



Unwrapping the Gift of Giving

Give seven gifts to consumers this holiday season and deliver thoughtful and intuitive shopping experiences.



Click to Reveal the 7 Gifts of eCommerce 

Unwrapping the Gift of Giving

As we approach the busiest time of the year for eCommerce merchants, one thing is certain: this holiday season will be unlike anything we've experienced before.

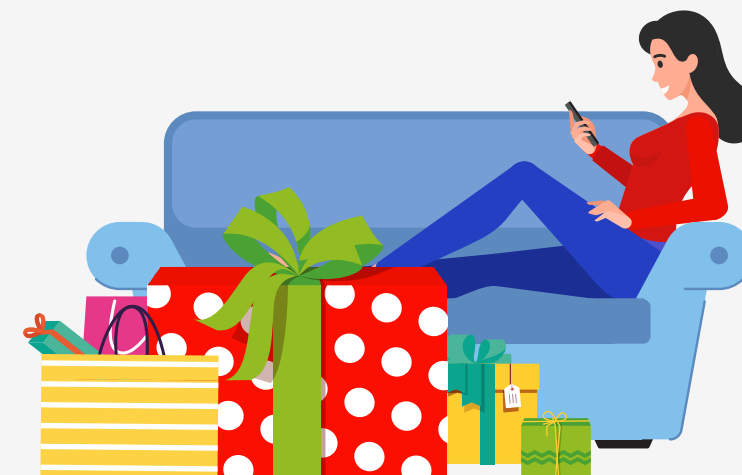
Consumer sentiment has changed dramatically with buyers prioritizing health, sustainability, and purpose-driven brands. At the same time, consumer behavior changed faster than ever before with more customers shopping online in new segments like grocery and home improvement.

Although most stores and malls will attempt to remain open this holiday season, consumers will be wary of spending unnecessary time browsing for gifts in an indoor setting. As such, we expect online holiday traffic and transaction growth to eclipse previous years as consumers replace many of their in-person holiday shopping traditions with digital experiences. Those consumers that brave the brick-and-mortar stores will research their gift shopping online, confirming stock levels at their local store and availing of services such as buy-online-pick-up-in-store (BOPIS) and curbside pickup.

This holiday-inspired guide will help merchants prepare their eCommerce sites for the upcoming season and offer tips on how to:

- Connect with consumers in new ways online
- Create wonderful holiday shopping experiences that show you care
- Fulfill the holiday shopping wishes for a variety of personas

The future may be uncertain. But this guide can help you prepare for whatever comes next for your eCommerce business. It is packed with advice from Adobe's ecosystem partners and stories from eCommerce merchants — just like you — who have already implemented the necessary changes to meet the challenges of the 2020 holiday season head on.



“We expect online holiday traffic and transaction growth to eclipse previous years as consumers replace many of their in-person holiday shopping traditions with digital experiences.”



PETER SHELDON
Senior Director, Commerce Strategy
Adobe

Giving the Gift of Ethical eCommerce

Sustainability is at the top of every consumer's wish list this holiday season and companies that demonstrate ethical practices build more loyalty with their customers



GIFT 1

Giving the Gift of Ethical eCommerce

Just having great products is no longer enough. Customers in all industries are setting new expectations for greater transparency about the products they buy.

Today, over [80% of people](#) feel that companies should help improve the environment, [68% of online shoppers](#) deem product sustainability an important factor in making a purchase, and [77% of millennials prefer to buy](#) from environmentally-conscious brands.



Two recent studies commissioned by Akeneo found that being ethically-minded can drive business value for B2B and B2C merchants:

- In a [B2B study](#), nearly two-thirds of respondents said that “brand values” is the number one purchasing criterion after price.
- In a [B2C study](#) by Akeneo and Accenture:

70% of consumers said “environment-friendly” is a key purchase criterion

38% said they would pay more for products aligned with their values

The bottom line: paying attention to ethically-minded consumers can have a significant impact on a merchant’s business.



Holiday Shopper: Sustainable Solange

- Wants to know where and how her products are made
- Willing to pay more for ethical options
- Hates wasteful packaging
- Is curious about a merchant’s brand values



Appealing to Ethically Conscious Consumers



To appeal to ethically conscious customers, merchants should ensure that their sites are optimized based on ethically oriented attributes.

Firstly, collect the relevant data about products from suppliers and enable filtering on the eCommerce site so shoppers can search for products that match their interests.

Merchants should also document their ethically-minded corporate and brand values where customers can readily find them. For example, merchants could include pages that describe manufacturing processes, materials used, and relevant brand values of the suppliers.

A tool like [Akeneo PIM](#) simplifies the process of assigning this product information, ensuring it is accurate and complete, and allows merchants to easily publish it to an eCommerce platform like Magento Commerce.

Ethical eCommerce 'Gift Wrapping' Tips

- 1.** Put purpose beyond profit by engaging customers in circular thinking: "buy well, use well, resell well."
- 2.** Adapt your supply chain and leverage recyclable materials and sustainable processes.
- 3.** Promote your brand value on your eCommerce site to inform customers and appeal to their interests and concerns.



“With Product Information Management (PIM), shoppers can filter based on attributes they care about most, such as where the product is produced and whether the product is made with sustainable materials.”

CASE STUDY

French Retailer Meets Ethical eCommerce Goals with Akeneo PIM

Founded in France in the mid-20th century, Akeneo's eCommerce customer specializes in home goods, furniture, and appliances. The company re-emerged in the late 2000s as an online-only retailer with a focus on locally-made, eco-friendly products.

Its mission today is to offer products and services for the home that benefit people and the planet and to engage with its ecosystem of consumers, suppliers, and employees to collaborate on new models of consumption and production.

Using Akeneo PIM, the eCommerce merchant manages its product catalog and populates relevant fields for categories of products with eco-friendly data. Shoppers can then filter on the attributes they care about most, such as where the product is produced, whether the product is made with sustainable materials, and more.



Giving the Gift of Safe Shopping

Fraud prevention not only builds trust with consumers, it also protects a merchant's bottom line and the longevity of their business.



GIFT 2

Giving the Gift of Safe Shopping

In a recent PwC study, [92% of online consumers](#) agreed that businesses must be proactive about privacy and security. Merchants that prioritize fraud prevention demonstrate that they truly care about their customers.

Fraud prevention is good for the bottom line too. In the US, [83% of consumers](#) claim they will stop spending with a business for several months in the immediate aftermath of a security breach, and [over a fifth \(21%\) of consumers](#) claim they will never return to a business post-breach.

