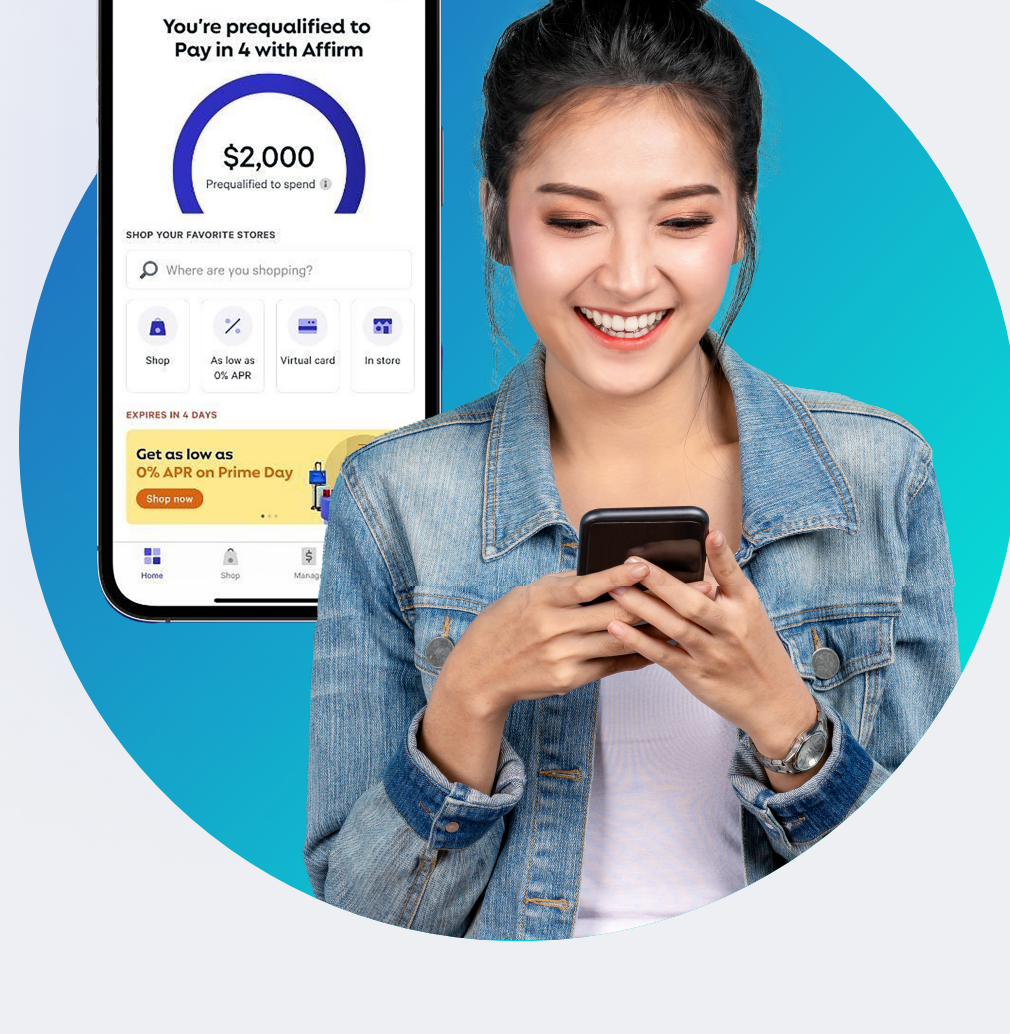


12 ECOMMERCE GROWTH LEVERS TO PULL IN 2023

Make this the year you optimize your ecommerce experience. We've pulled together a checklist with our top strategies. Try out one each month to see how you can pave the way for ecommerce growth in 2023.

