

Cross-sells are add-ons that when done right, your customer will actually be thankful you offered. Remember, 80% of customers want to spend more if given the right opportunity. So in the cart and through checkout is when you want to offer the coffee filters, cleaning supplies, water filter, etc.

Tip 2: Maximize Every Offer with Funnels.

Before we get into the details of funnels, it's important to know there are basically two types of customers shopping on your store:

"The Accepter": This is the customer that will usually always accept your offers and, if presented with another relevant product, is 20-30% likely to accept that offer as well.

"The Decliner": This is the customer that will always say no to your upsell offer. However if they're presented with a relevant "down-sell", they are 8-10% likely to accept it.

A down-sell is an offer slightly less than the first offer. For example, in the example below you'll see a high-end coffee grinder was offered and when the customer declines the offer, a less expensive one is offered.
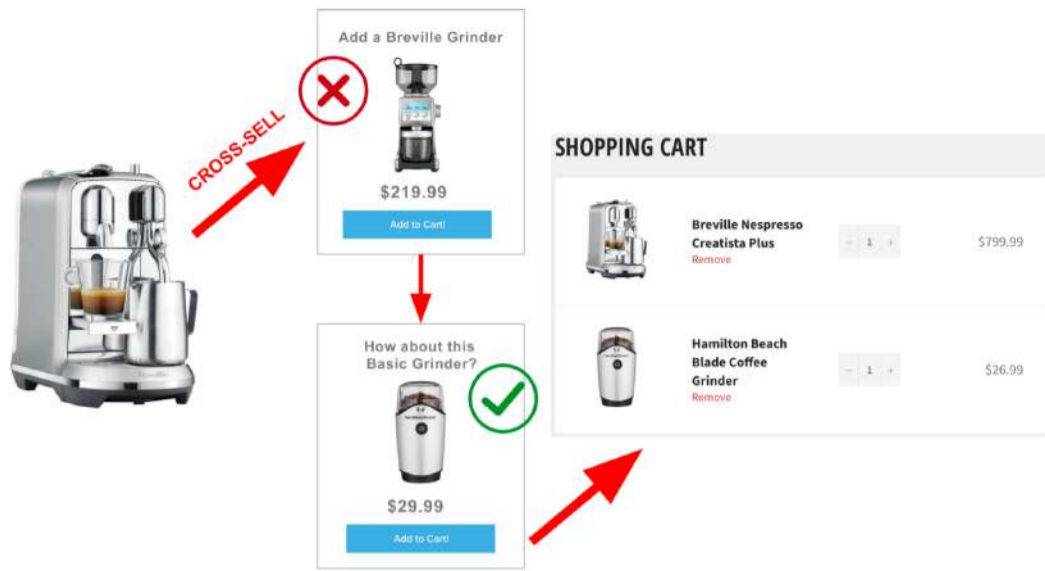
Funnels are the perfect way to both maximize "The Accepter" customer who wants to buy more, and "The Decliner", who may say no at first but might still accept other offers, if they're relevant.

The beauty of funnels is they work with BOTH upsell and cross-sell offers!

Here's what a funnel with an upsell in the beginning looks like:
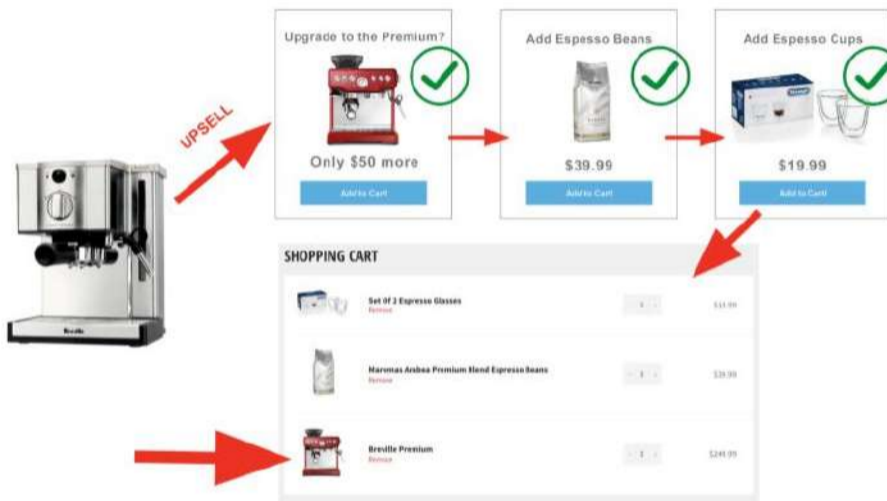
Here is a funnel with cross-sell in the beginning:
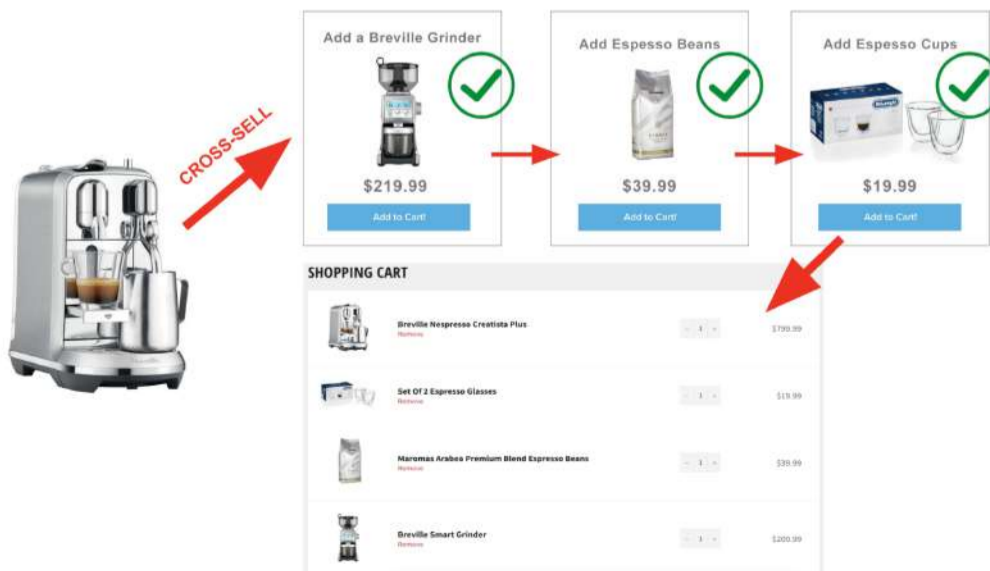
Final Takeaway

