Adobe

Deliver an experience-led commerce journey.

Learn how the Adobe ecommerce ecosystem can help you build connected customer experiences and journeys.

Improving the ecommerce experience is one of the biggest opportunities companies have to grow without launching new products or entering new markets. According to research by Adobe and Forrester, experience-led businesses overall can expect a **1.7x** year-over-year growth in revenue and a **2.3x** year-over-year increase in customer lifetime value compared with other businesses. The catch? For most companies, becoming an experience-led business isn't easy.

When asked by Adobe and Advanis whether their digital experiences had improved over the last 12 months, only 37% of consumers said their experiences had gotten better, while 63% said they'd stayed the same or gotten worse. Clearly, something is amiss.

When asked by Adobe and Advanis whether their digital experiences had improved over the last 12 months:

37%
of consumers said their experiences had gotten better.

63%
said their experiences had stayed the same or gotten worse.

"Ecommerce businesses really care about improving the customer experience," says Pat Toothaker, a senior manager of product marketing at Adobe. "But their commerce tech stacks are letting them down." He explains that many companies rely on a pastiche of legacy and third-party ecommerce systems to handle the customer journey. If those systems aren't integrated flawlessly, the entire commerce experience suffers.

That's why Adobe has developed an open ecommerce ecosystem—and a network of developer and solution partners—that makes it easier to invent unique experiences and connect the customer journey. "Adobe is known as the experience company for a reason," says Toothaker. "We are continually extending our ecommerce ecosystem so our customers can build groundbreaking commerce experiences in virtually any industry."

Digital CX matters for everyone.

Consumer-facing brands have been working to improve the digital customer experience (CX) for years, and nearly 100% of them say it's a top priority.

What's new is that most B2B marketers agree. B2B buyers now prefer a DIY digital shopping experience—which means the quality of your digital CX is crucial to growth. According to Gartner, B2B buyers spend only 17% of their total purchase journey with sales reps. And 44% of millennials prefer no sales rep interaction at all in B2B settings.

The bottom line is that the digital CX is business critical for all businesses, no matter who their customers are.

Only **17%**

of B2B buyers' total purchase journey is spent with sales reps.

44%

of millennials prefer no sales rep interaction at all in B2B settings.

Adobe Commerce—the foundation of our ecommerce ecosystem.

Adobe Commerce is an open platform that's designed to provide a flexible, scalable foundation for virtually any ecommerce business model—and Adobe is continually evolving it. "Our product roadmap is focused on powering the next generation of digital businesses, the way only Adobe can. We will accomplish that though an agile platform that allows B2B and B2C companies to differentiate their brand experience, personalize the commerce journey at scale, and apply integrated AI to connect their customers with the right offer, at the right time, and the right channel," says Toothaker.

Personalized Product Recommendations.

The Product Recommendations feature in Adobe Commerce uses the Adobe Sensei AI to automatically generate product recommendations, which can then be easily incorporated into the commerce experience. "Recommendations can be personalized according to user-specific data or generalized for anonymous users browsing your web pages," explains Toothaker. "Our customers who adopt them often see results within weeks."

For example, Marshall Wolf Automotive, a 35-year-old industrial distributor, activated Product Recommendations powered by Adobe Sensei in Adobe Commerce and increased average order value (AOV) by 20%. "Product recommendations are often overlooked in the B2B space," says Tyler Jensen, web developer and architect at Marshall Wolf Automation. "Yet they provide tremendous value. Making it easy to purchase exactly what they need improves the customer experience and reduces returns, saving money on our end."

Catbird, a Brooklyn-based jewelry retailer, achieved similar results. After deploying popularity and shopper-based product recommendations on its home page and product detail pages, the company increased revenues from product recommendations by 1,500%.

Customers who adopt the Product Recommendations feature often see results within weeks:

20%
increase in average order value (AOV) was achieved by industrial distributor Marshall Wolf Automotive.

1,500%
increase in revenues was achieved by Brooklyn-based jewelry retailer Catbird.

Live Search.

"Our AI-powered Live Search feature makes it easier for customers to find what they're looking for," adds Toothaker. It works by analyzing the language people use to search for products and identifying synonyms. It also learns over time the less formal and idiosyncratic language people may use to describe your product. For example, let's say you sell a product tagged in your catalog as a "surface reconditioning solution." AI could help surface this product in customer search results for "floral-scented cleaner," "blue cleaner," and other terms. And for businesses with B2B needs, Live Search will reflect custom price books and customer groups, so each buyer will only see the products available in that buyer's catalog, and search results will display that buyer's unique pricing.

" Using App Builder with Adobe Commerce enables merchants to innovate rapidly by providing the agility to customize processes, integrate systems, and deploy new capabilities while maintaining SaaS-like upgradability.

Pat Toothaker
Senior Manager of Product Marketing
Adobe

App Builder.

Adobe Developer App Builder is a complete design, application, and runtime environment that lets developers build and deploy custom, cloud-native web apps on our serverless platform, Adobe I/O Runtime. "Using App Builder with Adobe Commerce enables merchants to innovate rapidly by providing the agility to customize processes, integrate systems, and deploy new capabilities while maintaining SaaS-like upgradability," notes Toothaker.
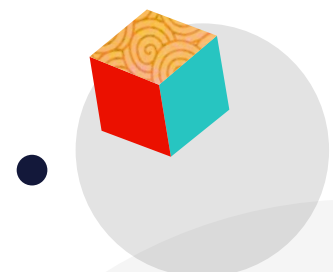
The five elements of Adobe's ecommerce ecosystem.