01 OFFER CUSTOMERS ANOTHER PAYMENT OPTION

- Help customers avoid interest rates and late fees by integrating with leading buy now, pay later (BNPL) providers, such as Affirm
- BNPL users are projected to grow in the coming years to account for 44% of digital buyers by 2025
- For even more flexible payment options, consider digital wallets like PayPal, Apple Pay or Amazon Pay

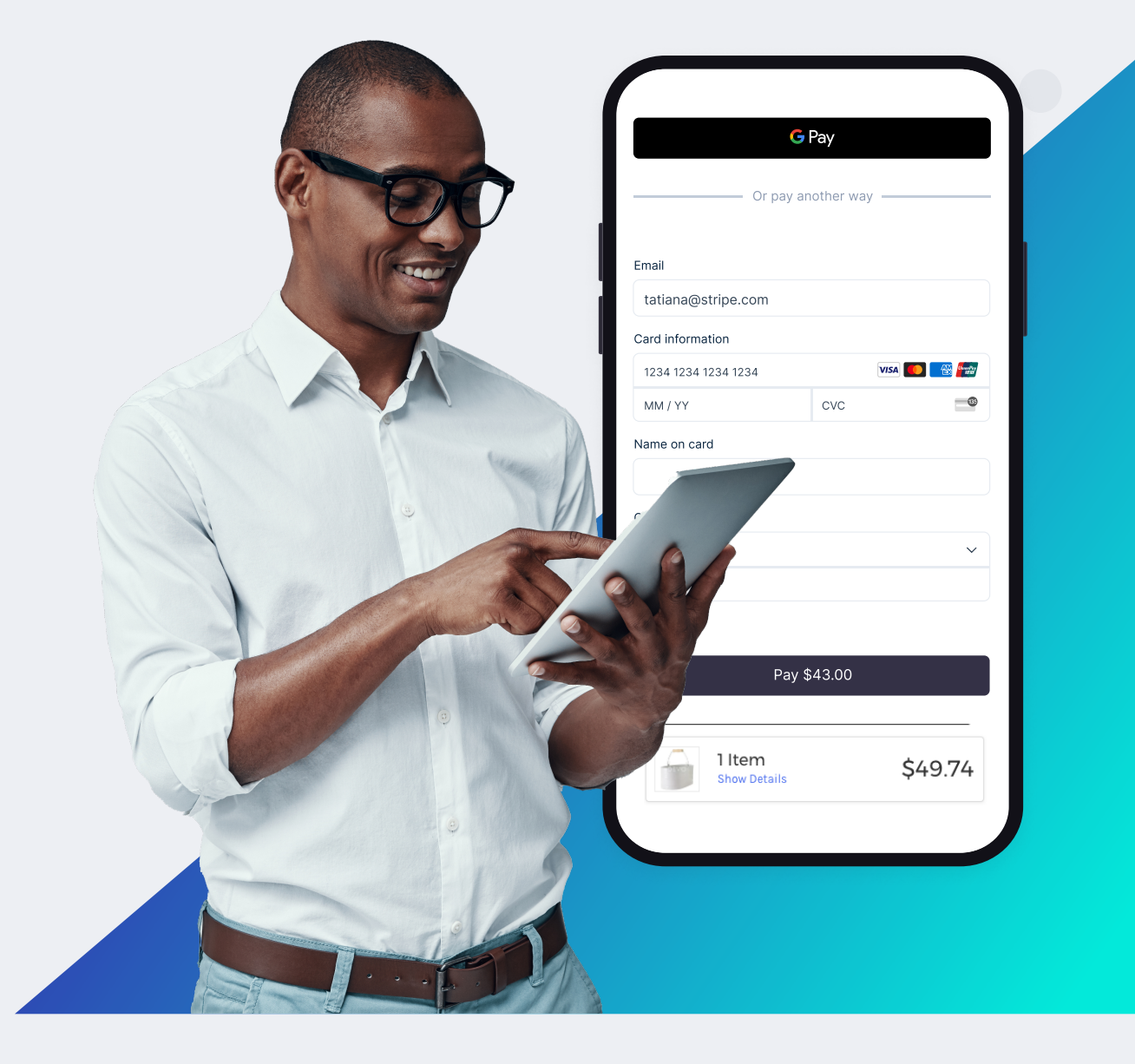


02 LAUNCH A BLOG TO BUILD BRAND AWARENESS

- Engage shoppers with buying guides, quizzes, checklists and tutorials
- Conduct keyword research and incorporate them into your titles and blog posts — this will help the right customers find your website
- Make sure to incorporate eye-catching visuals, such as product images, videos or infographics
- Blogging can boost your website visitors by up to 55%.