If nothing else, our hope is that after reading this that you have a clear understanding that Upsells and Cross-sells are two very different offer types that serve different purposes, and different strategies should be used for each. Secondly, funnels are a powerful tool that can maximize both upsells and cross-sells. Just because someone doesn't accept the first offer, doesn't mean they won't accept something else, AND if someone accepts one offer, they'll likely accept another!

If you want to really maximize every order going through your shop, make sure to use every type of offer, but be sure to use the right strategy for each.

Happy Upselling!
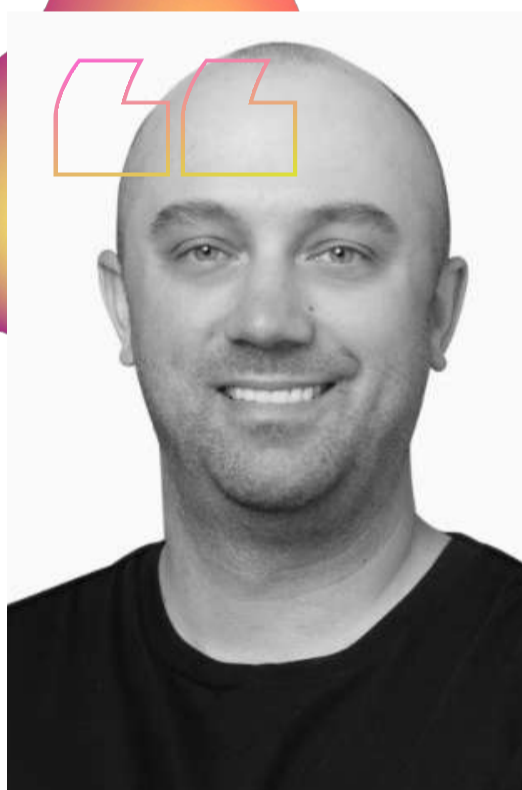
> Upselling and Cross-selling are two of the most tried and true techniques in retail. Sadly though, the strategies have never been properly carried over to online shopping in a meaningful way. There is a massive opportunity to take advantage of that right now.
>
> Jay Myers
> Co-Founder
>
> **BOLD**

LEARN MORE ABOUT BOLD

5.6 SUBSCRIPTIONS AND RETENTION

In subscription eCommerce, everything is interconnected. Scaling your subscription business requires boosting retention, which is directly related to increasing loyalty. And with 75% of US consumers reporting that they're loyal to brands that understand their individual needs, personalization plays an undeniable role in fostering the loyalty needed to strengthen your subscription offering.

Here are 3 ways to boost subscriber retention and loyalty by leaning into personalization:

Offer Flexible Subscription Management
One of the best ways to illustrate to subscribers that you understand their personal needs is to allow them to mold their subscriptions to their lifestyles. A recent study found that 75% of consumers have been consciously trying to decrease their spending by reducing order quantities, skipping their next order, or even changing brands to save money.

By genuinely empowering subscribers to manage their subscriptions with options to skip, delay, gift, or swap out an item in their next order, you can not only greatly boost retention but also create a stronger relationship with each individual subscriber.
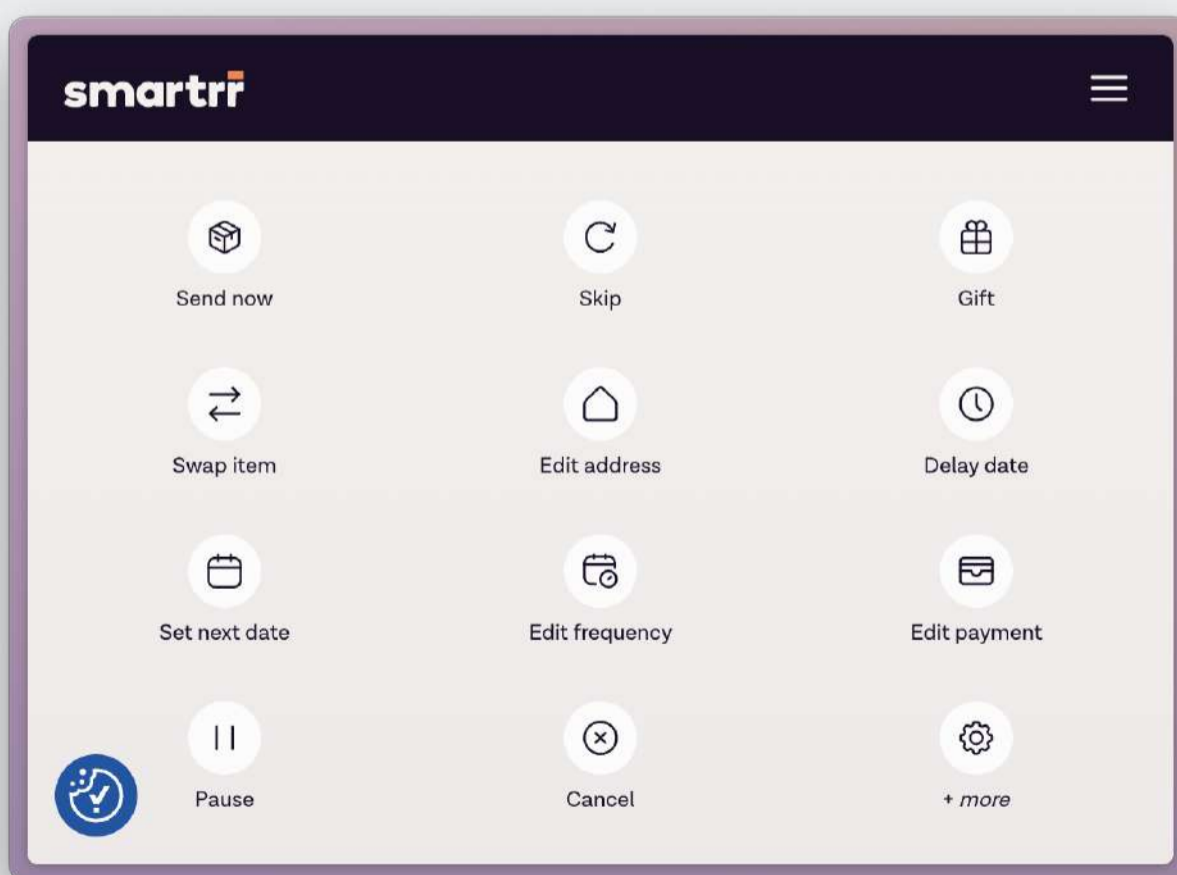
> Any brand that has seen consistent repeat purchases taking place on their site has a huge treasure trove of opportunity to not just capture dollars from consumers but also true, loyal brand advocates.

