


High Performance & Personalization for eCommerce.





 commercelayer

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Commerce Layer



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GraphCMS

What We'll Cover

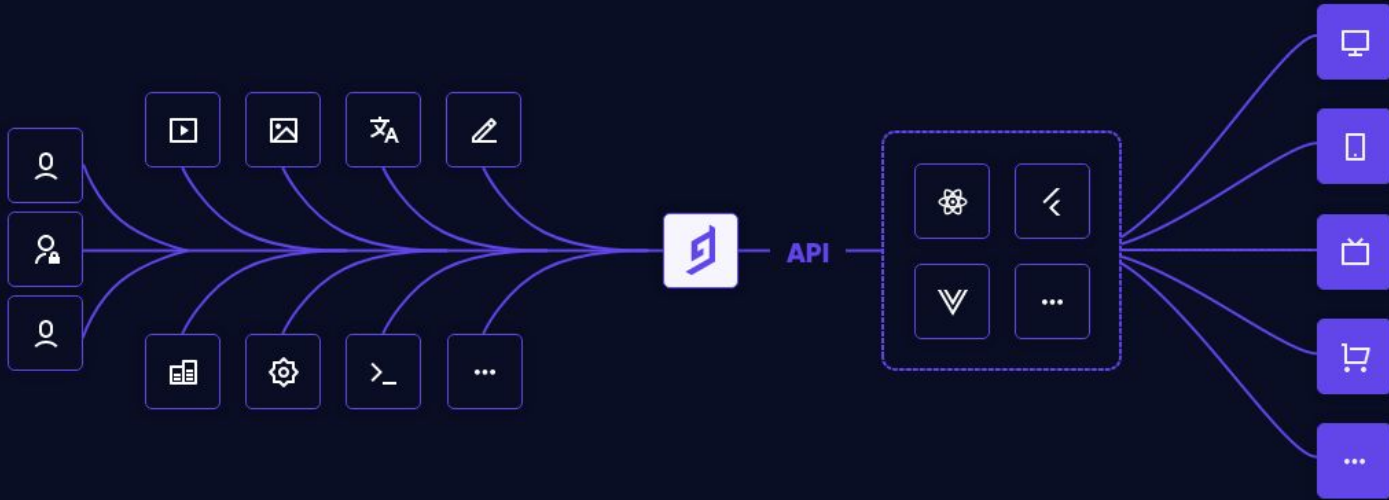
- Evolution of Content, Commerce, and CRO
- eCommerce in an API-First world
- Rise of omnichannel commerce
- Modern eCommerce expectations
- When marketing steps in
- Conversion Rate Optimization v. Customer Experience Optimization
- Personalization without sacrifice
- A stack that matches up
- Key takeaways
- Q&A



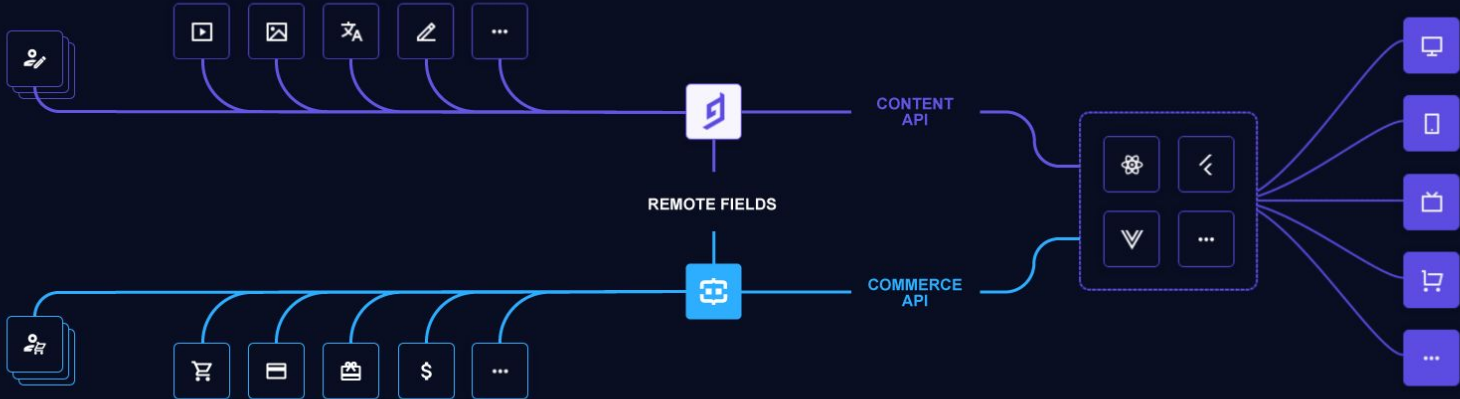
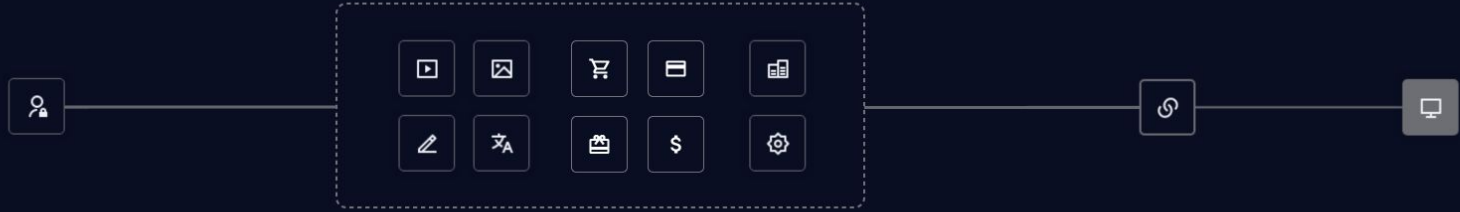


