

EBOOK

Grow Faster with the Right Digital Commerce Strategy

Get targeted recommendations for
building a profitable online business,
no matter where you are today



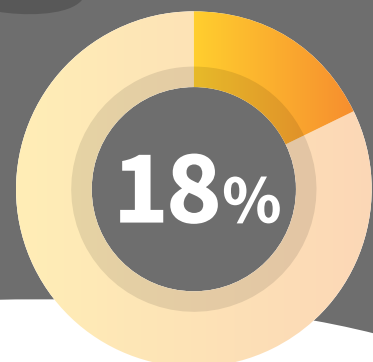
Digital commerce is essential to the health of your business.

While brick-and-mortar spending is expected to decrease by 14 percent before the end of the year, eCommerce is on track to grow by 18 percent or more.¹ The more quickly you can start or grow your online business, the better you'll be positioned for the future.

But every business is unique. No single commerce strategy is right for every merchant. And no one technology is best for every use case. Whether you're new to digital commerce or grappling with growth and complexity, you may be unsure what to do next.

That's why we developed this digital commerce assessment. Based on your responses to five short questions, you'll get personalized recommendations for achieving your digital commerce goals.

While brick-and-mortar spending is expected to decrease by 14% before the end of the year, eCommerce is on track to grow by 18% or more.¹



Ready, set, grow

Answer the following questions to the best of your ability. If none of the answers are a perfect fit, choose the one that's closest to your current situation.

1. Which of the following best describes your business model?

- A. We sell on Amazon only.
- B. Most of our revenues come from brick-and-mortar storefronts. We also sell on Amazon and through a simple branded website (think WordPress + WooCommerce or Shopify).
- C. We have a complex online sales model that includes multiple branded websites running on multiple platforms as well as selling through Amazon and other marketplaces.

2. Generally speaking, how complex is your business model?

- A. Not complex (e.g., one product or product line in one region)
- B. Moderately complex (e.g., multiple products and markets or multiple regions)
- C. Very complex (e.g., multiple brands, products, markets, and channels)

3. Which of the following best describes your digital commerce challenges?

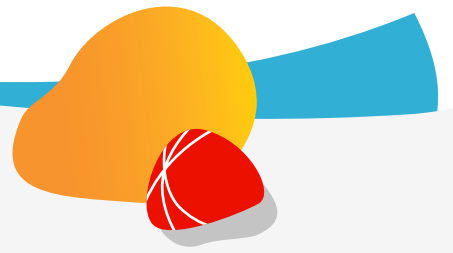
- A. We don't have a commerce website.
- B. Our online business is growing fast, but our website slows down or even crashes when we see an increase in traffic or transactions.
- C. We're spending too much time and money maintaining websites and product information.

4. Which of the following best describes your digital commerce goals?

- A. Launch a branded website fast
- B. Upgrade our branded website so we can do more transactions and offer flexible fulfillment like curbside pickup and contactless returns
- C. Manage all our online sales with one platform

5. Which of the following best describes your business goals?

- A. Add a new revenue stream
- B. Become an omnichannel business
- C. Add new brands and markets while driving down costs



Get your results

Have you finished answering all five questions? Good. To see your recommendations, skip ahead to the result that best describes your answers.

Mostly As: start fast

If most of your answers were As, you're probably a successful Amazon seller, but you don't have a branded commerce website. If this is you, your first priority is to get a commerce website online fast and start growing your customer base.

Here are some strategies to help speed you on your way:

Choose a commerce platform that will work with your Amazon sales

Managing Amazon sales and a commerce website separately can be costly and time-consuming. Ideally, you should choose a commerce platform that will also let you manage your Amazon sales from the same admin interface.

Hint: Magento Commerce comes with [Amazon Sales Channel](#), a feature that integrates your Amazon sales with your commerce business for easy reporting and management.