Adobe's ecommerce ecosystem boasts some pretty nifty stats. Working with more than 450,000 community members, 8,000 certified developers, and 450 partners, we continually evolve our commerce platform. That helps ensure it plays nicely with other business-critical platforms and with emerging technologies such as artificial intelligence (AI) and augmented reality (AR).

As Toothaker explains, "Our ecommerce ecosystem consists of five key elements beyond the Adobe Commerce foundation—a strong open systems foundation, a thriving third-party marketplace, an engaged community, a global network of solution and technology partners, and support from Adobe. Together, they allow businesses to create amazing ecommerce experiences and connect the customer journey."

Adobe Commerce has brought significant benefits to businesses that have adopted it:

50% increase in developer productivity

67% faster custom feature development time

1. An open technology foundation

All Adobe platforms, including ecommerce, are designed to easily exchange data with other systems via well-documented APIs. With the API Mesh for Adobe Developer App Builder, businesses can connect their ecommerce platforms to other key systems such as CRM, ERP, and POS. It also allows businesses to quickly customize the platform—which, in turn, makes them more agile.

It's no surprise, then, that according to IDC research commissioned by Adobe, businesses that adopted Adobe Commerce increased developer productivity by 50% and were able to develop custom features 67% faster.

2. A thriving software marketplace

While open APIs make it easy for businesses to work with Adobe Commerce, they also make it an attractive proposition for leading technology providers. In fact, Adobe's extension marketplace features thousands of extensions and connectors built for the Adobe Commerce platform. These solutions support virtually every type of commerce, including wholesale, retail, and blended models as well as subscriptions.

In many cases, businesses can take weeks or even months off their Adobe Commerce deployment schedules by using pre-built extensions instead of custom, "from scratch" development. Adobe solution partners can help businesses choose the right extensions for their industry and unique needs and "right-size" their extension environment over time.

3. An active and engaged community

When Adobe acquired the Magento commerce engine, we also embraced its global community of users and developers. Today, this community includes hundreds of thousands of members who exchange tips and tricks for getting the most out of Adobe Commerce and Magento Open Source, which Adobe maintains. This community provides a wealth of resources and support to businesses that use Adobe Commerce and to the software developers and solution partners that support them.

Businesses can take weeks or even months off their Adobe Commerce deployment schedules by using pre-built extensions instead of custom, "from scratch" development.

4. Proven solution and technology partners

Adobe has ecommerce partners everywhere, in many technologies and industries. These technology and solution partners deliver a uniformly high level of quality and service. No matter where you're located or what industry you're in, you can easily find help.

Adobe also works with Premier Technology Partners to ensure that Adobe Commerce works seamlessly with best-of-breed commerce solutions for every industry and use case.

5. Support from Adobe

Adobe offers a consistently high level of financial and technical support for our solution and technology partners. "As an organization with a global reach and a world-class development team, Adobe can provide a wealth of resources to its partners," says Toothaker. "We're also committed to helping partners understand our product roadmap so they can better inform their own development strategies and advise joint customers."

Hear from Adobe partners.

Adobe understands just how important it is to provide a simple and seamless digital experience to consumers and business buyers alike—and to do it from start to finish. "A lot of companies get part of the customer journey right, but these gems are often isolated and disconnected from the rest of the commerce experience," notes Toothaker.

In this guide, you'll get advice from Adobe Premier Technology Partners on how businesses can take advantage of Adobe's ecommerce ecosystem to delight their customers at every stage of their journey, from discovery, shopping, and selection through checkout, order processing, fulfillment, and returns.

Want a quick preview?

Check out our summary of this eBook in infographic form.

View the infographic

Contents

Dotdigital

Meet customers where they are.

Use data to create a digital CX that's in tune with customers' ever-changing wants and needs.

For brands working to build customer trust, the digital CX is every bit as important as in-person experiences, according to research from Adobe.

But today's digital shoppers are hard to please. They demand seamless, personalized experiences across all your channels. They expect content to engage them on a personal and emotional level, but their wants and needs can change from one day to the next. And understanding exactly what delights them at any given time—and on multiple digital platforms—isn't easy.

Tracking and analyzing when, where, and how customers engage with content can provide insights into the kinds of experiences that prompt them to take action. In our experience, four strategies can help you gather these insights in real time and use them to transform your CX:

1. Unify customer data.

Forrester recommends that marketers use an omnichannel approach to designing campaigns and measuring success. To make this happen, you need to unify all the customer data from all your channels into a single customer view (SCV) that gives you an accurate picture of each customer's unique journey. When this data is updated in real time, you can use it to power deeply personalized omnichannel campaigns emphasizing the channels that are most meaningful to each customer.

Ideally, your SCV should provide insight into metrics such as customer data, channels, memberships, sales, engagement, and activity timelines. With that information, you can create the nuanced customer personas you need for advanced personalization. As an example, when REEDS Jewelers used Dotdigital's SCV capability to build a 360-degree view of a typical shopper, it led to a 52% increase in revenue and an average order value uplift of 18%.