By working to eliminate fraudulent activity from their eCommerce stores, merchants can ensure legitimate customers have an easier time making purchases and, at the same time, ensure fraudulent activity gets filtered out.



Meet Your Holiday Shopper: Cautious Ciara

- New to online shopping
- Cautious about shopping on new sites for the first time
- Values secure payment options and verification





Safe Shopping 'Gift Wrapping' Tips

1. Utilize order verification and fraud prevention technology to eliminate guesswork and approve legitimate orders faster.
2. Select a tool that allows for customizable order rules to tailor a fraud prevention solution to your specific needs.
3. Adopt best practices for fighting transaction fraud including mandatory CVV codes and the incorporation of behavioral analytics.

Mitigating the Risk of Fraud to Deliver Safe Shopping Experiences



Balancing fraud risk at peak shopping times is not easy. Higher transaction volumes mean more opportunities for bad actors to penetrate a merchant's defenses.

With more people shopping online than ever before this holiday season, merchants should be doing everything possible to minimize the risks.

First, merchants should utilize verification tools. There is a misconception that verification adds friction to the buying process. The truth is that customers value stores that protect them. Simple verification cuts out fraud and makes customers feel more secure.

Another way to mitigate risk this holiday season is to automate order rejections and approvals. Merchants should select a platform that enables them to set order rules that cancel orders with poor scores (which signal fraudulent activity) and approve orders with high scores.

In this way, businesses can focus their attention on orders that need the most scrutiny. Order rules can be changed to manage specific risks. For example, merchants can have a higher risk threshold on Black Friday and a lower one on Cyber Monday. Tools like this will make it easier to root out any fraud hiding in the sales.

Giving the Gift of Philanthropy

Brands and retailers that demonstrate their purpose-driven values stand to win more loyal customers.



GIFT 3

Giving the Gift of Philanthropy

[Accenture Strategy research](#) finds that consumers are making careful choices to buy from companies that stand for a purpose that reflects their values and beliefs. This could be on important principles such as family connections, health and wellbeing, or on broader societal issues such as environmental sustainability. It depends on the category and the person.

Apart from the obvious reasons, merchants should give back to causes they support to deliver added value to customers and increase customer loyalty. Customers want to buy from brands and retailers that live by their purpose-driven mission.

According to KPMG's [Global Retail Trends 2020](#), brands that demonstrate a positive impact on people's lives grow 2.5 times more than brands with a low perceived impact and meaningful brands outperform the stock market by 134 percent.

As such, to connect with consumers this holiday season, eCommerce merchants are not just saying they care, [they're showing it](#). Gift-giving will occur not only between friends and family, but between brands, their customers, and the causes they care about.

The challenges of 2020 have shown us that simple kindness and spirit are what really counts to consumers this year.



Holiday Shopper: Benevolent Bill

- Likes to feel heard by the brands he shops with
- Prioritizes purpose-driven brands
- Likes to feel good about his purchases
- Wants to give back, especially around the holidays

Doing Good Deeds Makes Good Business Sense in eCommerce

Customers can make informed purchasing decisions when they're well-informed about a merchant's brand values, good deeds, and causes.

Spreading the word can be as simple and effective as an email newsletter — just make sure the messaging reflects the preferences of the specific audience for optimal engagement and a great brand experience.



A great way to improve engagement is to use SMS in conjunction with email — this can increase open rates by up to 30%. To increase mobile number captures, [dotdigital](#)'s forms integration with Magento Commerce makes multi-field data capture easier than ever. Beautiful, on-brand forms can be embedded in your online store for anything from surveys to competitions or simply marketing consent. Merchants can also use forms to allow customers to have their say on the charities and causes they hold dear. Forms also can be inserted to your email or SMS campaigns with a few clicks.

Customer involvement in your philanthropic efforts will increase their participation and the success of your fundraising. Whether you're asking customers to top-up their sales with 'spare change' or donating the profits from particular items, by allowing your customers to have a say, they're likely to get more involved, via purchasing, fundraising, or spreading the word for you.

Remember, keeping the customer in mind and thinking about the kind of content they will care about is key to achieving superior customer experience and brand loyalty. Managing preferences and using programs wisely allows merchants to personalize the story for each customer.

If a customer has shown high intent on purchasing a special item that will contribute to fundraising, abandoned cart or abandoned browse emails are a great way to reinforce the message and purpose of philanthropic efforts.

Merchants should use every channel available to connect with consumers around their philanthropic efforts. Magento 2 customers are eligible for free live chat from dotdigital's omnichannel marketing platform. Merchants can use it to alert visitors of the good deeds they are doing in a welcome message.



Giving Back 'Gift Wrapping' Tips

1. Use every available channel to cast a wide net for your fundraising efforts, but keep customer preferences in mind for targeted, effective engagements.
2. Don't just preach one-way; allow customers to get involved in the conversation via online surveys, social media, or live chat.
3. Tell your customers why you care — it'll help them understand why they should too!



CASE STUDY

Remedy's Action to Energize Front Line Workers Around the World

Founded in 2012, Remedy has become the market leader in fermented beverages in Australia and New Zealand. With a mission to shake up the industry for good, Remedy has rapidly expanded overseas to the UK, US, Canada, and Singapore with great success.

Like everyone across the world, the Australian community was sent into lockdown amid the coronavirus pandemic. People were either stuck indoors, separated from loved ones, working on the front line, or worse of all, battling the virus in hospital.

Reflecting on the journey of the brand, co-founders Sarah and Emmett Condon started contemplating something important about the business world: words are only words without action.

To say thank you to the communities they do business in, Remedy donated tens of thousands of Remedy drinks to local hospitals, frontline workers, and vulnerable community members in need. Using dotdigital's omnichannel marketing platform, the team was able to get the word out to all the relevant audiences as soon as possible.

Deliveries reached frontline workers around the world, who were pleased with their healthy fermented beverages as a quick pick-me-up on the job, and shared [pictures of themselves receiving the drinks](#).

“Our community is going through a really challenging time at the moment, and we just wanted to give something back, something that would make some worker’s day that little bit brighter.”



SARAH AND EMMETT CONDON

Founders
Remedy

Giving the Gift of a Recreated In-Store Shopping Experience

Shopping is an extremely personal experience for most people, especially around the holidays. Merchants that can recreate personal and authentic experiences online will excel this season.