Evolution of Content, Commerce, and CRO

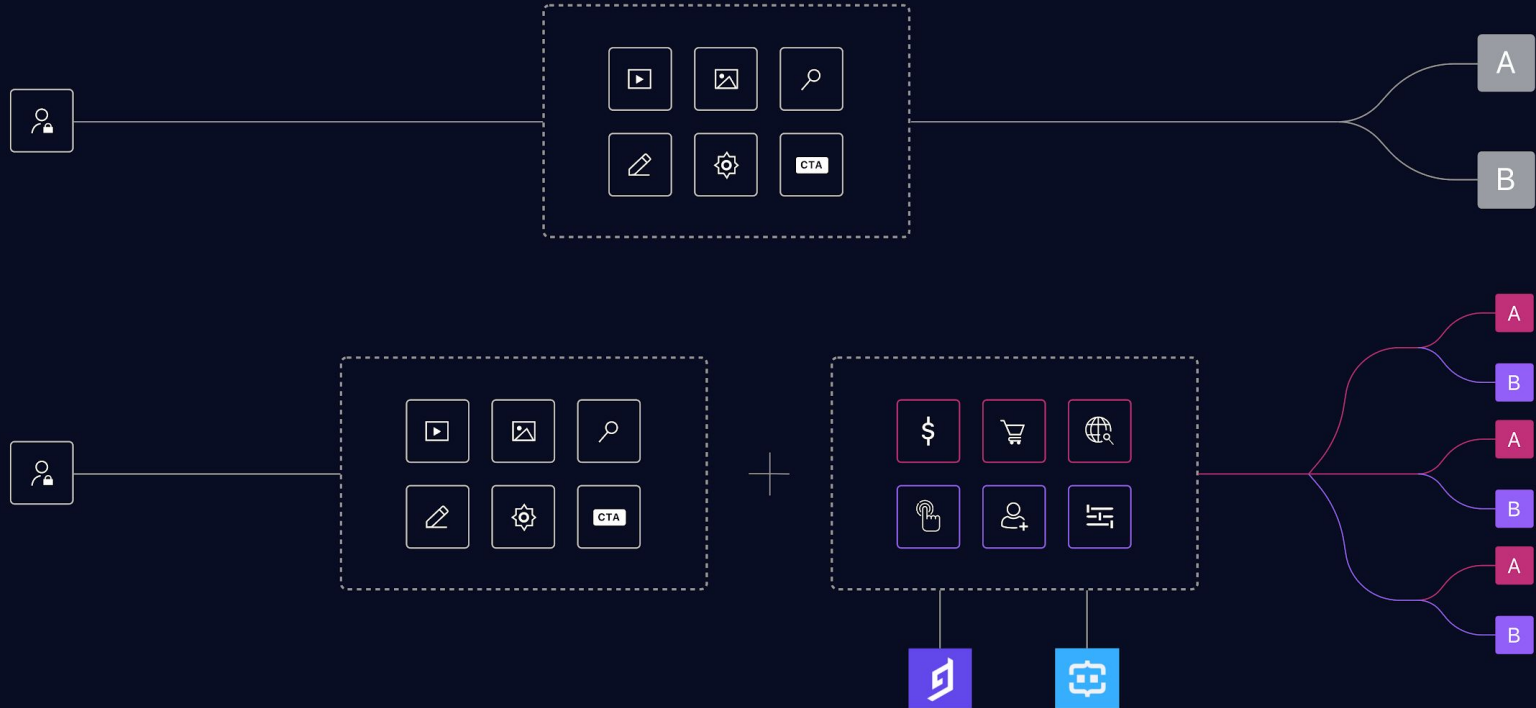
From traditional to headless CMS



From traditional to headless commerce

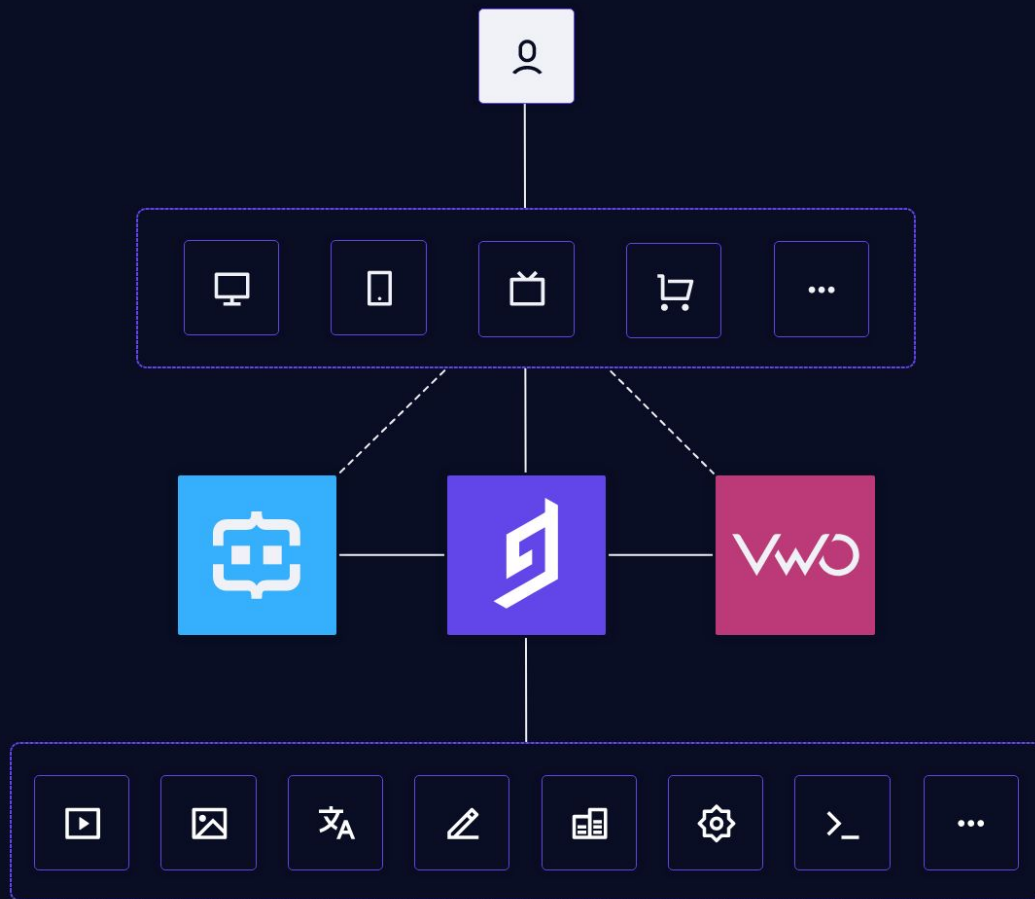


From AB testing to personalized experiments



Combining the best of all

Communicating via API, and using a combination of webhooks, mutations, and remote fields, content is enriched with attributes from all components and delivered to users across platforms, potentially via a single endpoint.





eCommerce in an **API-first world**

Need for Flexibility

- A Surge in need for flexibility
- Accelerated by connecting APIs

Challenges

- Too many backends
- Resisting moving from the monolith

Solutions

- Forward-thinking approach
- Composable architectures



TSHIRTB5B5B5XL

Gray T-Shirt XL

1 129,00€ ~~150,00€~~

AVAILABLE IN 1-2 DAYS
WITH EXPRESS DELIVERY

ADD TO CART

	Type	Field
1	prices	attributes.formatted_amount
2	prices	attributes.formatted_compare_at_amount
3	skus	attributes.inventory



Rise of omnichannel commerce

New Customer Journeys

- No longer a "Straight Line"
- Diverse Digital Touchpoints

Omnichannel v. Multichannel

- Explosion in devices (Web, Apps, IoT, etc.)
- Being API-first to connect all together





Modern eCommerce **expectations**



API-First

All services should communicate together.



High Performance

Highly optimized experiences across all platforms.



Consistency

User Journeys should be consistent across channels.



Global

Customers are everywhere, expanding the footprint.



Extensible

Brands should control their end user experiences.



Personalized

No longer a “nice to have” for better experiences.