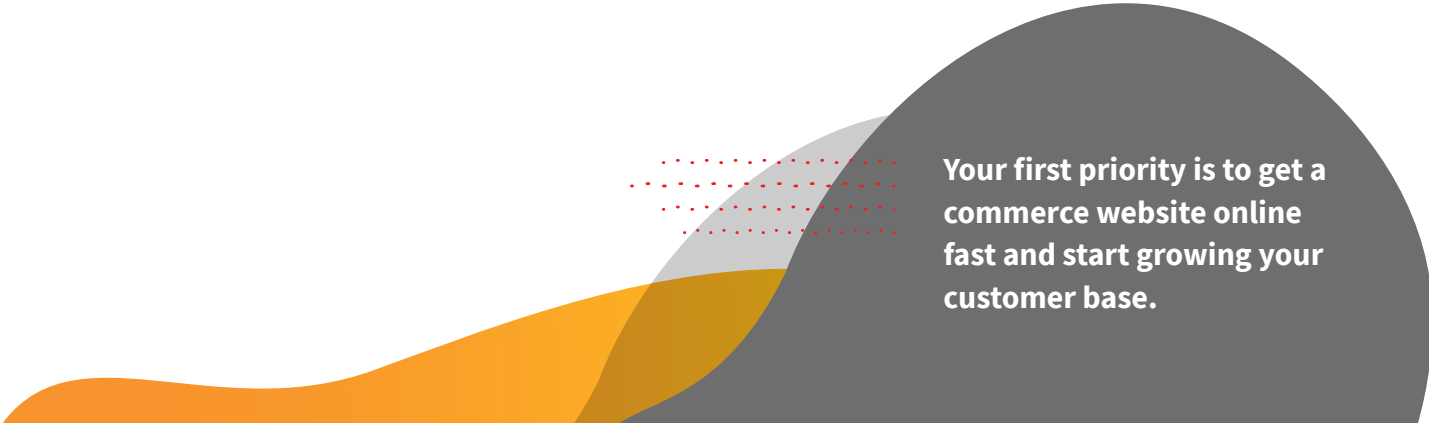
Adopt a rapid deployment mindset

To get online quickly, you should think strategically about your requirements. This means choosing extensions over custom development, and pre-built themes over from-the-ground-up designs. This also means minimizing the number of stakeholders who must approve the look, feel, and functionality of your site, and adopting a phased approach that prioritizes essential features.

Seek out rapid deployment packages

For your first commerce website, you may want to engage a solution partner—if they can commit to a timeline and budget that's consistent with your needs.

Hint: Many Magento Commerce partners offer rapid deployment packages with aggressive timelines and standardized pricing, ideal for small and mid-sized businesses that need to get online fast.



Your first priority is to get a commerce website online fast and start growing your customer base.

Use automation to personalize at scale

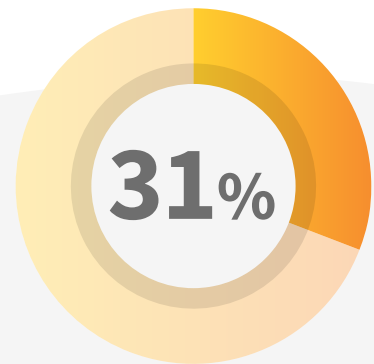
Most of today's online shoppers want a personalized experience, which includes tailored product recommendations. In fact, surveys suggest that product recommendations can comprise up to 31 percent of eCommerce site revenues.² This means you should look for a commerce platform that automates product recommendations right out of the box.

Hint: Magento Commerce comes with Product Recommendations powered by Adobe Sensei. This feature applies AI to customer behavior to provide relevant, high-converting recommendations that automatically evolve—and get better—over time.

Use your Amazon sales to build your own customer base

While Amazon doesn't provide contact information for customers who buy your product on their platform, there are ways to tell them about your new website. For example, you can print your packaging with your new URL, or drop in printed flyers with your launch date and special promo codes.

Product recommendations can comprise up to 31% of eCommerce site revenues,² so look for a commerce platform that automates product recommendations.



Don't forget the marketing

If you're used to Amazon's algorithms doing your marketing for you, you have a learning curve ahead of you. For your new website to succeed, you'll need a solid understanding of common online marketing strategies—like SEO, paid search and social, etc. If this sounds daunting, you may want to hire a marketing consultant or agency to get you started.

Hint: Magento Commerce includes a Business Intelligence module that can help you understand which marketing strategies deliver the most value.

Mostly Bs: go omnichannel

If most of your answers were Bs, you are an omnichannel business selling through marketplaces, your own website, and brick-and-mortar stores. Your business may be selling a lot less in your physical stores and a lot more online. To manage this change, you need to upgrade your commerce website and add new omnichannel capabilities.

Create your fulfillment wish list

Cross-channel fulfillment, like online ordering with in-store and curbside pickups, is critical for omnichannel success. Before you change your commerce website, make sure you have a clear idea of which fulfillment options your customers really want.

Define your fulfillment workflows

Once you've identified your preferred fulfillment strategies, you'll also need to map out the workflows necessary to make them happen. These workflows may involve data from other company systems like your ERP.

Estimate growth across all your channels

Another important planning exercise is to take a look at your current traffic and transaction volume and estimate how much it could grow. You should also consider if you'll need to integrate your commerce platform with other systems, such as your ERP. This kind of analysis can help you understand that level of scalability you'll need in a commerce platform.

