

A NEW RULE BOOK FOR 2020 ECOMMERCE

9 INDUSTRY LEADERS OUTLINE
THEIR KEY TOOLS FOR SUCCESS



ADAPT TO CHANGE

The commerce world as we knew it **is no more**. The rule book has been **thrown out**.

Brand new customer segments are purchasing goods online. Even the most tech-savvy customers are buying new product categories online for the first time. But many customers new to the eCommerce world are unsure, apprehensive and even afraid. Plus, they've got thousands of businesses vying for their attention. So the questions are:

How do you win these customers over from the start?

How do you tailor your site to their needs and requirements?



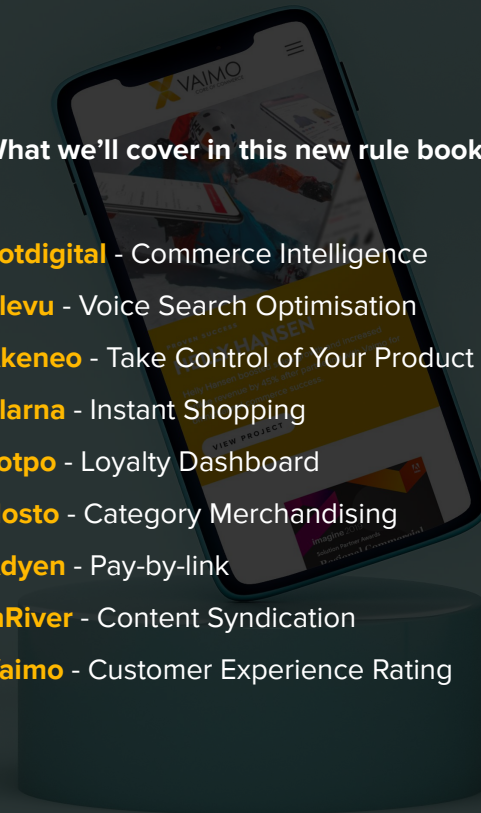
In order to compete, you need an eCommerce store that surpasses customer expectations at every step of the purchasing journey.

In a time where business-as-usual means failure, Vaimo's experienced partners can give you the **personalised, intuitive, and user-friendly eCommerce experiences** that customers crave.

By integrating these new technologies, you'll generate loyalty from both the new and the most demanding online shoppers, ensuring that every click — from homepage to checkout — keeps them coming back.

What we'll cover in this new rule book:

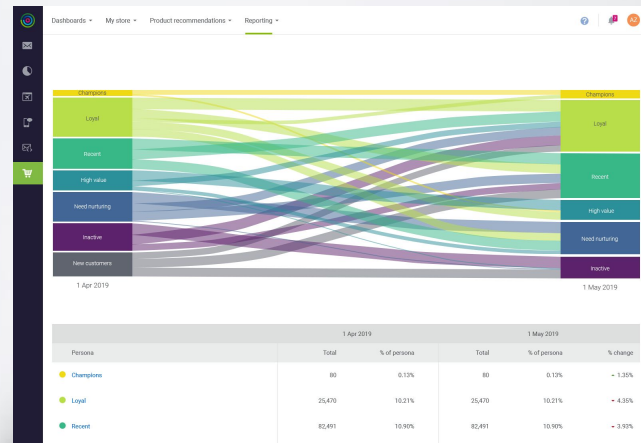
- dotdigital** - Commerce Intelligence
- Klevu** - Voice Search Optimisation
- Akeneo** - Take Control of Your Product Experience
- Klarna** - Instant Shopping
- Yotpo** - Loyalty Dashboard
- Nosto** - Category Merchandising
- Adyen** - Pay-by-link
- inRiver** - Content Syndication
- Vaimo** - Customer Experience Rating





COMMERCE INTELLIGENCE: SIMPLY SYNC YOUR DATA, DOTDIGITAL DOES THE REST

Commerce intelligence combines crucial commerce data with fluid engagement data, to surface sophisticated yet actionable insights in dashboards you can't do without. Now, you can act faster to send the right message, build long-lasting customer relationships with RFM, and understand consumer behaviour in real-time.



