



Ask more from your e-commerce platform.

The essential features for an irresistible
e-commerce experience.



Helly Hansen has gone from strength to strength – from producing waterproof oilskin jackets, trousers, and tarpaulins in 1877, to slowly growing into a pioneering global brand over the following 140 years. With a long history of first-to-markets in their innovative products, the brand continued in this fashion by re-platforming onto Adobe Commerce, in 2016.

Why did they do that? They needed an e-commerce platform with the flexibility and features that would enable them to break into new markets much easier. Today, powered by the flexibility and scalability of Adobe Commerce, Helly Hansen has 55 different sites with seven different language options, payment methods, and shipping rules. The move helped prepare the company to thrive in new, international waters.

“ Being on cloud and having the ability to be stable and have good uptime during huge traffic peaks is great. We now have more than 50 stores on the cloud installation in seven languages with 35,000 products per store.

Each of the stores has different options, payment methods, shipping rules, localised content, product availability, and e-commerce. We've experienced incredible growth.

Chris Hammond
Chief Digital Officer of Helly Hansen

[Read the Helly Hansen story](#)



Traffic increased by 24 percent, mobile traffic grew by 48 percent, and their overall revenue grew by over 45 percent. Simply moving to Adobe Commerce, a platform with the features and flexibility to reflect their ongoing developments and challenges across channels and countries, has seen Helly Hansen experience great growth and success.

Advanced e-commerce experiences feel good.

Captivating e-commerce experiences should be fun, secure, and helpful at an individual level.

They should make your customers want to come back over and over again.

You want an experience that's irresistible to your customers – with efficiency and savings for them and you too.

To build an irresistible customer experience, you need a flexible e-commerce platform that offers just the right features for each stage of the customer lifecycle – keeping up with the changing pace of your business and industry.

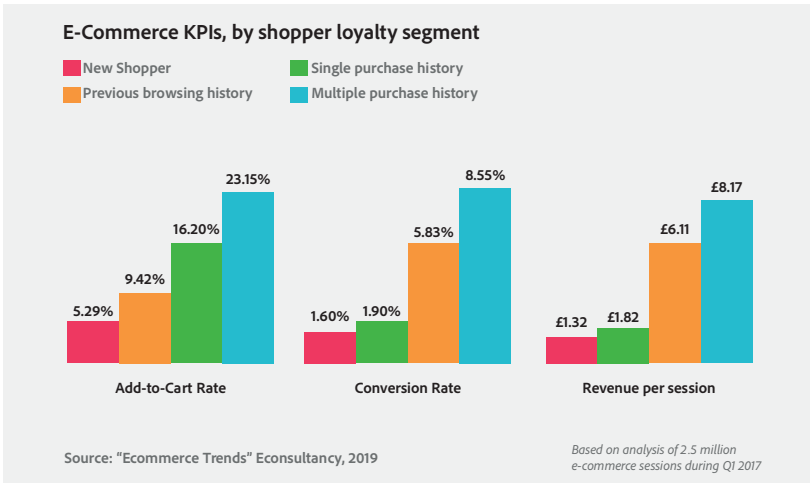
You'll need to create content and shopping experiences for different customer types, constantly analyse customer behaviour and evolve your customer experience until you get it right with an e-commerce platform that can:



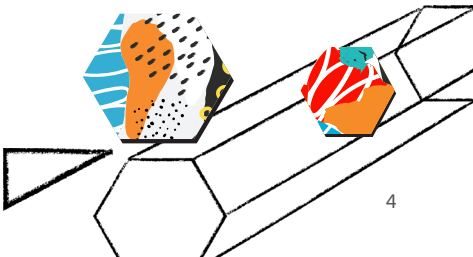
Keep your customers coming back

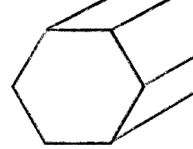
Commerce is all about the buying and selling of things. Whether you're a B2B or B2C brand, customers come to you because you have something they want or need. But you're not their only option.

