



# ELEVATING YOUR ECOMMERCE BUSINESS DURING THE GLOBAL PANDEMIC

A GUIDE FOR OPTIMIZING AND COMPETING  
IN A TRANSFORMATIVE TIME.

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# THE NEW NORMAL



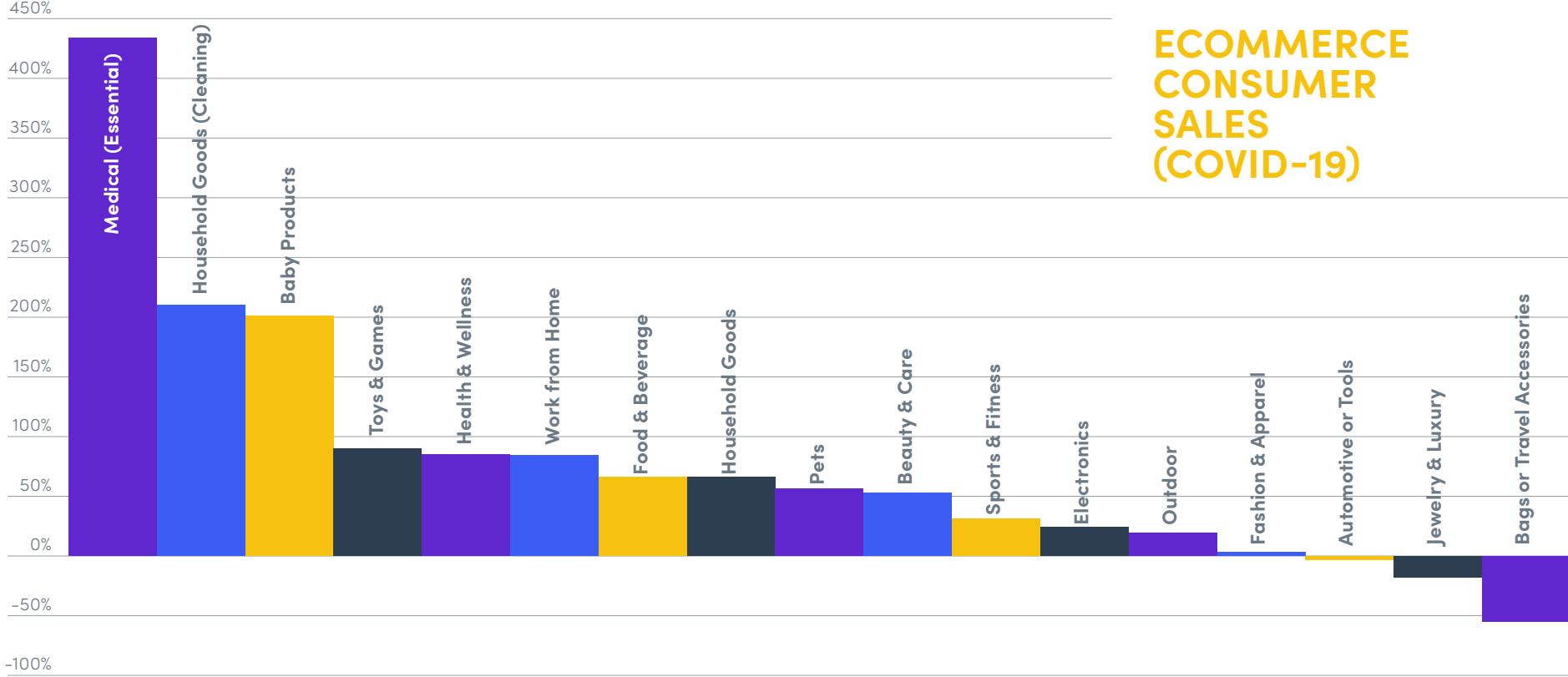
2020 has seen an unprecedented impact on the economy and significant consumer goods. COVID-19 has been devastating because it is both deadly and highly contagious. Even more rare, the world went into lockdown to stop the disease, a situation never before seen in history.

As the world sheltered in place, unable to step foot into brick-and-mortar stores, people turned to online shopping to get the goods they needed and wanted. But as traditional shops were scrambling to figure out curb-side pick up or hanging "closed" signs, online businesses were frantically trying to keep up with demand. New players are also entering the online world, as traditional businesses try to protect cash flow and stay afloat.

Ecommerce revenues soared an average of 65% between March and April 2020, and transaction volumes were up 74% in March compared to March 2019. Before the global pandemic, industry watchers were predicting that by 2023, one-quarter of the world's population would be shopping online. It's quite possible we have already reached that milestone.

Almost every ecommerce vertical has seen growth and some new ones have popped up. A recent report by Common Thread Collective, an agency which specializes in Direct-To-Consumer (D2C), shows that although some markets have seen some drop, the majority have seen slight or significant growth.

# ECOMMERCE CONSUMER SALES (COVID-19)



Source: <https://commonthreadco.com/blogs/coachs-corner/coronavirus-ecommerce>

All this growth comes with a tradeoff. As more consumers flock online, competition for their hard earned dollar will increase. Having a functional ecommerce site and an easy buyer's journey are now just table stakes. With masses of new customers experimenting with online shopping for the first time, you'll need fresh innovation and broader strategies.

This guide will give you advice on how to optimize key sections of your store, some tools you can use to free up time & resources and you can implement today, to successfully navigate the post-pandemic era.



# BUILT TO LAST: CREATING LONG-TERM RELATIONSHIPS (EVEN IN A CRISIS)

BY PRIVY

In unprecedeted times, communication with your customers and prospects is more important than ever. But in a world of information overload, what's the most important thing to say? When do you say it? And how should brands handle these unique circumstances?

Over 500,000 ecommerce brands are using Privy for onsite messaging and email marketing. We see brands handling communication during the pandemic in many ways. Here are three key messaging strategies we think are working well.