According to a report by Econsultancy, using tools to combine the vast quantity of available data into an SCV is key to ensuring customers are delighted throughout their buying process.

2. Speak to a range of emotions.

According to research by Forrester, marketers should provide content that speaks to customers' different emotional needs at each stage of the buying journey. For example, providing useful product information can boost confidence in buying decisions. Similarly, outlining your recycling program can demonstrate alignment with customers' values in eco-friendly purchasing.

The signals you get from analyzing the customer data in your SCV can help you determine how well you're meeting customers' emotional needs and identify areas where you're failing to connect.

3. Learn to predict purchasing intent.

With audience segmentation in a state of constant change, many marketers struggle to identify the content assets that resonate with customers. Order data gives marketers a powerful array of insights, from how recently a customer bought from a brand to how often they buy and the value of their purchases.

Layering engagement data—such as clicks and browsing behavior—on top of order data gives marketers a powerful model that is known as eRFM (engagement, recency, frequency, monetary value). The eRFM behavioral data model helps marketers better understand customer intent. Being able to predict customer purchase intent allows you to create sophisticated audience segments, identify customers with the highest purchase potential, and improve your brand's follow-up interactions.

REEDS Jewelers used Dotdigital's SCV capability and experienced impressive results:

52%

increase in revenue

18%

increase in average order value

See the case study

You can also deploy segment and address book analytics for insights into customers' email, web, and commerce activity. This kind of analysis helps optimize targeting by sending relevant content at a time when your customer is most likely to engage with it. It also gives your marketing team insights into the needs and wants of a particular segment or marketing list, which in turn allows them to optimize the content of that campaign to better serve its audience.

" Our strategy has allowed us to see who in our database is engaging with a specific section of products on our website so that we can target them with relevant campaigns. That personalization is so important because we offer a wide range of products—which means we often have very different audiences that we need to communicate with.

Colby Raker
Digital Analyst
REEDS Jewelers

4. Get better at chat.

Deploying a live chat solution can shorten the conversion window, allowing you to get instant insights into what your customers want and respond in real time, at any time of the day or night.

The footwear and apparel brand Converse integrated Dotdigital's live chat into its Adobe Commerce powered website—and found that an impressive 29% of its marketing contacts were now coming from chat. What's more, the purchasing window for customers acquired by chat was just 13 days, versus a 19-day average for other Converse customer sources.

Enjoy easy integrations with Adobe data.

Dotdigital offers the preeminent cross-marketing automation platform for use with Adobe Commerce. This intuitive, easy-to-use, turnkey solution can be turned on in minutes, giving you immediate insights on your valuable customer data. Integrating Dotdigital helps brands get more out of Adobe Commerce data by driving sales, conversions, and loyalty as the brand grows.

Your customers expect a seamless, personalized experience no matter what or where they buy—so offering them frictionless buying journeys across platforms is a must. Because over 58% of all online visits in 2021 came from mobile devices, you should know that Dotdigital works seamlessly with Adobe Commerce PWA Studio, allowing you to launch progressive web app storefronts that offer a first-class mobile experience. Dotdigital also offers a development toolkit for the Adobe PWA Studio to fast-track implementation. Advanced integration with Adobe Commerce syncs extended product attributes and custom fields so you can better personalize your marketing communications.
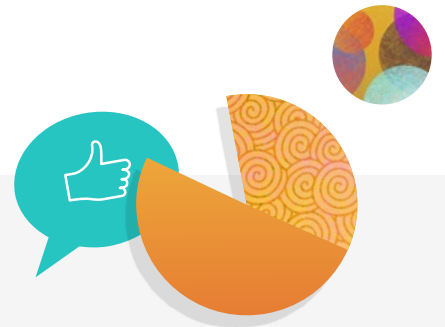
dotdigital

About Dotdigital

Dotdigital offers a customer engagement platform that helps digital marketers and developers deliver communications across the customer journey. We harness the power of customer data to support engagement, conversion, and loyalty for brands as they grow and scale. Customers love our easy-to-use platform that connects first-party data across systems, surfacing powerful insights and automating predictive cross-channel messages.

Dotdigital's 350+ employees serve mid-market and enterprise companies around the world and across industries. We aspire to inspire responsible marketing and are committed to sustainability, privacy, and security. Dotdigital is proud to be the world's first carbon-neutral, ISO14001, ISO 27701, and ISO27001 certified marketing automation platform.

Learn more at dotdigital.com.

Fluent Commerce

Build more trust in your brand.

How accurate inventory and optimal fulfillment can improve your customer experience.

Your customers' shopping experience starts long before the moment they click "buy" in a digital storefront—and extends far beyond the sale. An amazing pre-purchase CX can be forgotten if a customer tries to buy your product, only to find out it is unavailable or has no options for speedy shipping. After a purchase, if a shipment can't be tracked or your returns process is unclear, your customer is likely to be disappointed in your brand.

Brands that deliver a great shopping experience from beginning to end can delight their customers throughout the entire buying process—and win brand loyalty. Following are a few ways to up your pre- and post-purchase CX:

71%
of US consumers are likely to check online if an item is in stock and available before visiting a store in person.

Show accurate product availability.

