

CLARITY

Clarity eCommerce™ Overview

Executive Summary

Clarity eCommerce is an enterprise-class, high performance and scalable eCommerce Software platform. The platform has built-in integration to a robust content management system, a complete set of administrative tools, native SEO tools and architecture, revenue producing business intelligent tools, reporting and analytics, and back-end integration of global shipping and tax calculations to line of business applications like Dynamics ERP and Dynamics CRM.

Clarity eCommerce has been developed into a powerful tool for SMB to enterprises to quickly “turn on” proven, robust capabilities. This is a proven workflow engine that drives users to the site through savvy marketing, and then ensures a seamless process from the product catalog through to the delivery of each order they place, and even automated reminders when they’ve left items in their cart. Custom tailored solutions that leverage proven, flexible modules allow us to match our solution to your internal business processes.

Clarity specializes in delivering custom results within a timely fashion – read more below to find out how we can deliver a custom-tailored eCommerce solution that’s designed specifically for your online goals.



Platform Built To Evolve

Built To Grow

Over 75% of the eCommerce projects that Clarity takes on ends up being an exercise in 'rip n' replace.' The eCommerce solution vendors sold our clients three years ago that seemed like a good fit at the time didn't grow with their business or simply doesn't perform like they need today. Half of the time it didn't grow to match their business, but almost all of the time it did nothing to promote their business.

So how does an eCommerce platform promote business? It's very simple. The same way a website can and much more, through SEO, CRO, real-time intelligent marketing, etc. Most eCommerce platforms store product information, descriptions and images in a database for fast access and manageability. That's great for speed, but terrible for SEO. All that great content hidden away from indexers to crawl and rank. Clarity eCommerce, building SEO functionality natively into the platform, not only addresses this issue, but adds SEO friendly URLs and page titles, and much more all providing rich SEO content to be found by the search engines.

Make The Products Sell Themselves

So how can you help buyers find other products, accessories, promotions, items you're pushing while they shop? It's not like Wal-Mart where you stick the chewing gum at the checkout registers. It needs to be naturally integrated into the shopping experience. The items must be related to the product. If it's an accessory, it needs to be 60% less expensive than the item itself. You can show bundled discounts like Amazon too.

Want to really boost your sales? Make it more intelligent than simply "related items" or "others also bought" items and accessories. Consider this scenario. Joe visits Homedepot.com. He spends more time viewing hand tools than power tools, lumber, lighting or anything else on the site, so the website starts to learn his behavior and begins to show him ads and specials on hand tools while he shops. The site then serves up a new hand tool promotion on the home page the next time he visits, and finally, after he checks out, emails him a thank you coupon for 10% off all online hand tool purchases during his next visit. Not only is this scenario real, it is part of the behavioral intelligence Clarity can add to your cart.

Touch Before You Buy

Just like people like to window shop, so do online users. They want to see pictures and videos of what they're going to buy. They want to read reviews and other people's comments (from people they don't even know but somehow trust). They want to see someone using or reviewing the product. That's the world we live in.

6

TIPS FOR AN ENGAGING ECOMMERCE EXPERIENCE



Provide high quality product images with zoom



Provide videos when you have them



Show product ratings & reviews



Add your own personalized product reviews



Show the right upsell or related items



Add "add to cart" and continue shopping



Your Best Salesperson



In less than a year after launching the new site on Clarity eCommerce, we created a new revenue stream and brought in \$700k within a few months. Since then, our online sales have grown from 15% of our business to over 40%.

Kristi Bond, Director
The Newton Group

eCommerce Training

How much money, time and training does your company invest in every new salesperson they hire? 1 to 2 months? Do they get a “ramp-up” quarter to build out their pipeline? Hiring and training salespeople is a huge expense for all companies, and doing it right takes time. Your website requires the same.

So how much time and money should your company spend on training your eCommerce platform? What?! Not even sure what that means? Think about this - your website can communicate your messaging, speak any language, reach virtually any country on any planet, work 24 hours a day, push products, take complaints, provide help and documentation, answer questions, and it almost never complains. Sounds like the perfect salesperson, doesn't it?

Just like your salespeople need to be taught who your target customers are and how to sell to them, so does your online website. This means that the messaging, user experience, FAQs, shopping and check-out processes, promotions, calls-to-actions, product images, layout, colors, etc. need to be customized for your visitors, and then measured like you do a salesperson's quota. What most companies don't understand is that an off-the-shelf cart can't deliver all this. That's where Clarity eCommerce comes in.

Most companies think from the front to the back, or customer-facing to backend. They get their cart up and running, then struggle for years trying to integrate it into their back-office applications and business processes. Clarity spent years designing our cart from the back-end to the front.

Long before we had a UI, our cart was in production for clients who needed a scalable cart that was fully integrated into their ERP and CRM systems. By scalable, we're talking over 1 million SKUs in a single store, with performance that matches one with only 100 SKUs.

