

EBOOK

Delivering a Superior Shopping Experience

Secrets of how Magento Commerce helps manufacturers win online



Commerce is changing fast— and, at times, unpredictably

Manufacturers that rely on traditional distribution networks and field sales representatives can face challenges during channel disruptions. As millennials grow into more senior roles, they are becoming key decision-makers in business buying decisions—and they're demanding the ability to shop online. And consumers are growing more willing, or even eager, to buy direct from manufacturers.

To better serve their customers in this shifting climate, manufacturers are doing things differently. They're listening to customers who ask to engage online. They're making it easy to research and buy—and to handle account-related tasks. And they're exploring new business

models, like adding direct-to-consumer (D2C) web stores. Behind the scenes, they're scrambling to choose and implement the right commerce technology to support their ambitious goals.

Finding the right platform, however, can be a serious challenge. While there are many software packages that can get you up and running quickly, most of them have significant limitations, and many are difficult to customize. If you choose the wrong solution, your online shopping experience can wind up looking and feeling just like thousands of others. And if you choose a limited commerce platform, that can stop your business in its tracks just when you're ready to grow.

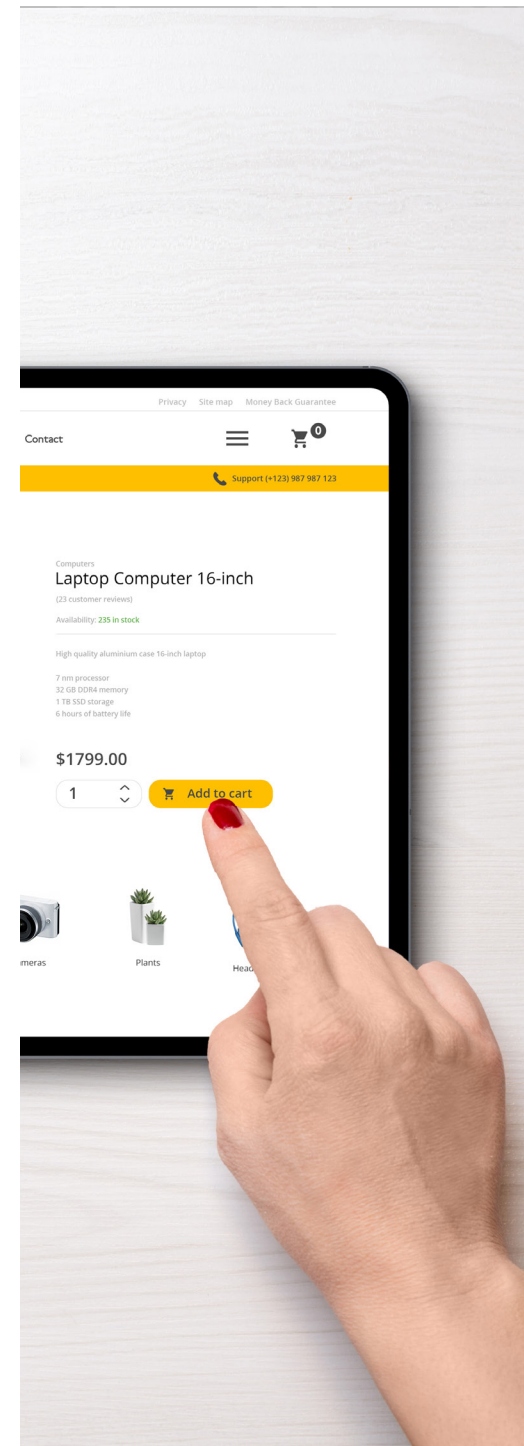
This eBook provides a detailed look at the Magento Commerce features that can help you design a shopping experience to fit these times: one that is effortless, personalized, and—most of all—distinctive.



The rise of direct-to-consumer (D2C) selling

The D2C model is gaining ground fast, both because consumers want it and because manufacturers are looking for new revenue streams. Research conducted last year suggests more than 80 percent of consumers are likely to buy from a D2C business within five years.¹ And D2C businesses like Warby Parker and Dollar Shave Club (recently bought by Unilever for \$1 billion), among others, have enjoyed outsized growth.

A major requirement for D2C selling is a great consumer shopping experience.



¹ Diffusion 2018 Direct-to-Consumer Purchase Intent Index, Forrester/Internet Retailer.