So, your goal is to be the one they decide to visit, make a purchase from, and return to time and time again. The customers who have the most history and familiarity with you are the ones most likely to make a purchase and create more revenue.



So, isn't it time you asked more from your e-commerce platform?





Foundations of e-commerce

There are many factors involved when creating a successful e-commerce experience. A platform that offers speed, flexibility, immersive experiences, mobile-first capabilities, omnichannel content and in-depth analytics will help you to craft compelling customer journeys.

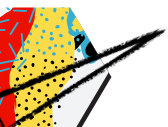
We've collated the most important factors to think about when deciding on your platform:

Built for speed

Today, customers expect digital experiences to work, and to work quickly. If your experience is broken or sluggish, they will immediately leave to find to one that works better for them.

According to Think with Google, more than half – 53 percent – of visitors abandon a mobile website if it takes longer than three seconds to load.

Performance also has an impact on your SEO ranking. Poor-loading sites that don't utilise new frameworks are penalised. SEO rankings are key for brands seeking to avoid heavy Search Engine Marketing costs to stay on page one of search results.

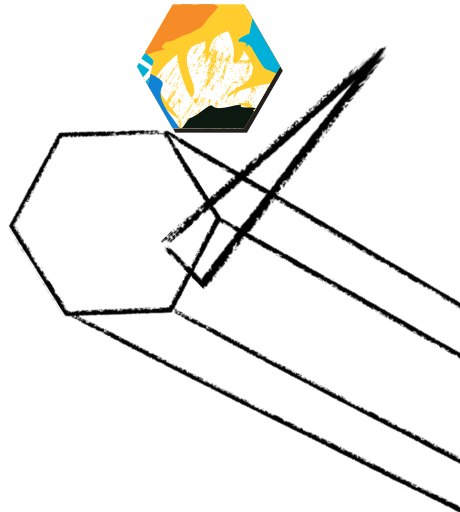


What you need:

- A cloud-based e-commerce platform will maximise speed and flexibility, that scales with your business.
- A platform that enables you to easily launch a storefront when an opportunity strikes.

What to think about:

- Using e-commerce platforms without cloud capabilities will usually be slower, impacting SEO rankings.
- A one-second delay in load time results in 7 percent fewer conversions.



Extreme flexibility

A flexible platform helps organisations reuse common processes and capabilities across stores, while allowing rapid customisation at a store-specific level.

Enterprises often have brand or region-specific requirements that may arise out of organisational structure, compliance, or localisation needs. Individual stores or brands need to be rolled out easily while implementing their unique needs.

All this needs to be visible to the business, and managed while maintaining the stability and upgradeability of the platform.

What you need:

- Find a platform that can be managed at a regional level.
- Build a skilled community of developers to support the growth of your website.
- A platform with headless capabilities, to deliver, evaluate and deploy shoppable experiences and give customers faster response times.

What to think about:

- Avoid platforms that use rigid templates that you can't change.
- Select a platform provider that works with you to manage upgrades and business continuity in a way that fits with your customers.
- Only use an e-commerce platform that can be extended and customised easily.





Deliver immersive experiences

Content is a big part of an irresistible customer experience. Salify states that 87 percent of consumers rate product content very highly when deciding to buy. A platform should have a proven legacy in creating jaw-dropping personalised experiences with robust flexibility.

CMO.com states that 67 percent of consumers say it's important for brands to personalise content based on their current context. Adobe Commerce enables you to seamlessly personalise the content and journey for each customer, to guide them through each step of the shopping process according to their individual needs.

What you need:

- Your platform should have modern AI and machine-learning capabilities.
- A platform which can manage content, as well as create compelling experiences.
- A platform should allow you to access content from external content and asset management systems.

What to think about:

- Platforms with limited content capabilities won't be able to grow with your brand.
- Does your platform support both internal and external content systems?

Prioritise the mobile experience

By 2021, it is estimated that global mobile e-commerce could account for around **£2.7 trillion** and make up **73 percent of e-commerce sales**. Adobe Commerce is ideally positioned to drive this trend for your business with progressive web applications (PWA), responsive themes for consistent experiences across devices, and mobile-friendly checkout processes.

