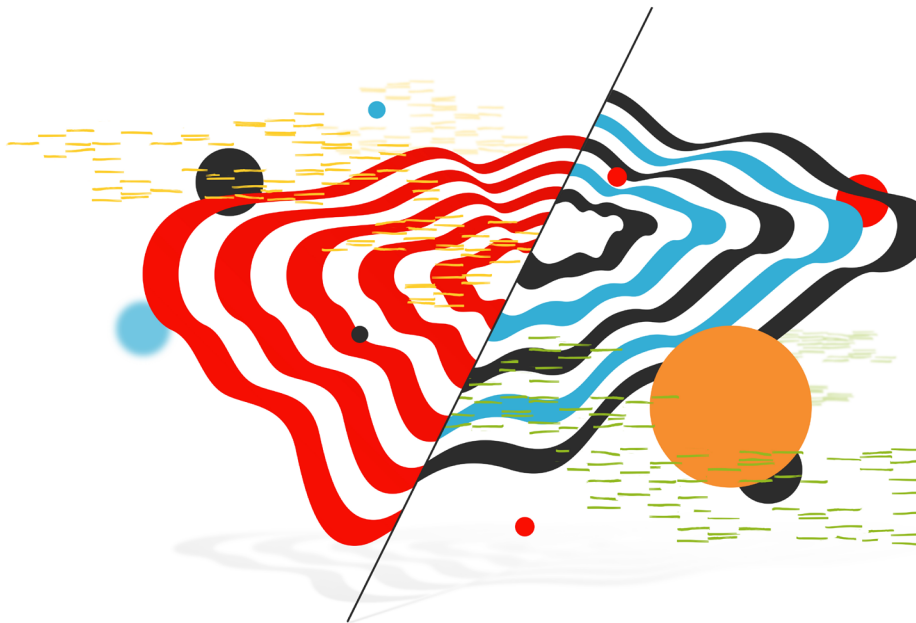




Step confidently into seasons of change.

Five ways to tell if your commerce
platform can evolve with your business





Change is inevitable, and it's often good.

You may be adding brands, customers, countries, products, sales channels, or even crossing commerce business models, like B2B and B2C. Your business may be seen by more people in more places than ever before. And your digital commerce revenues are poised to grow and grow and grow.

But change can be risky.

Unanticipated change can leave you struggling to keep up with your competition.

Poorly executed change can be bad for your business. Slowly executed change can lead to missed

opportunities. A commerce platform that doesn't perform well as your business evolves will hold you back from driving toward your true commerce objectives. On the other hand, a commerce platform that supports change can add tremendous value.

**This eBook looks at
five ways to tell if your
commerce platform will
support rapid growth
and business change.**



More growth is coming soon.

Digital commerce is becoming the way the world shops. It's projected to become the world's biggest single retail channel by 2021. What does that mean for your business? Plenty of cross-border opportunities, if you're ready.

Recipes for growth

Growth and change come in many different flavors.



Firing up traffic and conversion rates

Get this right, and you'll see serious rewards. Rather than trying to drive traffic from everywhere, it's important to be *where* it matters, when it matters. Executing across key channels like direct, SEO, SEM, email, display, and others is key to driving top-of-funnel traffic volume. And driving quality traffic to a personalized shopping experience will yield even better margins.



Adding a generous portion of customer loyalty

Your existing customers are your best market. Increasing customer loyalty by 5 percent can increase profits by 25-95 percent per year. Strategies that increase customer loyalty are a reliable way to grow.



Spicing things up with new product lines, brands, or services

Giving your customers more products to choose from can help you sell more, while adding new brands can help you appeal to new demographics. And if applicable, start to add on services that can unlock additional value for the customer.



Folding new countries into your business mix

Digital commerce is growing quickly worldwide. While growth is fastest in the Asia-Pacific region, North America and Western Europe are close behind. Adding international transactions and shipping is a powerful way to grow.



Dishing out new sale channels

Globally, marketplaces like Amazon and Alibaba represent nearly half of all e-commerce. And 47% of businesses surveyed consider these top tier e-commerce players to be a significant opportunity for growth. Clearly, selling through marketplaces and other new sales channels is a great way to reach customers who may never visit your site.



Serving up new business models

The line between wholesale and retail commerce is blurring. Direct-to-consumer retailers are also selling through distributors and retail partners. Plus, a growing number of retailers are offering product subscriptions and special services. No matter which new model you choose, diversification is a great way to grow.




1 Is it flexible enough?

Flexibility is important no matter how fast you're growing or how big your business is. Your platform should let you quickly make changes to its look and feel so you can continue to deliver a customer experience that stays fresh and unique. It should also allow for fast product launches and product expansions and drive other sales channels for higher revenue. There should also be a rich set of developers, solution implementors, and partners to help execute where needed.

Key takeaway

If your platform isn't flexible, it may get in the way of capitalizing on your own market opportunities to drive revenue.