KEY BENEFITS TO MERCHANTS

Highly-Personalised Campaigns

Customers will receive tailored and re-targeted campaigns resulting in a greater ROI and increased customer lifetime value.

Retail Reporting and Drill-Down Reports

Get all the crucial data, celebrate achievements with visual reminders, see trends and results on the retail dashboard, or deep-dive into results.

Customer & Persona Movement Reporting

See how your customer base is changing over time and what your customer life cycle looks like.

Actionable Insights

Learn more about what you can change with data-driven marketing.

Know Your Customer

Get in-depth understanding of your customer audience with data-rich profiles.

FIGURES: DOTDIGITAL CUSTOMER SUCCESS

800%

Mr. Beer saw an **800%** increase in customer orders and a **75%** CLV growth after adopting RFM personas in dotdigital Engagement Cloud. Read the case study [here](#).

71.91%

Caruso's Natural Health saw a **71.91%** increase in conversion rates after applying RFM personas to their segments. Read the case study [here](#).

+9%

Delivering experiences through dotdigital Engagement Cloud increases engagement and maximises marketing ROI - email alone delivers **£42 for every £1 spent** (DMA 2019). Besides email, dotdigital Engagement Cloud offers SMS, push notifications, social, live chat, and more. Shoppers who engage with your brand on **4+ channels** spend **9% more** on average (Medallia, 2017).

”

“As a small company, Mr. Beer had the liberty to try and experiment with different approaches, to see what works the best and shift within a suitable time-frame. Working with dotdigital endorsed enormous change, with 150 inactive customers, who have not purchased in over two years, out of which we are already seeing repeat purchasers in just two months.”

Robert Lewis

Manager of Sales

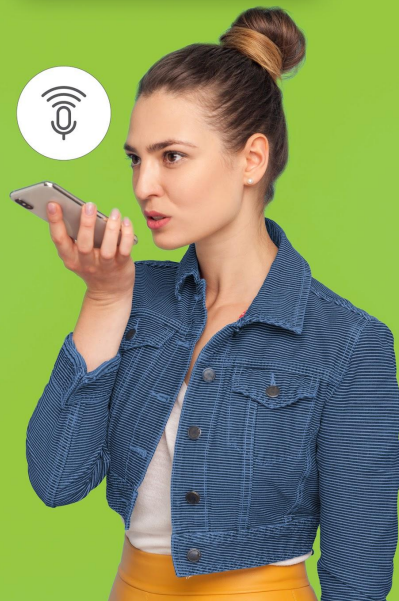
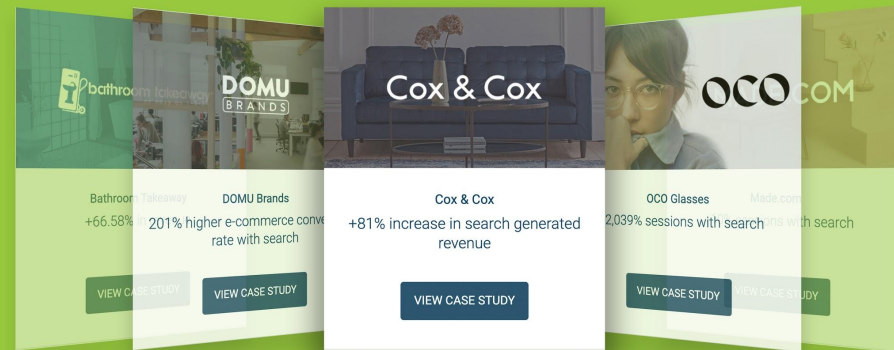
Mr.Beer

Start maximising your store's revenue potential today by learning more about [dotdigital Engagement Cloud's leading eCommerce solutions.](#)



VOICE SEARCH: OPTIMISE YOUR CONVERSATION

Achieve growth by optimising something you're already using every day - conversation. Voice assistants have become a part of daily life, which makes it the next best innovation for your eCommerce store.



KEY BENEFITS TO MERCHANTS

Brand Awareness

Including voice search in your commercial strategy will create a positive brand image in the minds of your top-converting audience — those who search.

Powerful Customer Service

Product discovery lies at the heart of search. Be quick and responsive to your customer via the search box.

