



Commerce for any place and every device.

Five ways brands are bringing commerce
to their customers.





Until recently, brands spent a lot of time waiting

Like a fisherman on a lazy summer afternoon, they focused on creating the perfect bait. They updated store displays or added content to their websites and waited for customers to appear. They relied on advertising to drive traffic they hoped would convert into sales.

But a growing number of brands aren't waiting for customers to come to them. They're bringing commerce to their customers, wherever those customers are. They're adding digital shopping touchpoints and marketplaces while making the buying experience more relevant. And customers are responding. A [Harvard Business Review](#) article found that 73 percent of consumers already use multiple channels to shop and research purchases.

The bottom line for consumer brands? If you don't bring commerce to your customers, someone else will. This eBook looks at five ways brands are reaching new customers by making commerce more accessible than ever before.

If you sell on more channels, customers typically spend more.

30%

How much more customers who shop across multiple channels spend per purchase.

91%

Greater year-over-year customer retention increase for businesses who adopt omnichannel strategies.

Source: Econsultancy

1 One-on-one commerce

Commerce is no longer one-size-fits-all. Brands are using data and technology to give customers choices with personal relevance. But that's not all. Personalized commerce is giving way to one-on-one commerce as brands deliver individualized experiences in real time.

Beer Hawk: Micro-targeted marketing with AI

Beer Hawk is a UK-based e-tailer. Unsurprisingly, their specialty—in their own words—is “hunting for the world’s best beers.” Their web store features a dizzying array of beer choices. It also tracks how visitors interact with the store’s pages and products. But that’s only the beginning.

In the background, Beer Hawk’s e-commerce platform uses artificial intelligence (AI) to analyze hundreds of data points and serve up individualized marketing in real time. It’s turning browsers into happy, beer-drinking buyers.



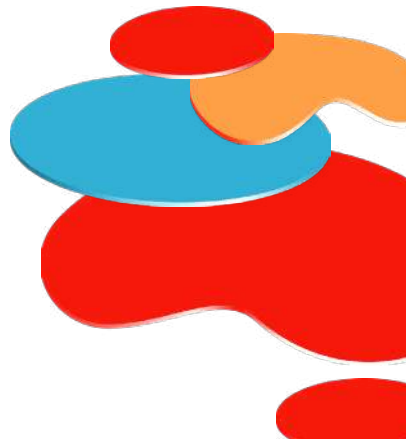
Not everyone gets the same offer. Beer Hawk serves up different offers based on browsing behavior.

Opportunity alert: Invest in personalization

According to a survey by customer data software company [Segment](#), nearly half (49 percent) of consumers said they bought items they didn't intend to buy due to a personalized recommendation from a brand. And 75 percent say they are more likely to buy based on personalized recommendations.

Key takeaway

Personalization is critical to not only win the conversion but beat out competition that customers flock to if they have any friction.



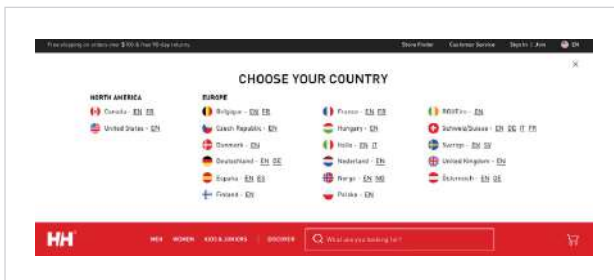
2 Local and ultra-local storefronts

Customers want brands to speak their language. But they also want those brands to understand their culture and context. They want a shopping experience that's nuanced and relevant. And a growing number of e-commerce brands are giving it to them.