When **marketing** ~~breaks things~~ steps in

100ms delay = 1% lost revenue

Speed means sales

Teardown: US top-3 online retailer

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Heavily competed space

Sessions: 350m+/m

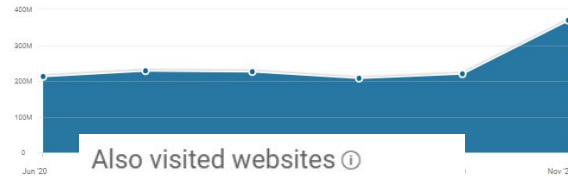
Online sales: \$5.5b+

Traffic Overview

Total Visits to Leading eCommerce Platform

Growth & total visits to example.com over time

On desktop & mobile web, in the last 6 months



Also visited websites

walmart.com

amazon.com

bestbuy.com

wayfair.com

ebay.com

Engagement

Total Visits **369.38M** ▲ 68.03%

Avg. Visit Duration **00:04:36**

Pages per Visit **5.49**

Bounce Rate **49.13%**

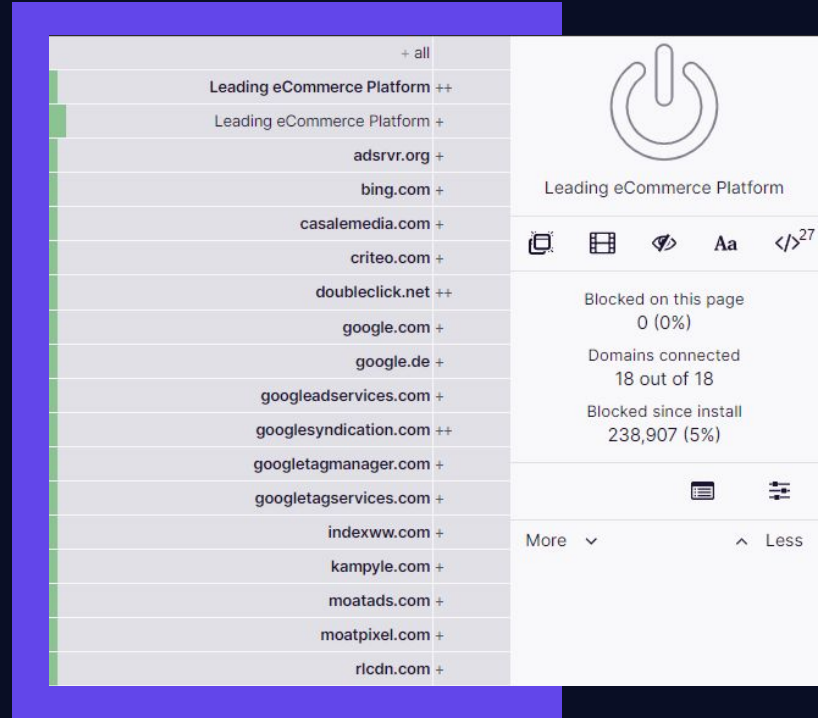
Teardown: US top-3 online retailer

Heavily competed space

Sessions: 350m+/m

Online sales: \$5.5b+

Heavy script usage for marketing



The screenshot displays a browser's domain management interface. On the left, a list of domains is shown with their connection status:

- + all
- Leading eCommerce Platform ++
- Leading eCommerce Platform +
- adsrvr.org +
- bing.com +
- casalemedia.com +
- criteo.com +
- doubleclick.net ++
- google.com +
- google.de +
- googleadservices.com +
- googlesyndication.com ++
- googletagmanager.com +
- googletagservices.com +
- indexww.com +
- kampyle.com +
- moatads.com +
- moatpixel.com +
- rlcdn.com +

On the right, a summary panel provides the following information:

- Leading eCommerce Platform (with a power button icon)
- Blocked on this page: 0 (0%)
- Domains connected: 18 out of 18
- Blocked since install: 238,907 (5%)

At the bottom of the summary panel, there are icons for a list and a menu, and the text "More" and "Less" with arrows.