Gaby Tegen
Co-Founder & CEO

smartrr

LEARN MORE ABOUT SMARTRR

Drive More Engagement Post-Purchase With an Enriching [Customer Account Portal](#)
An engaging post-purchase experience is incredibly important for ensuring subscribers interact with your brand and stay subscribed. There are so many ways to add touchpoints throughout your portal to capture subscribers' attention and deepen their experience — like through one-time add-ons, trending upsells, a featured snippet of your brand's social feed, and more.

But one of our favorite ways to lean into personalization in the account portal experience while simultaneously strengthening retention is to leverage loyalty rewards. Allow subscribers to accrue loyalty points with every purchase and exercise these rewards however they want to — be it through free products of their choosing or discounts on future orders.
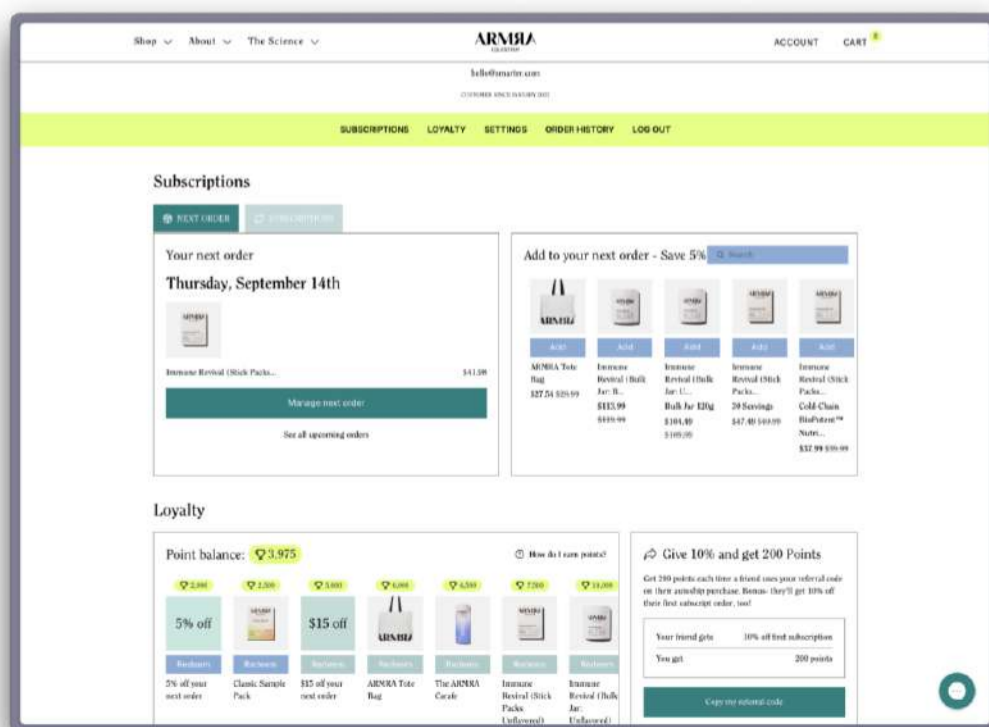
As an added bonus, directly rewarding subscribers in a personalized way not only encourages retention but also tends to lead to more revenue. Customers typically spend about 67% more when they're part of a loyalty program. It's a win-win for everyone.

Utilize Cancellation Reasons

One of the best ways to reduce customer churn with a personalized touch is to implement cancellation reasons. This simple survey allows you to understand why subscribers are trying to cancel and provide them with a tailored retention action to get them to stay subscribed.

Oftentimes, subscribers will try to cancel for reasons you can easily address — like needing to change their subscription frequency, wanting to subscribe to a new product, or needing to skip an order. Brands have increased their retention rate by more than 40% after implementing cancellation flows.