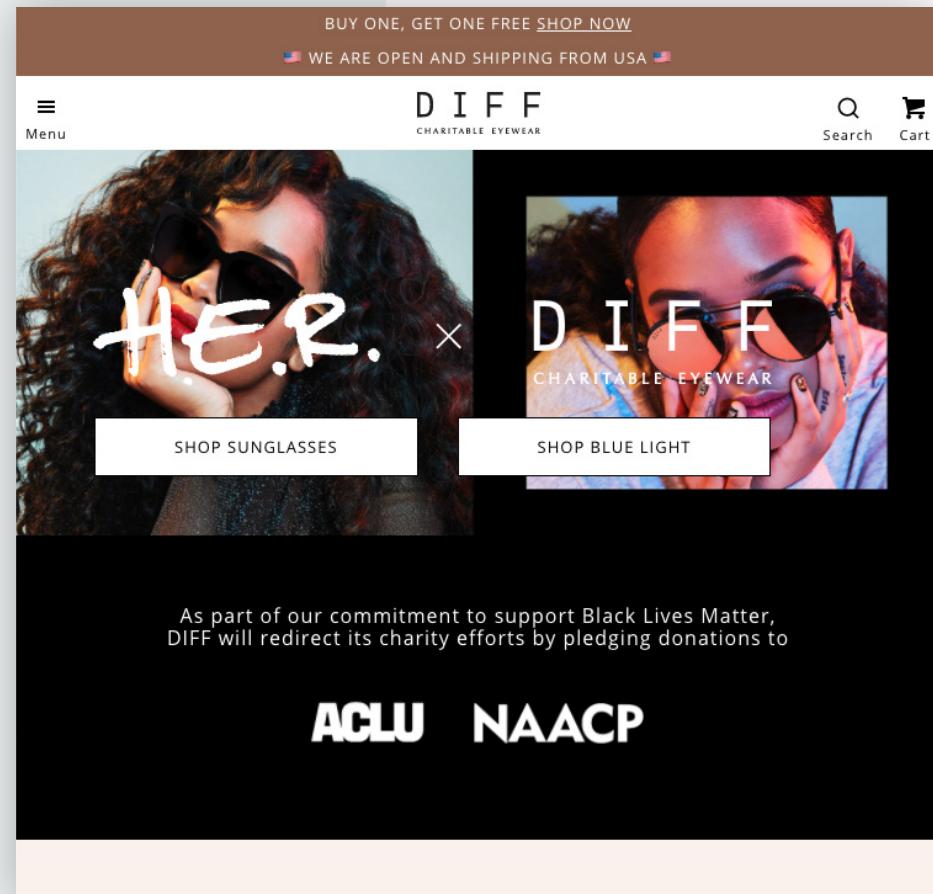
## TELL THEM WHAT TO EXPECT

Ecommerce is experiencing a boom like no other. Shoppers are rapidly turning to online stores as a way to shop from the safety of their homes. But this rush has also led to inventory shortages, shipping delays and other challenges. This means you might not be able to meet their needs. Rather than lose a customer, you need to set expectations. It's vital that visitors to your website can find the information they need quickly and easily.

Perhaps the most important piece of information you need to communicate is whether or not your store is open and fulfilling orders. Online shoppers are looking for clear and concise communication from brands. Here are some ideas to consider:

- **Can they buy from you?**
- **Will their order ship on time?**
- **Are there any products that aren't in stock?**
- **How are you managing safety precautions?**

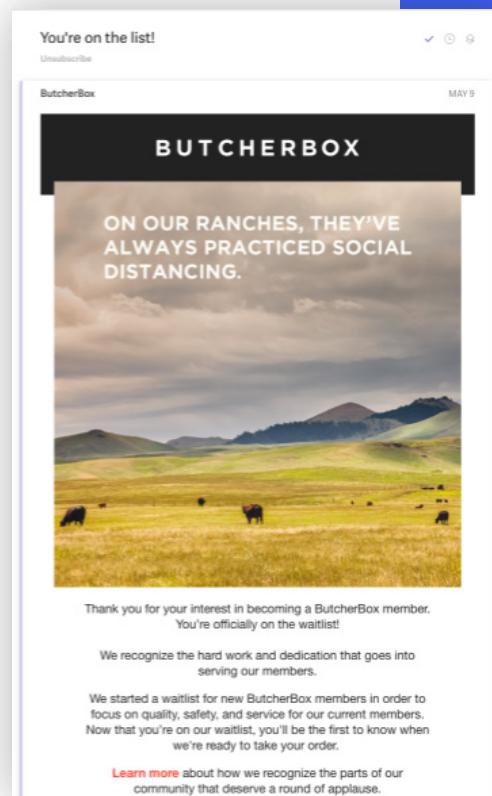
Consumers generally understand the pandemic might affect operations, but they want to understand what to expect and how much longer they may have to wait to get their products. Announcement bars or pop-up displays are very effective in putting that message front and center.



Keep in mind that you have mere seconds to grab someone's attention before they leave your website. If they don't find what they want, they'll look somewhere else. Use bold, contrasting displays to catch their attention and keep the copy clear and concise. For particularly urgent or sensitive details that need more explanation, consider linking off to a separate page on your website. However, taking someone away from their shopping journey isn't a best practice, so make sure that you're only doing it when absolutely necessary. Usually with messaging, less is more.



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## BUILD BRAND AFFINITY DURING DIFFICULT TIMES

Out of inventory? Use both your onsite experience and email marketing to get people to buy into your brand's mission. We saw a lot of merchants using the downtime to build stronger relationships with customers and potential customers. They updated their websites and blogs. They kept in communication with their newsletter list by sharing valuable information about their brand, their values, their goals and the challenges they were facing. Cultivating this relationship during difficult times will allow you to re-engage these potential customers down the road as supplies return or new products launch.

It opens up opportunities to generate sales quickly.

And if you are still fulfilling orders, use this time to create a meaningful bond with your customers by helping them feel more attached to your brand. Buyers have become more conscious about where they spend their money, the values of the brands they support, and how their money will in turn give back to a mission or a cause. How are you solving this? What actions are you taking? A straightforward but meaningful initiative is donating money from every sale. Find a charity whose work is especially valuable, given the crisis, and pledge a portion of your revenue to their organization.

#### your purchases matter more now than ever

Unsubscribe

The humanitarian agencies we work with are committed to providing emergency nutrition to vulnerable children through this crisis both at home and around the world. Your purchases help make this possible.



World Food  
Program USA



Breakfast  
CLUB  
of Canada



FREE THE  
CHILDREN



CHILDREN'S  
HUNGER FUND

Depending on what you sell (and how essential it is), maybe you can donate products for every purchase made. The shoe company Allbirds ran a COVID-19 campaign this Spring, in which they used the revenue from purchases to go toward donating shoes to healthcare workers.

allbirds [Follow](#) ...

We've been completely blown away by the response to our U.S. healthcare donation last week. Our team has been working overtime to get back to all of the requests, and we've **distributed \$500,000 in shoes** since Friday. Simultaneously, our pledge uncovered a need beyond what we can fulfill on our own while still ensuring we balance the needs of our employees. We would love to continue to find a way to give Wool Runners to the thousands of remaining healthcare workers who have reached out and are protecting our communities during this crisis, but we need your help.

Judging by how many of you reposted, tagged friends and loved ones, it's obvious you want to do your part as well. We were inspired by suggestions from our social community, so we are adding a "buy-one-give-one" option with the hopes that together we can extend our donation program further.

As of today, and while supplies last, if you purchase a pair of Allbirds in the U.S., we will also split the cost of donating a pair of Wool Runners. Or if you'd like to simply donate a pair, we've created an option that allows you to do that too.

These are uncharted waters for everyone, and our challenges are dwarfed by those on the frontlines. But we're optimistic that through your support, we can continue to make a positive impact on this crisis, together.

Offer valid while supplies last.

Our best,  
Tim & Joey

1w

13,634 likes

MARCH 24

[Log in to like or comment.](#)

Whatever your initiative, make sure you're letting shoppers know how far their purchases are going. You'll make them feel good by reminding them they're making a positive difference. And, in turn, your brand will have built more trust and loyalty. Bonus: They'll also be more likely to talk about your brand with friends and family.

## MAKE THE MOST OF EVERY ORDER

If you are experiencing challenges with your catalogue and orders, show them what's available and cross-sell add-ons to increase average order value. Even if you're not experiencing inventory issues, cross-sell campaigns or free shipping thresholds can be a great way to add more to the shipment that you're already sending out. Here are three ideas that you can use to increase average order size:

1. See which products are frequently purchased together. Consider a cross-sell campaign that can add a product to a cart with a click of a button. Make the process as easy and hassle-free as possible, while giving customers the chance to try more products.
2. Trying to get rid of excess inventory? Highlight deeper discounts, create product bundles or offer free gifts with purchase to clear out those items.
3. Think about offering free shipping at a certain cart value. You can also prompt a customer to increase their cart value to unlock free shipping. This can be a very effective tool for increasing their average order value and getting them to experience even more of what your brand has to offer.

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Navigating these unprecedented times is challenging. There's no roadmap for brands to follow. The most important thing you can do is build a great, lasting relationship with your customers. Use this time to hone in on your core mission and values. Share them with your loyal customers. Make them proud to be affiliated with your brand and give them a reason to support you now, or to come back when things normalize. And, make sure that customers finding you for the first time have a great experience by setting expectations with clear, effective communication and delivering on your brand's promises.