Create unique, bespoke branded experiences

How your online store looks and feels is critical to establishing your brand identity and gaining customers' trust. A study by Stanford University found that 75 percent of people judge a company by the quality of its web design.² It's also critical to provide a great mobile experience. Up to 70 percent of web traffic now happens on mobile devices.³

Magento Commerce comes with a full suite of features that can help you design a unique and memorable commerce experience.

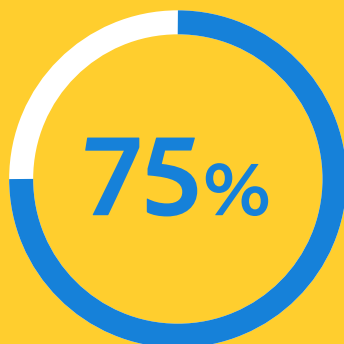
Page Builder—take control of your content

Page Builder is a suite of content creation tools that make it easy for merchants to create, edit, and publish content pages without a developer's help.⁴ Key functions include flexible drag-and-drop layouts, reusable content blocks and templates, video backgrounds, and point-and-click button creation. With Page Builder, you can create content faster without hiring third-party agencies or asking IT for a developer.

PWA Studio—deliver a native mobile experience without mobile apps

PWA Studio allows developers to create Progressive Web Apps (PWAs), which make commerce sites vastly more mobile-friendly and easier to maintain. They let you maintain a single code-base for all platforms, including desktops and all kinds of mobile devices. PWAs not only free you of having to maintain multiple device-specific mobile apps, but they also deliver an “app-like” mobile experience—one that takes advantage of native smartphone features like offline browsing, push notifications, and the camera.

In addition, PWAs deliver fast performance and allow shoppers to use your site while they're offline, so your web store delivers a great experience for shoppers even when their network bandwidth is constrained.



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² <https://credibility.stanford.edu/guidelines/index.html>

³ CIO Dive, 2018.

⁴ A developer is needed to configure Page Builder.



Headless Magento—build your dream store faster

Magento allows merchants to design completely original headless storefronts that are powered by the proven back-end logic, security, and workflows of Magento. Instead of using the coupled Magento storefront, merchants can take advantage of PWA Studio, Adobe Experience Manager, or other creation tools to design a truly unique user experience and evolve it over time. It also lets you deliver a consistent experience across all your touchpoints—web, mobile, social, kiosks, and even IoT—without building an entire commerce platform from scratch.

Adobe Stock integration—design more attractive web pages with less hassle

Adobe Stock integration allows Magento Commerce users to search for and license Adobe Stock assets right from the Magento Admin and use them in Page Builder. It's a fast and affordable way to build more attractive web pages without the hassle of searching multiple royalty-free stock libraries for photos, videos, and other rich media. With Adobe Stock integration, you can publish great-looking content, even as you spend less time sourcing and buying photos.

Multi-site support—manage your growing business, worry-free

Growing your business can be difficult if you have to install and configure new software every time you add a new online storefront. Magento Commerce allows you to manage multiple websites for different brands, customer segments, or geographies from a single admin interface and database—making administration of your digital stores much simpler, and allowing you to analyze your business across channels.

Enjoy user-friendly operations for everyone

Managing and operating your commerce stores isn't always easy. Publishing content, checking it for errors, and rolling it back can take hours a day. So can moving product listings around in your catalog, especially if you have to use code or a cumbersome non-visual interface. You may also struggle to maintain consistency between your Amazon listing and your website.

Magento Commerce offers efficient site administration and commerce operations that automate these behind-the-scenes tasks and make them much simpler.

Staging and preview—get it right before it goes live

With staging and preview, you can see exactly how your product listings, promotional campaigns, and content updates will look on your website before they go live. It comes with a convenient dashboard that allows you to schedule changes, see when content

changes will go live, preview any updates, and automatically schedule when content will be published—no manual intervention required. With staging and preview, you can be sure everything that will ultimately go live on your site is engaging and error-free.

Visual merchandising—easily create an attractive category display

With Magento Commerce visual merchandising tools, you can create digital “window displays” for all your product categories. You just drag and drop product tiles to wherever in your display you want them to appear to maximize sales. In fact, this process is so easy that any of your non-technical team members could be able to do it.