Being upfront about product availability and location is vital—even customers who shop in person like to check local store stocks online before going to the store. According to a recent Fluent Commerce survey of US and UK shoppers, 71% of US consumers are likely to check online to see if an item is in stock before visiting a store in person.

Highlighting the available fulfillment options (such as ship-to-home or in-store pickup) on the product details page gives customers a better understanding of their upcoming purchase experience. By gathering stock data from all related systems (ERP, point-of-sale, and others), a distributed order management system can track stock in near real time for better accuracy. Without accurate stock, you risk overselling, having to cancel orders, and disappointing customers.

Your brand should offer pre-order and back-order options so that customers can place orders even when an item is not in stock, rather than leave disappointed. That's done by tracking future inventory availability in a distributed order management system that can hold an order and then trigger order processing once the stock comes in.

While customers are actively shopping, a distributed order management system can also put a "soft reservation" on items in their cart, so they won't be sold elsewhere before the customer reaches checkout—a common source of frustration for online shoppers.

56%
of US consumers reported that delivery delays would have a negative impact on their future purchases.

51%
of US consumers consider it important that their pickup order be ready in 30 minutes or less.

Optimize fulfillment logic.

The same survey by Fluent discovered that 56% of US consumers reported that delivery delays would have a negative impact on their future purchases. The advanced sourcing logic in a distributed order management system lets you offer earlier deliveries (by shipping from the location closest to the customer) or order consolidation (to reduce the number of packages sent when items are stocked in different locations).

Give order status updates.

Initiating an efficient pick, pack, and ship/pickup process for items fulfilled from stores lets you meet fast pickup and delivery expectations. That's vital, since the Fluent survey found that 51% of US consumers consider it important that their pickup order be ready in 30 minutes or less. When you send automated order status updates throughout the fulfillment process, your customers enjoy knowing their package is on its way and getting closer.

Make returns easier.

Customers like being able to choose the most convenient option when they have to return a purchase. As the Fluent survey found, 77% of US consumers value being able to return an online order to a physical store. By enabling online options for self-service returns or exchanges, as well as returns of online orders to physical stores, you can help reduce customer frustrations.

Streamline fulfillment operations from start to finish.

Before turning to Fluent, one retailer with a broad base of brick-and-mortar stores was shipping all online orders from a central distribution center. Products often took five to six days to be delivered, which wasn't on par with customer expectations.

By implementing Fluent Order Management, the retailer was able to get inventory visibility across all its locations, which allowed the company to use its store inventories to fulfill online orders. The Fluent Store web app manages the pick and pack process for both in-store pickup and home delivery orders.

Online orders are now typically delivered in two to three days, giving customers a better experience. This change has also lowered delivery costs by 50%.

A retailer streamlines fulfillment operations and achieves substantial improvements:

2–3 days

delivery time, down from the previous timeline of 5–6 days

50%

decrease in delivery costs

> " Ship-from-store capabilities help to ensure that our customers receive their orders with greater speed and efficiency. Fluent Commerce has also assisted in streamlining processes across our internal systems to improve our overall performance.

Steve Cohen
General Manager
The Athlete's Foot

Integrate with Adobe.

With the Fluent Order Management Connector for Adobe Commerce, you can do all of this with ease:

- Integrate products with categories

- Import source locations

- Show real-time product availability in Adobe Commerce, both in product details and during checkout

- Sync aggregated inventory for product list pages and search

- Support bespoke order sourcing or processing requirements

fluentcommerce

About Fluent Commerce

Fluent Commerce is a global vendor of a cloud-native, highly flexible, and extensible distributed order management system. Fluent Order Management provides accurate inventory visibility and supports advanced sourcing. This helps reduce overselling and underselling while maximizing order margins. Brands enjoy better control over products sold by channel and optimized store fulfillment, for improved delivery profitability. Fluent Order Management enables the digital agility to react quickly to market changes for brands such as Aldo, Breitling, JD Sports, L'Oréal, and Ted Baker.

Learn more at fluentcommerce.com.
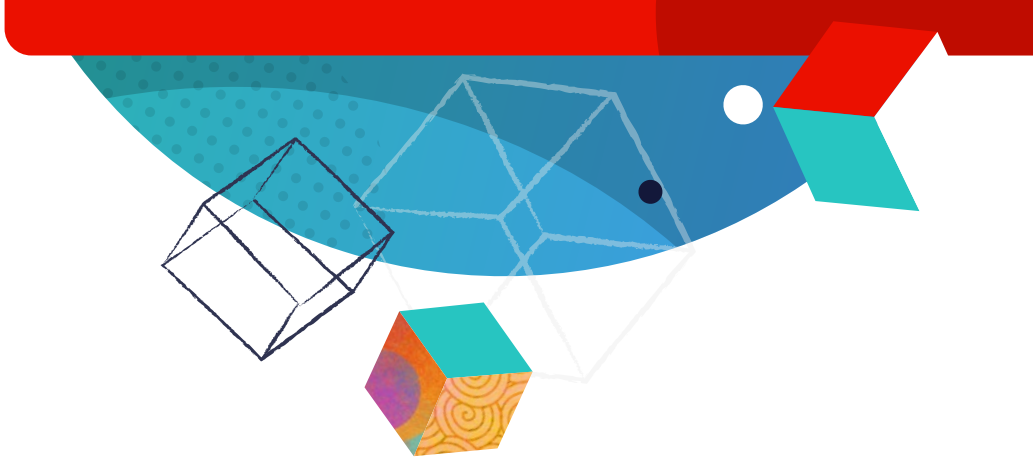
Redstage

Offer product test drives—online.