Teardown: US top-3 online retailer

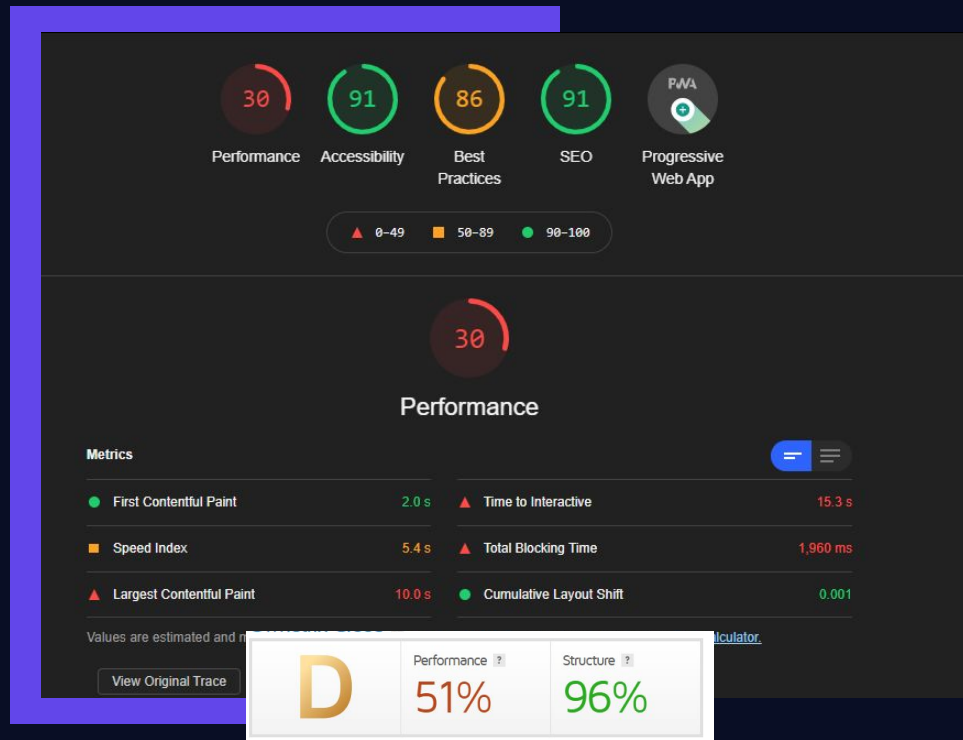
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Heavy script usage for marketing

Struggling performance | 7.4 s



Teardown: US top-3 online retailer

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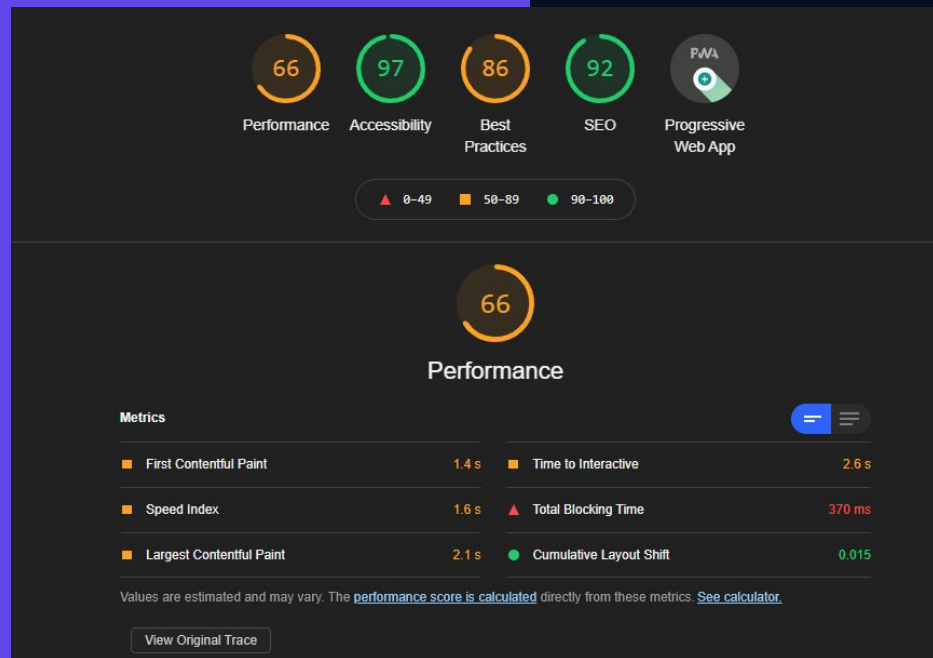
Sessions: 350m+/m

Online sales: \$5.5b+

Heavy script usage for marketing

Struggling performance | 7.4 s

Block the scripts | 2.61 s



Impact

Each 1 second delay:

- 7% loss in conversions
- 11% fewer page views
- 16% drop in buyer satisfaction
- Degraded SEO

