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7 BEST PRACTICES FOR ECOMMERCE MERCHANTS

1. Be customer-centric

80% revenue increase for businesses that focus on customer experience

86% of customers would be willing to pay more if it meant getting a better customer experience

Two-thirds of companies compete based on customer experience

(Source: TechJury)

2. Use a mobile-first approach

80% of smartphone users will buy from companies with sites that are easy to navigate on a mobile device

70% of searches made on mobile phones lead to online action

61% of users will never return to a website if it's not mobile-friendly

(Source: Review42)

3. Give your SEO some TLC

75% of users won't scroll past the first page on Google

7% of users will go to third page of search results

(Source: TechJury)

4. Recover abandoned carts

3 out of 4 shoppers notice retargeted ads

20% increase in online sales from abandoned cart email reminders

(Source: Shopify)

5. Recognise and reward loyalty

75% of consumers say they favour companies that offer rewards

65% of a company's business comes from existing customers

43% of loyal customers spend more than new customers

(Source: SmallBizGenius, Fundera)

6. Encourage customer feedback

90% of customers are influenced by positive reviews when buying a product

68% of customers believe the key to great customer service is a polite customer service representative

(Source: Safari Digital, Nextiva)

7. Pick the right payment provider

When selecting a payment processing solution, simply going with the best price can be a guaranteed path to failure.

Low costs can mean bad technology, poor service, and money actually going out the door.

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