Privy offers a suite of email capture and conversion tools, including exit-intent driven website pop ups and banners to help you rapidly grow your email list, reduce abandonment and drive sales from your website or online store. All without any coding or development skills needed.

In addition, Privy Email gives SMBs all of the basics they need to do effective email marketing for ecommerce such as newsletters, abandoned cart emails, and order follow up emails.

# GROW INTERNATIONAL SALES WITH A “MULTI-” APPROACH

BY BIGCOMMERCE



Many online retailers have traditionally been hesitant to expand into global marketplaces. Cross-border technology hasn't historically recognized the demands of larger catalogs and SKU counts. Now more robust technologies have appeared and new international expansion strategies have emerged. Companies are successfully moving into markets, which are new to their brand.

## MULTI-CURRENCY: OFFERING A COST THAT IS FAMILIAR TO THE VISITOR

If you're thinking of expanding your global reach, your very first step should be finding a way to offer multi-currency support. With multi-currency, shoppers who land on your website can pay for items using the currency that is native to their region.

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**For example, say a visitor from Peru browsed items on your site. With multi-currency, your site would recognize the region they're from and ensure product prices are shown in Peruvian Nuevo Sol (PEN).**

Another way to smooth the path for international visitors is by setting up a different website for each region — this is the “multi-site” approach. With a multi-site approach, vendors can tailor the on-site user experience, including currency and content, based on the customer’s country.



## MULTI-LANGUAGE: AN UNCOMPLICATED BUYER'S JOURNEY

Letting your customers shop in the language of their choice helps build trust and gives you an edge over competitors. The tricky thing about multi-language is that it needs to be done well. Otherwise, it results in an even more clunky user experience, which can cause a spike in bounces or abandoned carts.

Remember that borders can't contain a poor customer experience: 66% of customers switch brands due to poor service, and 55% are willing to pay extra for a guaranteed positive experience.

Brands sometimes take a shortcut, using an automated program to translate text directly into another language. This can result in text that is awkward or difficult to understand. Instead, the best practice is to use standalone regional sites — essentially the multi-site approach with language and content customized for the user's region. With this approach, a .com site will likely have completely different content from a .pe or even .uk site. While this is a heavier lift for developers, it results in a better user experience for shoppers.

## MULTI-CHANNEL: REACH YOUR CUSTOMERS IN AS MANY WAYS POSSIBLE

When setting up a retail business, merchants typically establish themselves in one channel first. It could be a standalone website, a brick-and-mortar store, or a marketplace such as Amazon or eBay. Customers research through multiple channels. They may browse for an item on a standalone website, hop over to a marketplace to do some brand comparisons, and then head to the physical store across the street in person.

This is called a “multi-touch journey” – and shoppers may convert at any point along the way. To make sure you’re there to catch the sale regardless of the conversion point, you need to have a “multi-channel” approach. This is especially true if you have multiple buyer personas.

According to  
the survey of  
American shoppers,

74%  
shopped at  
large retailers.

54%  
shopped at  
ecommerce  
marketplaces.

The Omnichannel Retail Report by BigCommerce confirmed that buyers across several age groups are shopping from multiple sales channels.

If you’re interested in international expansion, you’ll seriously want to consider using a multi-channel strategy. After all, customers in different regions prefer different channels – what works in the US may not work for Asia or the UK, and you need to research which marketplaces you should turn to for a particular region.

With non-essential errands/shopping restricted around the globe, multi-channel efforts should be one of your top considerations now, and moving forward.

44%  
shopped at  
web stores.

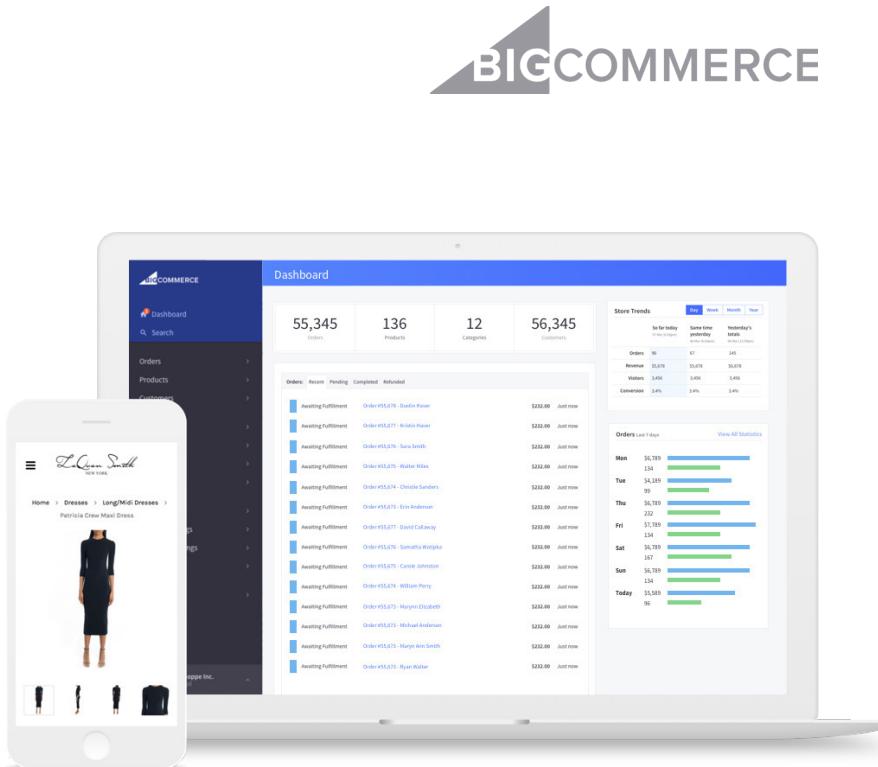
36%  
shopped at  
category-specific  
online retailers.

## ONE LAST THING...

The full localization process involves more than just a multi-currency, multi-language, and multi-channel approach. Your shipping, customer service, and email marketing strategy all need to align with international customer expectations and guidelines.

Here's the good news, once you expand internationally to one region, it's easy to scale the process for new countries. You won't need to keep reinventing the wheel each time. It's a ton of work but the payoff will be big, especially as the world adapts to the post-COVID-19 reality.

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## BIGCOMMERCE FOR MULTI

At BigCommerce, our partner and app ecosystem enables users to create a tailored "multi-" ecommerce experience. Pre-built integrations with Amazon, eBay, Facebook, Instagram, and more, allow you to sell everywhere it matters from a single dashboard.

Our catalog API allows stores to sync inventory from third-party channels to the back end, and then off to your ERP or tech stack as needed. Plus, with our robust selection of point-of-sale partners, BigCommerce brands can merge online and offline sales with ease.

# HOW TO OPTIMIZE YOUR PRODUCT PAGES DURING THE PANDEMIC

BY SHOGUN



With the real potential for future waves of the virus and more lockdowns, brick-and-mortar retailers that never intended to be online, are quickly adapting. Ecommerce veterans are also in a "novel" situation. They're faced with a huge opportunity as shoppers change their habits and look online. The challenge, everybody is upping their game, so competing just got a lot tougher. Most people's inboxes these days are stuffed full of marketing emails.

So how do you stand out and tell your brand's story when shoppers are inundated with messages? One tactic is an optimized product page. It means creating a user-friendly experience. It means enticing shoppers with the right products. It means converting more sales and earning new customers.