Benchmarks: Aberdeen Group



Remedy


Better technical implementation

Best-of-breed approach

Stack and script audit

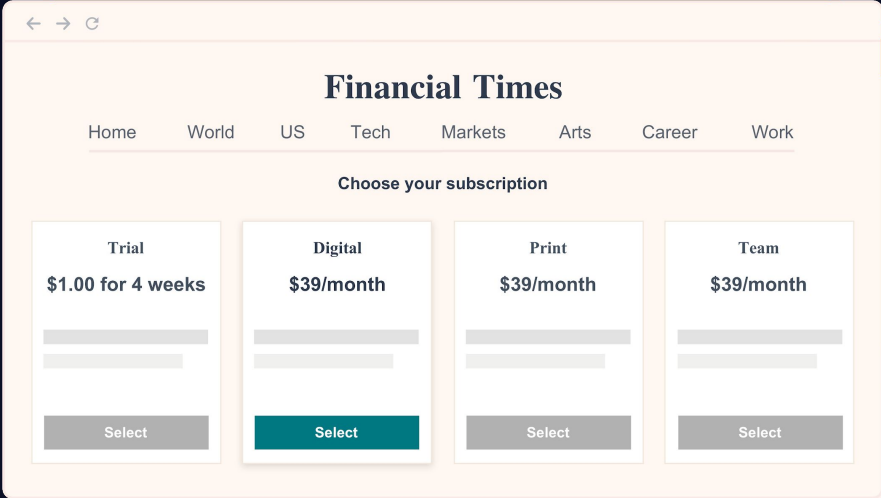
Modernized stack





Conversion Rate Optimization v. Customer Experience Optimization

Internal Looking: Conversion Rate Optimization



Financial Times

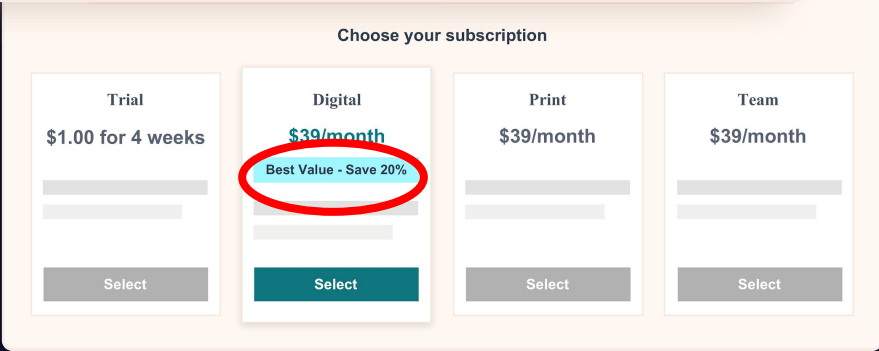
Home World US Tech Markets Arts Career Work

Choose your subscription

Trial	Digital	Print	Team
\$1.00 for 4 weeks	\$39/month	\$39/month	\$39/month
Select	Select	Select	Select

This screenshot shows the subscription selection interface. The 'Digital' option is highlighted with a teal 'Select' button. A red circle on the right side of the page highlights the text '20% uplift'.

20% uplift



Choose your subscription

Trial	Digital	Print	Team
\$1.00 for 4 weeks	\$39/month	\$39/month	\$39/month
Select	Select	Select	Select

This screenshot shows the same subscription selection interface. The 'Digital' option is highlighted with a teal 'Select' button. A red circle highlights the text 'Best Value - Save 20%' below the price.