GIFT 4

Giving the Gift of a Recreated In-Store Shopping Experience

For many products, particularly gift items, shoppers like to experience the feel, taste, or smell before making a purchasing decision. Replicating this in-store experience in eCommerce is difficult — but not impossible.

Technologies that help with personalization and user-generated content (UGC) management can help merchants create a seamless and rewarding online shopping journey that closely mirrors the in-store experience — and lowers the barrier to purchase for every shopping transaction.

A recent study found that [40% of consumers](#) want personalized product recommendations online and by email, and [76% of consumers](#) say customized reviews help them make a purchase online. Leveraging tools like product recommendations, personalized content, and educational pop-ups can make shoppers feel like their needs are at the forefront of a brand's efforts. Personalization enables a personal connection that traditional online shopping experiences lack.

Personalization by



User-Generated Content (UGC) by



Likewise, optimal visual content enables merchants to provide customers with exceptional shopping experiences to enhance the purchase process. However, where branded imagery was once a sufficient hook to entice shoppers, today's consumers see right through glossy photo displays. Recent research found that [77% of shoppers](#) prefer user-generated photos to professional ones. That's because when shoppers see themselves reflected in a brand's visual marketing strategy, it's easier for them to envision themselves using the product.

Above all, the key to making online shopping better for consumers is to win their trust. And the best way to build this trust is through online personalized and authentic experiences that replicate the familiar feeling of in-store shopping — experiences that educate, inform, and guide shoppers to make them feel taken care of.



Holiday Shopper: In-Store Irma

- Misses browsing around her favorite store and experiencing products first-hand
- Wants the personal, in-store experience from the comfort of her home
- Enjoys recommendations that complement her tastes and preferences
- Wants to feel understood by a brand before she trusts it enough to purchase online
- Misses exclusive perks, like special discounts and gifts at the cash register



Personalization 'Gift Wrapping' Tips

- 1.** Use personalized content and product recommendations to help expedite product discovery.
- 2.** Use pop-ups, personalized banners, and personalized content to educate and inform shoppers on deals, payment options, and shipping information to prepare them to make a purchase decision.
- 3.** Test, learn, and optimize to constantly enhance the onsite shopping experience.

Personalization Makes All the Difference to Online Shopping Experiences



To create positive eCommerce experiences, merchants should, above all, make it simple for shoppers to find the products they desire.

Merchants should implement personalized homepage banners to start each shopper's experience on the right foot and guide them toward the category of products they're most likely searching for. Once shoppers find their way to the category pages, dynamic sequencing can sort and highlight products based on a merchant's specific merchandising goals. Merchants can also place product recommendations on product detail pages that consider each shopper's behavior to ensure the experience is as seamless as possible.

Personalized content and timely pop-ups further educate and inform shoppers, making them feel taken care of. Things like homepage pop-ups to alert shoppers about deals, personalized payment options on checkout pages, and location-based banners that share real-time shipping information can all enhance the experience. A good rule of thumb here is that the earlier information can be shared with shoppers, the better: shoppers like to go into every purchase decision with as much information as possible so that they feel like nothing is hidden from them.

To really bring the eCommerce experience in line with the in-store experience, merchants should continuously test, learn and optimize the onsite experience so that it gets better and better with each iteration. Drilling into how variations perform within different segments can offer insights that allow merchants to personalize each experience for each individual.

CASE STUDY

Robert Dyas Cuts Through the Noise With Personal Customer Experiences

[Robert Dyas](#) is a legendary English hardware retailer with a more than 140 year history that is known for its wide variety of quality household goods.

In 2019, Robert Dyas deployed Nosto's Commerce Experience Platform to provide online shopping journeys that match the superior quality of its products. The company adopted a wide range of personalization features including data-powered product recommendations, segmentation and insights, advanced filtering algorithms, and content personalization.

These customer experience optimizations were put to the test this year as demand for high-quality home and garden products increased tenfold.

Using Nosto, Robert Dyas implemented a series of onsite experiences to ensure shoppers were informed, assisted, and reassured throughout their online buying journey. These included homepage content to alert customers of unpredictable stock levels and shipping times, product recommendations to show newly stocked items and dynamic bundles, and real-time order information on the cart and checkout pages.

Following these experience optimizations, Robert Dyas saw great results:

28% increase in overall site conversion rate

88% increase in kitchen electricals sales

30% increase in prospect conversion rate

10% increase in average order value



“Nosto has enabled us to easily deploy personalized experiences across the Robert Dyas website, improving customer engagement and conversion. The ability for us to target customer segments and provide dynamic experiences that guide and educate our customers has enabled us to take huge steps forward in providing the best online experiences for our customers.”



SIMON SPENCELAYH
Ecommerce Director
Robert Dyas

User-Generated Content Guides the Purchase Process




Most shoppers begin researching holiday purchases as early as October. To prepare for this wave of curious potential customers, merchants can ramp up efforts to [collect customer reviews](#) and [amass shopper photos](#) today.

Merchants should focus efforts on [collecting content](#) that will positively impact conversion rates. Although a simple one-word review can be helpful, shoppers crave more detailed feedback from other shoppers. Instead of sending a general review request, merchants can nudge shoppers in the right direction by being specific about the topics on which they would like feedback.

Merchants can [leverage smart prompts](#) that suggest relevant product topics like quality, functionality, and overall customer experience into post-purchase emails and asking multiple-choice questions for even more structured feedback. Visual UGC is valuable and gives consumers an authentic sense of the product they're browsing so it is wise to request and incentivize user-generated photo or video content.

By surfacing this user-generated content at key touchpoints on the eCommerce site, in customer communications, and on social media, merchants can enhance the buyer journey and help guide the purchase process.

Beyond amplifying the on-site experience for shoppers, impactful UGC helps ease the checkout process and reduces return rates so merchants can gain even greater profitability. It also creates a powerful sense of community that transcends offline stores and engages shoppers — no matter where they're located.



UGC 'Gift Wrapping' Tips

1. Collect high-quality UGC to guide holiday shoppers to the right product, simplify the checkout process, minimize returns, and create a community.
2. Encourage shoppers to leave high-quality, informative reviews by prompting frequently mentioned topics in post-purchase emails and asking multiple choice questions for structured feedback.
3. Inspire shoppers to share authentic visual UGC by asking for photos with reviews, running creative photo contests on social media, and incentivizing content submission with coupons or other perks.