## THREE TIPS TO OPTIMIZE ECOMMERCE PRODUCT PAGES

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### 1. CREATE A LARGE, CLEAR CALL-TO-ACTION

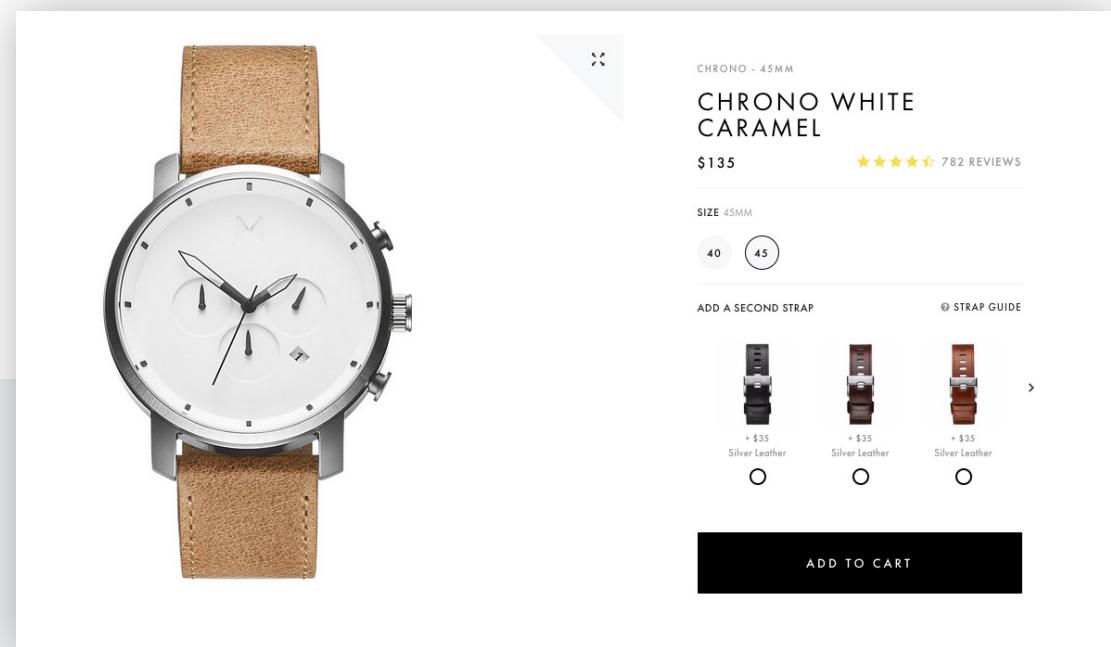
**Distraction is the enemy when it comes to online shopping.**

Minimize interference to the conversion path on the product page by making Call-to-Action (CTA) buttons simple, large, and attention-grabbing. Buttons should stand out from everything else. They need to be easy to find. And CTA's should be an obvious and logical next step in the shopping experience.

This is especially important for shoppers using a smartphone. Small screens have less space. A CTA on mobile devices

must be clear-cut. Pro tip: Conduct some user testing. Watching people trying to navigate your sites exposes spots where shoppers can get stuck or confused. And experiment with different placements of images, whitespace and button copy.

If you don't want to work from scratch, consider using a tool like Shogun to build out your product pages following the best practices.



That's the route MVMT watches took. Their product pages have plenty of whitespace that allows design elements on the page to breathe. The store uses a large, obvious CTA button which keeps buyers focused on the task at hand. And most importantly, they've constructed a product page wherein a potential customer can go from browsing to purchase, in less than a second.

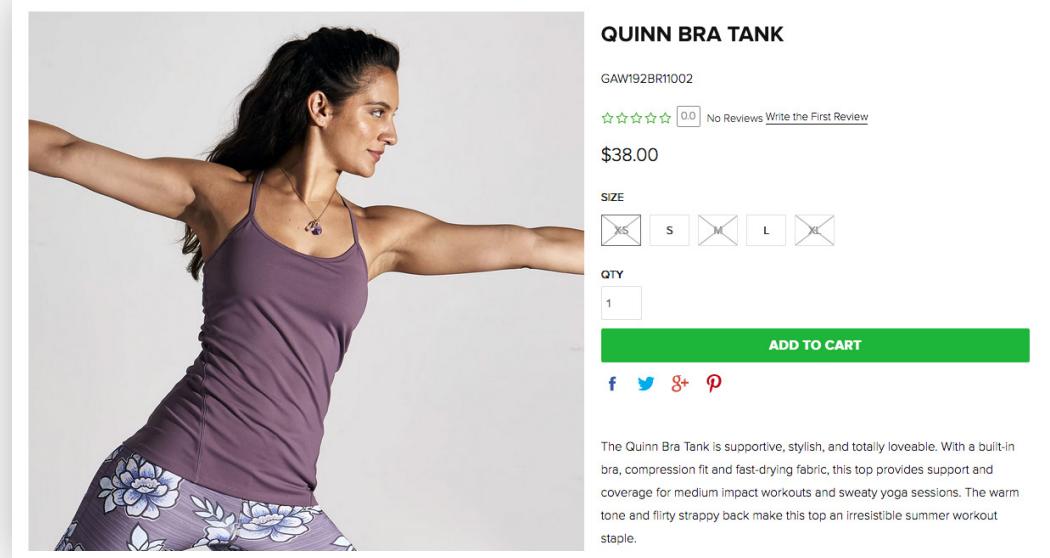
## 2. INCLUDE CONTEXTUAL, COMPELLING IMAGES & VIDEO

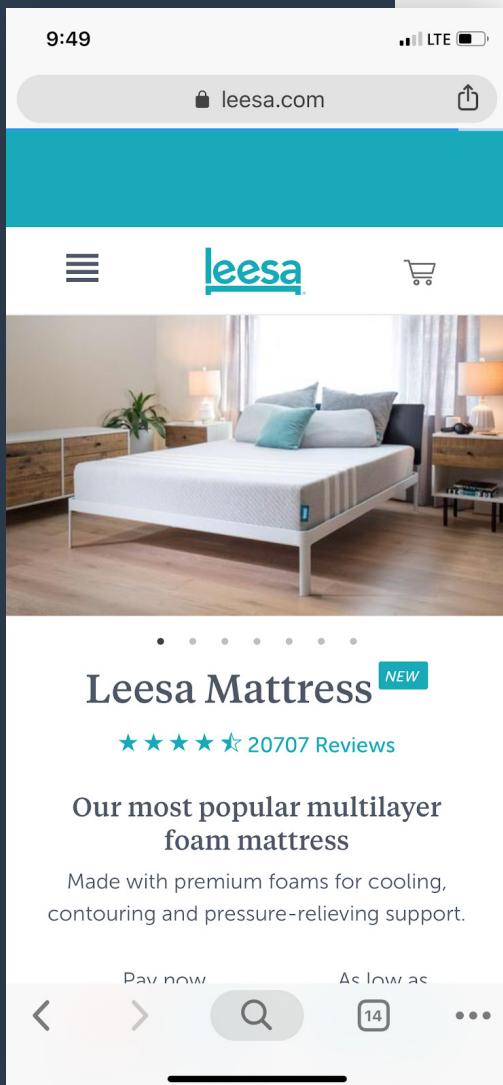
Traditional retail will always have one unfair advantage over ecommerce. Inside physical stores, shoppers can touch and feel products. This makes high-quality images and videos very important. With so many first-time online buyers, lots of photos can help put their mind at ease.

**Stores should go beyond mock-ups or white background product shots.**

Using action shots is a highly effective tactic. Buyers can envision themselves incorporating products into their daily routine. Action shots also add context to the product, which is especially important for fashion, accessories, and beauty products.

GAIAM sells yoga clothing and does a great job. Almost every SKU shows a model doing the activity the clothes are intended for. Buyers will already start to personalize the product.





### 3. ENSURE YOUR PAGES ARE USER-FRIENDLY & MOBILE-OPTIMIZED

Mobile shopping is on the rise. It was on pace to make up 54% of all ecommerce sales by 2021. That number will likely be higher because of the Pandemic. Either way, mobile shoppers aren't just in research mode anymore. These are sales you don't want to miss.