Omnichannel Wins

Use search data to see what keywords are being served on your store and make sure your marketing campaigns are tied up together.

Seamless Shopping Experience

Make the shopping experience personalised and authentic by capturing their voice and giving them the most relevant results.

Search to Purchase Path

Empower your shoppers to get answers instantly making the path from search to purchase more seamless and in turn converting faster.

FACTS AND FIGURES

50%

By the end of 2020, 50% of all searches will be voice searches.

216%

Shoppers who use on-site search are 216% more likely to convert than other users.

40%

Consumers say that voice-activated devices are essential to their everyday lives.

”

“Cox & Cox are keen to keep on top of technology advancements. Search is a key conversion tool and when we were notified by Klevu about this new innovation we knew we had to get Voice Search live ASAP. As the majority of our users use mobile to navigate our site - voice search was a great feature to make it easier to convert sales. The feedback from both our staff and customers has been good; very impressed with the functionality and results.”

Ansley Peet

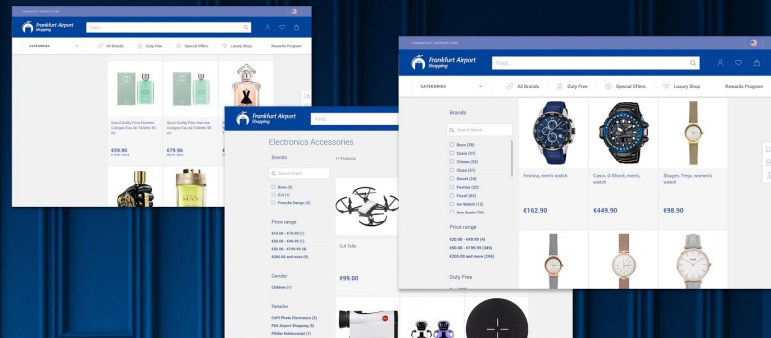
Director of Ecommerce at Cox & Cox

Klevu offers an AI-powered smart search that works on any platform, learns in real-time, and generates sales. To put Klevu's AI into action, start a [14-Day Free Trial](#).



AKENEO PIM 4.0: TAKE CONTROL OF YOUR PRODUCT EXPERIENCE

Offer dynamic product experiences built on a strong foundation of accurate, consistent, and compelling product information.



KEY BENEFITS TO MERCHANTS

Deliver a consistent product experience

Eliminate inconsistent and incomplete product information by centralising product data into a system of record and choose which information to push to each channel.

Increase sales conversion rates

Compelling and consistent product information means more purchases and fewer returns.

Accelerate time-to-market

Efficient and product catalogue management means more selling days.

Conquer new channels

Sell your products online via mobile apps, marketplaces, and anywhere else your customers shop with ease.

Expand around the globe

Easily expand your catalogue, localise data for new markets, and streamline the translation process.

FACTS AND FIGURES

How Akeneo customers are benefiting:

5x

Increases in average shopping basket value (Heathrow Airport).

5x

Reductions in product enrichment costs (Midland Scientific).

3x

Faster time-to-market.

””

“Our recent IDC MarketScape on PIM applications for commerce recognized Akeneo for its open-source strategy, customer satisfaction, a strong community of developers, and efficiency in catalogue management. Customers that we interviewed rated Akeneo above average across nearly all criteria we surveyed. Akeneo’s product enhancement with its PIM 4.0 release enables customers to deliver more consistent and high-quality omnichannel product information for both B2C and B2B organizations of all sizes.”