CASE STUDY

Medelita's UGC helps Recreate the In-Store Experience

Founded in 2008 by Lara Francisco, a licensed physician assistant, [Medelita](#) addressed a gap in the market for sophisticated lab coats, stethoscopes, and performance scrubs for the modern medical professional.

The medical field is tight-knit with a true camaraderie among members. To harness the power of this community, Medelita utilized Yotpo's Visual Marketing solution to engage its target audience, source user-generated content, and display the content at key touchpoints on the website.

Soliciting initial visual content from customers required some creativity — they needed to collect a wide array of product-specific, photo-worthy customer photos to showcase their vast collection. They collected shopper photos by curating images from Instagram and requesting photos along with reviews.

To boost collection and further engage the community, Medelita held a creative photo contest, inviting customers to upload photos of themselves and their friends or colleagues wearing Medelita apparel through Yotpo's "two-click on-site photo submission." Yotpo's platform allowed Medelita to manage and moderate all of the content and present the best, most relevant photos on the homepage, product pages, category pages, and in a dedicated photo collection page.

By successfully engaging its community, Medelita amassed over 100 customer photos in less than a week. By proudly showcasing this content, Medelita built an impactful visual experience for shoppers, increasing product discovery and positively influencing conversion.

Today, Medelita's site visitors that interact with on-site photo galleries are 160% more likely to make a purchase compared to those who do not. Since adding category-specific UGC galleries from Yotpo, the conversion rates on their top five key category-specific landing pages has increased by approximately 15%.



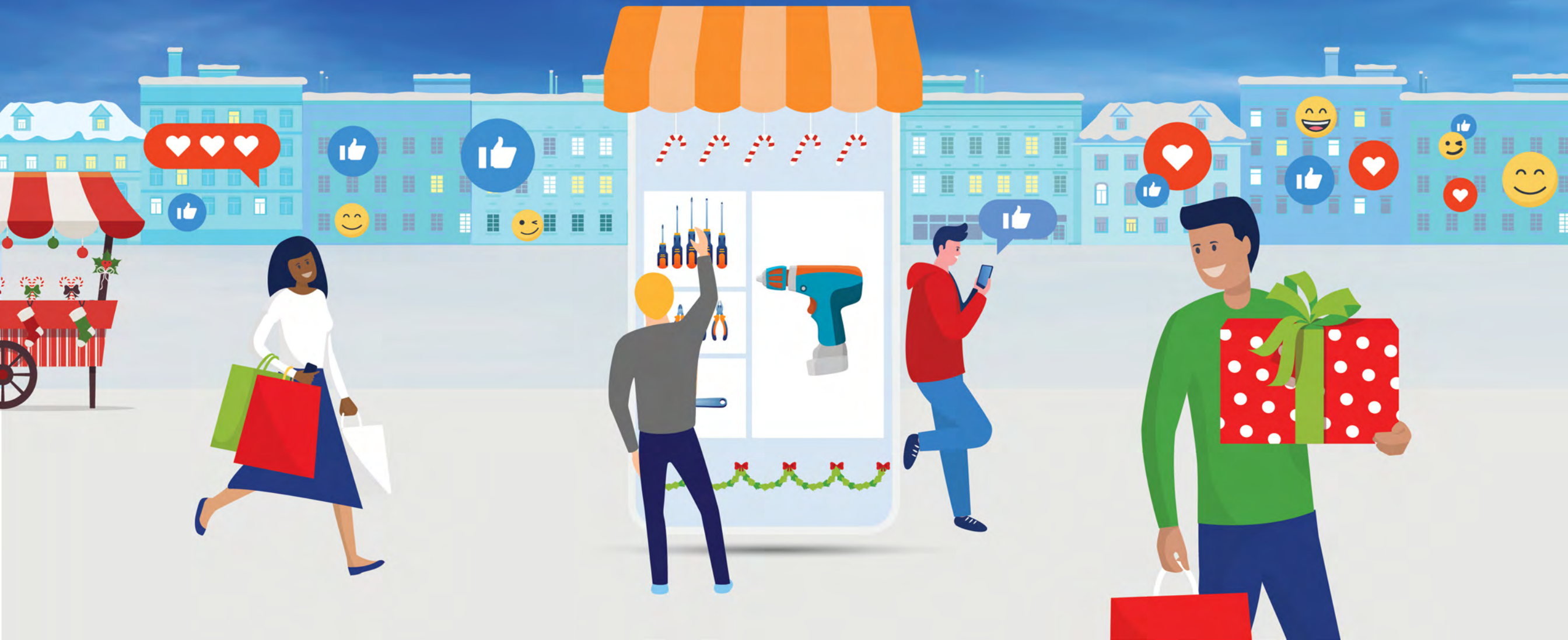
“What better way to promote our products than to showcase our customers wearing them? Displaying shopper photos reinforces that they are the most important part of our community.”

MEDELITA

DAN STEPCHEW
Chief eCommerce Officer
Medelita

Giving the Gift of Mindful Marketing

This holiday season, consumers want to buy from brands and retailers that stand for something bigger than profits.



