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X VAIMO
CORE OF COMMERCE

VAIMO PARTNERS GUIDE

How to strengthen your eCommerce solution for your customers
and support the increase of your business KPIs

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INTRODUCTION

Over the last 10 years, Vaimo has been carefully selecting partners who can contribute to the digital commerce success of our clients — both in the B2B and B2C sectors.

With such a vast number of solutions on the market, we have now put together the following partner guide for B2B and B2C merchants which highlights the solutions and platforms that we recommend to our clients.

You can find recommendations for platforms and solutions around commerce, product information management, marketing automation, content marketing, product recommendation, search, payment solutions and website performance. All of which are critical tools in helping your B2B and B2C business reach its digital commerce aspirations.

Magento®
An Adobe Company

COMMERCE PLATFORM

ASK YOURSELF ?

● Do you want to run your online business on a trusted commerce platform that is being used by more than 260,000 merchants worldwide?

● Do you want to provide personalised digital shopping experiences for both your B2B and B2C customers?

● Are you looking for a commerce platform that not only supports multiple B2B selling models with native functionality but also allows you to sell to both businesses and consumers from the same platform?

● Are you looking for a commerce platform that can support you, as your business grows whether venturing into new business areas or new markets?

● Are you looking for a platform that is designed for mobile selling?

● Are you looking for a functional commerce solution with considerate ROI that allows for great flexibility and control over look, content, and functionality?

● Do you need a tool to access and analyse data for better decision making, greater personalisation, and automation?

If you answered yes to any of the above questions, then you should look at the Magento Commerce platform.

Every B2B and B2C business owner is on the lookout for a sophisticated and comprehensive commerce solution. One that excels in performance, scalability, and security and that delivers full-lifecycle customer experiences and business growth—no matter their size or needs.

As an all-inclusive commerce platform, Magento provides exactly that.

Magento Commerce is the leading provider of cloud commerce innovation to merchants and brands across B2C and B2B industries, with more than $155 billion in gross merchandise volume transacted on the platform annually. In addition to its flagship digital commerce platform, Magento Commerce boasts a strong portfolio of cloud-based omnichannel solutions that empower merchants to successfully integrate digital and physical shopping experiences. Magento Commerce is the #1 provider to the Internet Retailer Top 1000, the B2B 300 and the Top 500 Guides for Europe and Latin America. Magento Commerce is supported by a vast global network of solution and technology partners, a highly active global developer community and the largest eCommerce

marketplace for extensions available for download on the Magento Marketplace.

Leading merchants including, *Helly Hansen*, *Osprey London*, *Burger King*, *BAUHAUS*, *Brown-Forman*, *Kurt Geiger*, *Paul Smith*, *Gabor*, depend on Magento Commerce to connect with millions of new customers around the world through exceptional digital experiences.

Magento Commerce provides two platforms, Magento Open Source and Magento Commerce. Which one is best fitted for your business, depends on your specific business needs. Magento Open Source is often a starting point for smaller businesses on the Magento platform, delivering the features you need to build and grow a unique online store from the ground up.