Augmented reality and interactive 3D models help customers visualize products in their home or workspace.

Brands that sell online know that to win—and keep—customers, they must provide a customer experience (CX) that's both memorable and enjoyable. By incorporating unique and exciting features such as augmented reality (AR) and 3D product modeling, online merchants can create experiences that dazzle their customers.

A study by Threekit found that 61% of shoppers say they prefer retailers that offer AR, but only 1% of retailers include AR in the shopping experience. Adding AR/3D functions to a website isn't simply a fun gimmick for brands—these features can be immensely useful to shoppers who want an in-store or in-home experience while shopping online. When executed thoughtfully and strategically, AR and 3D modeling features can offer online shops a strong return on their investment.

61%
of shoppers say they prefer retailers that offer AR.

1%
of retailers include AR in the shopping experience.

Three common use cases.

1. **Large products.** Shoppers can find it difficult to visualize the dimensions of large products (and some smaller products) in their home or work environments. With AR, buyers can "demo" a product in their own homes and workspaces and understand how it fits in rooms, on countertops, or even on their own bodies. Visualization greatly increases customer confidence in purchases, which increases conversion rates.

2. **In-depth features.** For high-end appliances, complicated tools, or bulky machinery, online shoppers may not find it easy to understand the full set of features and functionalities. With AR and 3D modeling, customers can get to know a product's functionality through annotated 3D models that explain each feature, increasing customer confidence.

3. **Upselling.** AR and 3D modeling can be used to show accessories and extra parts, which allows customers who are shopping for a standard model to see the high-end version.

The basics of AR and 3D for ecommerce.

AR and 3D product models complement each other in online marketing of high-end, bulky, complex, or nuanced products.

Augmented reality.

Most of us are familiar with virtual reality (VR), which uses a headset to give the user the experience of being in a different place. Augmented reality instead uses a smart device's camera to superimpose a computer-generated image of an object over an actual location. Users can move the camera to get different views of the object while the image remains anchored in place at the correct scale. As the user moves around, the view moves, too, offering a 360-degree view. It's an excellent way to help customers visualize a product in their own environment before purchasing.

3D product models.

3D modeling allows brands to offer a rotatable image of the product on a webpage, guiding the customer through a product demonstration much as a salesperson might. It's a great way to offer a product demo for customers who aren't in a physical store.

Unlike product photography, 3D models are created entirely digitally. That makes it easy for 3D models to showcase multiple colors or other variations. It also makes them a great tool for pre-orders and pre-release publicity before products are mass produced.

AR/3D in action.

The massive shift to online shopping over the last few years hit hard at Jura Coffee. Historically, customers had enjoyed exploring the brand's high-end professional and home coffee machines in stores. Without the in-store shopping experience they'd enjoyed prior to the COVID-19 pandemic, Jura Coffee's customers were struggling to get a sense of the brand's elegance, quality of construction, and ease of use during their online visits. This led to some hesitation among prospective buyers.

The brand's leadership contemplated ways to give customers a luxury experience with its products without in-store visits. The coffee machines were winning design awards, after all, and customers deserved a way to experience the brand's excellence before making their buying decision. The ecommerce team collaborated with Redstage to deploy AR and 3D models throughout the site.

Once the AR and 3D models were live, Jura Coffee saw a 15% boost in conversions on products enabled with AR capabilities. Customers' confidence in the brand's products grew along with their understanding of the machines' functions and features. Customer drop-off on product pages went down and conversion rates went up as customers enjoyed learning about Jura Coffee products. Gross sales for products enabled with AR and 3D model capabilities rose 65%. Jura Coffee customers said they were delighted with the new AR and 3D features on the site. The brand has seen a 21% rise in the number of transactions overall—and a 36% increase in average order value.

Read the case study

Learn more about AR design

65% increase in gross sales for products enabled with AR and 3D model capabilities

21% rise in the number of transactions overall

36% increase in average order value

"We danced around whether to implement augmented reality or not, and COVID changed a lot of things for us. It put an intense focus on ecommerce for us, customers who were used to going out to brick-and-mortar stores to touch and feel our machines didn't have the opportunity to do that.… Losing the ability to take a test drive was something that helped us decide that [AR/3D] was a great way to bring the showroom to our ecommerce site.

Bradley Cooper
Senior Ecommerce Manager
Jura Coffee

Simple integration with Adobe Commerce.