GIFT 5

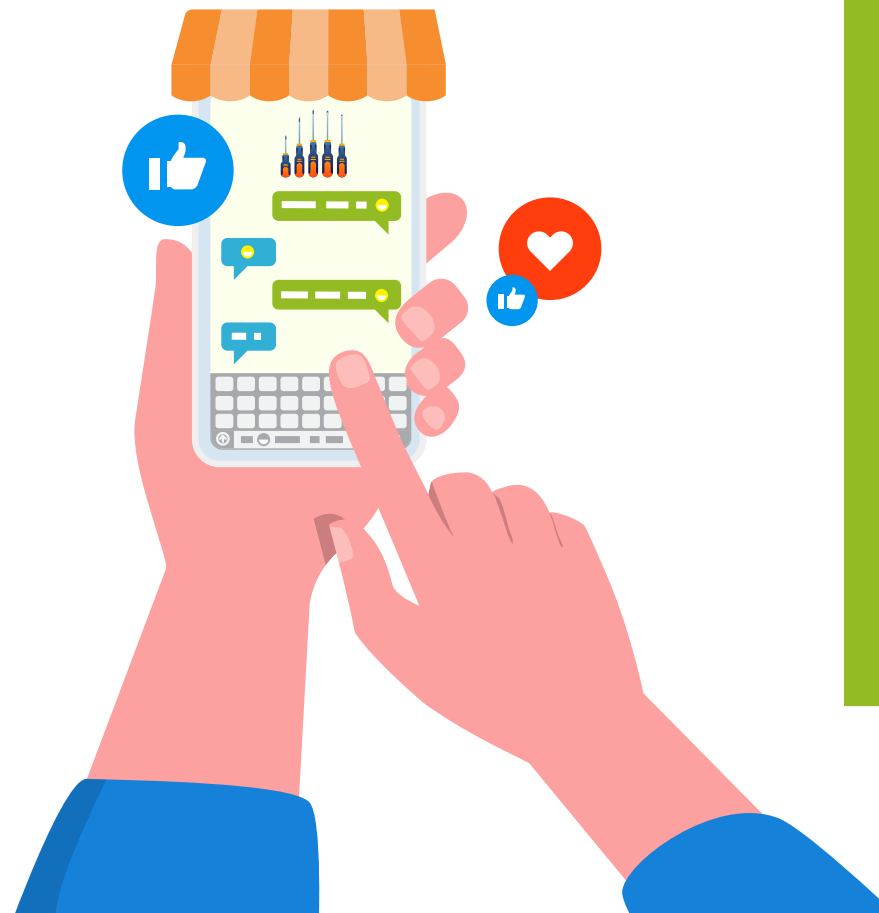
Giving the Gift of Mindful Marketing

In 2020, customer-obsessed brands across every industry have been forced to shake up their strategies to remain in tune with customers' changing needs and online behaviors.

KPMG's recent [Global Retail Trends](#) report explains how — in the midst of a global pandemic, a racial equality movement, and growing fears over climate change — consumers want to buy from brands that stand for something bigger than profits. In fact, brands that demonstrate a positive impact on people's lives [grow their brand value 2.5 times](#) more than brands with a low perceived impact.

As brands prepare their marketing strategies for the upcoming holiday season, it's critical that they keep in mind these shifts in digital behavior. [Almost four billion people use social media today](#), accounting for roughly 51% of the global population. As such, people are hitting sensory overload when it comes to online marketing, particularly over busy periods like the holidays.

Consumers are becoming averse to shiny, overly curated content. It's become apparent from the rising popularity of short-form video content that thoughtfulness and authenticity reign in 2020. It's more important for consumers to feel confident that the brands they're interacting with stand for something that's relevant, real, and of tangible value.



Meet Your Holiday Shopper: Mindful Maggie

- Is engaging online more than ever before
- Utilizes eCommerce more than ever in 2020
- Is averse to explicit or insensitive advertising
- Has a strong awareness and sensitivity towards global issues



Mindful Marketing 'Gift Wrapping' Tips

- 1.** Emphasize value-based marketing and highlight the importance of real-time conversation over the promotion of a product or service.
- 2.** Connect with customers by using an empathetic approach to better understand their motivations and build deeper emotional connections.
- 3.** Humanize your brand by speaking out on important issues of local and global relevance. Ensure that you're taking a stance, providing tangible value, and maintaining a consistent, yet evolving, brand voice.

How to Build Meaningful Connections with Customers Through Social Media



In the past, customer-obsessed brands used data-powered personalization and customization tactics to delight customers and drive conversions. Today, they're leading with purpose-driven messaging to create emotional connections and build customer loyalty, especially on social media.

Creating these connections is easier said than done and requires a deep understanding of online sentiment. If managed incorrectly, brands can appear to be insensitive, capitalizing on current crises. Here are some tactics to help merchants build meaningful connections through mindful marketing:

1. Schedule Instagram Stories

[1.8 Million people](#) can now be reached through IG adverts globally thus [IG Stories](#) and Story Ads should be a significant component of a merchant's holiday marketing strategy. The platform is highly visual and provides the opportunity for merchants to showcase their product with beautiful photography, and carefully target the ads to reach their specific buying demographic. Schedule stories, but engage social listening to gauge where any changes might be beneficial.

2. Build Social Intelligence Into Your Holiday Brand Strategy

What better way to understand customers than to actually *listen* to them? [Hootsuite](#) delivers actionable data from global social and digital conversations to inform mindful campaigns and help merchants optimize holiday marketing strategies.

3. Measure your Holiday Brand Campaigns in Real-Time

Merchants should move beyond engagement metrics to gain a true understanding of how social media contributes to holiday marketing goals. In this way, merchants can confidently measure and demonstrate social media investments that are paying off.

CASE STUDY

The British Museum Increases Social Engagement by 126%

Founded in 1753, [The British Museum](#) is the world's first national public museum. Hosting nearly six million visitors every year, the museum's collection of art and antiquities spans two million years of human history.

The British Museum created its first social media accounts in 2009, and by 2016, demand for content from the museum's global audience was outstripping the team's resources for creating content and engaging on social media. In response, the museum drafted a two-year strategic plan to reinforce its brand as a museum "of the world, for the world" and increase engagement with its growing international audience. The strategy set ways to increase online reach and engagement, deliver digital-first customer service to strengthen relationships with customers, and identify opportunities for income and revenue generation.

The British Museum turned to Hootsuite to help execute this plan by:

- **Listening and engaging:** By tracking spikes in social media activity via Hootsuite, the social media team could monitor and join relevant conversations in real-time.
- **Winning new followers with channel-specific content:** The museum now uses Facebook Live to bring its collections to fans in over 75 countries.
- **Tracking results to fine-tune strategy:** By setting up reporting features that track results against key performance indicators, the team has been able to analyze results, improve response times, and focus on the activities that get the best results.

Over the past year, The British Museum has seen the fastest overall social audience growth within its peer group, surpassing Tate, The National Gallery, The Metropolitan Museum of Art, and The Louvre.

141%

Increase in Twitter Followers

123%

Increase in Instagram Followers

20%

Increase in Facebook Followers

Through Hootsuite, the museum delivered on its commitment to provide efficient, 24/7 customer service, increasing the number of tweets it replies to by 126%. By tagging and analyzing more than 1,300 of those tweets in Hootsuite, The British Museum has been able to uncover actionable insights to improve the visitor experience.



“The British Museum has an obligation to its visitors across the world, both online and offline, to experience its collection. Our aim as a marketing team is to tell compelling stories so as to create a lifelong relationship with visitors and aspirational visitors. Social media is a vital cornerstone of this.”

The British
Museum

HANNAH BOULTON
*Head of Marketing and Press
The British Museum*

Giving the Gift of Joyful Digital Shopping Experiences

As consumers gravitate towards online services like eCommerce, digital banking, and so on, merchants should prioritize digital experiences to align with customer expectations.