Jordan Jewell

Research Manager for Digital Commerce,
IDC

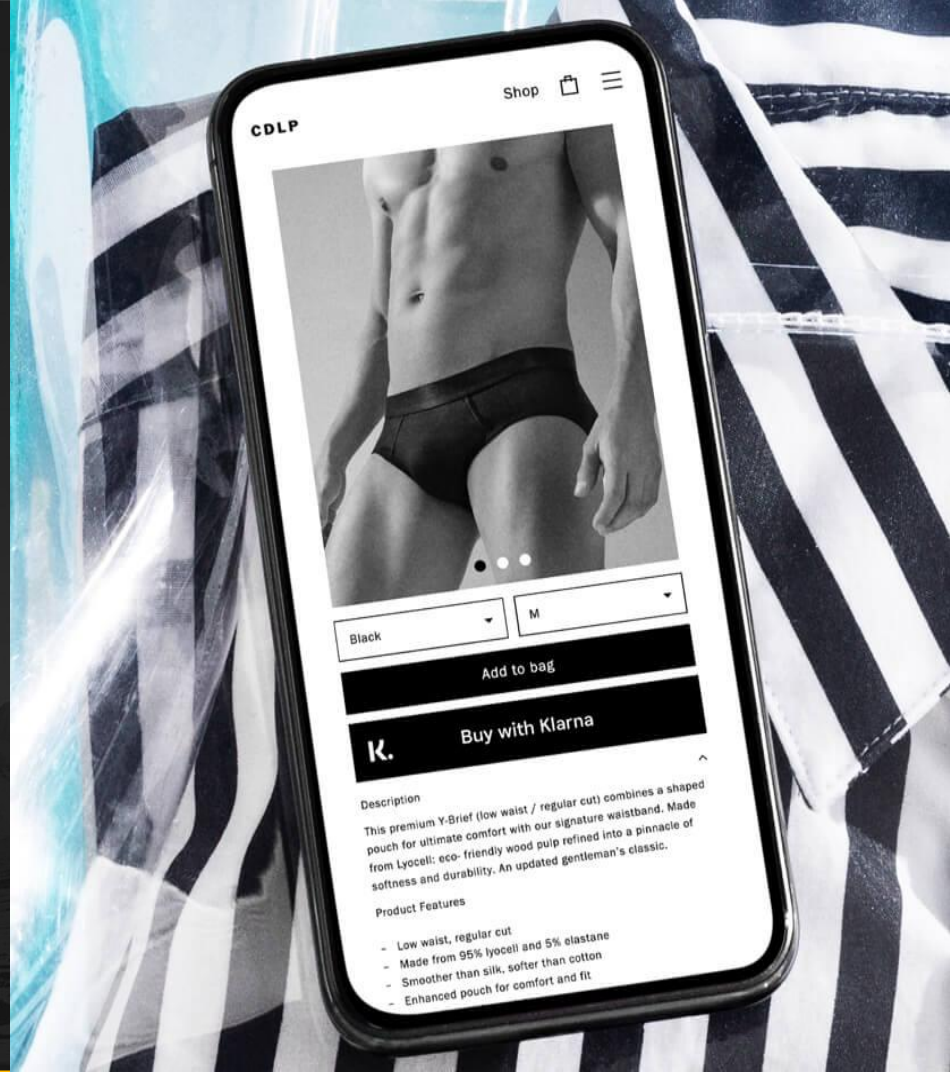
Ready to learn more about the Asset Manager, Data Quality Insights, and everything else Akeneo PIM has to offer? Download their eBook, [PXM For Dummies](#), or schedule a meeting with [Akeneo’s expert team](#)!



Klarna.

KLARNA INSTANT SHOPPING: AN INSTANT CHECKOUT ANYWHERE

Instant shopping turns any page into a checkout, allowing inspired customers to buy in a flash.



KEY BENEFITS TO MERCHANTS

Higher Conversions

An instant shopping button that can be placed anywhere. One-click shopping together with an easy and seamless checkout will help more shoppers complete their purchase.

Develop Customer loyalty

Klarna identifies your customer and adapts the checkout to their preferences – on any device – turning new customers into loyal customers.

Larger Average Order Value

Instant shopping supports all popular payment methods, including pay later options like pay in 30 days and 3 interest-free instalments. More choices make the settlement smoother.

Drive traffic

Partnering with Klarna will increase your website traffic. Klarna's strong brand and influencer collaborations speak to shoppers, who are actively looking for retailers that offer Klarna's payment methods.

FACTS AND FIGURES

30%

Increased conversions from
retailers offering Klarna
services.

16%

Increase in Average Order Value.

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“Let shoppers check out from anywhere. Skip the lengthy forms and turn every impression into an action call. Instant shopping is designed for today’s on-the-go lifestyle.”

Create the best shopping experience for your customers.