Helly Hansen: Global catalog and localized service for 19 countries (and counting)

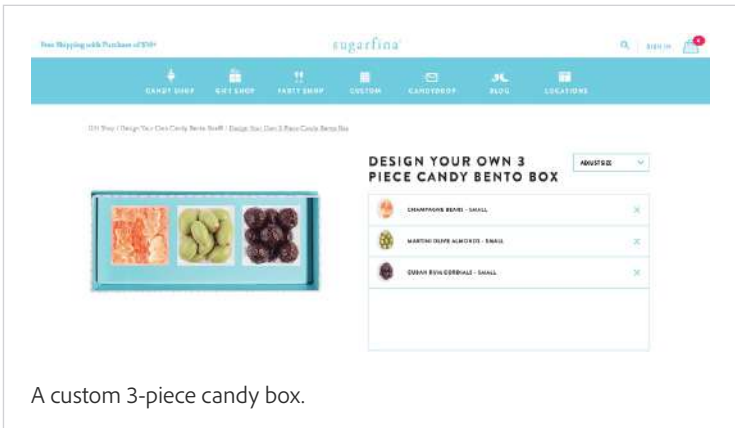
Founded in Norway in 1877, Helly Hansen develops "professional-grade gear that helps people stay and feel alive," as their marketing materials attest. Their rugged products and apparel have a broad appeal. And the company is reaching athletes and outdoor professionals with highly localized e-commerce.

How localized? Each of their 19 web stores offers local language content, marketing, payment, and shipping. Behind the scenes, their e-commerce platform makes this ultra-local approach work by syncing orders with fulfillment centers in the U.S. and Europe.



Sugarfina: A create-your-own candy box in more countries

In Sugarfina boutiques, shoppers can create their own gift box filled with their favorite candies. Unsurprisingly, it's a big hit. When the company added e-commerce to the mix, they created a virtual candy box. Even better, they customized it for local web stores in the U.S., Canada, and the UK.



3 Mobile-friendly experiences

Within five years, 60 percent of digital commerce purchases will be mobile, according to [451 Research](#)—yet many businesses do not have mobile-friendly web stores. Mobile apps can be expensive, and designing a responsive website that works on multiple platforms can be a challenge.

7%

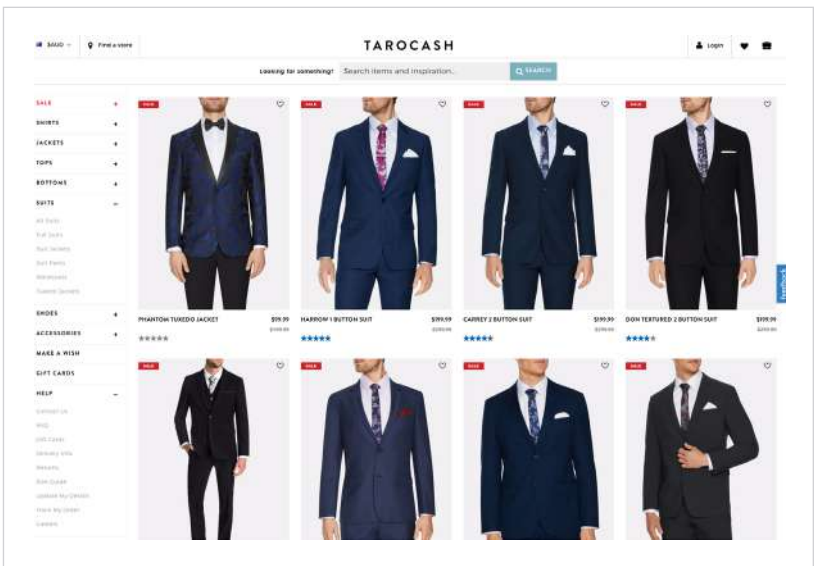
Research has found that a one-second delay in load times corresponds to 7 percent fewer conversions.

Source: Econsultancy

Retail Apparel Group: Being mobile-friendly triples sales

Retail Apparel Group (RAG), Australia's largest menswear company, had a common problem — 50 percent of their web traffic was coming from mobile devices, but that traffic wasn't converting to sales. It was no mystery why—RAG's websites were dated and only minimally responsive.

The company invested in a total, mobile-friendly transformation. They completely overhauled their shopping experience. They made checkout much easier and mobile speeds much faster. Their web stores are now as fashionable as their clothes. And customers have responded. In the first two months after the new mobile site launched, organic traffic increased by 336 percent and the conversion rate increased by 30 percent.