03 SWITCH TO A ONE-PAGE CHECKOUT TO MINIMIZE FRICTION

- Reduce your checkout to one-page to convert more shoppers
- Also, use auto-fill for addresses and payment details to make the experience easy and quick
- Or, create an even more seamless purchase journey with a one-click solution like Bolt
- Online shopping carts are abandoned 70% of the time, and 17% of US shoppers abandon their cart because the checkout process was too long or complicated

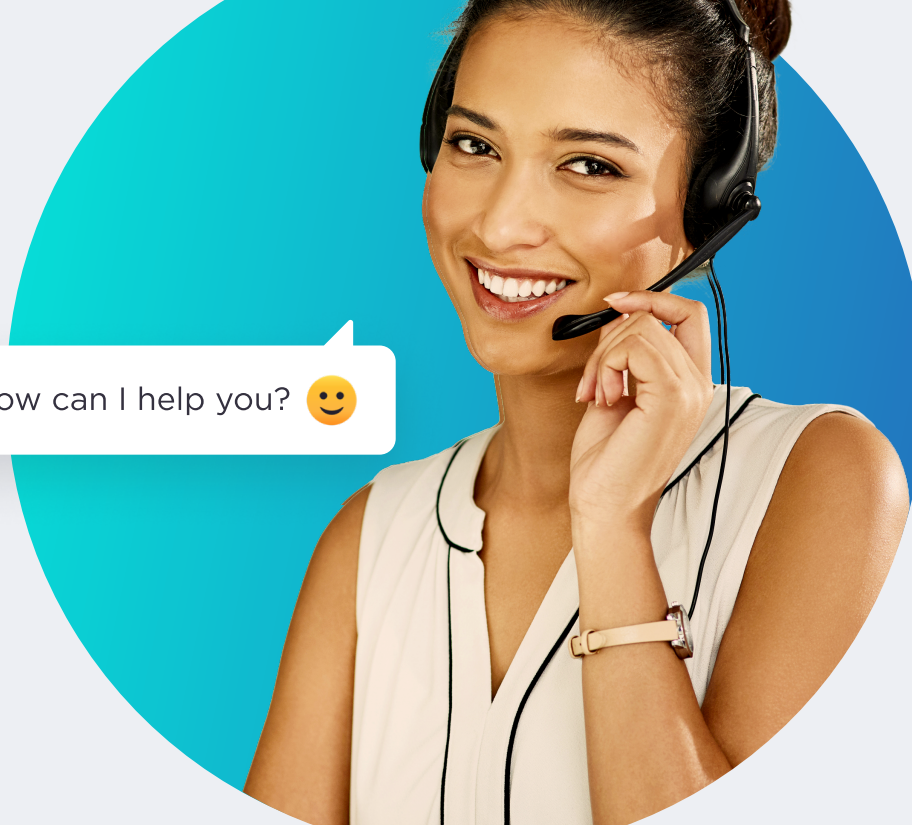


04 INSTALL FRAUD PROTECTION TO PROTECT YOUR BOTTOM LINE

- Defend your business from chargebacks, ensure customers orders aren't mistakenly declined and save time manually reviewing orders with apps like Signifyd and Eye4Fraud
- Global payments fraud is projected to reach \$40.6 billion in 2027 — 25% higher than in 2020

05 START SELLING ON A DIGITAL MARKETPLACE

- Integrate with leading digital marketplaces, including Amazon, Walmart and eBay, to meet customers where they shop
- Promote your brand cross-border by connecting to Latin America's number one marketplace, Mercado Libre
- As of June 2022, Amazon accounted for almost 38% of the US ecommerce market, followed by Walmart at 6%