Clarity has uniquely built our platform as you would a salesperson. Each capability, each skill it's own module. Just as you would search for, recruit and interview for the perfect salesperson for your company's needs, Clarity eCommerce can simply turn on and off the features and functions to create the perfect eCommerce solution for your business. And just like you pay a salesperson based on experience, with Clarity eCommerce, you only pay for the features you turn on



Optimize For Conversions

Increase Sales For Free

Okay, not completely free, but after Clarity helps you set up your abandoned cart email drip campaign, it can be. Amazon ran a 6-month study and determined that simply by implementing an abandoned cart drip campaign (i.e. reminding people after they've left that they forgotten something in their cart and providing a single-click checkout now option), they were able to increase online sales by 15%! The beauty of this model is that their cart is out selling products even when the users aren't on the site or even shopping (refer back to the perfect Salesperson discussion). 15% ROI not enough? A quick search on Google will provide you with many studies showing 29- 500% ROI on this type of program. It's one of those features that continues to pay for itself over and over.

So why do customers, or potential customers, take the time to browse your site, add a product or products to their cart, then leave? According to Practical eCommerce, this is a very natural part of the sales process. This means that you don't need to stress that they do it, just stress that it costs you 72% of your conversions! So how can Clarity eCommerce help? Clarity has spent years testing and perfecting ways to increase shopping cart conversion rates and have a long checklist of features and options, as well as best practices to help you increase your sales.



CASE STUDY

2BigFeet decided to give free shipping on orders over \$100 and their conversions went up 50%!

Fastest Way To Kill A Sale

An industry study of online purchasing habits revealed that 73% of all purchases listed free shipping as a critical component to making a decision to purchase online. Too many vendors these days provide free shipping. Whether it's free with a purchase of \$25 or more, or free for standard shipping, it doesn't seem to matter.

People want free shipping. Another study found that people are more likely to purchase an item that comes with free shipping, than an item with a \$10 discount and \$6.99 shipping. 2BigFeet decided to give free shipping on orders over \$100 and their conversions went up 50%.

If free shipping cannot be figured into your business, then make sure the costs are up-front and clear. A Comscore study found that 47% of those surveyed said they would abandon their purchase if a surprise shipping fee showed up at the tail end of their checkout process.



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Industry Study



Closing The Deal

In The Mood To Buy

An E-tailing Group study found that almost 50% of buyers would only purchase items that are on sale, or have a discounted price. 62% said that they would first look for closeouts, or specials section listed separately to find the best deals. The days of Groupon and web coupons have trained people not to pay full price for anything online so make sure to make it easy for potential purchasers to find deals easily and quickly.

Another important aspect seems silly to have to mention, but when they're ready to buy, let them buy. Many industry studies have shown that when a user wants to buy an item online, they don't want anything disrupting the purchase process. One of the biggest disruptions is forcing them to login or register. One statistic from a famous study (The \$300,000,000 Button) showed that 75% of purchasers that forgot their password AND used the password retrieval function did not return to complete the purchase. Do not take that chance to lose a deal for the sake of tracking analytics.

Provide them a "guest checkout" option. There is a ton of data that shows that purchasers view registration just like signing up for marketing spam. Allow them to "opt in" by saying something like, "Want to save time? You can register if you'd like and next time we'll automatically fill in your billing and shipping address for you." That clearly provides value. Once they've purchased via the non-threatening method (guest checkout), and see that you're only trying to help not spam them, they'll be more likely to register. Or you can buy their registration by offering an additional 10% of their purchase with registration.

Finally, when they're ready to buy, get them checked out. Ever been to an Old Navy sale? I have. I can still vividly remember how much I hated standing in line and getting frustrated at all the little inefficiencies I saw in front of me while I waited. No one likes to wait! Don't believe me? Amazon calculated that one additional second of load time on their product pages would cost them \$1.6 billion in annual sales!



75% of purchasers that forgot their password AND used the password retrieval function did not return to complete the purchase.

The \$300,000,000 Button



TIPS FOR MAKING CHECKOUT EASY

Have one big clear call to action to start the process

Clear progress indicators (Step 1 – Billing & Shipping Address, Step 2 – Payment info, Step 3 – Confirm & complete purchase)

Do not distract with options (the time to upsell is on the product page)

Allow guest checkout

Provide free shipping

Have multiple payment options (explanations – CCV)

Allow them to order out-of-stock items

Make it easy to contact you (800 number, live chat, etc.)

Address concerns (display PCI compliance, security verification, FAQs)



ADDRESS

9442 Capital of Texas Hwy
Suite 925
Austin, TX 78759 

PHONE

800.928.8160

EMAIL

RFQ@Clarity-Ventures.com

About Clarity

Clarity has been in the business of creating custom web and eCommerce websites for over seven years. Written on ASP.net, Clarity eCommerce has proven performance with online stores from 100 to over 1 million SKUs in a single store front. Every Clarity eCommerce installation has been meticulously designed and customized for each client to maximize driving traffic to the site and converting that traffic to sales. Built with growth in mind, Clarity's eCommerce platform is designed to be customized for features, performance and scale.

Clarity is located in beautiful Austin, Texas. All design and development is done inhouse by our staff. Feel free to visit us online (www.clarity-ventures.com) or in person the next time you're in Austin.

Sales Team

**VP Sales & Marketing**

Ron.Halversen@ClarityMIS.com

**Sales Account Executive**

Philip.Ganoë@ClarityMIS.com

