

# Emarsys Ecommerce

## 5 Key Challenges for Ecommerce

### More Data, More Choices, More Confusion

Brands have rushed into buying new technology to find new customers and engage with existing ones. Instead of achieving their goals with that investment, they find themselves with an accumulation of more data, more choices, and more resources.

### Big Spend, Small Return

90% of marketing budgets are dedicated to driving traffic to websites, but only a small fraction converts to an identified contact or a sale.

### New Tech Won't Solve All of Your Problems

Even with the investment in new headcount and technology, ecommerce conversion rates have remained stagnant between 1-3% on average for the last 3 years (eMarketer/internet retailing).

### Are One-Time Buyers Your Problem?

The cost of acquisition is rising and typically 70% of first-time buyers never buy again, cutting into profits and growth.

### Consumers Want More

Consumers expect and demand personalisation across channels and devices. Brands have responded with multi- or omnichannel marketing, but it lacks the personalisation. And now, brands are suffering from a decline in engagement rates.

**3.2 billion**  
consumer records

**350+ million**  
daily interactions

**2.5 million**  
purchase events

**250,000+**  
daily cross-channel automations

## Results For Our Top Customers

Emarsys clients see conversion rates up to **7x** higher than industry average with personalisation and automation

Active Buyers are up to **10x** more likely to buy than new Leads

Of the top 25% of Emarsys customers, **43.5%** of their database engage with their website or make a purchase every month

The top 25% of our clients have seen their revenues grow by **45%** YoY

The top 25% see **61%** of their Active Buyers re-purchase every month

## How Our Top Customers Achieve These Results



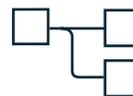
Single Unified View of their customers' engagement and purchasing behaviour



Use of AI-driven personalisation and product recommendations on website and mobile



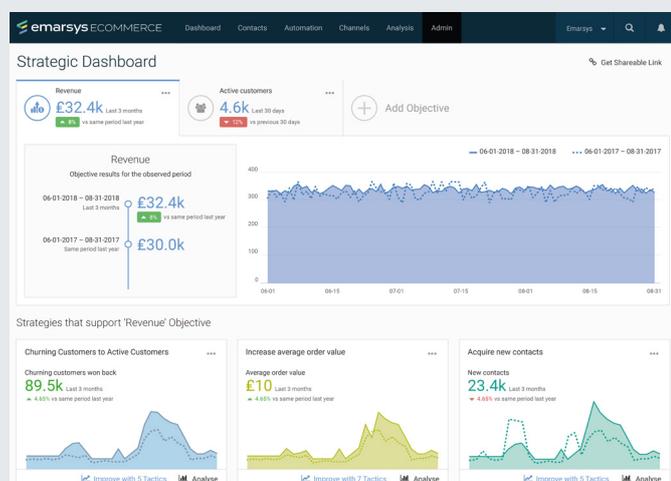
Personalisation linked to Customer Lifetime Value and Customer Lifecycle Stage



Active marketing automation programs across 2 or more channels



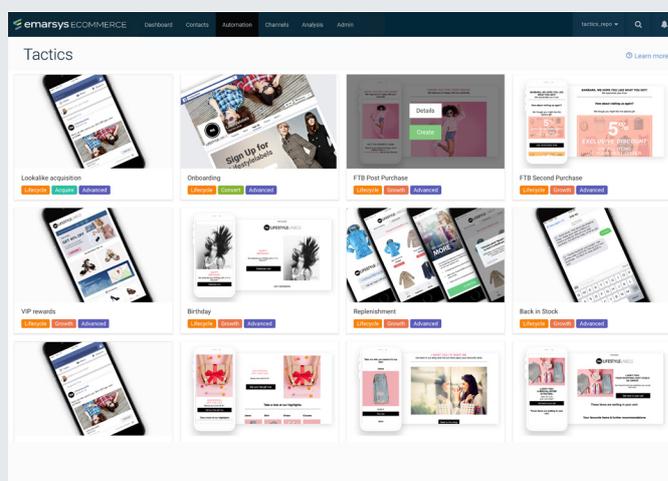
Integrated approach to content and strategy across digital channels



### Emarsys Strategic Dashboard

To understand and influence core metrics linked to proven marketing tactics to drive business results.

- Web Traffic Increases from Demand Generation
- Conversion Rate by lifecycle status
- Purchase Frequency
- Average Order Value
- Customer Retention Rate



### Turnkey Ecommerce Tactics

Fully populated tactics including segmentation, campaigns, content, and personalisation across digital channels

- Lookalike Acquisition
- Onsite and mobile registration/sign-up
- Lead to First Time Buyer
- First Time to Active Buyer
- Browse and Basket Abandonment

Learn more at [emarsys.com](https://emarsys.com)

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