If you've ever tried to buy something on a mobile device, you know a poor mobile experience is frustrating. Relying on a website building tool whose templates are mobile-optimized can help. You should also conduct user testing to

find points of friction, areas that need improvement, or spots where product pages aren't entirely mobile-friendly.

Leesa Mattresses has seen this tactic pay off.

**They saw a 35% increase in conversion rates and a 25% increase in average order value when they introduced optimized landing pages that were 100% mobile-friendly.**



## OPTIMIZE PRODUCT PAGES, WIN MORE SALES

With optimized product pages, you can make sure your product pages are in prime selling mode during the current crisis, and beyond. Take the tips here and put them to work for your business.

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May your CTAs be large, your images contextual, and your site mobile-friendly! If you can do those three things, you'll make it easy for shoppers to spend their money.

## ABOUT SHOGUN

Shogun lets you build, measure, and optimize your entire ecommerce storefront.

The screenshot shows the Shogun platform's product page editor. At the top, there's a toolbar with various icons for navigation and saving. Below the toolbar, the page title is "shōgun About Us". The main content area displays a product image of a silver speaker with a leather strap. Below the image, the text "The BYZANTINE Collection" is visible. To the right of the main image, there are two smaller images: a USB cable and a pair of earbuds in a case. On the far right, there's a sidebar titled "STANDARD ELEMENTS" containing icons for different content types like sections, images, and tables.

# SHIPPING AND PACKAGING

BY SHIPSTATION



In the craziness of trying to win customers during the pandemic online sales rush, shipping and packaging are sometimes treated as an afterthought. But this part of the experience can be a huge factor in converting first-time customers into repeat customers.

In fact, ShipStation performed a survey in conjunction with Kickstand and found that 80% of consumers said the shipping experience is what stands out most in their online shopping experience. This is likely because it is the final touchpoint with a brand. Making strong impressions on shoppers at this point in the overall experience is a great way to increase sales and make long-term customers.

# HOW TO TURN SUSTAINABILITY INTO A BRANDABLE OPPORTUNITY AND DRIVE SALES

Customers want more sustainable options. A decade ago, this trend was known as “going green.” These days, there’s a bit more urgency and familiarity when people talk about environmentally friendly businesses. Eco-friendly packaging is now commonplace and no longer niche. In fact, a Nielsen study found that 81% of consumers feel that companies should make more of an investment into environmentally conscious materials.

Product packaging is a good first step towards this goal.

Nuud Care is one direct-to-consumer brand that is thinking of sustainability at every step. Their small shipping boxes are completely recyclable, and the tube that contains the product is made from sugarcane — a plant-based plastic that actually helps to reduce CO<sub>2</sub> emissions during production.



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## REDUCE. RECYCLE. REUSE.

There are tons of places to source boxes made from recycled cardboard, but these can be costly. And, ultimately, recycling boxes can add an extra, energy-consuming step. So why not take a look at used boxes? This doesn't require dumpster diving behind Costco! There are many economical options for purchasing bulk quantities of used shipping boxes.

## POLY MAILERS

Poly mailers are, above all else, an economical packaging option. They don't take up much space and are easy to pack quickly. While mailer boxes of similar dimensions can cost upwards of \$1.25 USD per unit, most branded poly mailers cost about \$0.11 USD per unit if you buy in bulk. Mailers are also easy to customize with your

unique branding. If you are concerned about the environmental impact of shipping with plastic bags, there are options for 100% recycled poly mailers. And if you buy a minimum of 1,000 of them, the price per unit is very reasonable—about \$0.27 USD per unit.

## IT'S WHAT'S INSIDE THAT COUNTS: BROWN PAPER FILL



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Source: [econenclose.com](http://econenclose.com)

### KRAFT PAPER

Kraft paper is manufactured on a giant roll, similar to butcher paper or wrapping paper. You pull it out, stuff it into the box around the item, and once the item stops jostling, you tear it off and close the box.

Plastic, styrofoam, and packing peanuts have been industry standards for decades, but an eco-friendly alternative for filling your parcels is brown paper void fill. There are two main types of paper void fill: Kraft and crinkle.



Source: [suppliesforgiftbaskets.com](http://suppliesforgiftbaskets.com)

### CRINKLE PAPER

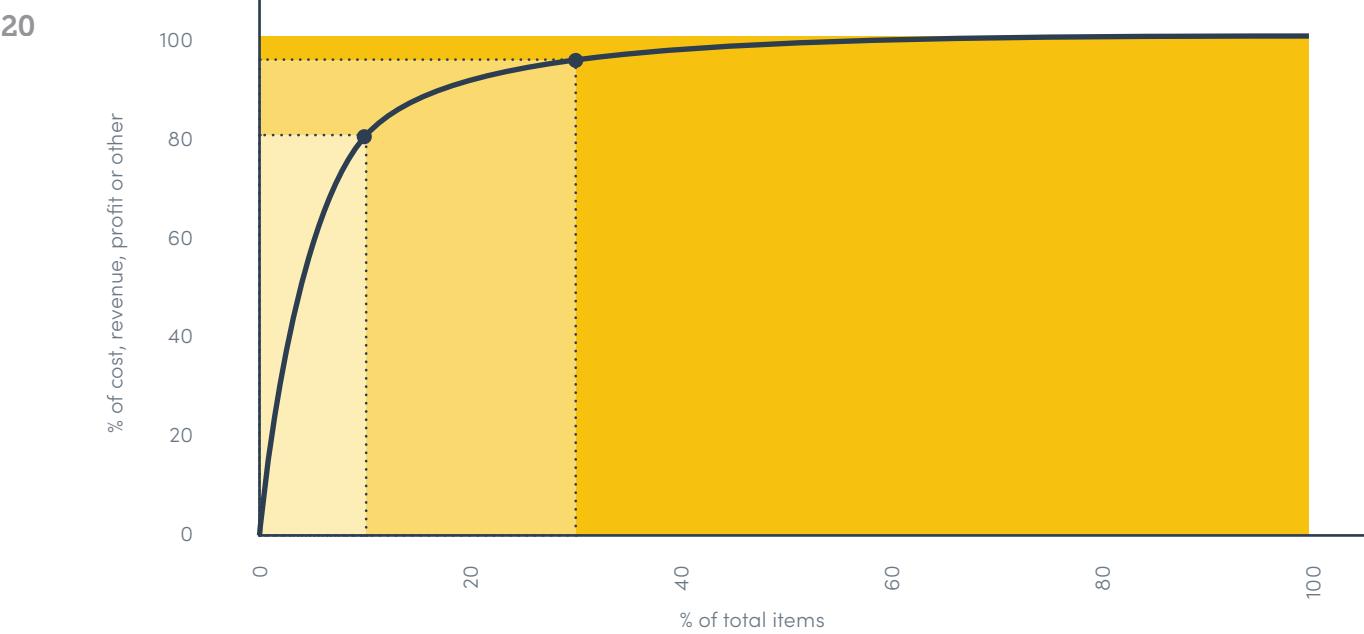
You can also use crinkle paper brown paper void fill as an alternative to packing peanuts. Crinkle paper is basically shreds of paper that are folded like an accordion. Like packing peanuts, its major function is to reduce and absorb shock in transit.

## WORKFLOW STRATEGIES

During a busy shipping season, things can get hectic in your warehouse, which can become a bottleneck and slow down your product fulfillment. However, there are workflow strategies you can put in place to reduce unnecessary foot traffic and general confusion around the warehouse.

# USE ABC ANALYSIS

The idea behind ABC analysis is that 20% of your inventory makes up 80% of your sales. These popular items should not be located among other products. Instead, high-demand items should be stored at the front of your warehouse where you can easily access them. This ABC analysis diagram shows where in your warehouse you should be storing your highest and lowest-demand merchandise.