Hint: Be sure your commerce platform doesn't have API call limits that will make it difficult to operate your commerce platform in concert with other critical systems.

Choose a commerce platform in the cloud that will also support your Amazon sales

If you think you'll need to scale quickly, we recommend choosing a commerce platform that comes bundled with cloud services and an SLA that covers surges in traffic and transactions. In addition, if Amazon is part of your selling mix, you'll also want a commerce platform that lets you manage your Amazon sales and branded online sales together.

Hint: Magento Commerce is available with packaged cloud services, and it comes with [Amazon Sales Channel](#), a feature that integrates your Amazon sales with your commerce business for easy reporting and management.

Tell your local customers about your new website

Once you upgrade your website and you're ready for more volume, don't be shy about contacting your local customers. At a minimum, you should email your local list a special deal that can be redeemed online and run a few geo-targeted ads that zero in on your top customer personas.

Hint: Magento Commerce offers personalization and segmentation features that allow you to serve up special offers to customers based on their location, behavior patterns, and other characteristics.



If your business is selling a lot less in your physical stores and a lot more online, upgrade your commerce website and add new omnichannel capabilities.



Mostly Cs: simplify to grow faster

If most of your answers were Cs, you're dealing with complexity. You're probably selling on multiple marketplaces and through a variety of different branded websites running on different platforms. In fact, the cost and time required to keep everything running may be holding you back from growing as fast as you'd like.

If this is you, your top priority is taming the complexity and cost associated with daily operations. Once you've done that, it should be much easier and less expensive to scale.

Choose a commerce platform that will allow you to support multiple sites and marketplaces with a single instance


Running multiple websites on multiple software packages can be very expensive and difficult to manage. Product updates have to be manually cycled across all your sites, and financial reporting requires data to be exported from each platform into Excel.

We suggest replacing all your disparate platforms with a single one that offers multi-site support. This means you can create and manage as many new websites as you want with the same software and licenses. In other words, you don't have to buy and install new software every time you want to add a new website.

Keep in mind that even when a commerce software provider says you can "clone" an existing website, you may still have to buy more licenses and run your new store in complete separation from your old one.

Moreover, you'll want your commerce platform to manage your marketplace sales from the same admin interface and product database you use for your branded stores. This can save you significant time.

Hint: [Magento Commerce](#) offers multi-site support, and it connects seamlessly with Amazon and other marketplaces for easy reporting and management.



Taming the complexity and cost associated with daily operations will enable you to scale much more easily.

Get a PIM system if you don't already have one

One of the biggest challenges associated with selling through multiple websites and marketplaces is keeping all your product information up to date. A product information management (PIM) system is a single repository for all your product data. A single PIM system can feed accurate product information to all of your marketplaces and branded websites. You save time and money while making sure all your customers see high-quality product listings.

Connect your PIM system to your commerce platform

Got a PIM system? Great. Now you need to make sure it's connected to your commerce platform, so all your websites have consistent and accurate product information.

Hint: Magento Commerce connects to all commonly used PIM systems.



A single PIM system can feed accurate product information to all of your marketplaces and branded websites, saving you time and money.



Consider a phased approach to migrating your branded sites

You may be eager to say goodbye to all your old commerce platforms, but we recommend a phased approach. Migrate the site that's experiencing the most problems first, test thoroughly, and then carry any lessons learned into your subsequent deployments.

Take a deeper dive into your results

Once you've migrated all your sites and marketplace sales onto a single platform, you'll be able to analyze your entire online business. This will help you understand customer lifetime value, which brands and products perform best with different personas, and more.

Hint: The [Magento Commerce Business Intelligence](#) module can help you gain a deep understanding of your overall digital commerce business and identify future trends.

Finding the right partner

Digital commerce is on the rise and will continue to penetrate into day to day lives of consumers. From grocery shopping to comparing products and everything in between is now possible with just a few clicks. Businesses today compete to gain customer loyalty in a highly fickle digital world. To offer exceptional digital experiences is at the heart of eCommerce, and finding the right partner that can satisfactorily offer seamless services is a crucial decision to make. It is vital for any business to pick its digital service provider that has the desired skill set, notable experience, global exposure, remarkable project records, transparent work infrastructure, and most importantly, someone that fits into the budget. For all these points to be ticked off, an end-to-end digital commerce agency like Krish TechnoLabs is the answer!

Why Krish TechnoLabs?

Krish TechnoLabs is a globally recognized, full-service digital commerce agency with offices in the USA, UAE, UK, and India. We are a team of 200+ Magento technocrats who have achieved awards of excellence in diversified areas of expertise. We believe in creating mesmerizing digital commerce experiences by leveraging the superpowers of Adobe Commerce for our clients. We have dedicated more than 15 years to deliver successful small and large eCommerce projects. We are a proud 'Adobe (Magento) Gold Solution Partner' for our decade-old association and remarkable services with Adobe. We're also awarded for contributions to the Magento community.