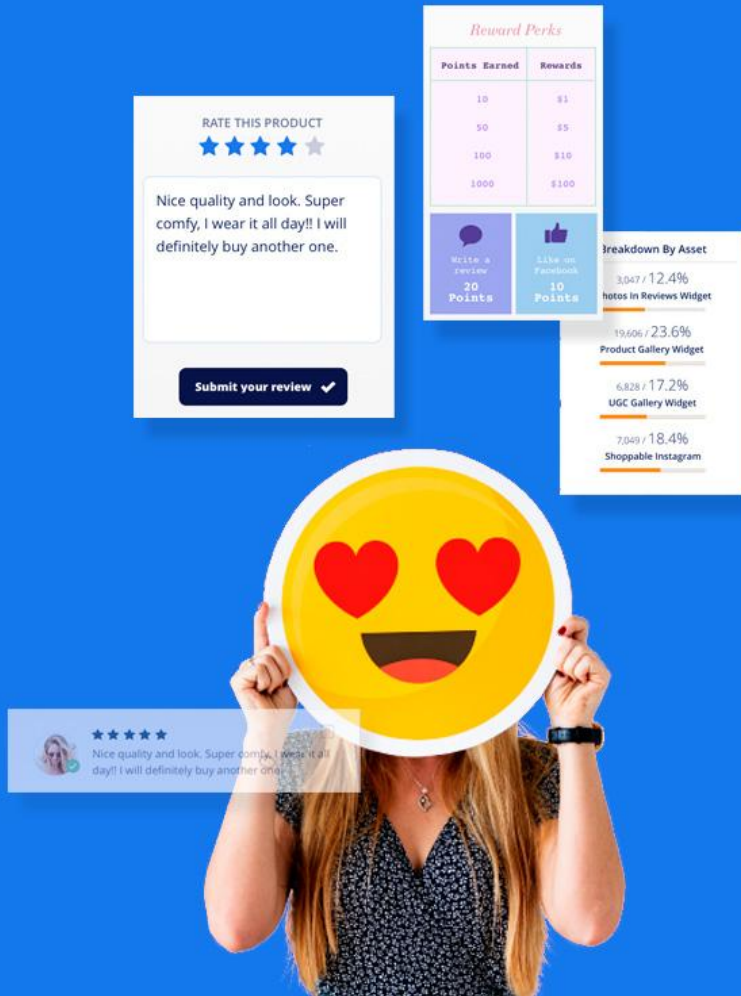
[Get started!](#)

Klarna.



LOYALTY DASHBOARDS: FORWARD-THINKING ANALYTICS

*Yotpo is taking a smarter, more comprehensive approach to study program performance and ROI. Yotpo has developed **four brand new dashboards** designed to give customers clear insight into how their loyalty and referral programs are generating monetary value.*



KEY BENEFITS TO MERCHANTS

A Comprehensive View

Smarter, more complete way to study program performance and ROI.

Loyalty Performance Dashboard

A better method to evaluate value generated through the lens of changes in customer behaviour created by the program.

VIP Tiers Dashboard

The first detailed look into not only how many customers are in each VIP tier, but how customers in different tiers behave and interact with the brand.

Referral ROI

Comprehensive analytics on how the referral program brings in revenue for the business, studying both new referred customers and existing customers who successfully referred their friends.

FACTS AND FIGURES



Learnings and optimisations help contribute to a 4-7 X ROI.



Active customers are making repeat purchases less frequently, so consider running a double points campaign to re-engage those shoppers.



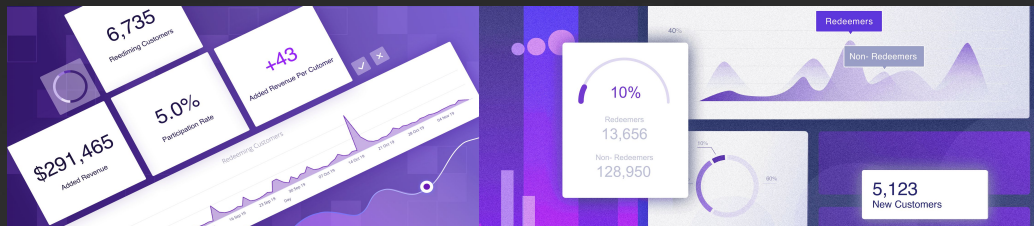
Customers are reaching the first VIP tier, but they're rarely making the follow-up purchase that will take them to the second tier. Consider rewarding customers who've just got to the first tier with a bonus reward to encourage their next purchase.