Although built on the same code stack, the Magento Commerce platform is generally used by larger companies with higher throughputs of customer traffic/larger product catalogues/wider global presence and used by those who need an all-in-one cloud solution that is easy to deploy.
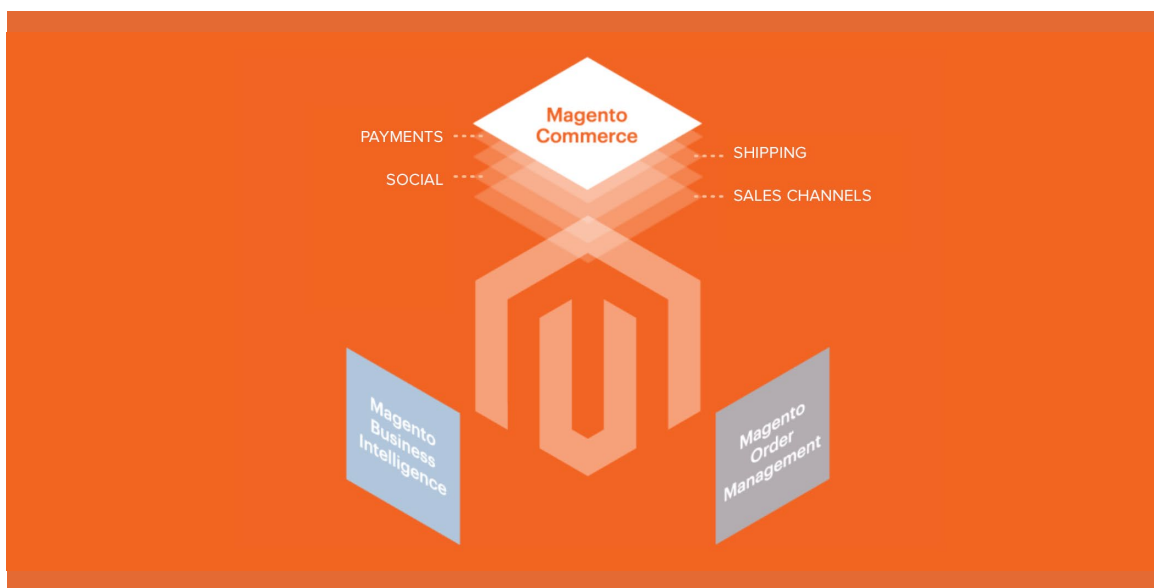
Source: *Magento website*

But Magento is more than just commerce, it provides solutions around business intelligence (BI), a lightweight content management system (CMS), order management system (OMS), shipping and social.

Whether you're expanding from B2B into B2C, introducing a new vertical, or opening up to new markets, Magento Commerce has the capabilities to make your next move a success.

VAIMO AND MAGENTO

Vaimo is recognised as a leader in our field and holds the Magento Global Elite Partner status out of over 200 Magento solution partners worldwide. Since our establishment in 2008, our team has focused 100% on one Commerce platform—Magento. Our dedication to the world's leading Commerce platform ensures that you will be working with a company that knows Magento inside out and that has a track record in delivering excellence.

We have successfully helped over 400 brands, merchants and manufacturers scale and grow their B2B/B2C businesses on the Magento platform.

Along with our expertise and experience in commerce, we can also help with the analysis and improvement of business processes, integrations with 3rd party solutions and the implementation of such systems as PIM, Order Management and Business Intelligence.

Some of the well known B2C and B2B brands Vaimo is helping on a day-to-day basis to grow online include: Helly Hansen, Jack Daniel's, Dyson, BAUHAUS, TOUS, Proactiv+, HP, Agent Provocateur, SLO, Oticon Medical, Fixfast, GANT, Björn Borg, Filippa K, Lecot, Mr. Price Group, iStore, Billabong, Paulig, Gymgrossisten, Coverbrands, Kaubamaja, Selver, Bauhof and many more.

With more than 140 Magento certifications in 15 offices across 12 countries, the bulk of our team is highly qualified on the platform, boasting over 10 years of experience in digital commerce. Vaimo can help you to choose the right Magento platform for your business. *Contact us today.*

inRiver   **akeneo**

PRODUCT INFORMATION MANAGEMENT

ASK YOURSELF ?

● Are you a merchant selling thousands of products?

● Do you want to speed up the launch of new products into the market?

● Do you sell globally and want to process different products in different languages?

● Do you want to enrich your customer experience, to reduce complaints, have fewer product returns and exchange of products?

● Do you want to deliver higher quality product information and avoid duplication?

● Do you want to support brand awareness and harmony along with the different channels and promotions?

● Do you want to manage all sales channels and select which products will be released on every channel?

● Do you want to improve governance and compliance processes and comply with the appropriate regulations in every country?

If you answered yes to any of the above questions, then you should look at an **inRiver** or **Akeneo** product information management solution for better customer experiences and increased internal efficiencies.

A revolution is currently underway in the B2B sales environment. B2B customers are no longer willing to play by the rules of merchants. Now, it's the customers who make the rules. Influenced by the B2C world which they inhabit in their personal lives, B2B customers are seeking digital purchasing portals where they have the autonomy, independence and freedom that they desire.

This means that B2B businesses must adapt digital strategies in order to match the expectations of their customers. To not do so is a risk simply not worth taking.