Krish TechnoLabs has been an early adopter of Magento (Adobe) products and, today, a certified Magento (Adobe) Gold Solution Partner who has helped numerous businesses emerge successfully online by harnessing the superpowers of Adobe Commerce. We have more than 150+ Magento certified developers specialized in various specifications. The technocrats at Krish are well-versed with Adobe Commerce Cloud solutions, On-premise commerce, Order management solutions, and more such offerings by Adobe Commerce. We've helped brands like Damas, DuPont, Nestlé® Pure Life®, The Body Shop, Tavola, SpecOps, MyBinding, and more in redefining their eCommerce business for the tech age, leading their digital transformation.

A full-service Digital Commerce Agency

Your Commerce Growth Multiplier

We support and encourage the thirst for innovative ideas and improve our surroundings to raise the standard of digital commerce. Our client's growth and success is our top priority, and client satisfaction is the primary metric by which we measure our own success.

We envision being the go-to eCommerce service provider that brands across the globe can rely on. From building an eStore from scratch to providing support and maintenance when needed, we're here to make your digital dream come true.

- Adobe (Magento) Gold Solution Partner
- 15+ years of experience in delivering excellence
- 200+ technocrats and eCommerce experts
- 3000+ successful projects delivered
- Global presence with 4 offices, each in USA, UK, UAE, and India

We nurture growth, honesty, and innovation to satisfy our clients

Established in 2003, Krish TechnoLabs is the leading digital commerce agency that excels in working with clients to create successful and profitable B2C, B2B, Mobile App, and Marketplace based eCommerce Solutions. We are committed to helping clients achieve sustainable growth and create value for their customers. With rich experience in crafting eCommerce solutions for various industries, we empower brands to expand their sales channel and realize their goals.



Delivering Digital Commerce Excellence Beyond Ordinary Since 15+ Years

Quick-launch Magento Accelerators

Krish TechnoLabs presents Magento Accelerators for aspirants who want to build their B2C, B2B, Mobile App, and Marketplace eCommerce businesses quickly. Our Magento Accelerators are an effective way to “Go Live” faster at an affordable cost while still reaping all the Adobe (Magento) platform benefits. This fresh approach beats the traditional approach of design, development, and deployment by accelerated models.

Activate Your eStore In Just 4 Weeks!

We offer three Magento Accelerators for specified business models containing solutions for B2C, B2B, and Online Marketplace. These are built on the Magento platform reaping all its advanced features and technology enhancements.


- **Magento B2C Accelerator** - Fasttrack launch with ready to deploy modular, pre-configured solutions built on B2C industry best practices.
- **Magento B2B Accelerator** - Launch early with an MVP approach using B2B best practices and industry-leading tools.
- **Magento Marketplace Accelerator** - Build your own enterprise-class, multi-vendor marketplace with quick TAT that fits your budget.
- **Mobile Accelerator** - Using best practices and an out-of-the-box approach, our Mobile App accelerator aids brands to achieve a faster go-to-market time.

What It Includes?

- **Industry-specific designs** - Accelerators are built on industry-specific, ready-to-deploy design. You just pick the design, and we start working.
- **Pre-coded functionalities** - The pre-coded functionalities are designed keeping in mind the requirements of the backend and frontend.
- **Essential integrations** - Accelerators come with flexible third-party integrations that help your operations to start within weeks.

Advantages of Accelerators

- Fastest time to market
- Controlled TCO
- Component oriented
- Enterprise Scale and Practices
- Flexible integrations



The Accelerators Help You Significantly Reduce the TCO & Go-Live Time by 75%.

Magento B2C Accelerator

Launch your B2C eCommerce store with ready to deploy, pre-configured solutions built on industry and leading functional practices. The approach lets you go online in as soon as 4 weeks. B2C Accelerator aims to create a business-to-consumer online store with a feature-rich back-end and seamless front-end.

- The rapid pace of digital adoption is a digital commerce business acceleration opportunity for merchants and store owners to exceed the expectations of new digital customers.
- We offer a comprehensive and pocket-friendly B2C Magento 2 Commerce Cloud activation kit aimed at making sure that your brand starts transacting online within 4 weeks from the go-ahead.
- It is ideal for mid to large-sized merchants, brand owners, and distributors looking forward to accelerating their commerce sales on multiple channels and geographies.