Overall, leaning into flexible subscription management, creating an engaging customer account portal, and implementing cancellation reasons are all effective strategies to promote subscription retention through high-touch personalization.
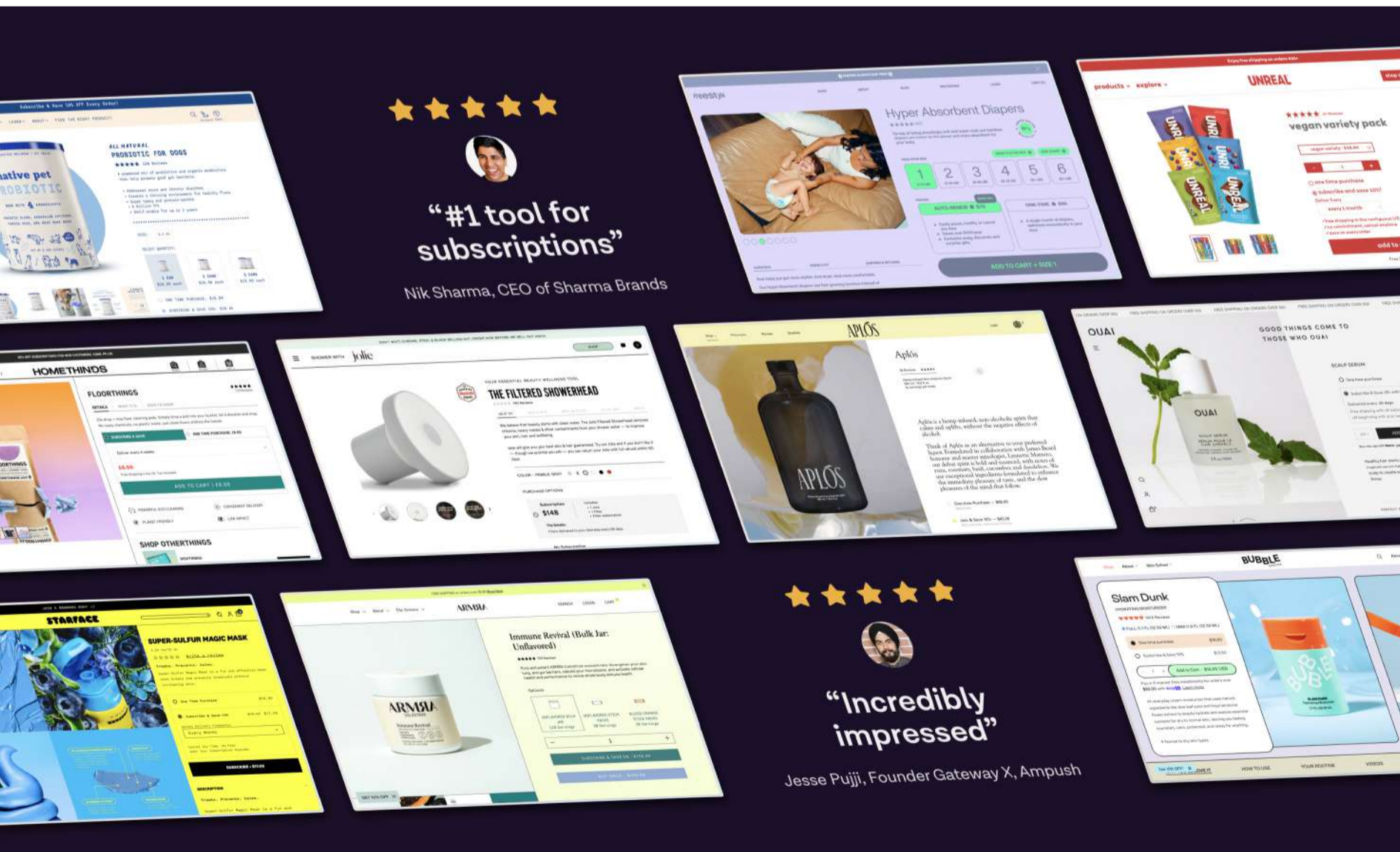
5.7 INCREASE REPEAT PURCHASES WITH PERSONALIZED REWARDS

Increase repeat purchases with personalized rewards

The fastest growest companies in 2023 are the ones that are prioritizing their returning customers. Returning customers spend more and generate higher revenue over their lifetime (CLV) compared to new customers, and while the costs of acquiring new customers continue to increase, investing in existing relationships is a much more profitable strategy.

Once your customers sign up to your loyalty program, you unlock even greater potential; a redeeming loyalty program member is 6 times more likely to make a second purchase than a non-member. Furthermore, repeat purchase rates are 63% higher for loyalty program members.

So how can you convert your one-time shoppers into those valuable returning customers who drive consistent revenue for you? Read on…

Reduce guest checkouts

The first step to securing repeat purchases is reducing your guest checkouts. Make it as easy as possible for people to sign up to your loyalty program. Use notifications on your website to capture shoppers' attention in the right places, then offer loyalty points for account creation so that they can start benefiting from your program right away.

You should also include personalized messaging in your post-purchase emails to tell your customers how many points they'd earn if they signed up then and there. This way, they know it's not too late to benefit, even if they've already made their purchase.

TIER BENEFITS

Sparkle & save. For every order you're closer to the next tier, which unlocks new perks and exciting exclusives.

	ASTRID AND YOU	ROSE GOLD Unlocked at £80	SILVER Unlocked at £200	GOLD Unlocked at £400
£10 voucher for every 1000 points	•	•	•	•
Double point events	•	•	•	•
First look at new collections		•	•	•
Early access to sale & promotions			•	•
£5 off your birthday	•			
£10 off your birthday		•		
£15 off your birthday			•	
£20 off your birthday				•

Create experiential rewards

The next key factor in driving repeat purchases is offering experiential rewards - for example early access to sales or early access to new products - to make customers feel really special and excited to return for that second purchase.