Category sourcing rules—automatically add products to categories

Category product rules can automatically add specific products to

categories based on conditions that you define. For example, you might decide to add products from certain brands to a category and then sort them in a particular way to optimize sales—for instance, with out-of-stock items appearing at the bottom of the list. With category sourcing rules, product updates and category merchandising take much less effort. Your categories listings essentially maintain themselves.

Amazon selling—automatically manage your Amazon product listings

Amazon Sales Channel lets you manage your Amazon listings, inventory, and pricing from the same administrative interface you use to manage your web stores. Because all your product information is stored in a single database, updates are easier and can be made across both your Amazon and web channels. You can also analyze your Amazon sales alongside the rest of your digital commerce business.

Amaze your customers with personalized shopping experiences



Both business buyers and consumers want a personalized shopping experience. Almost two-thirds (63 percent) of consumers say they want more personalized product recommendations.⁵ And 70 percent of business buyers say personalized recommendations help them to obtain more value from their vendors.⁶

With Magento Commerce, you can give all of your customers a highly personalized shopping experience.

⁵"Delivering for the New Consumer," Accenture and Retail Industry Leaders Association, 2018.

⁶"What B2B Buyers Want in 2019: Speed, Personalization and Intelligence," survey of 1,000 procurement and purchasing leaders, Hanover Group (sponsored by PROS).

Segmentation and targeting—match the right content with the right customers

With segmentation and targeting, you can serve hyper-relevant content and offers automatically to all visitors to your site. You can define segments for guest visitors based on their site behavior, such as the products they've viewed and the contents of their shopping cart. You can also segment registered users who log in to your site based on their browsing and purchase history or other information they have shared with you. Once your segments are defined, you can determine what kinds of personalized content and offers will be seen by the customers in each segment.

Product recommendations powered by Adobe Sensei—AI-enabled product recommendations made easy

Product Recommendations powered by Adobe Sensei makes it easy to serve up personalized product recommendations for everyone who visits your site. It relies on machine learning to continually analyze buyer behavior. This feature is easy to configure, and the machine learning algorithms strengthen over time so businesses can always make the best recommendations without any manual effort. You can choose from nine different recommendation types, including trending, recommended for you, most viewed, most purchased, and more.

Rich product content—let customers see your products from all angles

With rich product content from Magento Commerce, you can give customers all the information they need to feel confident about buying your product. You can incorporate video, photos with image zoom, and text into your product detail pages. Many merchants also use rich product content to deliver a wide range of helpful content such as color or fabric swatches, user guides and certifications, and product ratings and reviews.

Promotions engine—deliver personalized offers and discounts

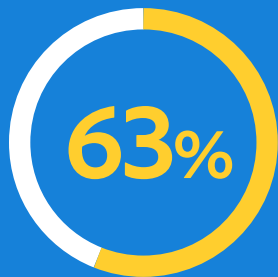
The Magento Commerce promotions engine lets you define over 100 different types of promotions to be automatically served to different customer segments. For example, you could send your most frequent buyers a coupon for a discount on a new product or offer free shipping for purchases over a certain amount. By engaging buyers with personalized offers, you can increase conversion and encourage repeat purchases over time.

Yotpo customer reviews—give customers content they can trust

Your customers trust content from other customers more than they trust content that you provide. Magento Commerce integrates with Yotpo's eCommerce Marketing Platform, so you can provide customer reviews, photos, and videos with your product listings as social proof. When shoppers don't have to leave your website to see credible reviews, they're more likely to become buyers.

Live chat from dotdigital—make a real-time connection

Live Chat can help you engage customers who are stuck in the funnel and help move them on to purchase. Magento Commerce integrates with dotdigital Chat, so you can offer help exactly when your buyers need it. The chat agents can be triggered by customer behavior on your website—or by visitors who need assistance.



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Improve the checkout experience, increase buying

Checkout is the end of the customer journey. Once someone has filled their cart and begun the process of paying and choosing a shipping option, they're serious about buying. But you can't take the sale for granted. If buyers encounter friction during checkout, they will leave your site for a competitor's. Common issues that trigger checkout abandonment are surprise shipping fees or taxes, slow shipping, inconvenient payment options, and poor design that

makes your customers wonder if your site might be fraudulent or insecure.

Magento Commerce is designed especially to deliver a checkout experience that's frictionless, flexible, and secure.