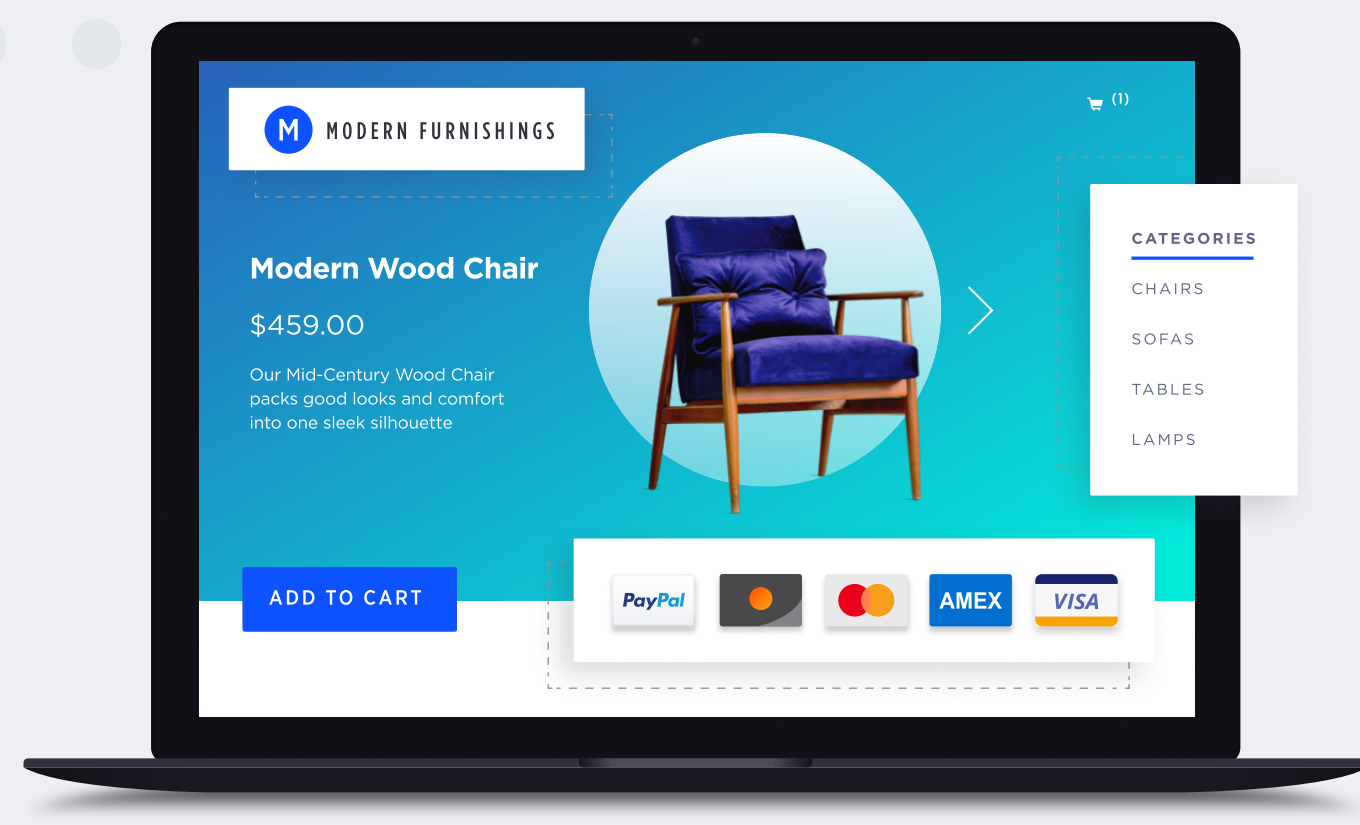