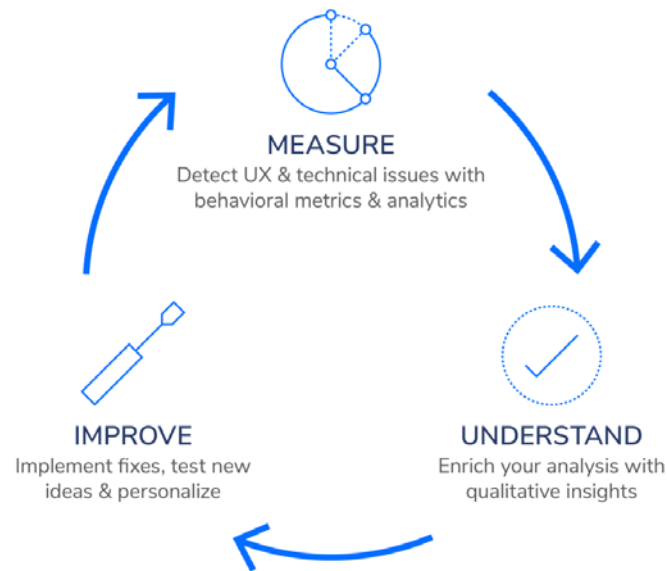


GIFT 6

Giving the Gift of Joyful Digital Shopping Experiences

A recent study found that [80% of CX professionals](#) believe a journey-based strategy drives overall business success, customer satisfaction, customer retention, and customer lifetime value. However, customer journeys can no longer be viewed through a transactional and conversion-centric lens. Today's customers are never on a predetermined course. They are unpredictable, that's why testing and optimization is a key goal for most eCommerce brands.

"Enterprises know that the better the customer experience they offer, the more revenue they can generate. While lots of work goes into improving offline customer experiences, companies often struggle to make the same consistent improvements online," said Ben Harris, the CEO of Decibel. "Most companies lack access to the right data. But with the advent of digital experience optimization, this is changing. There's now a massive opportunity for companies to close the gap between offline and digital experiences and radically boost online engagement, conversion, and revenue."



Digital experience optimization is a website and app improvement model that aims to optimize digital experiences as it cycles through three stages: measure, understand, and improve.

Brands effectively using data and analytics insights to improve the customer experience are [23 times more likely](#) to acquire customers, six times more likely to retain customers, and 19 times more likely to be profitable.



Meet Your Holiday Shopper: Impatient Ian

- Is easily distracted by unnecessary page elements
- Gets frustrated by complex checkout funnels
- Hates form filling

Understanding Individual Behaviors Helps Merchants Craft the Best Experiences

DECIBEL

While web analytics and voice of customer (VoC) data can provide clear indications of user journey friction on a website or app, they are not designed to highlight the specific user experience issues causing high abandonment or low conversions and engagements.

Only by truly understanding buyer behavior can merchants improve digital shopping experiences. To uncover these unknowns, merchants should take advantage of automated experience scoring metrics like [Decibel's Digital Experience Score](#) (DXS®) and tools specifically designed to visualize on- and off-page user behavior like journey discovery, session replay, and heatmaps.

By crunching billions of data points on user navigation, frustration, engagement, as well as form and technical experiences, DXS® enables merchants to better predict conversion rates, and takes the guesswork out of managing, measuring, and improving digital experiences.

Once merchants identify the most significant bottlenecks, they can step into their customers' shoes and establish fixes. With greater visibility into how shoppers actually use a website or app this holiday season, merchants can improve digital experiences for [better engagement, conversions, and loyalty](#).



Experience Optimization 'Gift Wrapping' Tips

1. Establish a metric for digital experiences — if you can't measure it, you can't manage it.
2. Work smarter, not harder. Prioritize digital tools powered by AI to save hours of manual analysis.
3. Prioritize experience over conversion. Perfect the digital experience, and not only will conversions grow, but customer loyalty will, too.

Giving the Gift of Great Mobile eCommerce Experiences

Mobile commerce reigns as the biggest eCommerce trend of our time. And it's not slowing down. Stay up to the date with the latest best practices in mobile eCommerce optimization this holiday season.



GIFT 7

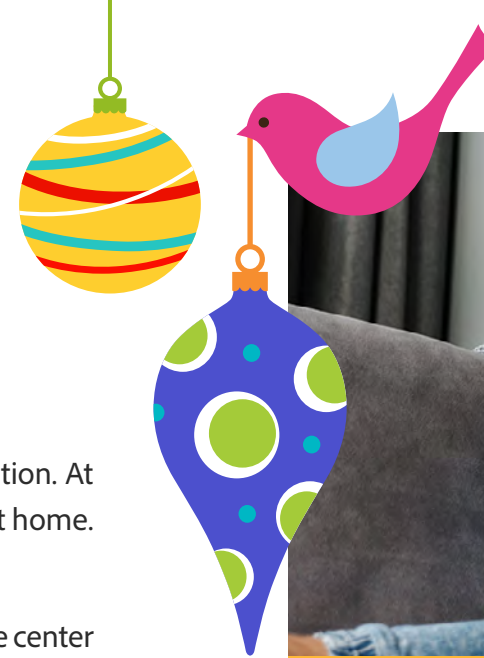
Giving the Gift of Great Mobile eCommerce Experiences

Mobile devices connect over [4.5 billion people to the internet](#) — over half of the human population. At the same time, we are operating in an era where people spend unprecedented amounts of time at home. These circumstances have created a more captive audience for online shopping.

What does this mean for merchants approaching the 2020 holiday season? Mobile devices are at the center of many transactions — whether it's for on-the-go shopping, product discovery, or price comparison. With expected [growth rates of over 20% in 2020](#), mobile commerce will surpass 50% of total US eCommerce sales in less than two years.

Merchants should look to optimize the mobile experience ahead of the holidays to reduce cart abandonment, enhance checkout experiences, create seamless shopping experiences, and put measures in place to prove the value of their efforts.

This chapter provides advice and examples from real-life merchants who have mastered the art of the mobile experience.



