Do more with multichannel sales.

Your second-phase growth checklist.

According to *Harvard Business Review*, 73% of retail customers use multiple channels for shopping and research. These channels include web stores, physical stores, social media, and Amazon. In fact, nearly half of ecommerce in the US happens on Amazon, according to eMarketer. And TechCrunch reports that Amazon represents 5% of all US retail sales.

Of course, selling into all the channels where your customers go can increase sales. And orchestrating these channels can take your customer experience to the next level. For example, you can allow customers to order online and pick up in store (also known as click and collect). You can also let them look up products on a table or mobile app while they're in your store—and even use that same device to ask for help from a sales rep.

But adding new channels means creating a consistent customer experience. You'll also have to invest more in smarter logistics, such as real-time inventory sync and rules-based fulfillment options. To succeed, you'll need a solid plan—and a digital commerce platform built for multichannel selling.

Ready to add new channels?

**Get started with this multichannel commerce checklist.**

Define your channels.
Your multichannel sales plan should identify where you will be selling. Potential channels include brick-and-mortar stores, distributors, dropshippers, and Amazon. You'll also want to make sure your commerce platform can support all the channels you're considering.

Look at your customer experience holistically.
Once you've defined your channels, you'll want to think about how they can work together. For example, customers could buy online and pick up in store. Or mobile apps could bridge the gap between online and in-store commerce by using customer location data to let in-store sales reps know that online customers are on-site.

For a holistic customer experience, your commerce platform should be able to unite customer data—whether it's gathered online or in store.
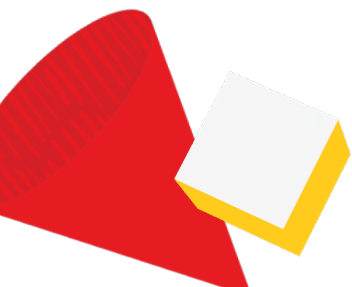
Click and collect—and customer happiness —come to America's rural heartland.

Farm supply store Rural King has 110 stores in 13 states. They also have a thriving commerce business. They brought them together by allowing customers to buy online and pick up in store—and everyone loved it.

Online revenue increased by 34% year over year while store traffic is up 95%.

Rural King's growth

95%

34%
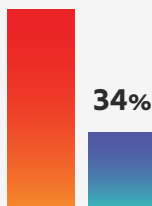
■ 95% more store traffic
■ 34% more online revenue

Personalize your shopping experience.

A personalized shopping experience leads to more sales. Evergage reports that 88% of US marketers reported measurable improvements from personalization, and more than half saw a lift greater than 10%. When creating your multichannel plan, consider how your customer experience could be personalized across channels. For example, your customer's online shopping behavior could be used to create special offers for that same customer in store.

For best results, your commerce platform should support modern personalization technology that uses artificial intelligence to make smart, personalized product suggestions.

**Understand how shipping and fulfillment will work.**

A multichannel ecosystem can be more profitable, but it's also more complex. For each new channel you add, you'll need to

know how shipping and fulfillment will work. You'll need to give customers insight into when their deliveries will arrive or be available in store. And you'll need to keep inventory synced in real time. Your commerce platform should be able to manage shipping and order management for all your different channels.

Manage all your channels in one place.

When you're selling through multiple channels, managing them can be difficult if you run two or more commerce systems. You may have to pull data from multiple sources into a business intelligence tool. Using a single commerce platform for all your channels can make life easier. You can see all of your sales data in one place and understand how customers are interacting with all of your channels.

A personalized shopping experience leads to more sales.
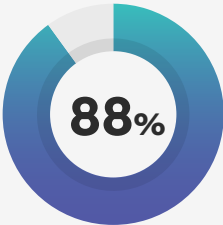
88%

of US marketers reported measurable improvements from personalization.

>50%

saw a lift greater than 10%.

Source: Evergage

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Adobe Commerce

Adobe Commerce, powered by Magento, is the world's leading
digital commerce solution for merchants and brands. With Adobe
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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.

Sources

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