The robust platform of Adobe Commerce makes it simple for capable creative teams to implement AR and 3D models. Because the AR and 3D features of Redstage integrate easily into the Adobe Commerce platform, customers can view a product in their home or workspace and gain a multi-dimensional understanding of its features and functions.
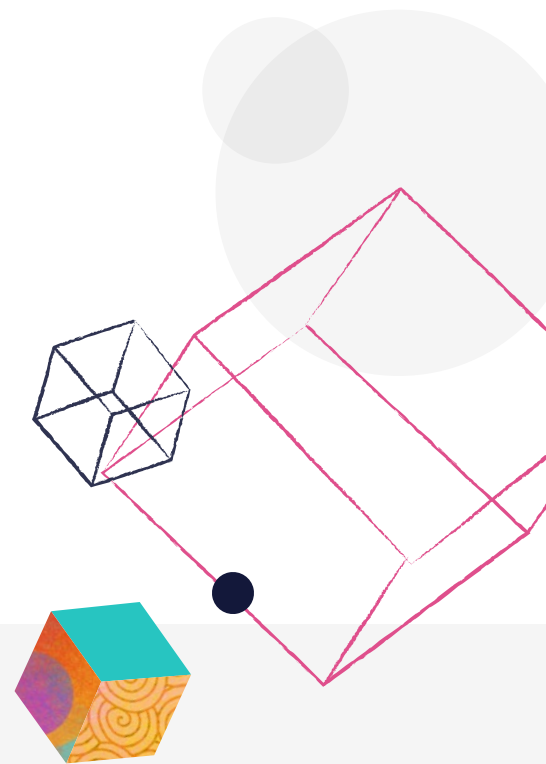
REDSTAGE

About Redstage

Redstage is a platform-agnostic, full-spectrum ecommerce agency that supports digital leaders in B2B and B2C commerce. Its ecommerce web design and development services are supported by core teams for business strategy, long-term web support, security, and more. Redstage has won multiple AVA Digital Awards and Hermes Creative Awards and offers clients a wealth of commerce experience and expertise.

Learn more at redstage.com/contact-us.

Vertex

Make taxes less taxing.

Improving the accuracy and transparency of taxation can reduce customer frustrations and improve the CX.

Today's customers expect to be able to buy anything at any time with no hiccups or interruptions, whether they're shopping for themselves or their business. But constant changes to indirect tax rates, rules, and regulations can make it difficult to perform instant, accurate sales tax or value-added tax (VAT) calculations. Delayed, inaccurate, or misleading sales tax calculations can lead to a cart abandoned—and a customer lost.

Customers want real-time visibility into the true cost of their purchases. According to a study by Baymard Institute, nearly half of shoppers abandon their carts when extra costs (shipping, tax, fees) are unexpectedly high. The solution is a shopping experience that factors in all applicable tax rates, rules, regulations, and exemptions accurately at the time of purchase. By delivering this kind of experience, sellers can also protect themselves against unexpected fines and penalties from incorrect tax calculations.

> Nearly half of shoppers abandon their carts when extra costs are unexpectedly high.

This improved shopping experience must support all the brand's channels, including online, marketplace, and in-store purchasing. Omnichannel retailing often requires a tax-technology solution that ensures accurate sales tax calculations not only for all the places a customer might purchase, but also for all the locations a merchant may source an order from. Ideally, a tax solution for ecommerce should cover customer-facing tax calculations as well as back-end compliance and invoicing. And it should be continually updated with the latest rules and rates from every applicable taxing jurisdiction—including 10,000 in the US alone.

Growth means complexity.

According to a survey by tax consultancy BDO, 56% of tax executives say that technology and process limitations have affected their ability to keep pace with changing tax regulations. As organizations lean into new market opportunities, complexity only increases. Changes, such as expansion to new locations, acquisitions, new product or service introductions, supply chain modifications, addition of new fulfillment options, or underlying business model alterations, all multiply the tax ramifications.

According to the same BDO survey, identifying and implementing new technologies is the top investment priority for 51% of tax executives. Today's technology solutions can help companies increase the accuracy of their indirect tax determination, improve the integrity of their tax data, and comply efficiently with the everchanging complexities of both domestic and international tax regulations.

" With Vertex, we now have the latest tax configurations at our fingertips and the ability to access, analyze, and manage the data for tens of millions of transactions each month.

Brian McLaughlin
Senior Manager, Indirect Taxes
Redbox Automated Retail, LLC

56%
of tax executives say that technology and process limitations have affected their ability to keep pace with changing tax regulations.

51%
of tax executives say that identifying and implementing new technologies is their top investment priority.

Accurate tax calculations make for a better CX.

Ensuring accurate sales and use tax calculations—and VAT, where applicable—in real time through the use of a tax-technology solution keeps customers from being hit with unexpected taxes or tariffs after purchase. Avoiding unpleasant post-purchase cost surprises can help replace abandoned carts with loyal customers.
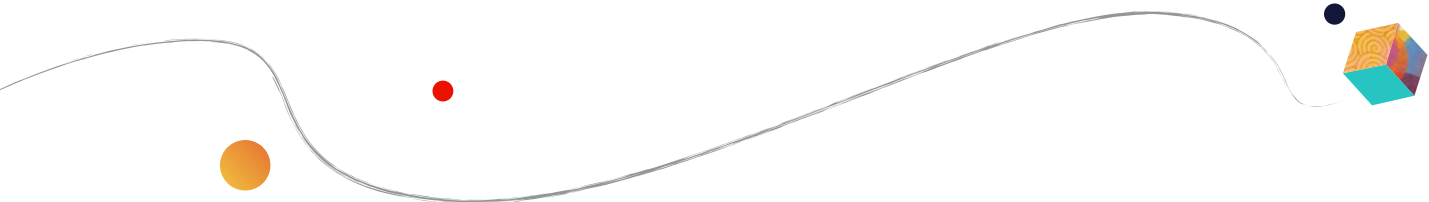
It also relieves sellers of the burden and cost of continuous in-house tax research—especially in preparation for short-term tax changes such as sales-tax holidays.