And for businesses looking to move their legacy systems and traditional methods into the digital space, it all starts with smart product information management.

Your customers are used to real-time product updates, being able to search for products whichever way they please and having accurate information at their fingertips. This is the norm in B2C shopping experiences. So it is up to you to bring this to them in their B2B lives. Fortunately, both Akeneo and inRiver offer Product Information

Management (PIM) software which can do exactly that. The Akeneo and inRiver PIM solutions provide complete, accurate, translated and contextual product information which allows your business to offer comprehensive product experiences—thereby driving loyalty and customer lifetime value in the process.

The key benefit of a PIM is that it acts as a single source of truth for your product information. Why should your customers have to go between catalogues, sales reps, stores, etc when they can have clear and consistent product information all in one easily accessible location via a PIM?

In addition to providing a frictionless experience for your customers, a PIM can also completely transform your internal processes. If you've been using manual methods to store product information then there is always the risk of human error, cross-departmental confusion and slow processes. Merging all of your information into one location, however, eradicates these risks and inefficiencies leaving your business with extra resources, time and energy!
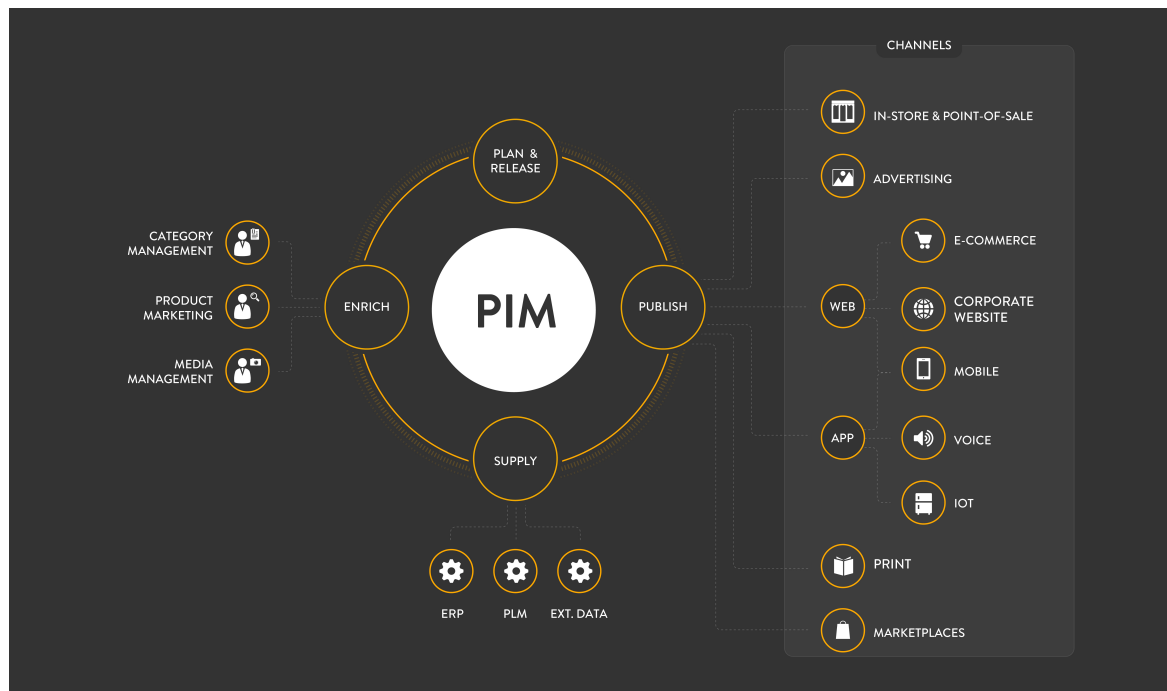
Vaimo, having partnered up with both inRiver and Akeneo, can provide you with the best PIM solution depending on your company needs, preferences and budget—whether on an open source Akeneo platform or on an inRiver Marketing Cloud enterprise platform. And since we have in-house experience with various eCommerce platforms and other backend systems, we can take on PIM projects with merchants, where the eCommerce platform used is not necessarily just Magento, but also Demandware, Shopify Plus, Oracle ATM and IBM Websphere, for example. We want to help you implement a PIM solution in a way that makes it a perfect fit for your digital commerce needs.