Best Value - Save 20%

External Looking: Customer Experience Optimization



User A

France

Windows

Google +

Version A



User B

Italy

Mac

Facebook

Version B

Loads desktop view by default

Enable campaign for a specific visitor group ⓘ

My Segments ⓘ

Segment Gallery ⓘ

Custom ⓘ

Settings ⓘ

Save Segment

JAVASCRIPT VARIABLE Product_Subscribed

IS EQUAL TO (CASE SENS.) Smoothie

Add condition

URLS

VARIATIONS

GOALS

FINALIZE

NEXT >

Enable campaign for a specific visitor group ⓘ

My Segments ⓘ

Segment Gallery ⓘ

Custom ⓘ

Settings ⓘ

Save Segment

JAVASCRIPT VARIABLE User_Age

IS GREATER THAN 25

AND OR

JAVASCRIPT VARIABLE Previous_Subscriber

IS EQUAL TO (CASE INSENS.) Yes

Add condition

URLS

VARIATIONS

GOALS

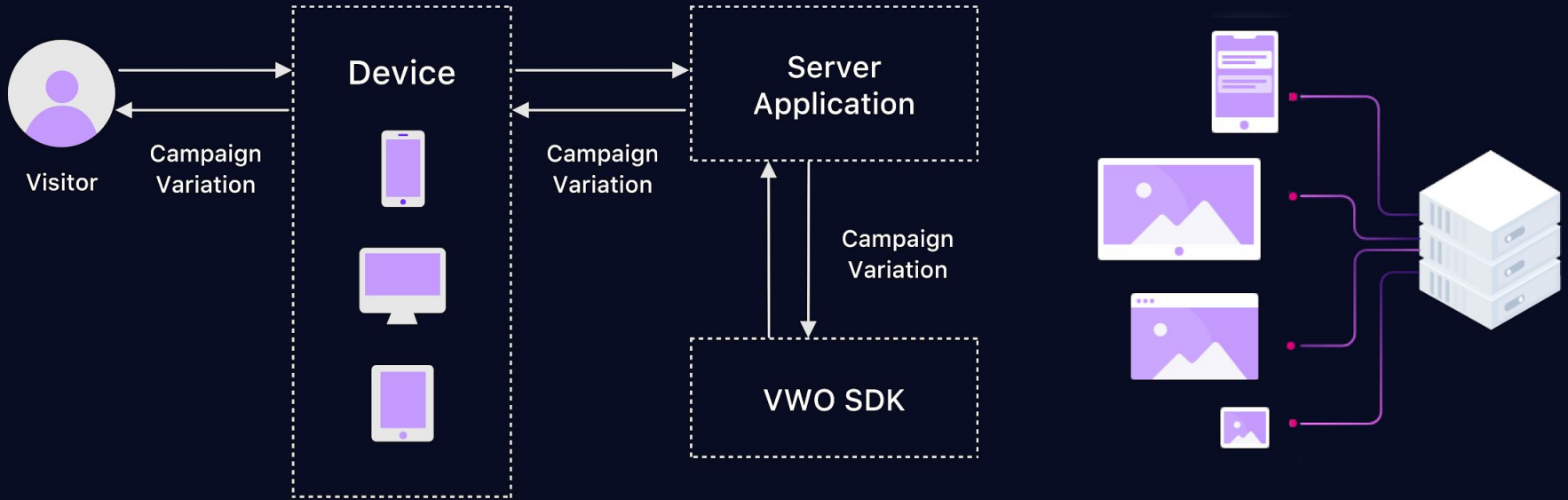
FINALIZE

NEXT



Personalization without sacrifice

Server-Side Testing



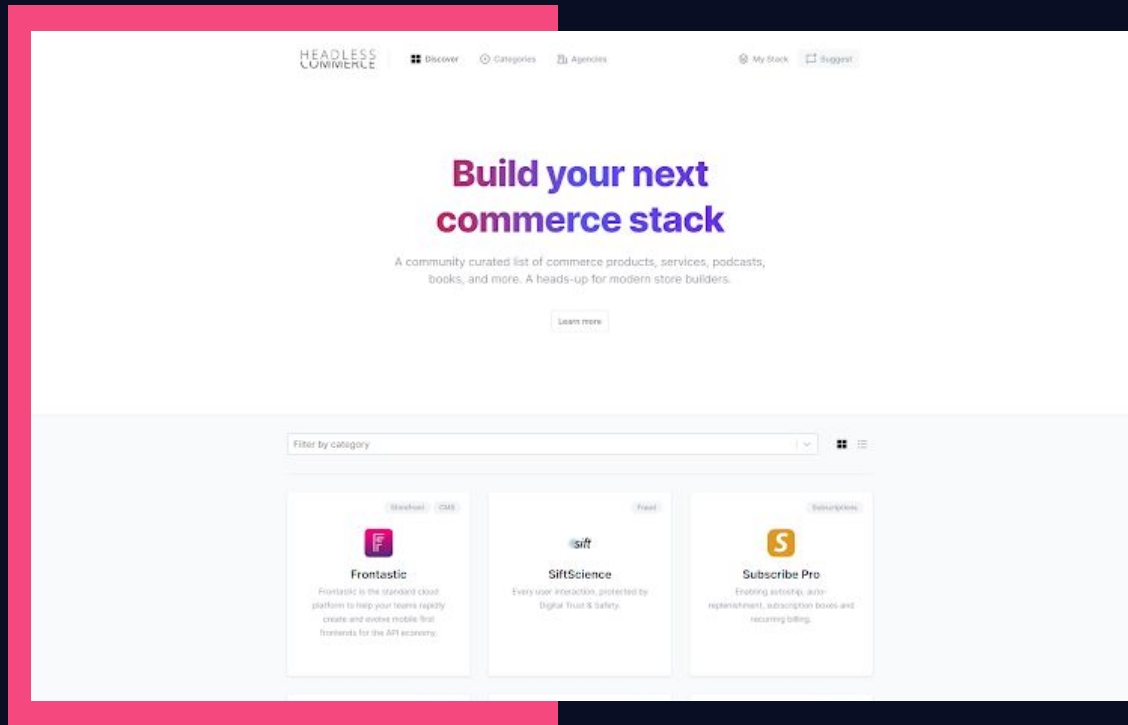


A **stack** that matches up

Exploding Landscape

Endless API options for Auth, Search, Payments, Tax, Shipping, Fraud, Fulfilment, PIMs, Carts, and Frontends.

headlesscommerce.org



Granular Extensibility

Further integrations with CMS, ERPs, CRMs, CDPs, Voice, Personalization, CX, Analytics, and more.

buildyourdxp.com

[About Build Your DXP](#) [DXP Components](#) [Contribute](#)

DXP Components

Learn more about the components that go into making an exceptional API-first micro-services powered DXP that fulfills all your requirements to deliver better customer experiences.