Loyalty tiers are an effective way to stagger experiential rewards so that your customers have something to work towards, as they gain incremental benefits every time they spend with you. 74% of customers are motivated by the feeling that they're working towards a goal or reward. By offering better benefits in each tier, you're encouraging your customers to spend more often, resulting in increased purchasing frequency.

Astrid & Miyu developed their tiered loyalty program to include both transactional and experiential rewards, inspiring their members to return and spend more in order to access better benefits. They deliver personalized rewards, like money off on birthdays, and they also offer immediate benefits for signing up, such as 10% off the next order. As a result of this, Astrid & Miyu have seen incredible growth, including:

- ⚡ Over 50,000 signups in a nine-month period
- ⚡ Redeeming loyalty program members are now 6x more likely to make a second purchase
- ⚡ A 40% increase in total revenue thanks to their loyalty program

> An active loyalty program member is 6 times more likely to make a second purchase than a non-member, and will purchase 2.75 times more per year. Losing a valuable one-off shopper is expensive, so incentivizing one-off shoppers to join a program and then using loyalty tiers and personalized communications to motivate ongoing engagement is a no-brainer in today's market.

Georgie Walsh
Content Marketing Manager

LOYALTYLION

LEARN MORE ABOUT LOYALTYLION

ANALYZE ECOMMERCE SHOPPING AT SCALE

6.1 AI TO HELP SHOPS LEARN ABOUT SHOPPERS. ANALYZE THE SHOPPING JOURNEY TO IMPROVE CUSTOMER RETENTION.

With all the changes happening in DTC, one fact remains the same: it's always cheaper to retain a customer, than to acquire a new one. Let's break down our top two tips to improve customer retention by evaluating the data you have at hand.

Tip #1 Audit Your Customer Journey, End-to-End
Brands like Milk Bar, Mary Ruth, Doe Lashes didn't acquire their VIP customers overnight. They spent time perfecting their brand and messaging to ensure it attracts the right customers: engaged shoppers. The best way to do this is to understand every touchpoint of the shoppers' journey. Here's how:

Comprehensive Touchpoint Analysis
Track progression from initial interaction (like an encounter with a Facebook Ad) to the post-conversion phase, which includes confirmation emails and customer support. Identify the strengths and weaknesses of each touchpoint and assess how they contribute to overall customer satisfaction. With all of these data points, you can create the perfect customer journey map!

When OhSnap evaluated their customer journey data, they previously thought customers viewed an ad an average of 4-5 times before converting. Triple Whale data showed that the conversion for 70% of customers actually occurred after viewing 1-2 ads. With this information, OhSnap discovered they were spending too much time and money on the lower stages of the funnel where the purchases weren't happening. By optimizing this campaign, as well as utilizing bundling and product journey insights, OhSnap ultimately increased AOV by 50% and raised their customer LTV by over 300% in a 3-month period.

Customer Feedback and Surveys

Engage with existing customers through feedback forms and surveys to gather insights into their experiences with your brand. Pay attention to both positive feedback and complaints, as they can provide a ton of valuable information on what aspects of your business are working as they should, and what areas could use a little help. Before MaryRuth's used Triple Whale's Total Impact model, they thought their TikTok ROAS wasn't performing well. By using Total Impact in combination with post-purchase survey data, MaryRuth's discovered their true ROAS was 900% higher than previously reported.

Personalization and Consistency

Tailor your messaging and customer interactions based on the data you collect. Personalization fosters a sense of connection between your brand and the customer, while consistency in communication and service builds trust and reliability.

Continual Improvement

Refine your customer journey based on the feedback and data you receive. Embrace an iterative approach to improve the overall experience continuously.

Tip #2 Segment Your Customers and Prospects

LEARN MORE ABOUT TRIPLE WHALE

Not all customers are the same, and treating them as such can hinder retention efforts. To build stronger relationships, segment your customers and prospects based on relevant criteria.

Demographics

Dividing your customers by age, gender, location, and income can help you create targeted marketing campaigns and tailor offerings that align with each segment's preferences.

Behavior

Analyze purchase history, browsing patterns, and engagement with your brand. Segment customers based on their engagement level and buying habits to deliver personalized incentives.

Customer Lifetime Value (CLV)

Calculate the CLV of your customers to determine their long-term value to your business. Prioritize high-value customers and implement strategies to nurture and retain them. An important metric to isolate for Obvi was N-CAC, which removed the cost of acquiring new customers through an ad from repeat buyers. By switching gears and nurturing LTV, the company was able to adjust targeting, content, and offers to focus on ads that were capturing 50% of return customers. With Triple Whale, they were able to scale revenue by over 67%.

Communication Preferences

Respect your customers' communication preferences. Some may prefer email newsletters, while others may be more engaged on social media. By catering to their preferences, you increase the chances of keeping them around. By optimizing their SMS and email marketing strategies using insights Triple Pixel Insights, EcoBio Boutique was able to decrease their YoY blended CPA as well as boost their YoY net profit by 311%.

Go forth and retain!

By adhering to these two fundamental tips, you can elevate your customer retention efforts in the DTC landscape. Remember, building strong relationships with your existing customers not only ensures their continued support but also increases the likelihood of them becoming brand advocates, driving new customer acquisitions through positive word-of-mouth. Stay committed to continuously refining your approach, and watch your DTC business flourish with a loyal and satisfied customer base.

6.2 COMMERCE-CENTRIC VIDEO ANALYTICS

In 2023, video continues to be leveraged by 96% of businesses, and 70% of non-video businesses plan to start their video marketing strategy this year. Not only that, but 91% of shoppers are demanding more video content to learn more about the products they plan on buying. If you plan on starting or uplifting your e-Commerce video marketing strategy and don't know where to start, the easiest way is to use innovative commerce-centric videos or shoppable videos.