↪   *Want to learn more about PIM? Click here Then visit: Vaimo Contact us and we'll help you to choose the right PIM platform for your business.*

nosto

PERSONALISATION

ASK YOURSELF ?

- Do you want to provide your customers with a personalised shopping experience?

- Do you want to promote your best-selling products to all new visitors to your site?

- Do you want to display returning customers products they have already shown interest towards?

- Do you want to tailor a visitor's recommendations based on geolocation, showing them what other people nearby are purchasing?

- Do you want to inspire your customers and increase their cart size by recommending complementary items?

- Do you want to be able to suggest products that other customers have purchased along with what's in their cart to enhance their purchase?

- Do you want to be able to use recommendations to suggest items similar in style to a product which is out of stock - or promote your top selling products to show them the best of what you have available?

If you answered yes to any of the above questions, you should look at **Nosto's** personalised shopping experience platform.

In today's market, consumers want a relationship with your business across your various touchpoints. They do not want to feel that they are just another brick in your wall of customers—they want your business to revolve around their needs.

Personalisation is one key method that brands have used to develop the relationship they hold with their customers. By leveraging data, brands are able to build deeper and more meaningful connections which drive brand loyalty.

Our partner, Nosto, brings the best in personalisation to brands around the world. Nosto uses advanced machine learning algorithms to predict and automatically deliver customers the most relevant shopping experiences in real-time wherever they are. This increases customer engagement and maximises the revenue potential for the retailer.

The result? A more engaged and happy customer.

When using Nosto's full personalisation solution, businesses typically see a 10-30% increase in average revenue and a 7X average return on investment. As of 2018, Nosto is also offering extended segmentation and insight possibilities. Thanks to this you can also automatically customise content and thus transform the entire store experience for customers.

And thanks to their plugins, businesses can start using Nosto's patented world-class technology immediately without the need for any deep technical know-how.

Here are just a few examples of how Nosto's software can help to boost sales and engagement:

ONSITE
Give your customers the most relevant shopping experience by customising the entire store: from product recommendations, to the navigation bar, banner imagery, brand logos, blog posts and videos.

SOCIAL
As a Facebook Official Marketing Partner, Nosto offers the fastest and easiest way to deliver personalised advertising to a marketplace of over 1.4 billion people across both Facebook and Instagram.

EMAIL

Reconnect with your customers through Nosto's Triggered emails or personalise your already existing emails with Nosto's Email Widgets (e.g. Dotdigital Group, MailChimp, Bronto).

HOMEPAGE

Promote your best-selling products as soon as a new customer lands on your site or greet returning customers with products that they've previously shown interest in.

PRODUCT PAGES

Leverage dynamic upselling by recommending items that are higher in price, but similar in style.

CHECKOUT

Suggest complementary products that other customers have purchased along with what's in their cart to enhance their purchase.

CROSS-SELLING

Implement cross-selling across key parts of your website to encourage shoppers to add more products to their basket. If you don't suggest, then you don't get those additional sales!

These examples give just a flavour of how you could benefit from Nosto's services. Also check out their newest product release – enabling even more extensive content personalisation.

As one of the examples, we have integrated **Magento** with **Nosto** for our client, BAUHAUS Sweden. See their case study here and learn how Vaimo grew BAUHAUS' B2B revenue by 290% over the space of two years!

➡ *If you'd like to learn more about Nosto, then book a demo with them today.*

dotdigital

ORACLE®
Bronto

EMAIL MARKETING AND OMNI-CHANNEL MARKETING AUTOMATION

ASK YOURSELF

- Do you want to be able to nurture your prospects, to welcome them and to keep them engaged until they are ready to purchase?

- Do you want to run product-focused campaigns to show how your products can solve specific business needs?

- Do you want to reinforce, through thought-leadership campaigns, why your company is the best choice for prospects?

- Do you want to highlight to your prospects why your products or services differ from your competitors through differentiation campaigns?

- Do you want to be able to send additional personalised offers based on past purchase data, to keep customers active and interested?

- Do you sell products that need replenishment and where customers would benefit from renewal alerts?

- Do you want to reward your best customers through loyalty programmes?

- Do you want to be able to re-engage with lapsed or lost customers?