You can help "future-proof" your indirect tax management and ensure accurate calculations with a centrally maintained and updated tax-technology platform such as those offered by Vertex. A Vertex tax engine can be integrated across sales channels, eliminating the need for multiple manual updates to accommodate every change. Vertex also offers products that act as a central repository for transaction data, providing a single source of truth for compliance and audit defense activities.

What to look for in tax systems.

Make sure your indirect tax solution offers robust features:

- **Omnichannel support** to provide a seamless experience in store, online, or via marketplace

- **Address cleansing** to ensure that correct rates are applied anywhere in the world

- **Automatic updating** to relieve IT staff of the burden of managing both software-level and tax data updates

- **Cross-border indirect tax data** to support international customers

" A single instance of Vertex enables a seamless experience for our customers across our omnichannel business, and it eliminated a lot of work that our tax and IT teams were doing to maintain separate tax systems.

Shelley Chase
International Director, Tax
Patagonia

Integrate tax compliance by integrating with Adobe.

Vertex provides powerful, seamless integration with Adobe Commerce, helping to simplify indirect tax determination and compliance for commerce operations. Automated tax calculations improve tax accuracy, reduce audit risk, and allow businesses to scale with ease.

This seamless integration enables location identification as well as complex taxability logic. Vertex helps sellers deliver a precise calculation with the latest tax rules and rates for every transaction—with less time spent updating system requirements.

VERTEX®

About Vertex

Vertex, Inc., is the leading global provider of indirect tax software and solutions. As an Adobe Premier Partner, the company's mission is to deliver the most trusted tax technology, enabling global businesses to transact, comply, and grow with confidence. Vertex solutions can be tailored to specific industries for major lines of indirect taxes, including sales and consumer use, VAT, and payroll.

The Vertex tax engine can be integrated with Adobe Commerce and other ERP and marketplace solutions to efficiently support businesses as they grow into new locations and sales channels. Vertex centralizes indirect-tax compliance, ensures consistency across transactions, and creates tax visibility across the enterprise.

Learn more at vertexinc.com.

Yext

Build a search-first site.

Reduce bounce rates, improve conversions, and boost loyalty by giving customers the online experience they want.

Today's customers often start shopping journeys with a site search—but some search tools just don't measure up to their expectations. According to research by the Baymard Institute, 34% of people attempt onsite, non-product-related searches in their ecommerce journey. Yet the institute's research also found that 42% of sites fail to support those searches.

The impact of a poor search experience goes beyond customer satisfaction. Powerful site search drives conversion. In fact, 39% of purchasers are influenced by a relevant search.

If customers can't find what they are looking for, the transaction fails before it begins. That's why marketers need to make search a priority, understand how their customers search, and use data to serve those customers better.

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Step 1: Make website search a priority, not an afterthought.

Today's consumers are more empowered than ever. They have specific questions and needs, and they want relevant and accurate information in return. In short, they want site search. In fact, according to a Forrester report, 60% of US adults online agree that it's important for retailers to offer advanced site search features.

If your website search bar is nonexistent or even just hard to find, three out of five visitors to your site won't get the experience they want. Those visitors will leave your site for a search engine that offers the experience they expect, and that search engine may direct them to a different retailer altogether—which means bounced visitors and lost opportunities for your business.

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Prevent these bounces by making search the backbone of your visitors' digital discovery journeys. Your website should provide onsite search that is accessible, effective, and intuitive. Through extensive UX and UI research, we've tested thousands of users across dozens of experiences that use the Yext UI to validate and improve our default search bar theme. We'll ensure that your customers can find the search bar and that, when they use it, it delivers on the experience they demand.
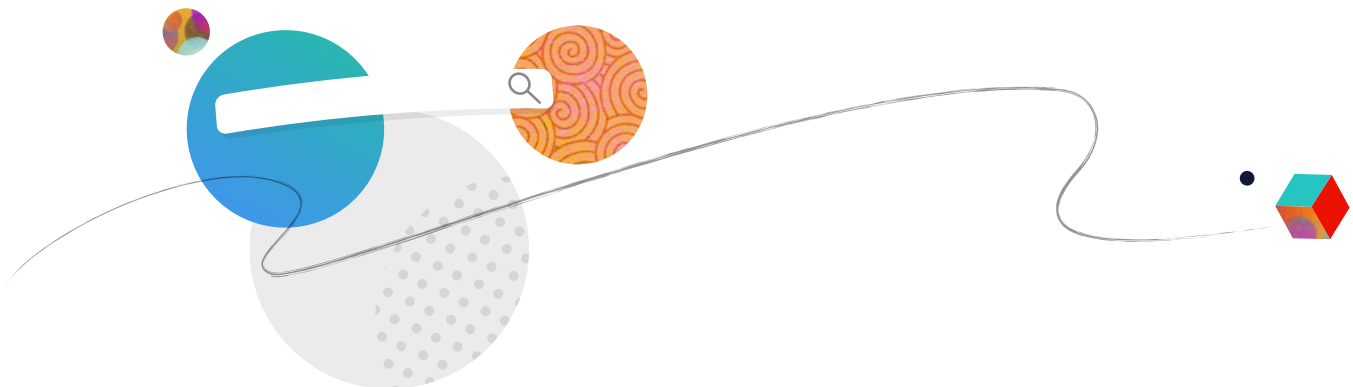
Step 2: Learn how customers search to optimize conversions.