Meet Your Holiday Shopper: Mobile Moe

- Likes the flexibility of starting his shopping experience on mobile and finishing on desktop or voice channels
- Gets frustrated by non-response pages
- Likes single-click checkout
- Proactively downloads apps from relevant brands and prefers the customization and improved user experience of apps over mobile web

*Seamless Mobile
Checkout by*

amazon pay

*Optimizing the Mobile
Experience by*

Bolt

*Deep Linking to Prove Investment
in Mobile Experiences by*

AppsFlyer



Mobile Checkout 'Gift Wrapping' Tips

1. Provide a guest checkout for speedy transactions.
2. Allow alternative payments to reduce friction for mobile shoppers and reduce cart abandonment.
3. Enable mobile-first experiences that integrate with other channels, so shoppers can easily pick up where they've left off.

Mobile Checkout Experiences Make or Break Conversions



On mobile, [85% of cart abandonment](#) happens at checkout. This checkout conversion problem results in [\\$1 trillion in abandoned checkouts in the US alone](#) and over \$10 trillions globally each year.

[According to a Baymard study](#), the biggest reasons for mobile cart abandonment include requiring shoppers to create an account (34%), a long or complicated checkout process (26%), the inability to calculate order total up front (21%).

Guest checkout can present one of the most significant opportunities to [reduce cart abandonment](#) and boost sales in the last mile of the shopping experience — especially during the busy holiday season when shoppers are easily distracted.

A third-party payment solution can also improve conversions and create a better customer experience. Enabling a digital payment option like Amazon Pay can make it easy for customers to check out on a merchant's site using the payment and shipping information stored in their Amazon account. By providing a familiar commerce login, merchants can improve credibility and trust associated with well-known payment solutions, streamline the path to purchase, and increase conversions.

By enabling digital payment options, today's online businesses can take convenience to the next level, exceeding customer's expectations in an age where personalized, seamless experiences make all the difference.

Amazon Pay also makes it easy to provide a seamless multi-channel experience for shoppers. For example, shoppers who are still window-shopping may want to start their experience on mobile, add an item to their cart, and finish their purchase later on a desktop or by voice assistant.

CASE STUDY

Shinola Delights Customers and Boosts Mobile Conversions by 19%

[Shinola's](#) overarching goal is to bring manufacturing jobs back to Detroit. To that end, the company set out to build craftsman watches and become the first great non-automotive brand in the motor city.

Shinola noticed that, while many customers were shopping from mobile devices, they weren't completing their purchases. By offering Amazon Pay, Shinola aimed to encourage more purchases by allowing shoppers to quickly pay using the credit card and shipping information already stored in their Amazon accounts.

Today, customers who use Amazon Pay can cut three to four steps out of the payment process. This has resulted in increased mobile purchases and thousands of dollars in additional revenue for Shinola.

Within a single year, the percentage of mobile shoppers grew from 37% to 44%. And in the first three months after Amazon Pay was added to the site, mobile conversions increased by 19%.

1 in 3

Purchases are made with Amazon Pay

37-44%

Increase in mobile shopping traffic

19%

Increase in mobile conversions in first 3 months



“Right now, nearly one in three payments is made with Amazon Pay and we are excited about what that has done for our conversions. It’s only going to continue to grow.”

SHINOLA
DETROIT

DENNIS KOPITZ
*Director of eCommerce
Shinola*



Mobile Optimization 'Gift Wrapping' Tips

- 1.** Optimize your purchase flow for mobile and ensure the checkout is a positive experience for conversion.
- 2.** Master the repeat purchase. Return customers are your most valuable assets, and single-click checkout is a key way independent retailers can compete online.
- 3.** Offer product-page checkout or instant checkout as an alternate checkout option to optimize the speed of purchase.

Optimizing for Mobile Ensures Seamless Experiences



Today's shoppers are mobile. Forrester reports that 37% of US and 30% of EU adults prefer to use a smartphone to buy physical goods online. These numbers rise to 52% of US and 46% of EU 18-to-25-year-olds, and 50% of US and 41% of EU 25- to 34-year-olds. eCommerce sites that cater to mobile browsers have a massive advantage at catching customers where and how they actually shop.

Here are some tactics to help merchants fully optimize the mobile shopping experience to drive conversions:

1. Make Checkout Easy

Ensure the checkout experience is safe and easy to use. With Bolt, the checkout form was designed for mobile and sits on your product page offering a no-scroll, above-the-fold experience.

3. Send Abandoned Cart Notifications

Customers shopping on their phones or tablets often abandon at the point of purchase. This is especially true if the purchasing flow is not optimized for mobile. Abandoned cart notifications are critical and can double recovery rates for online stores.

5. Remove Gates

Websites that are effective in converting customers are designed as funnels. They guide customers from interest, to intent, to purchase. Gates create friction in the shopping experience where customers are forced to input information or take an unwanted action.

2. Retarget Interested Shoppers

When it comes to advertising spend, a thoughtful retargeting strategy to people who have expressed interest in a product in the past can have game-changing results for merchants.

4. Increase Site Performance

Optimizing for mobile goes hand in hand with site performance at large. Poor site performance and slow load times have dramatic impacts on your conversion rates and organic traffic.

6. Master the repeat purchase (single-click checkout)

Don't treat returning customers as strangers. Returning customers are your most valuable assets — if they continuously have a great experience with your brand and product, they are the contenders most likely to convert.

CASE STUDY

DITA Eliminates Chargeback Costs and Boosts Conversions

Founded in 1995, [DITA](#) reinvented luxury sunglasses by creating a product that transcended the conventions of the category and has grown to become a true leader in optical design and craft.

DITA's brick-and-mortar retail strategy reflects the brand's luxury aesthetic and price point and it strives to create a digital experience that captures the same concierge-like one they provide in their physical locations.

In the past, a particular pain point was a long and cumbersome checkout experience, especially on mobile, which introduced friction just as shoppers tried to pay. To add to the user experience challenge was the fact that DITA's high price tag made it a prime target for fraudulent purchases.