Shoppable videos allow viewers to purchase products while watching the video content reducing the friction of the buying process. Shoppers no longer need to click on the button to get to your product page or spend time searching for the product they saw in your menu or search bar. They simply click on the video and get to the one-click checkout experience.
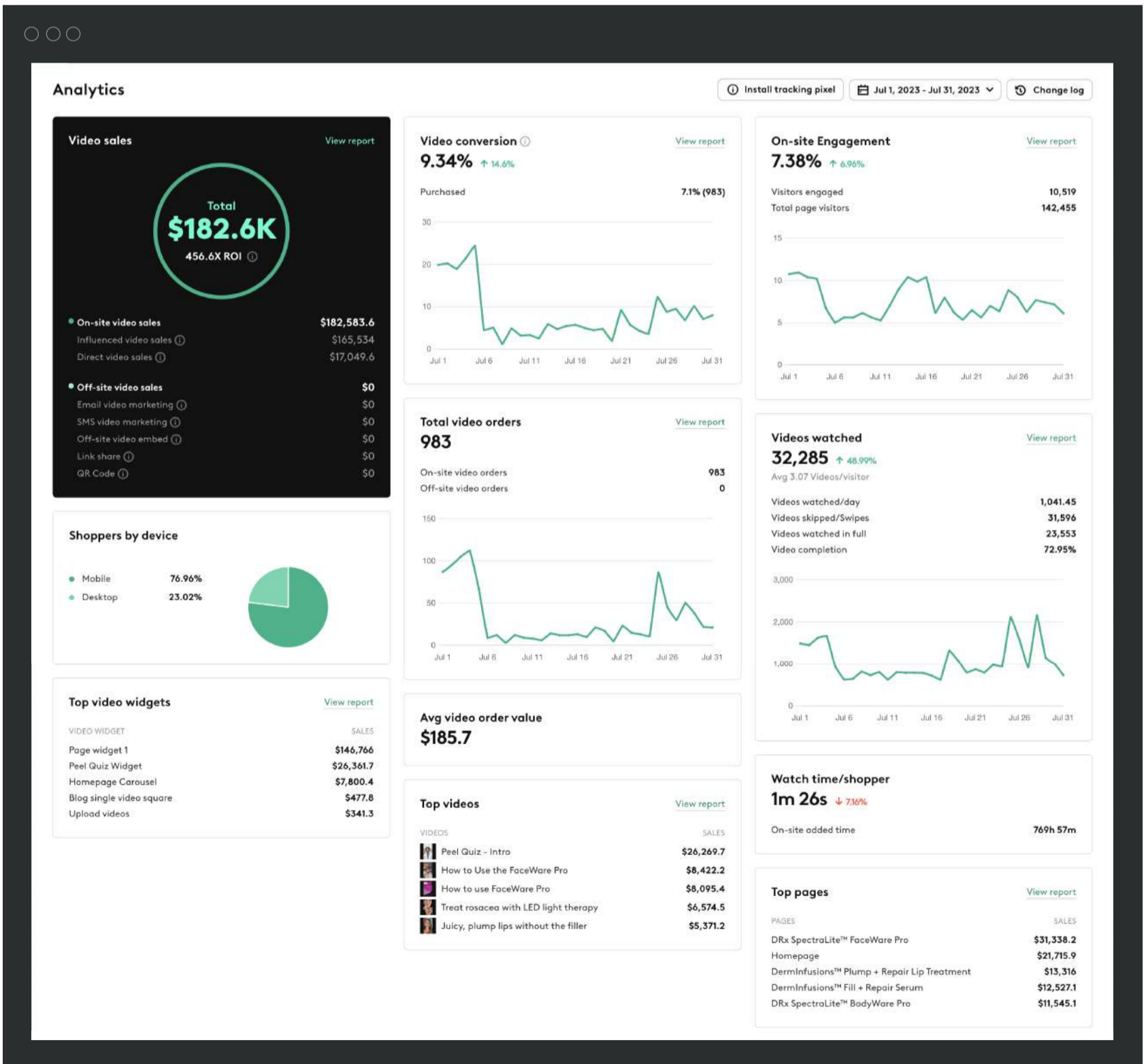
The granularity of understanding shoppable video performance will be a game changer for retailers and brands to mix their IRL omnichannel experience (offline & online shopping amplification) in the year to come. The demand for video solutions for omnichannel shopping led to the creation of a tech innovation called eCommerce video platforms (EVPs).

Unlike traditional video platforms, EVPs offer a commerce-centric video infrastructure that protects page speed, saves merchant time with automation, and offers more insights with advanced video analytics and mobile-first optimized experience. Using EVPs, brands, and retailers can engage shoppers through interactive product discovery and better communicate their products' value proposition, inevitably driving increased sales growth.

Blazing fast page-speed, unlimited interactive and shoppable video experiences!

Get a personalised demo the see the true potential video can have on your online store.

BOOK A DEMO

14-DAY FREE TRIAL

30-DAY MONEY-BACK

STRATEGY & ONBOARDING

ASSISTED IMPLEMENTATION

Evaluating the most engaging, highest converting videos, analyzing the customer journey from viewing to purchasing, and examining viewers' behaviours will help brands and retailers better allocate their marketing and influencer budgets, plan video marketing more efficiently, save time on content management using automation and bulk actions, and ultimately increase their return on investment.

Excellent customer service can leverage that aggregated video data and discover what challenges your shoppers in no time.

