

Holiday Readiness

December 3, 2020





Meet the Experts



Jessica Schanzer

Product Marketing Manager at BigCommerce

When she's not launching the latest ecommerce features, Jessica is playing video games, trying the newest BBQ spot in Austin, or hanging out with her lizard Charlie. Jessica is passionate about mentorship and giving back to her community. She currently volunteers with Out in Tech, a non-profit that creates opportunities for LGBTQ+ youth to advance their careers and leverages tech for social change.



- △ Tech marketer since 2013
- △ Mentorship ambassador at Out in Tech
- △ Lizard mom, gamer, BBQ connoisseur



Gary Clift

C.E.O. of Tribe Alpha Corp

On most days you'll find Gary on his mountain bike, going for a run on the west side of Denver, snowboarding at Loveland, or writing complex code for eCommerce systems. Because as C.E.O. of one of the foremost development teams building eCommerce sites for the outdoor industry, Gary throws himself wholeheartedly into his passions. Passion for the outdoors. Passion for technology and innovation. Passion for Colorado. And it's these passions that led him to launch Tribe Alpha.



- △ Playing on the Internet since 1994.
- △ Building eCommerce websites since 2003
- △ Husband, Father, Snowboarder, Mountain Biker, Trailrunner



SJ Petteruti

Principal, GTM Strategist at Salsify

When he's not helping brands transition to ecommerce distributions models, SJ is skiing in Stowe, bartending, or hanging out with his cats. SJ also has a passion for mentoring and learning about the perspectives of other generations, volunteering as a high school football coach for the *St Ignatius Wildcats* and a spending time with seniors citizens through *Little Brothers Friends of the Elderly*.



- △ Professional focus in retail software since 2013
- △ VP of Marketing with Syndigo, SellPoints
- △ Avid Red Sox fan, Left handed



Trends & Insights



Online Sales are Booming

**CYBER WEEK
ONLINE SALES**

+74%

BigCommerce
customer GMV vs.
Cyber Week 2019





Mobile & Social are Gaining Popularity

37%

Of U.S. adults are more interested in mobile app shopping, and 22% feel the same about social



Three Holiday Readiness Tips

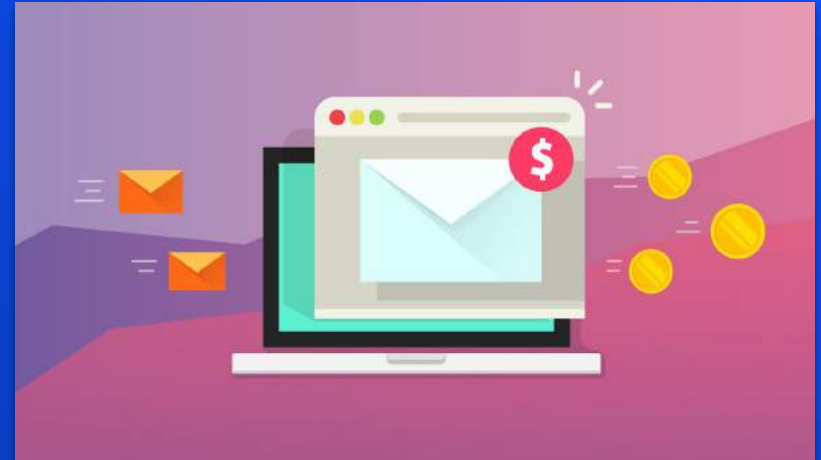


- 1. Remind customers to buy**
 - 2. Optimize the checkout experience**
 - 3. Consider new social tactics**
-



Remind Customers to Buy

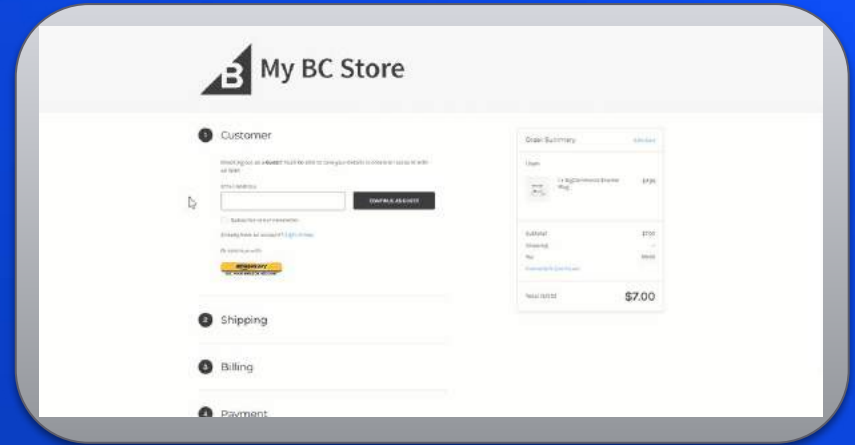
- △ Enable cart abandonment notifications (via email or app push notification)
- △ App notifications have double and sometimes **triple click-through-rate** of a targeted email
- △ Leverage reviews for customers with highly-rated products in their cart