If you answered yes, you should look at implementing the **dotdigital Group** or **Bronto** marketing automation platform.

Arguably your most valuable form of customer communication, email marketing provides you with a direct link to your customer. This means it has great potential in boosting sales and customer lifetime value. And this is particularly so in the case of the B2B sales cycle, which is typically longer than for B2C and so requires more nurturing and building of the merchant/customer relationship. With customers accessing so many different touchpoints in a typical B2B sales journey, it's crucial that you make the most of email—the backbone marketing channel which is there throughout the process. It can help to provide an enhanced experience, improve sales, decrease costs and lessen your churn rates. But in order to make the most of email marketing it's crucial that you a) have good data, and b) an email marketing service provider (such as dotdigital Group or Bronto) that enables you to connect with your CRM for seamless synchronicity.

dotdigital Group is a marketing automation platform with omnichannel capabilities, supported by world-class strategic and support services. Users are empowered to use transactional and behavioral data to design emails, automate

marketing messages and create entire lifecycle journeys.

SALES ENABLEMENT PROGRAMS

Whether it's following up with someone who's downloaded a piece of content or someone who has abandoned your website, sales enablement emails show your prospective customers that you care about how they are engaging with your brand.

SMS

SMS is a highly effective marketing tool when used in conjunction with other channels like email. That's why dotdigital Group offers SMS coverage across 156 countries. Easily integrate mobile text messaging, such as transactional notifications, into your marketing automation programs.

LEAD NURTURE PROGRAMS

Lead nurturing addresses the gap between when a prospect first interacts with your brand, right through to when they're ready to make a purchase. The primary aim is to move your prospects closer towards a purchase, yet without the hard sell.

POST-SALE PROGRAMS

Your repeat customers are key to the success of your business. Not only are they your key brand advocates, but they'll also provide a long-term and stable source of revenue. For this to happen though, you need to continually deliver an outstanding customer experience to remind them why they should stick with your products or services. Post-sale emails are a great way to do this because you can use customer order data to personalise communications and create content that's relevant to the customer.

ANNIVERSARY AND DATE-DRIVEN PROGRAMS

Using email to celebrate customer milestones gives you another opportunity to keep the conversation going. Whether it's acknowledging customers' birthdays or the anniversary of when a user opened an account, these automated programs require minimal data and setup but give your customers that personalised little extra.

Bronto arms high-growth retailers with sophisticated marketing automation to maximize revenue opportunities. The Bronto Marketing Platform powers personalised multichannel content that generates the higher engagement needed for retail success. Keenly focused on the commerce marketer, Bronto continues its longstanding tradition as a leading email marketing provider to the global Internet Retailer Top 1000.

CREATE SOPHISTICATED EMAIL MARKETING CAMPAIGNS

● **Acquisition** - Add new high-value contacts to your subscriber list.

● **Engagement** - Increase customer satisfaction and retention with relevant, multichannel marketing campaigns.

● **Conversion** - Meaningful interactions turn shoppers and one-time buyers into repeat sales.

MAKE IT PERSONAL

Increase engagement and conversions with highly relevant marketing campaigns.

AUTOMATE MESSAGES THAT ENGAGE, CONVERT AND RETAIN

Generate relevant, timely messages while taking repetitive, time-consuming tasks off your plate.

ANALYZE, TEST AND OPTIMIZE

Examine email marketing data from many angles for insights on performance and optimization opportunities.

MORE INTEGRATIONS FOR GREATER FLEXIBILITY

Deliver data-driven messages that perform thanks to Bronto's seamless data integrations and partnerships.

⇨ *Learn more about how dotdigital Group or Bronto can transform your email marketing strategy for increased conversions and sales.*

dotdigital Group The customer engagement platform
Bronto Marketing Tools for High-Growth Retailers

⌃ KLEVU

INTERACTIVE SEARCH

Due to the nature of what they are selling, B2B companies often have extensive and complex product catalogues. With such an expansive catalogue, it's vital that your customers are able to easily search and find what they are looking for. If a customer is not able to search quickly and accurately, then the likelihood is that they will go to a competitor who provides better search capabilities on its website.