Engagement rate

Adopt a video shopping experience for your store to keep visitors engaged for longer and turn them into shoppers. For example, when creating shoppable videos, your shoppers can interact with your brand by completing forms and quizzes and receiving gift cards. This creates a connection with your brand and increases the watch time per session on your site. A case study with Apolla's videos shows an average of 2m 37s watch time per shopper which translates into 2,196h 30m of added time on-site per session, considering a specific time frame and a cohort of shoppers.

"Ava Estell increased their engagement rate by up to 23% after creating shoppable videos that included detailed product information about skin types, benefits, how-tos, before and afters, and more."

VOTE & GET 10% OFF

What is the main function of a serum in your skin care routine?

A Hydrateb
B Exfoliatec
C Brightend
D Treat specific skin concerns

SEE IT LIVE ON DR. DENNIS GROSS

Videowise is a must-have for any e-commerce business looking to drive sales and engagement through video content. They are constantly innovating and adding new features, while at the same time fixing any issues that might be happening to existing capabilities. The team is very responsive to feedback and is happy to provide solutions and ideas.

Anton Blagov
Growth Marketing

Dr Dennis Gross
SKINCARE

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Purchase journey

Create a shoppable product video that makes shoppers see your product in action. Unlike regular videos, it has embedded links that lead directly to the product featured in the video, making it extremely easy for interested viewers to make their purchases immediately. This helps you reduce friction and creates a more seamless shopping experience.

⚡ **AOV**

The most important metric to track for any eCommerce operator. Shoppable videos directly impact shoppers' experience and shorten the purchase journey, resulting in an average order value increase.

⚡ **RPS**

It helps you estimate the value of each shopper-driven. When you're A/B testing changes on your eCommerce store, RPS is a more important metric than the CTR (click-through rate). "In just 30 days after switching to Videowise, Dr. Squatch has seen a 3.2% increase in revenue per session, and this has increased ever since."
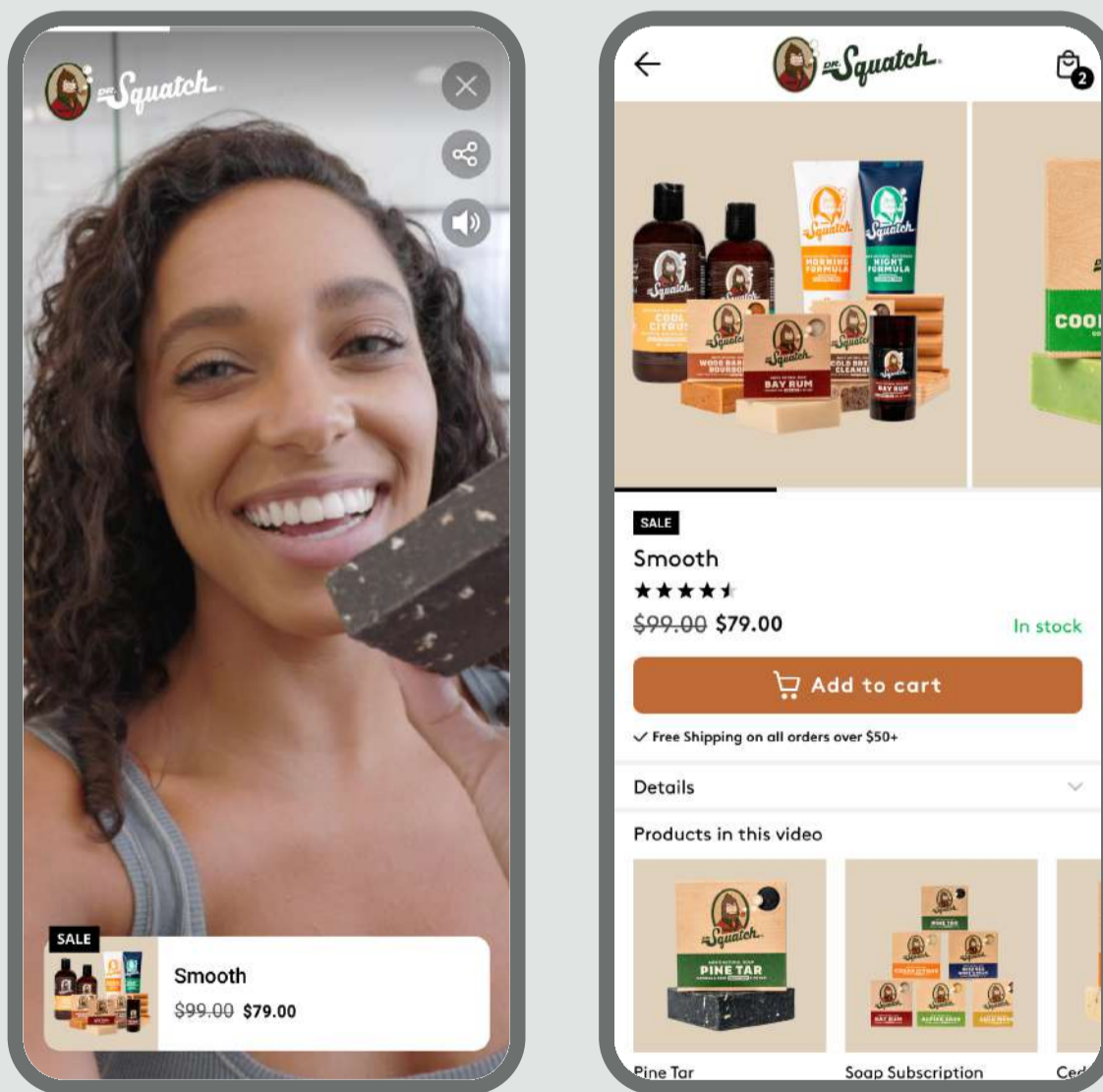
SEE IT LIVE ON DR. SQUATCH

Conversions, influenced sales and ROI

Video shoppers convert on average at a minimum of 2X-3X higher than regular shoppers who don't watch the video. This is because videos better help shoppers to answer any questions they might have about your products and more easily influence them into making a faster purchasing decision.