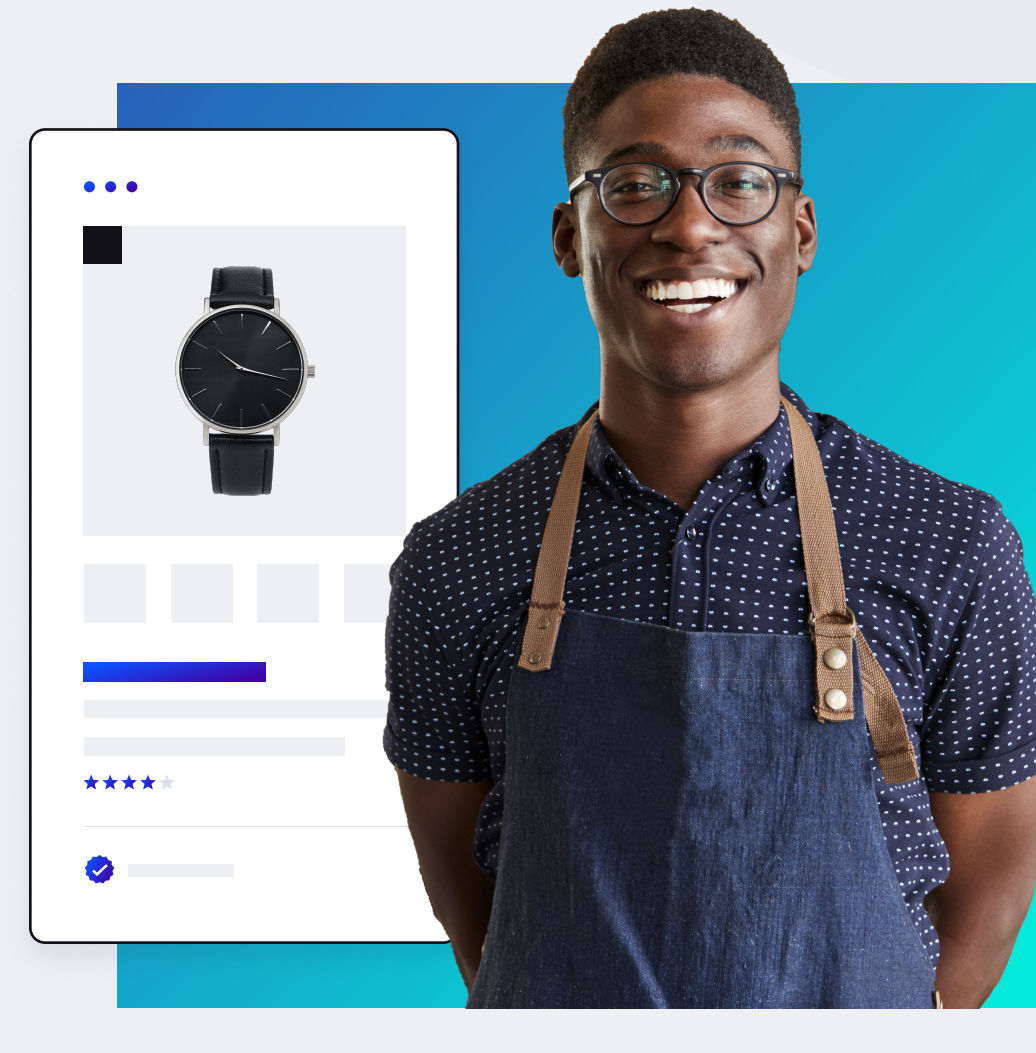