Klevu understands this challenge which is why they offer search technology that delivers an intuitive, responsive and enjoyable shopping experience for customers. Using the latest AI-based technologies, Klevu has employed a number of features to make search more efficient and accurate.

Let's look into some functionalities that Klevu has included in B2B search:

GROUP PRICES
B2B stores typically have multiple customer segments, allowing for different pricing, discounts, promotions, availability, etc. Klevu has a solution which allows such group prices to work automatically with Klevu. This means that group prices are shown based on user-credentials, without the need for any other manual work.

SEARCHING BY SKUs
Another popular B2B requirement is providing the option to search directly for a product code (i.e. SKU). Klevu allows for this via its configuration panel, where users can add SKU in search coverage, allowing the option to show SKU within the search results.

MACHINE LEARNING
Klevu uses state-of-the-art machine learning to apply a level of real-time optimisation to search results, automatically boosting specific products based on how users are interacting with them.

AI
Klevu uses the latest in AI to constantly improve their search functionality—this includes such features as automated catalogue enrichment, rich autocomplete, trending searches, natural language processing and much, much more. All with the aim of revolutionising the way your customers search.

↳ *See the full suite of search features at Klevu's website here!*

COMMERCE MARKETING CLOUD

ASK YOURSELF ?

- Do you want to dramatically increase conversions?

- Do you want to leverage social proof throughout the buyer journey to increase trust and sales?

- Do you want to cultivate loyal advocates to maximise lifetime value?

- Do you want to make better business decisions based on customer feedback?

- Do you want to provide your customers with the ability to add reviews and visuals to your products?

- Do you want to get more reviews than your competitors?

- Do you want to be able to turn your customer reviews into paid ads on Facebook?

- Do you want to respond to reviews, show past buyers' questions to new visitors and engage with your loyal customers to keep them coming back?

Yotpo provides you with the tools to succeed in with your commerce marketing strategy.

In today's online world, the ever-increasing power of user-generated content (UGC), loyalty and rewards is unquestionable. Compared to your company's own product descriptions or editorial content, UGC touches on the hardwired psychological phenomenon of social proof and is thus a more trustworthy source of information for your customers. And as if that wasn't enough, UGC is effectively a free source of publicity and content for your brand. By allowing your customers to craft content around your brand, and then showcase it—you're able to build a story and a community around the products and services you offer. This kind of marketing is invaluable.

Vaimo's partner, Yotpo, is the leading, all in one, customer content marketing cloud for commerce brands- helping businesses accelerate growth by enabling advocacy and maximising customer lifetime value.

Yotpo is an all-in-one commerce marketing cloud with the most advanced solutions for customer reviews, visual marketing, loyalty, and referrals.

As an example, we integrated the Yotpo platform into a digital commerce solution for our client, Helly Hansen and the results speak for themselves. Helly Hansen's order-to-review conversion rate jumped up to 11%—far above the

typical 1-2% industry average. They also saw a 24% surge in overall reviews per product. And with Yotpo's built-in incentives, customers started sharing their reviews, accounting for 25% of Helly Hansen's incoming social traffic.

Let's take a closer look at the Yotpo features which will allow you to grow your traffic, conversions and brand loyalty:

HOMEPAGE
Shorten the pathway to purchase by encouraging product discovery with shoppable galleries that showcase your best customer content.

CHECKOUT PAGE
Decrease cart abandonment by showing off your best customer photos at checkout, or upsell recommended products in UGC galleries.

COMMUNITY Q&A
Make it easy for customers to ask questions and decrease shopper hesitation by getting quick & reliable answers from past buyers and your team.

STAND OUT ON SEARCH AND SOCIAL
Acquire high purchase intent traffic through Yotpo's partnerships with Google, Facebook, & Instagram. Display UGC in social, paid, and organic search results, and build high-converting ads instantly.

↳ *Learn more about the Yotpo platform and how you can leverage the power of UGC for your business growth!*

SHOPPIMON

ECOMMERCE MONITORING - THE HEALTH AND PERFORMANCE OF YOUR SITE

ASK YOURSELF ?

● Do you want to know at any point in time if your site has performance issues?

● Do you want to make sure that all your products have accurate prices and discounts applied where needed?

● Do you want to know if your customers are unable to complete their purchase because of site performance issues or other obstacles your customer is experiencing during the path to purchase?