On average, brands that use shoppable videos embedded on-site end up increasing their sales with 5 or 6-figure numbers and 40+XROI due to the high conversion rate that video shoppers have.

"Apolla's product pages using user-generated shoppable videos led to an achievement of up to 21.47% in video engagement and an average 9.94% video conversion rate with 90.54X ROI.
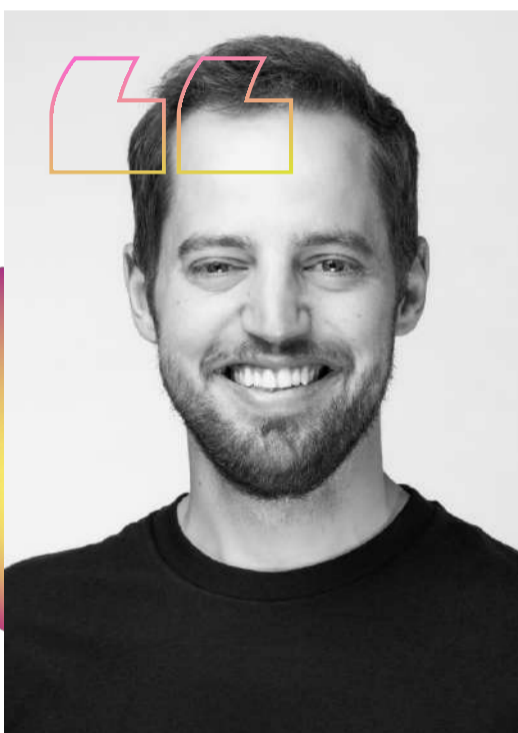
Videowise is the best eCom video platform we've ever seen. Simple onboarding, great UI/UX, solid functionality, and an awesome partner to work with. We tested it on our site and it boosted our CVR. Highly recommend trying it out on your store.

Ben Yahalom
President True Classic

TRUE CLASSIC

LEARN MORE ABOUT TRUE CALSSIC

Analyze interaction with video content

Advanced EVP's analytics allow running A/B testing to see which types of shoppable videos work best for your products/target audience and optimize your video strategy accordingly.

Analyzing advanced data will offer insight into different behavioral patterns, which will help design the proper messaging for your shoppable videos to increase conversions and influence more sales. You'll also be able to pinpoint which products perform the best and adjust your content accordingly. With EVPs, you can easily monitor performance metrics such as view count, clicks, engagement rate, influenced sales, etc.
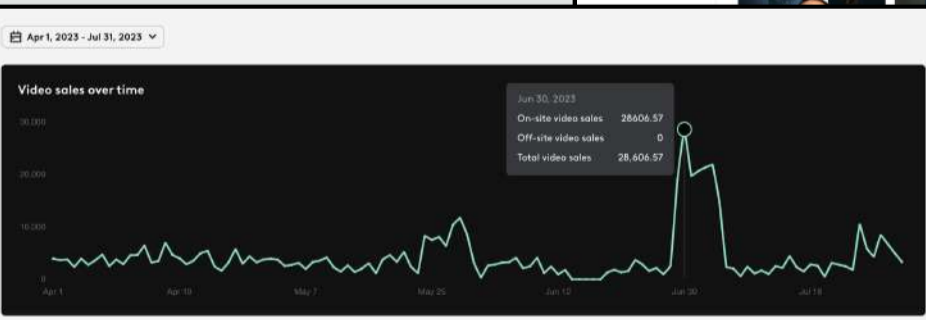
Finally, by measuring the impact of shoppable videos on sales, you will be able to make smarter decisions when it comes to optimization. Creating interactive and shoppable videos with quizzes or forms can be a great way to gather first-party data that offers a clear view of what your shoppers like and dislike.

See how Videowise
can help your brand

Get a personalised demo the see the true potential video can have on your online store.

BOOK A DEMO

LEARN MORE ABOUT VIDEOWISE

CONCLUSION

In the fast-evolving landscape of e-commerce, innovation is not just a trend; it's a necessity.

Through the pages of this ebook, we have explored various facets of technological advancements, groundbreaking strategies, and the creative mindset that continues to reshape the way we buy and sell online.

The innovations we've explored reflect a continuous pursuit of enhanced customer engagement, efficiency, and sustainability. These are not mere concepts for the future; they are actively redefining the present of e-commerce.

As e-commerce continues to expand, the organizations that will thrive are those that prioritize agility, foster a culture of continuous learning, and embrace the changes that innovation brings. The integration of these innovative technologies and methodologies that agency experts presented in this e-book requires an open-minded approach and a willingness to adapt and grow.

May this ebook serve as a guide and inspiration to all who seek to drive the future of e-commerce. Here's to a future filled with creativity, opportunity, and transformative success.

Claudiu Cioba

Founder and CEO at Videowise

As we close this enlightening chapter of collaboration and innovation, I want to extend my heartfelt gratitude to our esteemed tech partners, agency experts, and every brilliant mind who contributed to this ebook.

Together, we have not merely penned thoughts but charted a roadmap for the future of e-commerce. In a digital age where staying current is synonymous with staying alive, the fusion of cutting-edge technologies and strategic insights is not an option but a mandate for online stores.

The insights shared within these pages are more than information; they're an invitation to engage, adapt, and thrive in an ever-changing marketplace. Here's to the continual growth and endless possibilities that lie ahead for all brands & retailers selling online, who dare to innovate!

VIDEOWISE

LEARN MORE ABOUT VIDEOWISE

ALL COMPANIES MENTIONED IN THIS BOOK

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