Design your e-commerce experience on a platform that is mobile-first, so you can deliver a quick, intuitive, and effective journey for your customers.

What you need:

- Use a platform that supports progressive web applications (PWAs).
- Try to use a platform that's geared towards mobile users.
- Find an e-commerce platform that offers rapid mobile performance.

What to think about:

- Don't use platforms that force your designers and developers into a desktop-first design approach.
- Watch out for platforms that take control away from non-technical users and require development for most changes.



Create multichannel commerce

An irresistible customer experience is an ultra-convenient one.

Customers want what is best for them, like having the option to buy and have the item delivered to their house, or to buy online, pickup in store (BOPIS).

Customers want a personalised experience on a site, at a store or branch, or in an IoT interaction where it's apparent that the brand knows who they are.

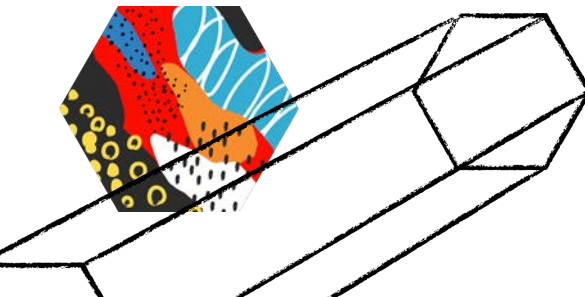
What you need:

Find a platform that supports multiple channels and partnership models.

Find a platform that has the flexibility to meet customer needs across the customer journey, from awareness to post purchase.

What to think about:

- Make sure your e-commerce platform is multi-channel.
- Use caution when platforms only offer loose multichannel integrations and don't have strong native abilities to support multichannel needs.



Analytics.

Analytics helps bring meaning to commerce behaviour across omnichannel touchpoints. Having just CRM or commerce data lacks the customer context needed to understand it or optimise accordingly.

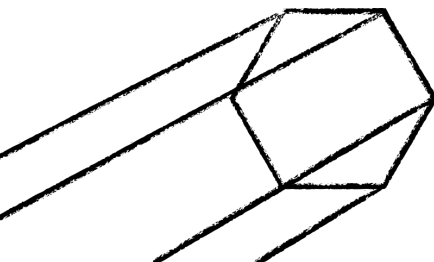
Commerce systems should have a heavy presence in the customer data – particularly behavioural data that measures and helps drive optimisation and personalisation.

What you need:

- Find an analytics platform with multichannel data.
- Look for a system that has versatile AI and machine-learning abilities.
- Use an analytics platform that can manage large amounts of data and offer suggestions for action or optimisations.

What to think about:

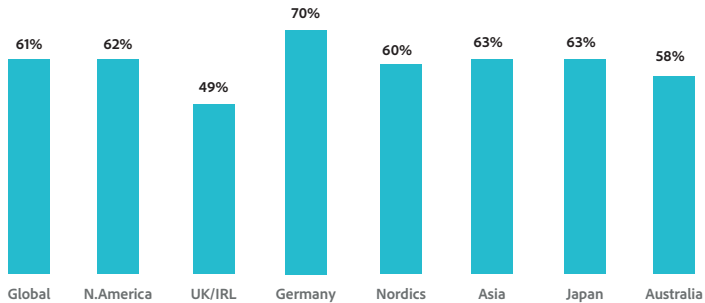
- Avoid platforms where you do not have sole ownership of your data.
- Watch out for platforms that only focus on web-based data.



According to Econsultancy's Reinventing Commerce report, nearly 65 percent of global respondents report that they don't have enough customer data to fully understand the customer journey, ranging from a low in Germany (55 percent) to over 75 percent in Japan.

Commerce models under pressure (by region)

Current business model is under "significant" or "extreme" pressure to adapt to changing market conditions/customer behaviour.