● Do you want to ensure critical content and messaging is always displayed on your site as expected?

● Do you want to ensure "out of stock" never appears on the pages of top selling products, and get real-time alerts if it does?

Shoppimon has the power to take care of all these challenges on your behalf.

⤷ *Learn more about how Shoppimon's AI-powered monitoring solutions allow your store to maximise its potential and provide the best customer experience possible!*

If your webstore is suffering from performance issues, then it's most likely affecting your traffic, your conversions and your bottom line. Any obstacle a customer experiences on your site risks them leaving and buying from the competition. Not only can an issue prevent a customer from successfully making a purchase, but, more importantly, that customer may never return to your site again. First impressions are everything in today's competitive market—so merchants must ensure that they deliver a seamless purchase experience, from the moment shoppers land on your homepage, through to purchase and delivery.

What if there was a tool that gave you full visibility of your site's performance so that you could pick up on any issues immediately and resolve them without the customer ever knowing they were there? Shoppimon offers businesses just that.

By identifying store issues before anyone knows they exist, Shoppimon prevents online retailers from losing sales. In addition to providing owners and developers with real-time notifications whenever site issues hinder purchases, Shoppimon puts those problems into context. The system provides developers with an understanding of how issues are

experienced by shoppers, their root causes and recommended fixes. The solution is particularly valuable for ecommerce managers, who need immediate visibility into issues that affect eCommerce performance and the store's bottom line.

With the average online store losing 13% of sales due to website issues, Shoppimon's fully-automated AI-driven solution was built to help you gain visibility into, and full control over, your site and the sales it generates. With clear and actionable insights on online store health and performance, retailers are able to easily identify, remove, and prevent obstacles from blocking online purchases. This leads to higher conversion rates, fewer abandoned carts, and happy customers more willing to spend and act as brand advocates in the long-term.

Do you want to make sure that all your products' prices and discounts are applied where needed?

Shoppimon has built the Online Store Health & Usability Index (OSHU Index) as the definitive place for online brands and merchants to access real data on industry trends and benchmarks, as well as compare their site directly to the competition.

⤷ *If you want to know the most common issues and struggles that sites are experiencing in your specific vertical or what the top stores in the world are facing, then visit the* OSHU index Here.

Klarna. **adyen** **v>pps**

PAYMENT SOLUTIONS

ASK YOURSELF ?

● Do you want a quick, easy to use and intuitive payment platform on your site?

● Do you want guaranteed payment?

● Do you want your customers to pay when, where and how they like?

The likelihood is you do because a quick and easy checkout experience leads to higher conversions and to repeat customers.

You can have the best looking site, with the smoothest navigation and the most aesthetically pleasing design, but that's all for nothing if a customer does not or cannot go through with their final purchase with ease. Imagine the scenario where a customer is ready and willing to make a purchase but then as they try to do so, they encounter problems. They get redirected to another site in order to finalise the payment, the store is in another country and your credit card is not accepted there, the payment authorisation is not instantaneous and so the customer abandons the shopping cart and leaves the site. We can all relate to wanting a payment process that is clear, quick, easy, safe and secure.

Let's explore how our partners, Klarna, Adyen and Vipps are transforming the eCommerce payment space and making the process a joy for merchants and customers alike.

Klarna is one of Europe's largest banks, providing easy to use payment solutions for 60 million consumers and 89.000 merchants working seamlessly across borders. Klarna offers direct payments, pay after delivery options and instalment plans in a smooth and safe purchasing experience that lets consumers pay in a simple way when and how they prefer to. Klarna assumes both credit and fraud risk for merchants and

consumers throughout the full customer journey. With Klarna you can reach a new audience that only wants to pay after delivery and give your consumers the chance to pay over time, thereby increasing your average order value. Klarna guarantees you get paid, even if your customers don't pay us. That's smooth.

The Klarna application benefits merchants by leading to increased conversions, boosting average order values and eliminating risk. And from a customer standpoint, Klarna provides more buying power and options, frictionless and fast experiences, extra protection and no hassle returns. These all serve to increase your brand's trustworthiness and thus your overall reputation.