Two-step checkout—make it easier and faster to check out

With Magento Commerce, you can give all buyers a simple checkout

experience, whether they're visiting your site from a desktop or a mobile device. Rather than requiring users to go through the complicated process of setting up a user ID on your site, they can check out in a couple of quick steps that capture their payment and shipping details.



Magento Commerce is designed especially to deliver a checkout experience that's frictionless, flexible, and secure.

Flexible payment methods—make it even easier and faster to check out

Once considered the gold standard for online payment, credit card payments are no longer the whole ballgame. Now customers want to pay with a variety of emerging methods—and even pay for purchases in installments, or only after they have received their shipment and decided to keep the product. Magento Commerce works with a wide variety of payment providers that offer flexible payment terms, including [Amazon Pay](#), [Klarna](#), [PayPal Credit](#), and others, so

you can let your customers pay how and when they want.

Also, Magento Commerce lets customers securely store payment methods such as their credit card information for later, or directly access their Amazon Pay or PayPal account. That way, they can return to your website and check out quickly without having to enter payment or login information a second time. As a result, two-step checkout becomes even faster.

Instant Purchase—let customers check out in two clicks or less

Instant Purchase allows customers to speed through the checkout process using information that's saved in their account, such as stored payment and shipping information. When enabled, the Instant Purchase button appears on the product page for customers who meet the requirements. This means users can check out without going through the shopping cart, making the process virtually effortless.



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Flexible fulfillment—give customers more (and more reliable) choices

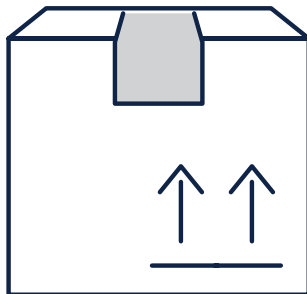
Getting your delivery when you expect it is a critical part of the shopping experience. In a survey of 1,500 consumers, 98 percent said that their delivery experience would make or break their brand loyalty.⁷ A great delivery experience combines lots of choices—cheaper and slower vs. more expensive and faster, home or office delivery vs. pickup in store, at a distribution center, or from a

designated locker—with reliability and easy access to real-time order status information.

Magento Commerce supports a wide variety of shipping and delivery methods. It also has **order management capabilities** that save businesses both time and money by making it possible to automate and optimize order fulfillment and sourcing scenarios on the basis of variables such as inventory level, location, and customer need.

Taxes made easy—show customers what they'll pay in taxes

Online tax rules are constantly evolving. It can be a major hassle for you and your customers to figure out, for each transaction, how much tax must be paid to local and national authorities. Magento Commerce works seamlessly with leading tax solution **Vertex**, so you can automatically calculate taxes owed and provide accurate information to your customers and the tax authorities.



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⁷<https://www.getconvey.com/resource/research-last-mile-delivery-save-retail/>



GET READY FOR THE FUTURE OF SHOPPING

The world is changing—and so are customer expectations. Digital commerce is playing an ever-greater role in our personal and business lives. Magento Commerce lets you create a powerful experience that will stand out even in today's increasingly crowded online world. If you're a manufacturer, whether you plan to launch a direct-to-consumer (D2C) business or simply offer online buying to your business customers, Magento Commerce can help you prepare for the future of online commerce today.

[Schedule a demo](#)



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ADOBE EXPERIENCE CLOUD

Leveraging deep customer intelligence, Adobe Experience Cloud gives you everything you need to deliver a well-designed, personal, and consistent experience that delights your customers every time you interact with them.

Built on the Adobe Experience Platform, leveraging Adobe Sensei machine learning and artificial intelligence, Adobe Experience Cloud gives you access to the world's most comprehensive suite of solutions across three clouds—Adobe Analytics Cloud, Adobe Marketing Cloud, and Adobe Advertising Cloud. And because it's from Adobe, it's integrated with Adobe Creative Cloud and Document Cloud so that the design of a great experience is inextricably linked to its delivery.

ADOBE COMMERCE CLOUD

Adobe Commerce Cloud combines Magento Commerce with Adobe Experience Cloud, providing an end-to-end platform to manage, personalize, and optimize the commerce experience across every touch point.

MAGENTO COMMERCE

Magento Commerce is a flexible, scalable commerce solution with integrated tools for managing, measuring, and optimizing every aspect of the commerce experience.

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