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“One of the most crucial features of any loyalty program is the ability to distill performance analytics into actionable insights—especially when it comes to the data that matters most. Yotpo’s new loyalty dashboards show to brands how their loyalty program has influenced their customers’ purchasing decisions, which will continue driving existing customer engagement and growth.”

Josh Enzer

VP Product Marketing at Yotpo



If you want to learn more about Yotpo’s Loyalty Dashboard, dive deeper [by clicking here.](#)

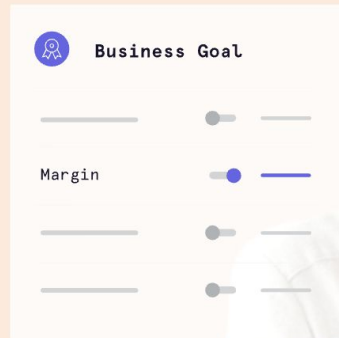




CATEGORY MERCHANDISING: DELIVER PERSONALISED CATEGORY PAGE EXPERIENCES

Most product discovery happens on category pages — yet the majority of shoppers never get past the first page. With Nosto's Category Merchandising, you can ensure that the products driving your goals are shown exactly where shoppers will engage with them.

Combine the power of personalisation with control over how products are displayed on your category pages.



2.5B VARIANTS TESTED

Purchased



KEY BENEFITS TO MERCHANTS

Personalised Display

Combine the power of personalisation with control over how products are displayed on your category pages.

Advanced Product Sorting

Use sorting to dynamically arrange products on category pages based on multiple goals and KPIs.

Emphasize Key Products

Highlight specific products on the category page's most vital areas to address specific promotional needs.

Automatic Product Order Changes

Automatically change product order and selection for each shopper to drive more discovery, engagement, and revenue.

Dynamic Rule Setting

Assign different personalisation and merchandising rules for different customer segments and layer in product filtering strategies based on performance metrics and rich product attributes.

Merchandising Strategy Testing

Use A/B testing to prove which merchandising strategies work best with different customer segments.

FACTS AND FIGURES

51%

Clients see 51% more conversions through the use of category merchandising.

24%

Each individual visit yields 24% higher revenue with Nosto's solution.

63%

Organisations using category merchandising see a 63% increase in sales.

”

“Category Merchandising gives online retailers the power of personalised product recommendations in a place that touches 7 times the traffic. Using this tool, brands can double their product discovery through their category pages.”

Jake Chatt

Head of Brand Marketing, Nosto

To learn more about Category Merchandising, [watch Nosto's recent webinar](#) or reach out to them directly [for a demo](#).



PAY-BY-LINK: SELL THROUGH ANY CHANNEL

Pay-by-Link - customers pay by using a secure payment link hosted by Adyen and made by the merchant. Customers can send funds using a link through almost any channel. Any merchant that is using Pay-by-Link via the Customer Area can overview all of the created payment links. This allows the merchant to confirm if the link has been paid for or has expired.



KEY BENEFITS TO MERCHANTS

Dynamic Payment Methods

Accept payments using popular payment methods, with a payment page that works across different devices.

Custom payment pages

Customise the payment page with your brand name and logo.

Manual or Automatic Link Creation

Create payment links manually by filling out a form in your Customer Area, or automatically by sending an API request.

One Link: Multiple Payments

Use one payment link to accept multiple payments, if required.

FACTS AND FIGURES



Adyen noticed an uptick in Pay-By-Link usage during current the COVID-19 crisis. Contextual commerce has been around for a while and Adyen's [latest retail report](#) found that consumers are increasingly open to it.

55%

55% of shoppers have seen items they'd like to buy on social media but have abandoned their purchase because there were too many steps involved.

24 hours

By default, payment links are valid for 24 hours. You can also extend the validity of the payment link to a maximum of 30 days from the time you create it.