Adyen is a global full-stack payments provider that handles payments from the moment a customer pays to settlement. Companies can thus enjoy a single payments platform managing the entire payment journey. They are well equipped to help companies who want to scale internationally or optimise the flow between different sales channels by enabling unified commerce.
Adyen provides a single payments platform to accept payments and grow revenue online, on mobile, and at point of sale. They connect companies to over 250+ payment methods worldwide and offer a

single transparent view of transactions in all markets and across all sales channels.

To ensure a standardised and transparent experience for all users, Adyen enables online payment via local and mobile devices and guarantees that your money will arrive on time regardless of the location of your buyers. Adyen have 15 offices world-wide where they provide local support and expertise.

Here's a closer look at some of the Adyen functionalities:

250+ PAYMENT METHODS, ONE INTEGRATION

Adyen is a one-size-fits-all transaction management system that connects directly to global and local card schemes like Visa, Mastercard, American Express, mobile wallets such as Apple Pay, Android Pay, Google Pay and WeChat Pay as well as 250+ local payment methods such as Swish, Vipps, Klarna invoice, iDEAL, Giropay, Bancontact and Ali Pay.

RECURRING PAYMENTS

With Adyen, you can easily support recurring payments and increase your authorisation rates, decrease churn - ultimately resulting in new revenue for your business. Adyen's dynamic card validation feature increases the chance companies can successfully charge recurring transactions depending on the issuing bank's preferences per region. Cards are continuously reissued, which contributes significantly to subscriber churn. The Account Updater offers customisable or automated card selection rules to determine which cards to update. The result? Fewer customer drop-offs and increased authorisation rates.

POINT-OF-SALE PAYMENTS

Adyen is also a reliable partner for managing point-of-sale payments in the US and Europe. Using it, you can forget about checkout queues and lost sales, as all Adyen terminals are NFC enabled, and support contactless payments.

RISK MANAGEMENT

Payment transparency is one of Adyen's leading concerns, which is why risk management is an integrated module in their payment facilitation strategy. The platform streamlines payment processes with a special Revenue Protect feature, which will grant interested shoppers undisturbed access and keep fraudsters away.

Vipps is Norway's largest mobile payment application, used by over 50% of the whole population. The application offers a simple and fast way for your customers to pay on their mobile—in a matter of seconds, the payment process is completed. Vipps express checkout can be placed on the product page, together with the "add to cart" button, or on the checkout page as the fastest way out. This is a dynamic checkout and can be added anywhere the merchant pleases.

Vipps has chosen Vaimo to deliver their official Magento 2 module. Not only will customers have the option of checking out with Vipps in an online store but they'll also have the added ease of using their Vipps login credentials across sites. You can register your interest for Vipps and the latest Vaimo developed Magento module here.

⤷ *Learn more about*
Klarna payment solutions.
Adyen Payments Platform
Vipps Vipps Payments Solution and Application

Do you want to understand where you are today with your digital journey and get actionable advice from Vaimo experts to drive immediate growth in your digital channels?

Click here to learn more how we can help you and submit your request for contact.

ABOUT VAIMO

Vaimo is your full-service strategic omni-channel partner driving success in digital commerce for B2C and B2B brands across the globe. Our key focus is to help brands, retailers and manufacturers all over the world to grow and boost sales with award-winning digital storefronts, omni-channel solutions and mobile apps. As a global partner of omni-channel and eCommerce solutions, we can guide you throughout your commerce journey to help you realise your full business potential. As a strategic partner, our strength lies in being able to provide analysis, advice and other business development. As a technical expert, our power lies in our platform, knowledge base and broad experience. We work in all areas directly or indirectly related to eCommerce. At the heart of our offer is the Magento platform, the engine of all digital touchpoints, that creates an omni-channel solution — a seamless shopping experience no matter where, when or how the customer chooses to shop.

Every year, we win awards in recognition of our commitment to technical excellence, innovation and satisfaction. Among others, we have received the Gazelle Award (6th consecutive years), listed as Econsultancy's top 100 digital agencies (2 consecutive years) and Magento has recognised Vaimo's leadership by selecting us as Global Elite Partner in 2017, Commercial Partner of the Year in EMEA in 2017, Omni-channel Partner of the Year in 2016 and EMEA Partner of the Year in 2015.