## GROUP A

These are your highest-demand items. They should be closest to the shipping area, with the most popular of these items on the middle shelves for the quickest and easiest picking.

## GROUP B

These are less commonly sold items — perhaps it's the off season for them. Move them here until it's on season again.

## GROUP C

These are your products that are not performing as well. Think of this as the place where you keep items you can easily unload to wholesalers or to a discounted online marketplace like Jet.com. This may also be near the receiving area so it can also be backfill for your Group A items.

## USE BATCH SHIPPING

Batch shipping is a great way to fulfill a lot of orders at once. Instead of preparing an individual order over and over again, bulk printing a batch of orders' picklists, labels, and packing slips saves a lot of time and energy.

Batching is a hallmark feature of many shipping software programs. Combined with automation rules, batching can make printing shipping labels the easiest part of your day.

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## PREPARE FOR RETURNS

It may not be the most glamorous subject, but the way a company deals with returns drives sales. That's important because, now that there are so many first time buyers making online purchases, you may see a spike in returns. How you handle them is key: in a recent poll ShipStation conducted with KickStand, we found that 72% of responders' online purchases were directly impacted by a company's return policy. And while returns may negatively impact your bottom line, increased sales from informed customers are a major positive. But what makes a successful returns strategy, and how do you offer it to customers?

### INCREASE YOUR RETURNS WINDOW

For many reasons, such as a really good deal, customers sometimes make impulse buys. But they won't do it unless they're sure they can return the item hassle-free if need be. In a busy or uncertain time, or if you're trying to attract some of the first-time buyers out there, you can extend your return window to give customers extra peace of mind, knowing they will have plenty of time to return their item if it's not what they want. It's just another way to give your business an edge over the competition.

### CUSTOMER-INITIATED RETURNS

Return shipping has gotten a lot more convenient than it used to be. However, setting up a returns portal lets your customers print a return label simply by entering pertinent order info, such as their order number and zip code. There's no need even to speak to a customer service representative. However, if you do wish to validate return requests, do not provide the returns portal URL to customers until they initiate contact with you.

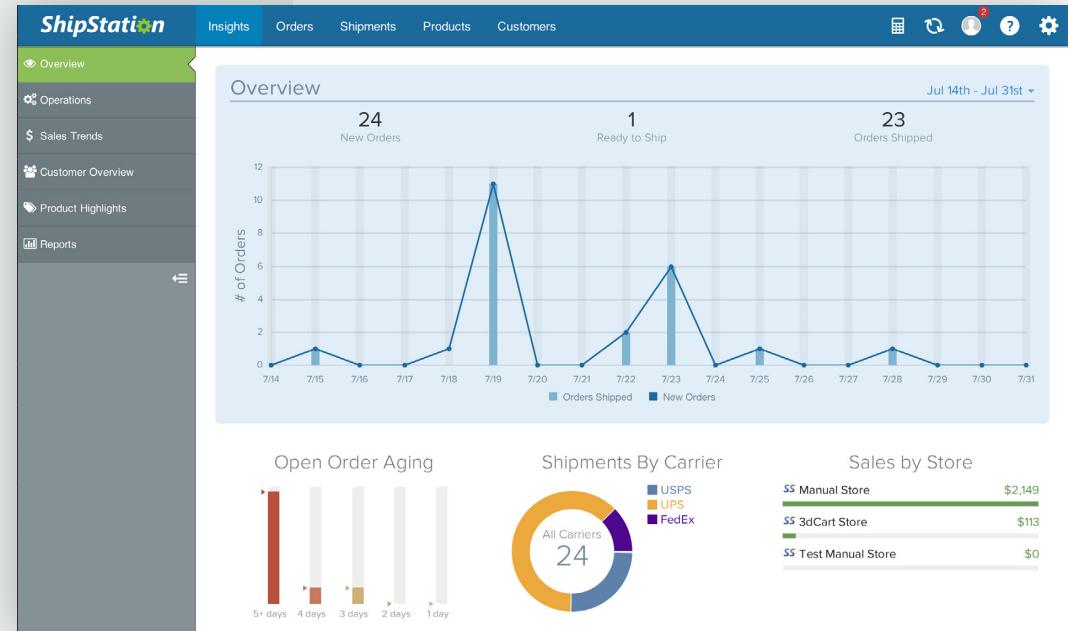
## SHIPSTATION

ShipStation is the leading web-based shipping solution that helps ecommerce retailers import, organize, process, and ship their orders quickly and easily from any web browser. ShipStation features the most integrations of any ecommerce web-based solution, with over 150 shopping carts, marketplaces, package carriers, and fulfillment services.

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ShipStation's many integration partners include eBay, Miva, PayPal, Amazon, Etsy, BigCommerce, WooCommerce, Shopify Plus, Squarespace, Volusion, and Magento. ShipStation also integrates with carriers such as FedEx, USPS, UPS, Canada Post, Australia Post, Royal Mail, and DHL. ShipStation has sophisticated automation features such

as automated order importing, custom best practice rules, product profiles, and fulfillment solutions that enable its users, wherever they sell and however they ship, to be exceptionally efficient at shipping orders. ShipStation is a wholly-owned subsidiary of Stamps.com (Nasdaq: STMP). For more information, visit [www.shipstation.com](http://www.shipstation.com).



# GETTING THE SITE PREPPED & SECURE

BY REWIND



We have talked about getting your site ready for the global economy, optimizing your key product pages, and how to quickly fulfill volume of orders. However, the backend of your store needs attention too. If your site isn't ready to handle a high influx of traffic, or if something goes wrong and you haven't backed up your content, you can miss out on major sales.

This is exactly what happened to a fitness gear retailer who lost 100,000 SKUs in an instant due to human error (more about that a bit later on). In the meantime, here's how to get your site technically ready for "pandemonium."

## KEEP THE STORE TIDY

### ENVISION THIS:

**You see your dream shoes on Instagram.**

**You save up the money.**

**You make the long trek to the store.**

**Your anticipation builds as you walk through the shopping mall doors.**

**You can physically feel these new shoes on your feet.**

**You turn the hallway to greet the store**

**And when you walk in, you see this:**



You deflate like a day-old balloon. It's a negative customer experience that could have been prevented. Now consider your own online store. It has no racks, tables, or display stands, but creating a fully actualized experience for customers is still vital.