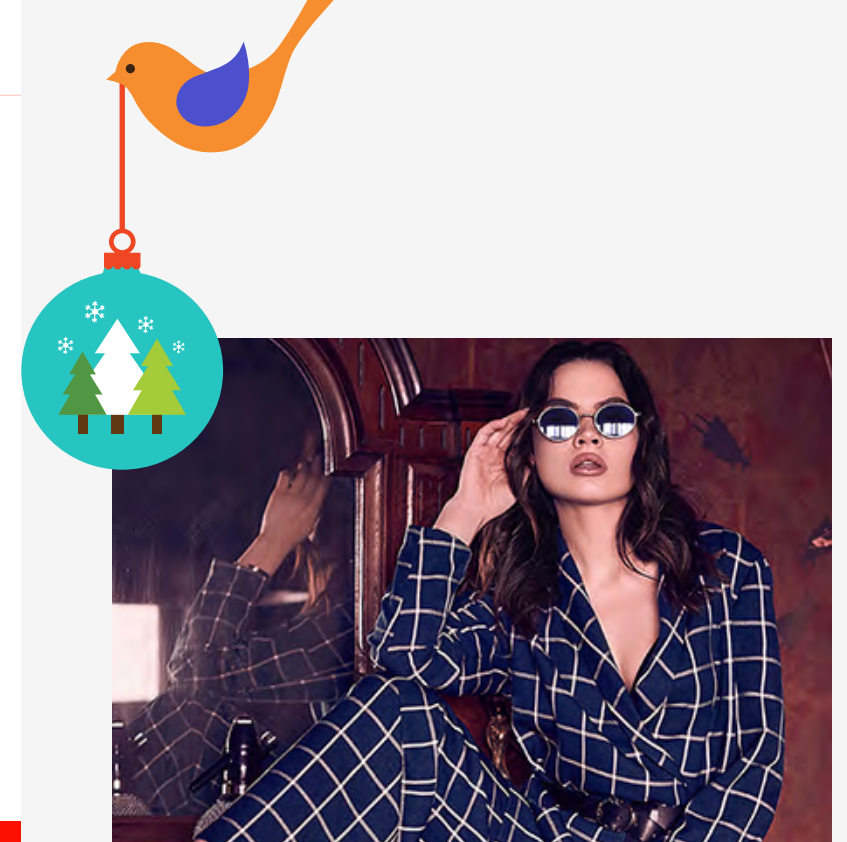
DITA replaced its checkout infrastructure with Bolt just weeks before its first-ever Black Friday sale. Within a week, Bolt was up and running, and the results speak for themselves.

0 Chargeback costs
46% Decrease in cart abandonment

72% Lift in checkout conversion
14% Increase in order approval rate

The majority (60%) of DITA's customers complete checkout on mobile devices, resulting in a continued upward checkout conversion trends of 33% overall and 6% on mobile (Q2 2019 vs Q2 2020).

Today, Bolt continues to deliver a significantly improved checkout rate and minimized DITA's fraud issues to the extent where they are practically non-existent.



“What Bolt provides is game-changing for companies like DITA.”

DITA

CODY CHO
Global VP of Ecommerce
DITA



Deep Linking 'Gift Wrapping' Tips

1. Unite paid and owned experiences with deep linking and attribution technology.
2. Build an app onboarding process that is short, simple, intuitive, and personalized.
3. Engage users without overwhelming them. Be intentional about sending relevant push, email and retargeting ads, at appropriate times, to users who display strong intent and relevant characteristics for each message.

Using Deep Linking for Smooth Mobile Experiences



While native deep linking solutions exist for both Android and iOS, holistic attribution providers offer more robust, universal deep linking tools that are optimized to work across the entire marketing stack.

For example, AppsFlyer's [OneLink](#) leverages attribution data to generate a single link that can automatically detect the user's device, channel, platform, and app state (installed or not) so merchants can send them to the optimal web or app page.

With deep links, app marketers can ensure seamless user experiences across paid advertising, email, SMS campaigns, user invites, web-to-app banners, cross-app promotions, referral programs, QR codes and more. By facilitating contextually relevant experiences, merchants can generate higher conversion rates, more in-app purchases, and gain greater user retention.

Since [the journey of a shopping consumer](#) often spans across multiple devices, platforms and channels, holistic attribution data can provide invaluable insight into the full user journey. With multi-touch attribution, merchants can analyze the specific web, app and owned marketing touchpoints that drove a user to download or re-engage with your app. These insights can be used to optimize marketing investments, segment custom audiences, and personalize sequential messaging tracks across channels and devices.

CASE STUDY

Letgo Boosts Conversions by 35% with Deep Links

[Letgo's free app](#) makes it simple to buy and sell locally. With over 100 million downloads and 400 million listings worldwide since its 2015 launch, Letgo demonstrated itself as a customer experience leader from the outset.

The team prioritized tools that would enable them to ensure a smooth and individualized user path to app install and engagement. They also needed a platform that could collect actionable data to make informed decisions, especially regarding installs and engagement, and show the return on customer experience investments with metrics such as revenue, LTV, and post-install engagements.

Using AppsFlyer's [OneLink](#) deep linking technology, Letgo was able to compare ROX (return on experience) and KPIs (key performance indicators) metrics and understand how different mobile web-to-app (W2A) and user referral experiences impacted the business. They ran multiple W2A [Smart Banner](#) variants and used OneLink in their user referral campaigns to personalize user journeys and measure results.



“Not only does OneLink allow us to test, measure, and understand what most effectively drives user conversions, it also enables us to optimize and personalize our owned media campaigns to support more positive user experiences and improve business outcomes.”

OneLink enabled Letgo to single out the highest performing content, helping generate a 35% conversion uplift. Their personalized referral campaign showed 38% conversion and high post-install engagement. With this data in hand, the Letgo acquisition and retention teams have executed multiple follow-on iteration and optimization cycles.

35% Conversion uplifts

38% Conversion rate with referrals

letgo

IAGO NOVOA ZARAUZA
Head of BI
Letgo

Prepare Now with Adobe Global Partner Ecosystem

This year, shoppers will be less likely to leave their holiday purchases until the last minute amid concerns around supply and delivery capacity. The delays experienced in April and May will still be top-of-mind.

Adobe, along with its global ecosystem of implementation partners and a vast marketplace of extensions, can help merchants prepare now to put their best foot forward this holiday season and deliver a thoughtful and seamless experience for shoppers.

With rich out-of-the-box features, an unrivaled ability to customize, and seamless third-party integrations, merchants can enhance and optimize the holiday shopping experience to build a loyal customer base and maximize revenue.



About Adobe

Adobe Experience Cloud

Adobe Experience Cloud is the most comprehensive suite of customer experience management tools on the market. With solutions for data, content, engagement, commerce, personalization, and more, Experience Cloud is built on the world's first platform designed explicitly for customer experience. So each product is infused with artificial intelligence and works seamlessly together, but also integrates with your existing technology and your future innovations so you can consistently deliver the right experience every time.

Adobe Commerce Cloud

Adobe Commerce Cloud combines Magento Commerce with Adobe Experience Cloud, providing an end-to-end platform to manage, personalise, and optimise 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.

magento.com



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