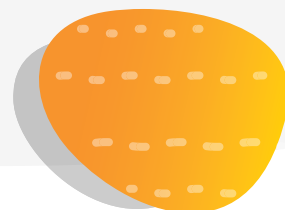
Magento B2C Accelerator

Launch your B2B eCommerce store with rich UX & UI features, pre-coded extensions, and special enhancements to essential Magento 2 functionalities. Built keeping multiple B2B industries in mind, the B2B Accelerator works on an agile approach to go live faster.

- Our Magento 2 B2B Accelerator is agile and can be customized easily.
- Merchants can quickly launch an enterprise-ready eCommerce store equivalent to a Minimum Viable Product (MVP) within 4 weeks first and then continue to implement customer data-driven enhancements in multiple phases using an iterative approach.
- We offer comprehensive digital commerce strategy & consultation and employ eCommerce industry best practices, experience designs, improved out-of-box (OOB) functionality, and managed services to help merchants launch a conversion-optimized digital commerce store.



Magento Accelerators integrate best-in-class digital commerce services to garner successful business impact & outcomes.



Magento Marketplace Accelerator

Online Marketplaces are a booming landscape where customers and vendors both actively invest to gain desired results. Marketplace Accelerator lets you build a multi-vendor, online selling platform that can suffice multiple brands, vendors, products, and a feature-rich admin panel manage it all seamlessly.

- Helping Marketplace aspirants build their business for the digital age comprises a multitude of functions, user-friendliness, and ready-to-deploy modules.
- We offer a comprehensive and pocket-friendly Magento 2 activation kit aimed at making sure that your marketplace starts transacting online within 4 weeks from the go-ahead.
- It is an ideal end-to-end multi-vendor marketplace solution that accelerates your business potential and revenue across multiple channels and geographies.

Mobile Accelerator

Launch iOS and Android Apps for your Magento 2 eCommerce stores. React Native Mobile Apps that are Pocket-friendly and fully functional.

- B2C React Native Mobile App for Magento 2 web stores, aimed at making sure that your brand starts attracting mobile users within 4 weeks from the go-ahead.
- We offer a comprehensive, end-to-end Mobile Application activation kit aimed at making sure that your app starts taking orders in weeks.
- Merchants looking forward to accelerating their commerce sales on multiple channels and geographies can leverage this quick-launch app approach to increase their reach with a robust and convenient global mobile presence.

Next steps

No matter where you are today, digital commerce is critical to the health of your business. If you don't have your own branded web store, you should build one. And if you do have a web store, you should make sure it's flexible and scalable enough to support change and rapid growth.

Choosing Krish as your strategic digital commerce partner will help you gain a competitive edge due to our umpteen capabilities and ability to deliver.

Get to know more about Krish + Adobe Partnership:

<https://www.krishtechnolabs.com/magento/magento-partner/>

Learn More about Magento Accelerators

<https://www.krishtechnolabs.com/magento-accelerator/>

Your Trusted Partner for Adobe Commerce

<https://www.krishtechnolabs.com/adobe-experience-cloud>

About Krish TechnoLabs

Krish TechnoLabs is a full-service digital commerce solution provider with a flair for industry-leading eCommerce technology. Being rewarded as Adobe (Magento) Gold Solution Partner, we have substantial experience working with brands built on Adobe commerce. We are an elite squad of digital commerce professionals with certified developers, experienced strategists, and expert eCommerce consultants. We have been in business for 15+ years now with 200+ technocrats, offices, and 3000+ successfully delivered projects.

<https://www.krishtechnolabs.com/>

Sources

¹<https://www.emarketer.com/content/us-ecommerce-2020>

²Barilliance, 2019.

ADOBE EXPERIENCE CLOUD

Leveraging deep customer intelligence, **Adobe Experience Cloud** gives you everything you need to deliver a well-designed, personal, and consistent experience that delights your customers every time you interact with them.

Built on the Adobe Experience Platform, leveraging Adobe Sensei machine learning and artificial intelligence, Adobe Experience Cloud gives you access to the world's most comprehensive suite of solutions across three clouds—Adobe Analytics Cloud, Adobe Marketing Cloud, and Adobe Advertising Cloud. And because it's from Adobe, it's integrated with Adobe Creative Cloud and Document Cloud so that the design of a great experience is inextricably linked to its delivery.

ADOBE COMMERCE CLOUD

Adobe Commerce Cloud combines Magento Commerce with Adobe Experience Cloud, providing an end-to-end platform to manage, personalize, and optimize the commerce experience across every touch point.

MAGENTO COMMERCE

Magento Commerce is a flexible, scalable commerce solution with integrated tools for managing, measuring, and optimizing every aspect of the commerce experience.