Many shoppers phrase their searches as questions, as if they were speaking to a customer service rep during a visit to a local store: "How do I replace a broken screen?" "What's the best washing machine?" "What are your shipping terms?" If the site's search function can respond only to product keywords or other highly constrained types of queries, your customers may fail to find what they're looking for, and they will then leave the site without converting.

An onsite search experience must be able to deliver accurate query results by quickly surfacing the right product or information and offering a path to purchase. Yext Search delivers answers to natural language and complex queries, no matter how customers search—or how they spell. With Yext Search, a site provides shoppers with the right products, ranked for their preferences. And shoppers can make purchases immediately, straight from the search page.

Improved search yields big results.

The Prisoner Wine Company website had a search function, but its usefulness was limited. Searches for specific SKU numbers succeeded, but a search for "half bottle of red wine" didn't deliver useful results.

The company integrated Yext Search into their ecommerce platform, delivering an AI-powered site search solution for its customers. Site visitors who search for "half bottle of red wine" now get rich, relevant results. And those results are accompanied by a pop-up window that allows customers to complete their purchase immediately—so they never have to leave the search page.

The improved search experience is paying dividends. With a more seamless and supportive customer journey, The Prisoner Wine Company's bounce rate fell by 31%. Year-over-year website transactions are up by an astounding 107%.

Read the case study

220% increase in onsite searches

31% reduction in bounce rate

**107**% increase in year-over-year website transactions

Step 3: Use data to retain customers and build loyalty.

The power of onsite search lies not only in its ability to connect customers quickly with the right products and services, but also in its collection of important data points regarding what customers want and how they talk about those products or services.

Buyer intent analytics can reveal why customers visit a site—and why they leave. By collecting and analyzing data that provides direct insights into buyer intent (such as their search bar queries), marketers can make data-driven decisions that put customers first, delivering an experience that inspires them to return.

Here are three examples of using search bar data to better meet customer needs:

- If you are getting high click rates for an item near the bottom of a page, consider restructuring the page to lift that item higher.

- If a search result is experiencing a large uptick in traffic and popularity, make that result more prominent on pages or in ads—or create a landing page for it.

- If customers search often for an item you don't offer, consider expanding your product line to address that need.
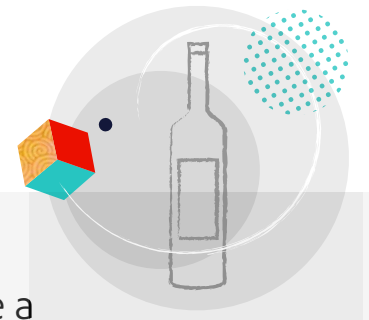
> " You want your site to be easily navigable and provide a seamless experience—especially in ecommerce. It's paramount that you understand where your customers encounter pain points and why they abandon their journey. For example, have they tried to add to cart but not checked out? Why? By implementing Yext, we gained these insights, enabling us to resolve those roadblocks and deliver relevant content that provides the best experience.
>
> Associate director, DTC ecommerce
> Fortune 500 retailer with $9 billion+ annual revenue

Easy Adobe integrations

Yext Search works inside websites powered by Adobe Experience Manager to deliver powerful, natural-language onsite search experiences. You can sync assets stored in Adobe Experience Manager Assets with the Yext Knowledge Graph for use in Yext Search or other Yext-powered experiences. Search data and analysis from Yext are easily merged with Adobe Analytics to give you a more granular understanding of consumer intent.

About Yext

Yext (NYSE: YEXT) helps organizations answer every question about their business. Yext's Answers Platform collects and organizes content into a Knowledge Graph, then leverages a complementary set of products—including Listings, Pages, Reviews, and Search—to deliver relevant, actionable answers wherever customers, employees, and partners look for information. For over 15 years, thousands of companies like Anheuser-Busch, Lego, Campbell Soup, Constellation Brands, and Casio have trusted Yext to create seamless content-driven experiences at scale across search engines, websites, mobile apps, and hundreds of other digital touchpoints.

Learn more at yext.com.

Request a demo at yext.com/demo.

Adobe Experience Cloud

Adobe Experience Cloud is the most comprehensive suite of customer experience management tools on the market. With solutions for data, content delivery, commerce, personalization, and more, this marketing stack is created with the world's first platform designed specifically to create engaging customer experiences. Each product has built-in artificial intelligence and works seamlessly with other Adobe products. And they integrate with your existing technology and future innovations, so you can consistently deliver the right experience every time.

Adobe Commerce

Adobe Commerce is the world's leading digital commerce solution for merchants and brands. With Adobe Commerce, you can build engaging shopping experiences for every type of customer—from B2B and B2C to B2B2C. It's built for enterprise on a scalable, open-source platform with unparalleled security, premium performance, and a low total cost of ownership. Businesses of all sizes can use it to reach customers wherever they are, across devices and marketplaces. It's more than a flexible shopping cart system. It's the building block for business growth.

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