06 GIVE CUSTOMERS THE OPTION TO CHAT

- Offer live chat to help build strong customer relationships
- Or, use a chatbot for instantaneous support that's available 24/7
- For 46% of online shoppers, live chat is their preferred digital contact method, compared to just 29% for email and 16% for social media

07 CREATE A LOYALTY PROGRAM TO ENGAGE CUSTOMERS

- Reward your best customers with exclusive experiences and perks, such as early sale access, event opportunities, or sneak peeks of new products
- 62% of online shoppers spend more money on a brand after joining a paid loyalty program



08 BUILD UP YOUR SEO PERFORMANCE

- Reduce image sizes so that your site loads faster
- Create keyword-rich content across your product category pages
- Almost 24% of ecommerce orders are directly linked to organic traffic

09 ADD CUSTOMER REVIEWS TO PRODUCT PAGES

- Use tools like Trustpilot and Yotpo to help customers leave reviews and testimonials, which helps shoppers feel more confident about their purchases
- Conversion rates can increase by two-digit percentage points on ecommerce sites that display online reviews

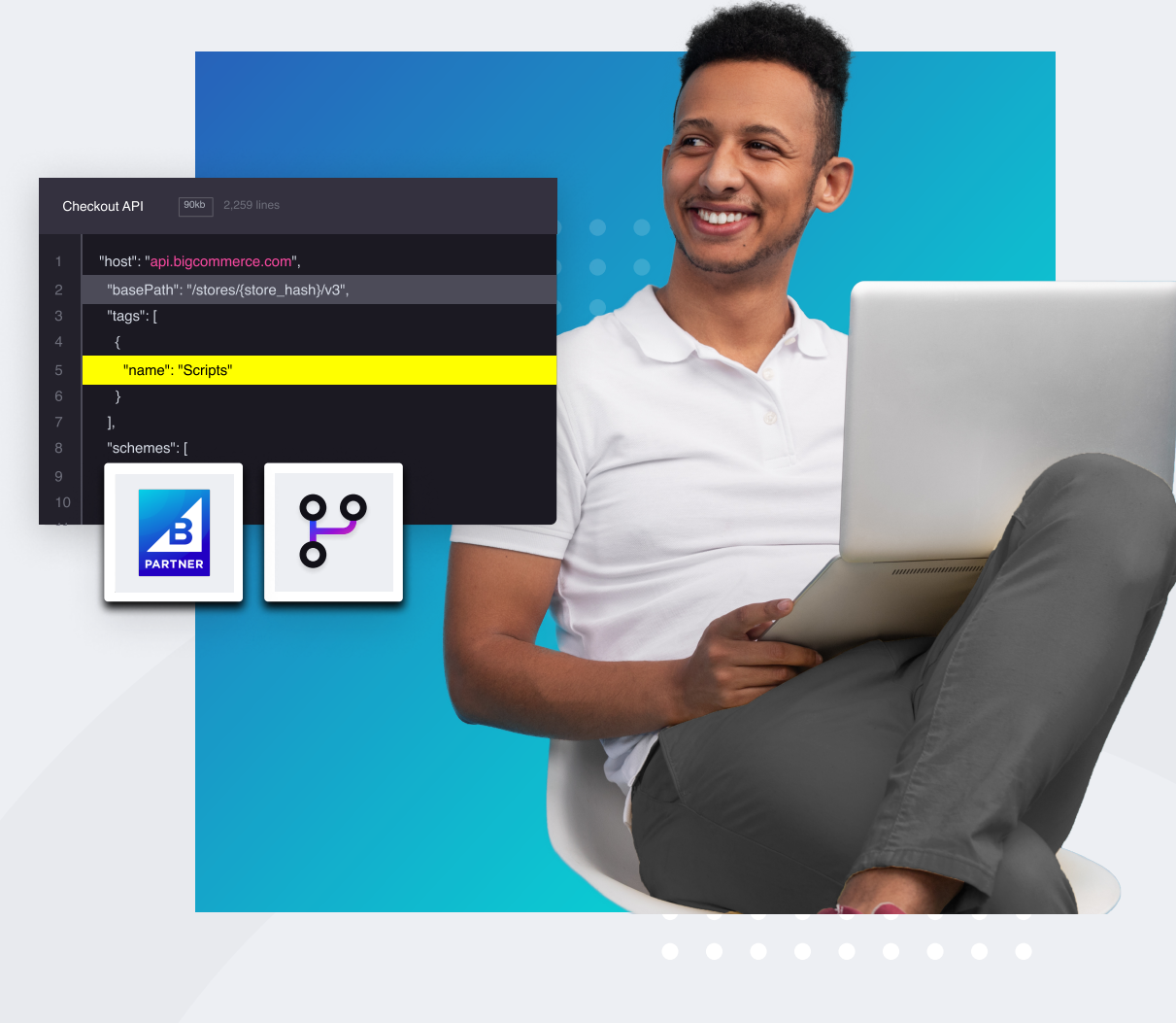


10 CONNECT YOUR STORE TO SOCIAL MEDIA

- Boost brand awareness on social by connecting your store to leading social platforms like Snapchat and TikTok
- Go one step further with Facebook or Instagram Live Shopping — try it out with a product tutorial, collection launch or influencer collaboration
- Almost 28% of internet users use social media to find inspiration for things to do or buy, and roughly 26% of internet users use social media to find products to buy

11 AUTOMATE YOUR BACK-OFFICE PROCESSES

- Stop using spreadsheets to manage orders, and invest in a retail operating system, like Brightpearl, or an enterprise resource planning (ERP) solution, like Acumatica
- Nearly 80% of businesses will be using automation technologies by 2023



12 INCORPORATE A VALUE-ADDED SERVICE

- Test out offering product protection with Extend
- 47% of online shoppers are more likely to choose a brand that offers a product protection plan
- Explore an app like Route to safeguard shipments
- Reduce friction with returns solutions like Narvar

Check out our Ecommerce Growth Hub for more resources — including an in-depth guide, merchant success stories, articles and more — designed to help you scale your online sales all year long.

[VISIT THE GROWTH HUB](#)