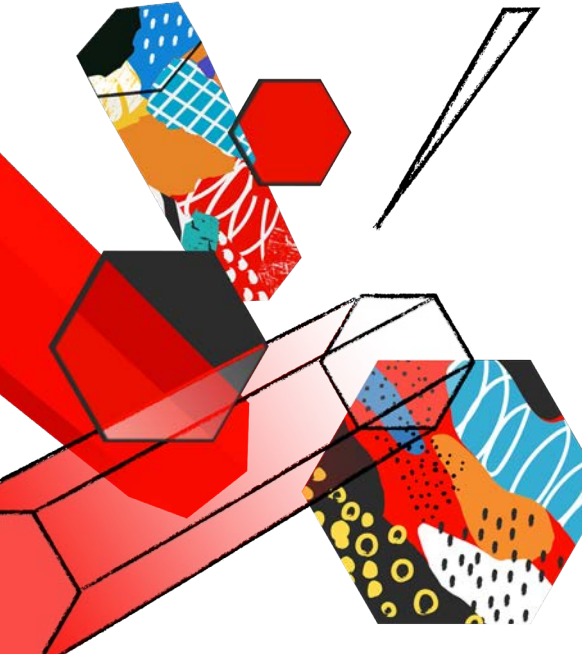
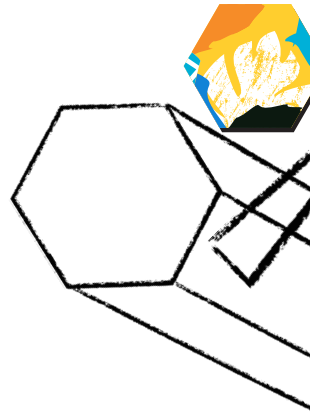


Source: Econsultancy, Reinventing Commerce: How Retailer, CPGs and Manufacturers Can Compete with Content and Experience

The e-commerce platform to surpass shoppers' expectations.

Adobe Commerce has all the features that allow you to obsess over every detail, each interaction and every shoppable experience. Whether that's via the easy-to-use report builder, the advanced exporting functions or the shareable reporting dashboards, Adobe Commerce has capabilities flexible enough to tell your data story to your business, in the way that works best for you.

Bring this together and you form an unstoppable ecommerce strategy that delights, converts and retains customers.



Essential features

Extreme flexibility

Adobe Commerce Options

Adobe Commerce: Ability to sell across multiple commerce models like B2C, B2B, subscriptions or B2E.

Global reference architecture: Utilise a flexible code based to enable scale and security across the business.

Built for speed

Adobe Commerce: Offer fast, continuous performance, even during holiday traffic surges and transaction spikes.

Rapid content updates

Page Builder: Keep customers engaged by easily building new pages and keeping content fresh.

Target content to specific audiences with customer segmentation.

Adobe Stock: Leverage over 60 million assets to help fill in any creative needs with Adobe Commerce.

Adobe Experience Manager: Create rich or complex omnichannel touchpoints on top of Adobe Commerce.

Essential features

Mobile development

Multichannel commerce

Data

Adobe Commerce Options

PWA Studio: Create responsive web pages that deliver an app-quality experience. Add mobile-optimised checkouts that improve conversion rates.

Adobe Commerce: Unify commerce into a single admin across the sales channel, business or business model being utilised.

Commerce Order Management: Integrate order and inventory management across digital and physical storefronts to deliver enhanced abilities like BOPIS.

Commerce Business Intelligence: Analyse customer behavior across all your storefronts in one place.

Adobe Analytics: Understand the customer behaviour friction, high-value segments and optimisation points. Unleash AI to do more with less.

Adobe can help

Adobe is a leading provider of commerce innovation to merchants and brands across all industries through Adobe Commerce. In the 2021 [Gartner® Magic Quadrant™ for Digital Commerce](#) Adobe was named a Leader among 17 vendors. Gartner® evaluates digital commerce vendors on their completeness of vision and ability to execute.

Adobe is the #1 provider to the Internet retailer Top 1000, the B2B 300 and the Top 500 Guides for Europe and Latin America.

Adobe Commerce is supported by a vast global network of solution and technology partners, a highly active global developer community and the largest e-commerce marketplace for extensions, all available for download on the Magento Marketplace.

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