Giving customers easier options on the go, especially options that utilize the local physical store, will produce greater rewards. Customers want things to be easier for them, and brands need to understand that context to win.

In April 2020, online grocery sales saw a daily boost of

110%



2 Can you launch content as fast as you create it?

Over 80 percent of global respondents say that “relevant content is what gets customers to come back.” As you grow, you’ll need to create more content to reach more people. To do this, you’ll need a platform that supports rapid content development. Specifically, it should give you full flexibility to create compelling experiences across the entire customer journey.

Key takeaway

If your commerce platform doesn’t allow agile content development, you may miss opportunities to reach your market.

Magento Page Builder equals faster and easier content updates.

Magento Page Builder was created to allow non-technical team members to easily plan, build, and publish content. Its simple WYSIWYG editor lets you drag and drop text and media into attractive layouts. It also lets teams stage, preview, and schedule updates so that content can be changed seamlessly over time. Your marketing and sales teams get more done—and so does your IT staff, which can focus on bigger technical challenges.

[Watch this video to learn more](#)


Adobe Experience Manager Assets integration gives more creative content options in Magento Commerce

Adobe Experience Manager has tools to integrate its leading digital asset management system into Magento Commerce. This allows experienced creators within Magento Commerce to have better access to a large quantity of quality assets. This greatly removes the content bottleneck that holds brands back. Lastly, it can help drive better personalization across segments with A/B testing or AI-driven personalization.

Adobe Stock integrates within Magento Commerce to give access to 60M+ creative assets

Adobe Stock has helped creatives and brands around the world take advantage of a rich repository of content. This allows brands to select what can help them in the experiences they are trying to create, removing any separate searches or systems to fill that gap.





3 Is it easy to add new channels, storefronts, marketplaces, and countries?

Change can mean new sales channels (including physical stores), new brands, new countries, new marketplaces—or all of the above. In theory, managing this kind of change is easy. You need to create new front ends while managing back-end workflows. But the more ways you accept customer orders, the harder it is to manage them. In particular, you'll need rules-based order management that lets you automatically choose the fastest and cheapest fulfillment options while keeping your inventory up to date.

Key takeaway

You'll need a commerce platform with smarter order management when you're ready for multichannel commerce.

Today's complex multichannel commerce ecosystem

Once upon a time, multichannel used to mean a physical store and a website. Now your multichannel commerce ecosystem may include:

- Brick-and-mortar stores
- Retail partners
- Distributors
- Amazon
- Google
- Social platforms
- Multiple web stores



4 Can it support multiple business models?

The retail business is changing. Many direct-to-consumer companies are adding wholesale accounts. (And wholesalers are selling direct to consumers.) At the same time, direct-to-consumer sales are evolving to include product subscriptions, custom product bundles, and more. A commerce platform that supports multiple business models gives you the ability to take advantage of these opportunities to grow revenue and margins.

Key takeaway

For maximum growth, you need a commerce platform that offers built-in functionality to support multiple business models.



Go B2E

Learn how all kinds of businesses are growing fast with hybrid business models that combine B2B, B2C, and innovative sales strategies.



HP

The company's Asia-Pacific region combined B2B, B2C, and omnichannel commerce to deliver a better experience to all its customers.

[Read more](#)



The Home Depot

America's largest home improvement provider saw massive growth after unifying the in-store and online shopping experience for their customers.


[Read more](#)

Steelcase

Steelcase

This office furniture leader grew by crafting a custom experience for businesses, distributors, and consumers alike.

[Read more](#)



5 Can you scale up fast—really fast?

Volume is the most common form of growth, but it can be a nightmare to manage. More sales can put stress on your shipping and order management capabilities. And holiday and other busy seasons can produce dramatic spikes in traffic, transactions, and customer service inquiries.

To effectively handle volume, you need a cloud-based commerce platform. Rather than pay for hardware and software licenses up front, you pay a subscription fee based on usage. This means you can quickly scale up or scale down based on your business needs. Your cloud services should also include “surge protection” that gives you extra capacity “on tap” to handle unexpected traffic spikes.

Discover how Adobe can help you bring commerce to your customers everywhere.

[Get a free demo](#)

[Learn about Magento Commerce](#)

[Read case studies](#)

Key takeaway

A cloud-based commerce platform that can quickly scale across traffic needs, SKU counts, price books, and order volume can help you capitalize on revenue opportunities that need scale.



About Adobe Commerce Cloud

Adobe Commerce Cloud, part of Adobe Experience Cloud, makes every brand interaction personal and every experience shoppable. Built on Magento Commerce, Adobe Commerce Cloud, deeply integrates with Adobe Analytics Cloud, Adobe Marketing Cloud, and Adobe Advertising Cloud. Tailored to the needs of global B2C and B2B companies to support multiple brands, sites, and countries, and to orchestrate commerce across every channel, Adobe Commerce Cloud provides a highly customizable and scalable end-to-end platform to manage, personalize, and optimize the commerce experience across every touchpoint.

[Learn more](#)

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