Optimize the Checkout Experience

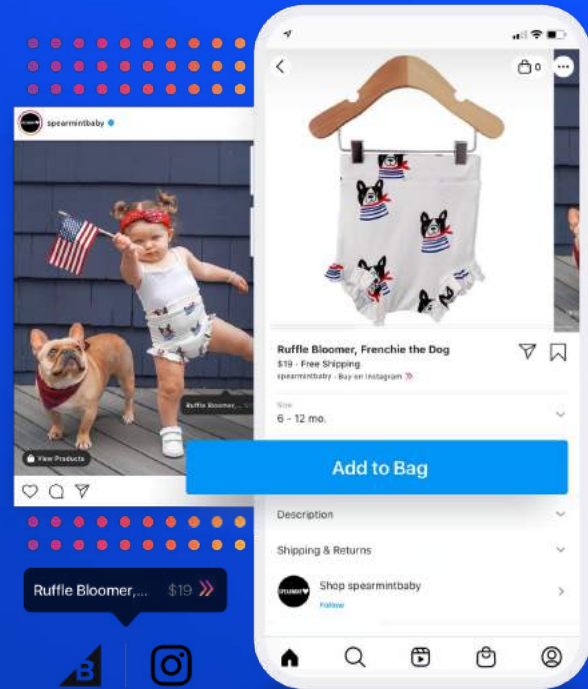
- △ Consolidate all checkout-related forms on a single page
- △ Loading a single page vs. waiting for multiple pages (especially on mobile) is a **game changer**
- △ Enable guest checkout to capture more first-time customers





Consider New Social Tactics

- △ The time for social commerce is now
- △ **70%** of shopping enthusiasts turn to Instagram for product discovery
- △ Facebook is doubling down on commerce:
 - U.S. shoppers can checkout directly on Instagram
 - Ads are now connected to product-tagged posts
 - New Instagram Shop tab



NEW



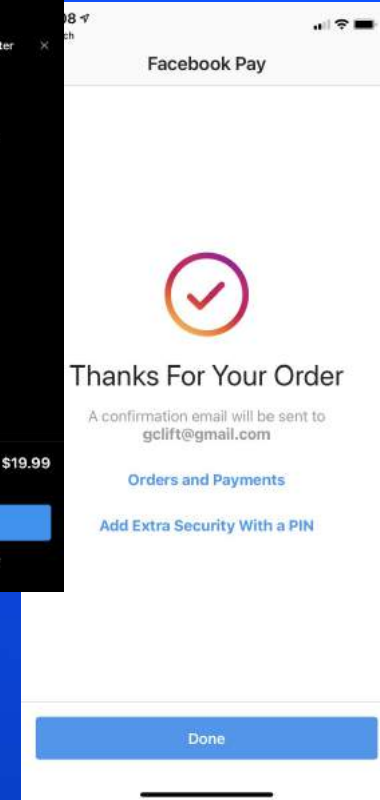
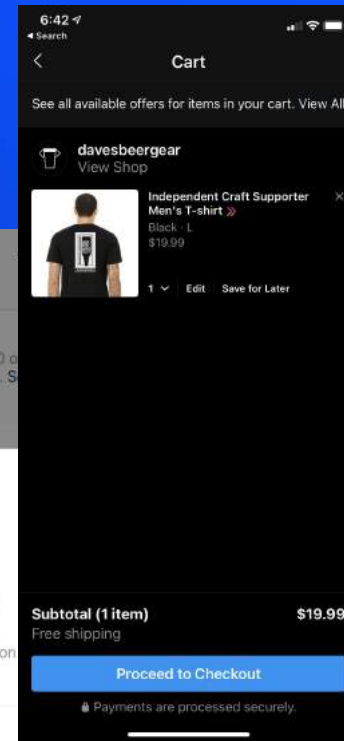
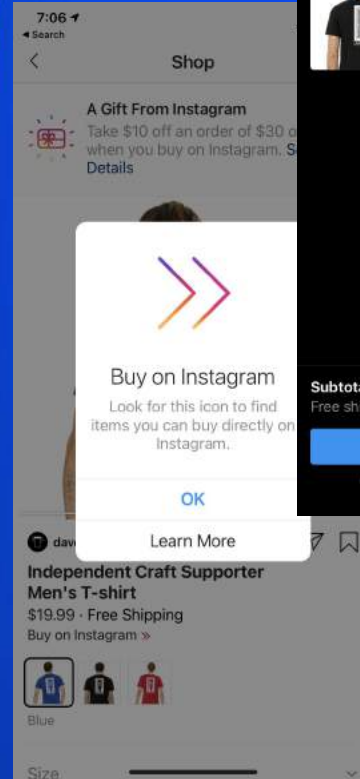
Two Ideas to Boost Orders



What is it?