4 Better multichannels

Harvard Business Review reports that nearly three-quarters of today's consumers are multichannel shoppers. They dislike finding out they missed an online deal by buying in store, or vice versa. While most retailers are starting to unify their online and offline experiences, there is a lot of room for growth.

German footwear leader Gabor Shoes AG is taking multichannel commerce to the next level. They have unified their online store, branded stores, and retail partners to deliver a single interconnected experience. This means that online shoppers can place orders with local stores. In-person shoppers can search for products in store through digital kiosks. And partners can get commissions on online purchases.

Gabor AG's web store, branded stores, and retail partners now offer a single, interconnected experience.



5 Combining B2C with B2B—or vice versa

The lines between retail and wholesale are blurring. Many B2C brands are getting into the B2B e-commerce market, which is approaching \$9 trillion in the U.S. alone, [according to Forrester](#). And some B2B brands are creating new direct-to-consumer retail channels. The end result is more choice for more customers—and new growth opportunities for brands.

Brown-Forman, which owns iconic brands Jack Daniels, Finlandia, Korbel, and Chambord, used to sell exclusively through distributors and retail partners. But now, consumers and small businesses can buy the company's products on mobile-friendly e-commerce sites—and Brown-Forman has picked up 30,000 small business customers. Until the web stores opened, those small businesses missed out on wholesale prices because they were too small or remote for distributor sales reps to target.



Forrester reports that Brown-Forman has picked up 30,000 small business customers.



Your customers are waiting

Magento can help you bring commerce to customers—and beat your competitors to the sale.

We saved the best for last. All of the businesses featured in this story use Magento. Here's how the Magento platform can help you bring commerce to more customers—and keep your competitors from getting there first.

Essential features

Extreme flexibility

Magento Commerce options

Magento Commerce: Ability to sell across multiple commerce models like B2C, B2B, subscriptions or more.

Global reference architecture: Utilize a flexible code base to enable scale and security across the business.

Built for speed

Magento Commerce: Offer fast, continuous performance, even during holiday traffic surges and transaction spikes.

Rapid content updates

Page Builder: Keep customers engaged by easily building new pages and keeping content fresh.

Target content to specific audiences with customer segmentation.

Adobe Stock: Use over 60M assets to help fill in any creative needs within Magento Commerce.

Adobe Experience Manager: Create rich or complex omnichannel touchpoints on top of Magento Commerce.

Mobile development

PWA Studios: Create responsive web pages that deliver an “app-quality” experience. Add mobile-optimized checkouts that improve conversion rates.

Multichannel commerce

Magento Commerce: Unify commerce into a single admin across the sales channel, business, or business model being utilized.

Commerce Order Management: Integrate order and inventory management across digital and physical storefronts to deliver enhanced abilities like BOPIS.

Analytics

Commerce Business Intelligence: Analyze customer behavior across all your storefronts in one place.

Adobe Analytics: Understand the customer behavior, friction, high-value segments, and optimization points. Unleash AI to do more with less.

Discover how Magento Commerce can help you bring commerce to your customers everywhere.

[Learn about Magento Commerce](#)

[Get a free demo](#)

[Read customer successes](#)

About Magento Commerce

Magento Commerce is the world's leading digital commerce platform. With Magento, you can build engaging shopping experiences for every type of customer — B2B, B2C, and B2B2C — on a scalable, enterprise-level, open-source platform. Businesses of all sizes use Magento to reach customers wherever they are, across devices and platforms, including marketplaces. Built on the cloud, Magento offers unparalleled security, performance, and low total cost of ownership. More than a flexible shopping cart system, Magento is the building block to business growth.

Sources

"The 2017 State of Personalization Report," Segment, September 2017.

"Customer Experience & Commerce," 451 Research, January 31, 2018.

"Ecommerce Trends Report," Econsultancy, October 2019.

"Mapping the \$9 Trillion US B2B Online Commerce Market," Forrester, April 2018.

"A Study of 46,000 Shoppers Shows That Omnichannel Retailing Works," Harvard Business Review, January 2017.



Copyright © 2020 Adobe. All rights reserved.
Adobe and the Adobe logo are either
registered trademarks or trademarks of Adobe
in the United States and/or other countries.