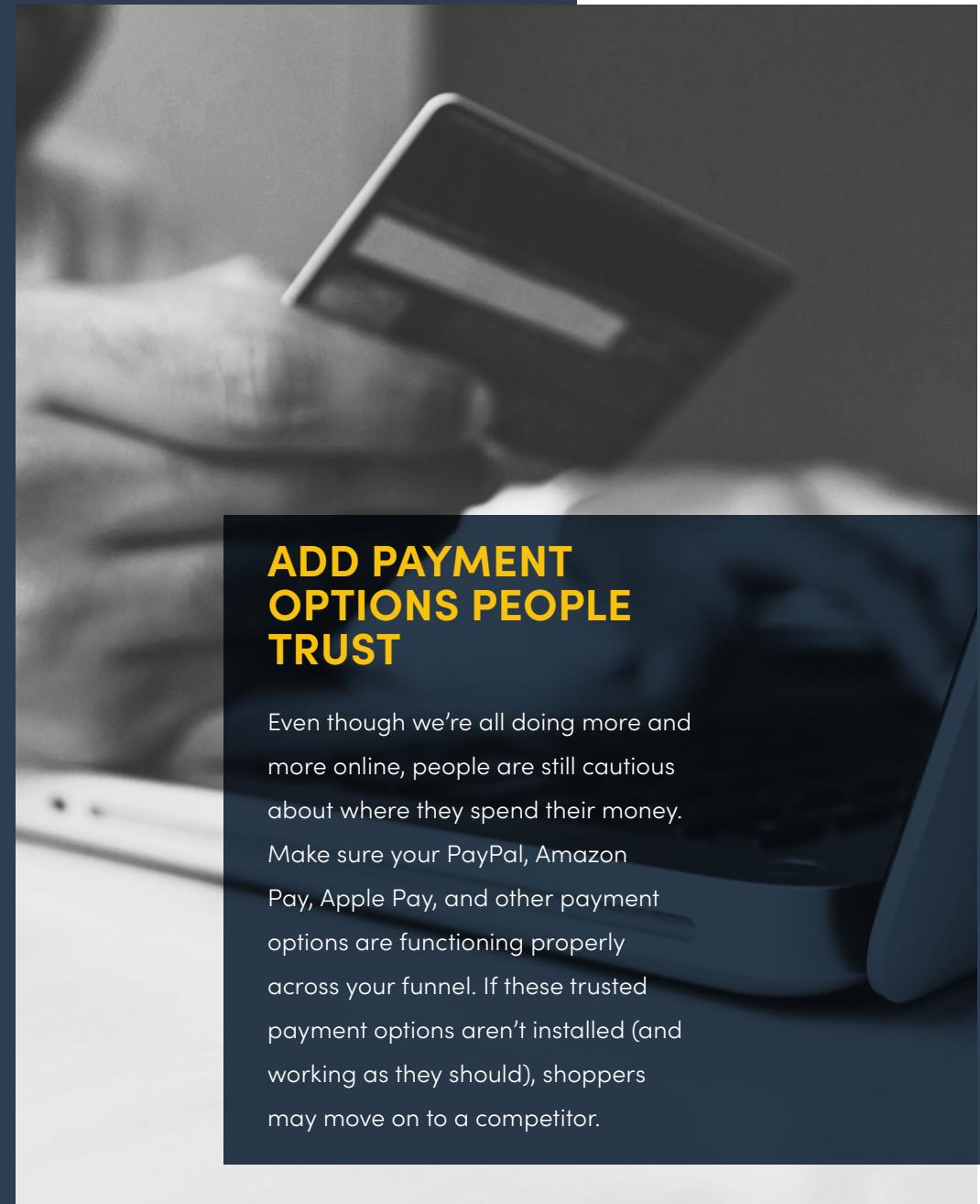
The first step is to survey your website to ensure your images are loading, recent and of high quality. Just like empty shelves in our real-world example, a lack of access to product images and information drives up abandonment. The same goes for broken links. To fix these, use 301 redirects to permanently forward shoppers from 404 error pages.

## KEEP THE LINES MOVING

Waiting is the worst! Customers feel it so intensely that long lines at traditional stores have cost the retail industry billions of dollars every year. Online retailers have to be even faster than brick-and-mortar stores. Half of online shoppers expect your page to load in under two seconds or they will bounce. If you're not keeping your load times in check, you're leaving money on the table.

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Check your site load speed with a free online tool like Gtmetrix. If your load speed isn't optimal, GTmetrix will provide you with a detailed list of recommendations on what to change, such as optimizing your image sizes for the web or reducing redirects. Having too many plugins and apps can also slow down your site speed.



## ADD PAYMENT OPTIONS PEOPLE TRUST

Even though we're all doing more and more online, people are still cautious about where they spend their money. Make sure your PayPal, Amazon Pay, Apple Pay, and other payment options are functioning properly across your funnel. If these trusted payment options aren't installed (and working as they should), shoppers may move on to a competitor.

## REVISIT THIRD-PARTY INTEGRATIONS

It's not uncommon for an online store to use eight to ten different third-party plugins. These apps help with everything from analytics to sales and marketing. The integrations obviously make life much easier.

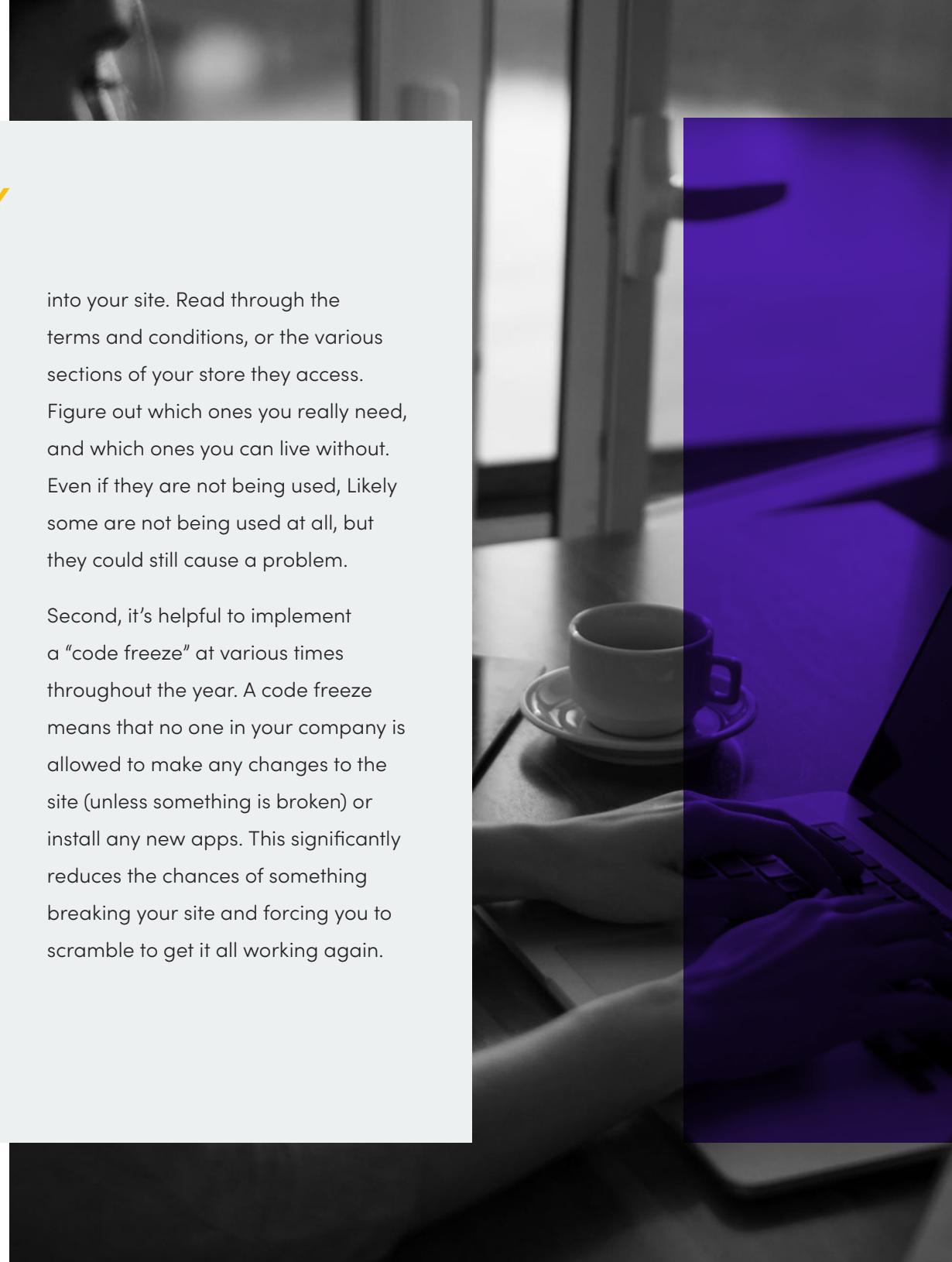
**Yet every so often these apps, even the ones sitting idly in the background, can wreak utter havoc.**

These apps have access to a lot of the data which powers your store. Third party integrations can change, manipulate, or delete your data if connected improperly. And it will often happen without warning.