””

"Adyen helps us to evaluate and identify key payment methods in each market. With our partnership with Adyen, we are now accepting over 24 local payment methods across our global markets. Adyen helps us to evaluate and identify key payment methods in each market and customise the selection. It is vital that our partners are able to adapt their services to match our growth. With excellent integration options, and an arsenal of optimisation tools, we are sure that payments will remain an integral part of our strategy moving forwards."

Director of Ecommerce at Daniel Wellington

Want to learn more? [Visit Adyen's website](#) for more information
or [create a test account](#).

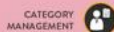
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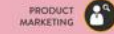
INRIVER SYNDICATE: CONNECT THROUGH CONTENT

Syndication helps you to effectively share product information with distribution partners, online retailers, data pools, and marketplaces.

CATEGORY
MANAGEMENT



PRODUCT
MARKETING



MEDIA
MANAGEMENT



CHANNELS



POINT-OF-SALE



ADVERTISING



E-COMMERCE



CORPORATE
WEBSITE



MOBILE



PRINT



MARKETPLACES

Retail

Learn how retailers build better customer experiences across channels with inRiver.

[Learn more →](#)



Manufacturing

Take control of your product voice anywhere in the world (physical or digital) you want to use it.

[Learn more →](#)



Distribution

Your products are in locations, hubs and offices around the world. But the message stays here.

[Learn more →](#)



KEY BENEFITS TO MERCHANTS

Increase Efficiency

Automate product information processes and eliminate labour-intensive, error-prone, manual tasks.

Increased clarity across channels

Ensure your data is complete, accurate and consistent - across all of your channels.

Manage Data Easier

Transform your data to comply with channel partners' ever-changing requirements without all the headaches.

Selling simplified

Simplify the 'selling' process across a wide variety of channels and marketplaces.

A Vast Library of Resources and Expertise

Access inRiver's ever-growing library of over 250+ templates for 100+ channel partners, plus in-house expertise.

FACTS AND FIGURES

#1

Rich product content is the number-one reason people buy a product (United Postal Service).

89%

Businesses who provide an optimised omnichannel experience retain 89% of their customer (Invesp).

73%

Today's B2B and B2C shoppers demand accurate product information, 73% use manufacturers' product data to inform their purchase decisions (Forrester).

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“Consumers today have an unlimited number of buying options, which changes the dynamic between brand and buyer and syndication is now a major aspect of this in eCommerce today.”

Erika Goldwater

CIPP, InRiver

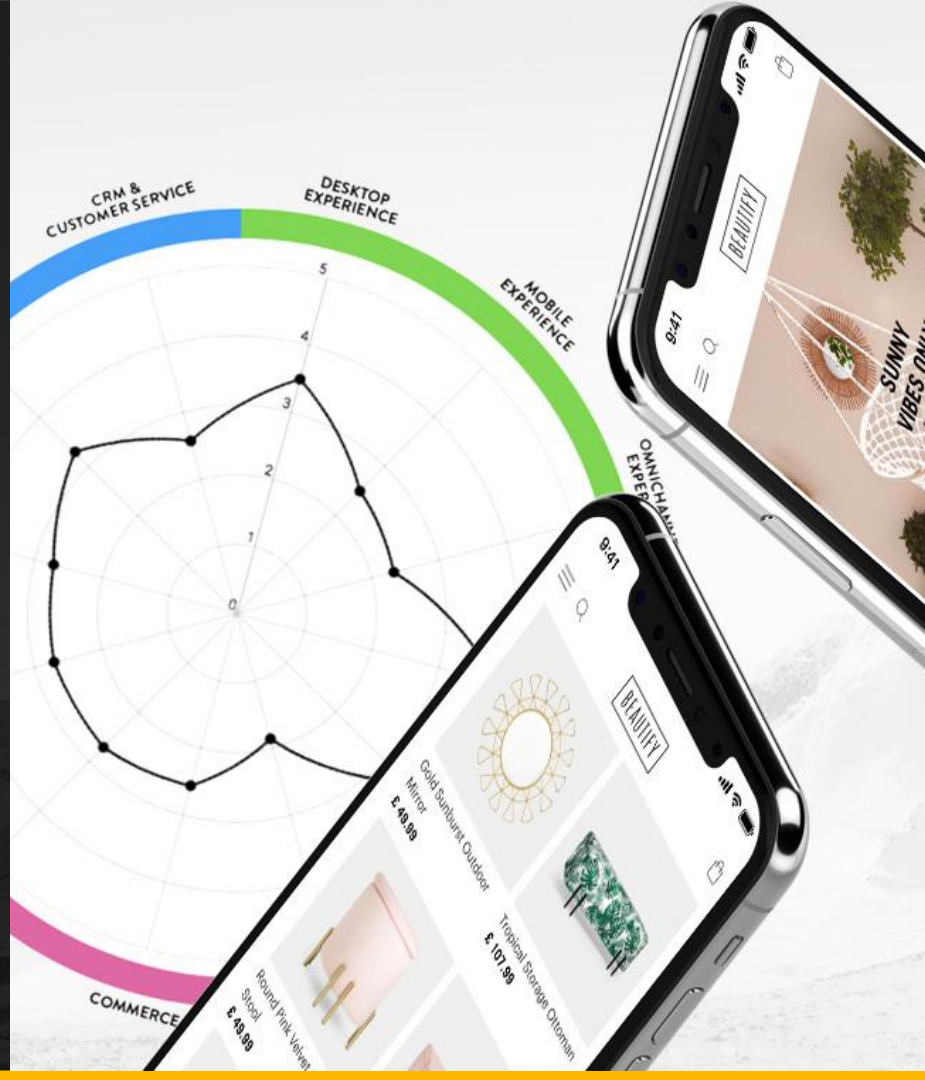
Try Syndication with a Special Limited-Time Offer. As a valued customer, inRiver would like to give you the opportunity to try inRiver Syndicate for 6 months at a special rate. This offer expires May 31st. Contact sales@inriver.com to learn more.



