5 Easy Ways To Increase Your E-Commerce Revenue

attune

Omni-Channel Features

Convenience plays a big role when customers are making their purchase decision. Offer them a seamless omni-channel user experience and ensure their business stays with you.

71%
of consumers expect to view in-store inventory online

51%
of customers expect a retailer's product offerings to be the same across multiple channels

50%
expect to be able to buy online and pick up in-store

32%
of online purchases are made over mobile

Payment Methods

Offering the right payment method can make the distinction between a cart and an order. Simplifying the payment process and including all suitable options is an easy fix that can save you a lot of abandoned shopping carts and revenue.

88%
of UK consumers expect a number of payment options

68%
of abandoned shopping carts are due to the payment process

57%
of them left because the process was too complicated

46%
of them didn't complete the transaction because their preferred payment option was not offered

Personalisation

Relevant and contextual offerings are more likely to increase your click and conversion rates. React to your customers' preferences and shopping history, and guide them to a purchase.

73%
of consumers prefer brands that use personal information to make their shopping experiences more relevant

31%
of e-commerce site revenues were generated from personalised product recommendations in Q4/2014

5.5 x higher
The conversion rate following a click on a recommendation

2 x higher
The click-through rate of personalised "Top Sellers" recommendations than non personalised

Social Media Integration

Social media has become an effective way to attract sales. Customers are researching, and sharing their preferences and experiences in social networks. Follow your brand's buzz on these platforms and analyse social media trends for retargeting and offer what everyone is talking about in your e-store.

202%
growth in e-commerce orders coming from social media in 2014

91%
of e-commerce retailers saw a rise in their SEO rank due to social referrals

25%
of buyers say Facebook informs their purchase decisions

15.8%
of the total time spent on the Internet is on Facebook

Internationalisation

Every country has its own preferred payment method, much like it has its own culture and customs. An e-store that's easy to localise lets you jumpstart your business in international markets and helps you increase your overall market share and revenue.

42%
of international e-commerce revenue lost at payment page

45%
in the UK prefer paying with PayPal followed by credit cards (22%)

65%
in the Netherlands prefer an e-commerce direct debit system

1%
of online shoppers in China pay with international credit card brands

Go truly omni-channel with hybris and attune

Is your platform suited to service the demands of modern consumers? Get in touch and let our fashion experts show you how we can help develop your omni-channel platform and strategy:

▸ Implementation & Delivery: including development, architecture, specifications, testing, project management in an agile fashion
▸ Professional Services: technology assessments, ecommerce consultancy, project management
▸ Managed Services

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About

attune is a specialised team of business technology advisors who work with fashion and lifestyle brands to transform their business performance.

hybris solutions help businesses around the globe sell more goods, services and digital content through every touchpoint, channel and device.

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