Check the apps tab of your ecommerce platform as well as any non-platform integrations. List all the apps integrated

into your site. Read through the terms and conditions, or the various sections of your store they access. Figure out which ones you really need, and which ones you can live without. Even if they are not being used, Likely some are not being used at all, but they could still cause a problem.

Second, it's helpful to implement a "code freeze" at various times throughout the year. A code freeze means that no one in your company is allowed to make any changes to the site (unless something is broken) or install any new apps. This significantly reduces the chances of something breaking your site and forcing you to scramble to get it all working again.



## PROTECT YOUR CRITICAL BUSINESS DATA

You've spent months preparing your website with new content, products, and collections. But what if someone on your team were to accidentally delete the wrong collection? Or, what if a third-parties suddenly changed all your prices? It happens all the time. You need a backup strategy for when the unthinkable happens and you lose something vital. It helps

protect the data that powers your business, so you can stress less and focus on growing your bottom line.

In a recent survey of 300 ecommerce stores, 1 in 4 respondents said they had lost data permanently and without warning. And the content which was most often lost, was products and images.

27

**23.25%**

Products & Images

**8.12%**

Orders

**7.01%**

Pages

**6.64%**

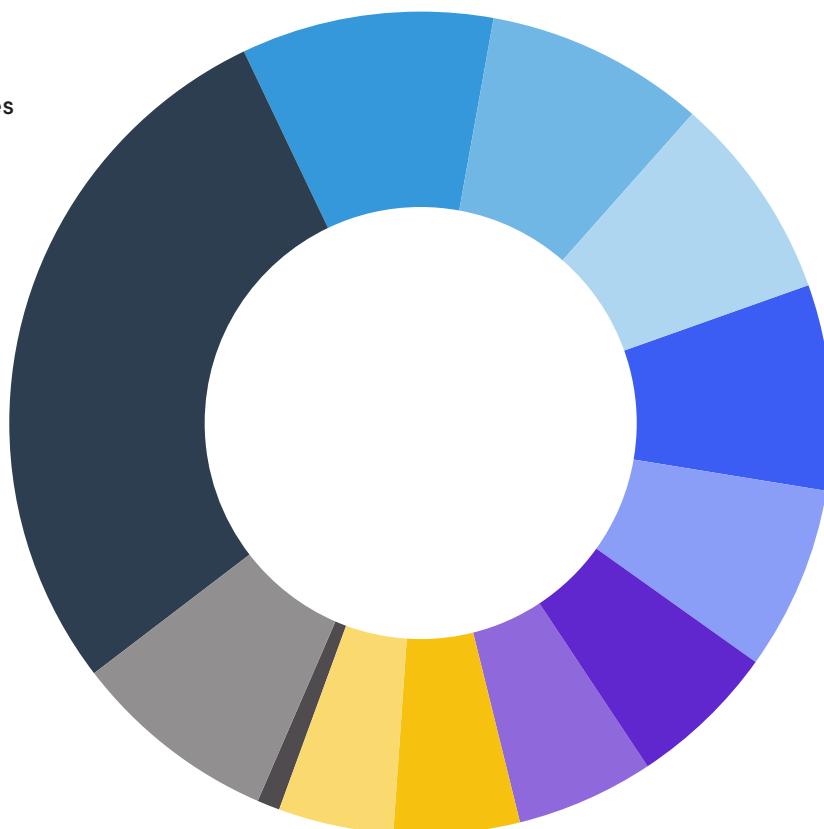
Themes

**6.64%**

Inventory

**5.90%**

Customers



**4.80%**

Menu Navigation

**4.43%**

Blogs/Posts

**4.06%**

Price Lists

**3.69%**

Product Reviews

**0.74%**

Cards

**6.64%**

Other

As you can see, stores have lost other key data. And from the same survey, over 90% said sales were instantly impacted or their resources were tied up scrambling to fix the problem.

## RX SMART GEAR LOSES 100,000 SKU'S IN SECONDS

In early 2020, Rx Smart Gear, a California-based online retailer of custom jump ropes and other functional fitness gear, saw 100,000 SKUs wiped from their store in the blink of an eye when they attempted to “bulk update” a new batch of SKUs. Unfortunately, something went wrong and permanently wiped out thousands of product options for the custom jump rope, their best-selling item.

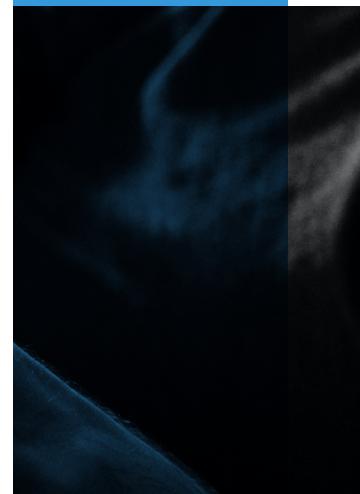
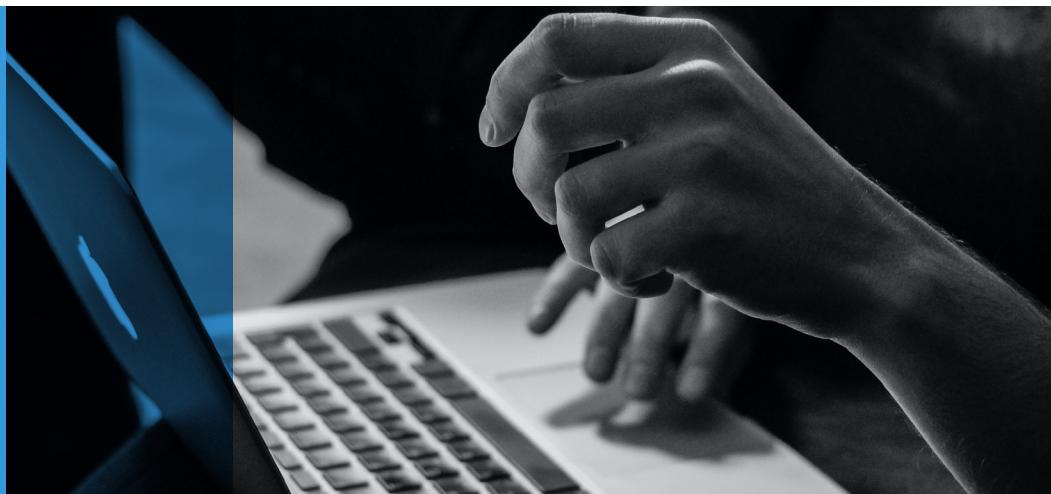
Cloud-based platforms like BigCommerce and Shopify take extensive precautions to ensure their servers won’t fail and to maintain 99.98% service availability. In other

words, you can always log on and access your store. However these tools can’t restore the unique data within each store, should it get deleted or compromised.

Rx Smart Gear was facing a total shutdown of the store to input and restore all the data. Luckily, the company had just installed Rewind a month earlier, so they got their data back safe and sound, without interruption to their sales.

**[Reinputting the data] would have taken me three solid weeks. That would have been the only way, because on these platforms like Shopify and BigCommerce, there's no undo button.”**

— Nick Lococo,  
General Manager for Rx Smart Gear





## THERE'S NO UNDO BUTTON FOR LOST SALES

Rewind Backups protects the data that runs your online business. Ecommerce software companies backup their platforms, not your store. All the critical data and content like product listings, customer information and images can be deleted or lost permanently, putting day to day operations at risk. Rewind Backups automatically saves your store's history, giving you an undo button for mistakes and disasters. Recover your store with ease to protect your data and your sales.

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