DO YOU WANT AN INSTANT BOOST TO YOUR ECOMMERCE?

Then, transform your customer experience with Vaimo's Customer Experience Rating (CXR).

But where should you start? Get help from Vaimo's Strategy and Consulting team. Vaimo evaluates your current customer experience with a best-practice scorecard on more than 150 parameters. The scorecard is based on Vaimo's experience designing and optimising digital customer experiences for leading brands, manufacturers, and retailers globally for 10+ years.



KEY BENEFITS TO MERCHANTS

Generate Sales and Reduce Acquisition Costs

Improving the conversion rate generates more sales and reduces acquisition costs.

Improve CX Across Every Touchpoint

Everybody is pushing for a better customer experience in every channel and at every touchpoint.

Influence Customer Decision-Making and Loyalty

The customer experience not only shapes consumer demand for your brand but also influences their buying decisions and loyalty.

Increase Your ROI

Spending money on CX is much cheaper than spending it on acquisition. Your investment in CX is long-term and keeps on giving back.

FACTS AND FIGURES

28%

28% of online shoppers in the Nordics shop online out of convenience (DIBS).

78%

78% of users place a high level of importance on the overall usability of an app or website (Forrester).

NEXT STEPS:

DO YOU WANT TO IMPROVE YOUR WEBSITE?



Get a free Customer Experience
Rating report

DO YOU NEED TO LAUNCH A NEW WEBSITE?



Launch your new site in
12 weeks with an MVP approach



2020
**MAGENTO COMMERCE: DIGITAL EXPERIENCE
SOLUTION PARTNER OF THE YEAR**
COMMERCIAL | EMEA

ABOUT VAIMO

Vaimo is one of the world's most respected experts in digital commerce on the Magento and Adobe Commerce Cloud platform. As a full-service omnichannel agency, we deliver strategy, design, development and managed services to brands, retailers and manufacturers all over the world.

Our sharp focus, broad experience and deep expertise within B2B, B2C, PIM, Order Management and ERP integrations make us a key partner for driving success in digital commerce. Our 10+ year track record of technical excellence coupled with our proven results in helping our clients succeed with business development, digital strategy and customer experience design is proudly manifested in our status as a Magento Global Elite Partner and Adobe Platinum Solution Partner.

With local offices in 15+ markets across EMEA, APAC and North America and over 500 employees, we provide an international presence that allows us to cultivate close, long-term relationships with our clients.



2008

founded in

21

offices

500+

employees