Checkout On Instagram

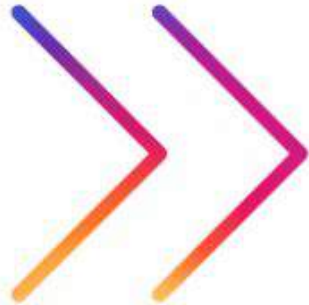
- Instagram has added the ability for consumers to purchase in the Instagram app.
- Users set up their checkout details once then two taps to purchase.
- BigCommerce and Salsify makes it simple to set up and manage the catalog and the orders.
- The Facebook selling fee is 5% per shipment. The fee has been waived for the rest of 2020.



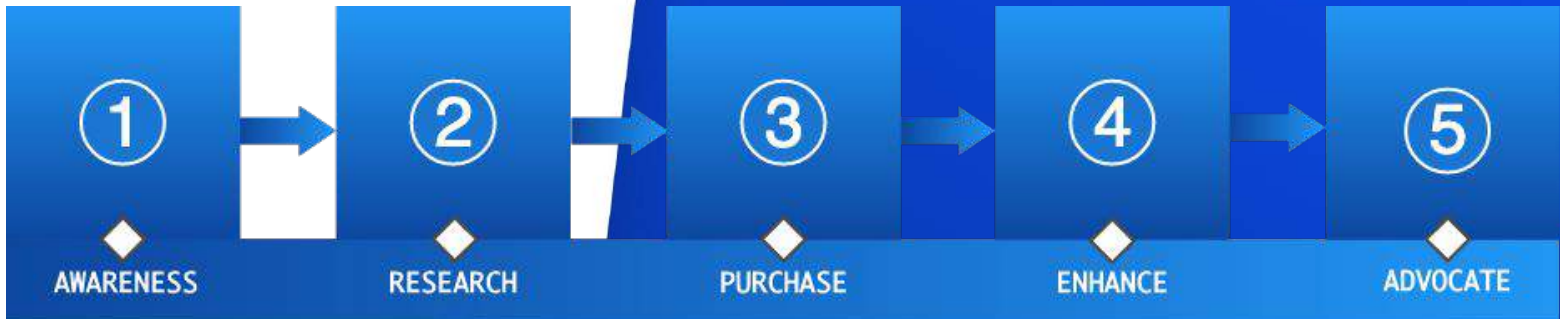


Why it matters

Checkout On Instagram



- △ Instagram's visual first approach is perfect to create awareness of your products.
- △ 83% of surveyed users said Instagram helps them discover new products and services*.
- △ Instagram's "View on Website" leads to higher abandonment.
- △ The new checkout process removes the friction from the checkout purchase.



The Customer Journey

* Source: "Project Instagram" by Ipsos

PayPal Pay-In-4

It's a win-win for the consumer and merchant

- △ Pay 25% now, then 25% every two weeks for 6 weeks.
- △ Available for cart totals between \$30 to \$600.
- △ Zero fees, no hidden costs to the customer
- △ No additional costs to the merchants.
- △ The merchant receives 100% of the revenue at the time of checkout
- △ The option already exists for existing PayPal merchants

ALDO



Hi, Gary!

Pay Now

Pay Later **NEW**



Pay in 4 **NEW**

4 interest-free payments of \$32.49 due every 2 weeks, starting today.



Limited time! Get \$20 off your purchase of \$129.95. Plus, No Interest if paid in full in 6 months.

Subject to credit approval. [See terms](#)

View [PayPal Policies](#) and your payment method rights.

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Independent Craft Supporter Men's T-shirt

\$19.99

 Pay in 4 interest-free payments on qualifying purchases. [Learn more](#)

SKU: C088JMTSUN0000XXX

Availability:
Usually ships in 24 to 48 hours.

Shipping:
Free Shipping

Size: Required

S M L XL

Color: Required

Red Blue Black



PayPal Pay-In-4

56%

Businesses with pay-over-time messaging on their site saw a 56% increase in overall PayPal AOV.

Pay in 4 interest-free payments of \$30.00 with [PayPal](#). [Learn more](#)



Leverage the Network

Use Influencers Properly



1. Rethink attribution
2. Enforce product tagging
3. Don't over-commit



2dmg www.shopaloo.co.uk

Promote Tagged Posts

- △ Tag products in every post
- △ Use dynamic ads and “boosts” to expand the reach of tagged posts
- △ Optimize ad personalization with Enhanced Catalogs



Questions?



www.tribealpha.com



www.salsify.com



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