[View all components](#)

DXP Components

- AB Testing
- Headless CMS
- Analytics
- AI and Machine Learning
- Authorization & Authentic...
- CDP
- Hosting and Deployment
- Marketing Automation & ...
- Sales Automation & CRM
- Customer Engagement
- eCommerce

AB Testing

Let's explore the common components that make up your typical DXP. The information provided here is meant to be a general explanation of what these micro-services are and how they interact. Depending on your industry, product, and use case, the applications and inclusions of these components may greatly differ.

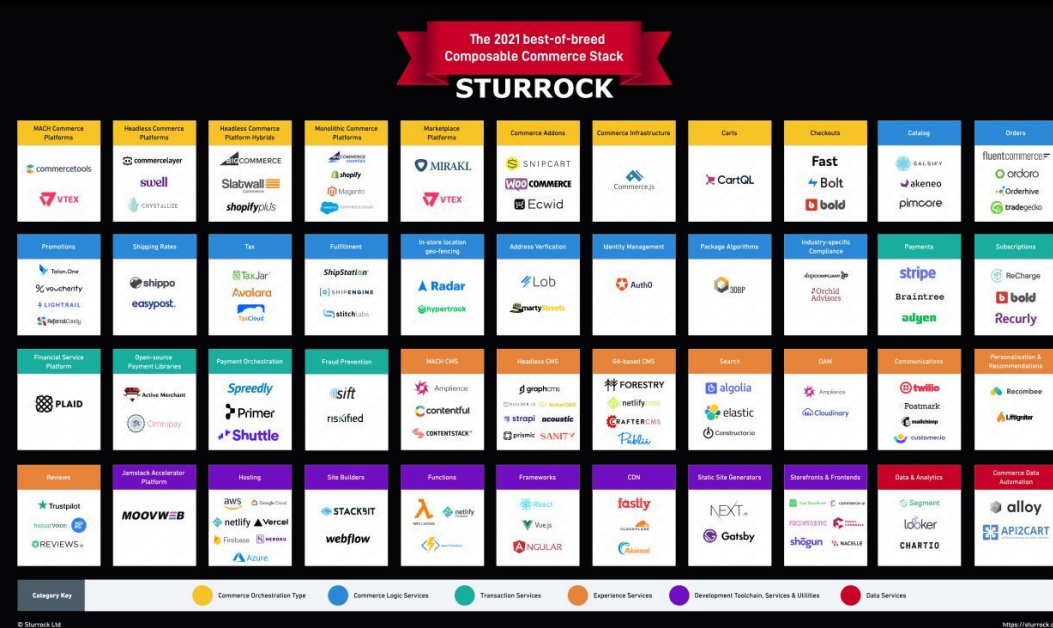
AB Testing, at its core, is the way to compare two (or more) variations of something to figure out which performs better. Depending on the business or the product, the metrics to test may vary widely; however, the underlying goal is to find a winning combination of elements being tested that impact the primary KPIs of the business, which may be a combination of business metrics like signups, email opens, app conversions, website contact form fills, downloads, etc. Also known as 'split testing', A/B testing brings scientific methodology to marketing and removes the guesswork. It provides data-backed decisions and can be used across a range of communications and variables, across platforms.

In the context of a DXP, A/B Testing enables teams to focus on business metrics, and constantly enhance their customer-facing capabilities to drive better engagement and conversions. As most companies, especially digital startups, focus on delivering products across platforms like websites, mobile, TV, and OOH to name a few, being able to gather their end-user behavioral analytics could

Modular DIY Stack

Wireframing a resilient architecture with a focus on UX rather than expensive and clunky suites.

Adam Sturrock





Key takeaways



Stacks

Opt for best of breed
composable
architectures



Scalability

Focus on your
business model, not
on maintaining it



Forward thinking


Match expectations
across all digital
touchpoints



Q&A



Does a **cross-device strategy** for
eCommerce matter?



How does **personalization** impact
cross-platform commerce?




What're the differences in **client-side** and **server-side** AB testing for modern apps?



Doesn't a **DXP** take care of all this?



Can personalization at a granular level scale
without **affecting performance**?



Why go headless when some suites handle all aspects of content and commerce?

