



Customer profile

5 core ecommerce mistakes that hurt customer experience.

Plus tips on how to fix them and wow your shoppers.



Ecommerce is evolving at warp speed. Customers have come to expect hyper-personalized experiences from when they search for products all the way through to checkout. Delivering them well requires the right combination of technology, data management, and user experience. Ecommerce markets are expected to nearly double by 2026, according to McKinsey & Company, so it's time to set the right foundation and tap into the opportunity.

We collected five core mistakes that ecommerce businesses make to help you avoid them.

MISTAKE 1

Not taking advantage of all customer data for personalization.

10x

Companies with a sophisticated approach to personalization achieved 10 times as many conversions as those with only basic personalization.

Source: Adobe and Incisiv

68%

Yet 68% of customer data sits as an untapped gold mine.

Source: Seagate



Customer data provides rich opportunities to:

- Drive customer loyalty with tailored one-to-one experiences.
- Identify upsell opportunities with personalized offers and promotions.
- Explore new product innovations knowing what the market wants (and what they don't).
- Identify previously unexplored market opportunities.

MISTAKE 2

Going all in on composable commerce immediately.

1/3

1/3 of digital businesses will regret "playing software company" in 2023.

Source: Forrester, Predictions 2023: Commerce

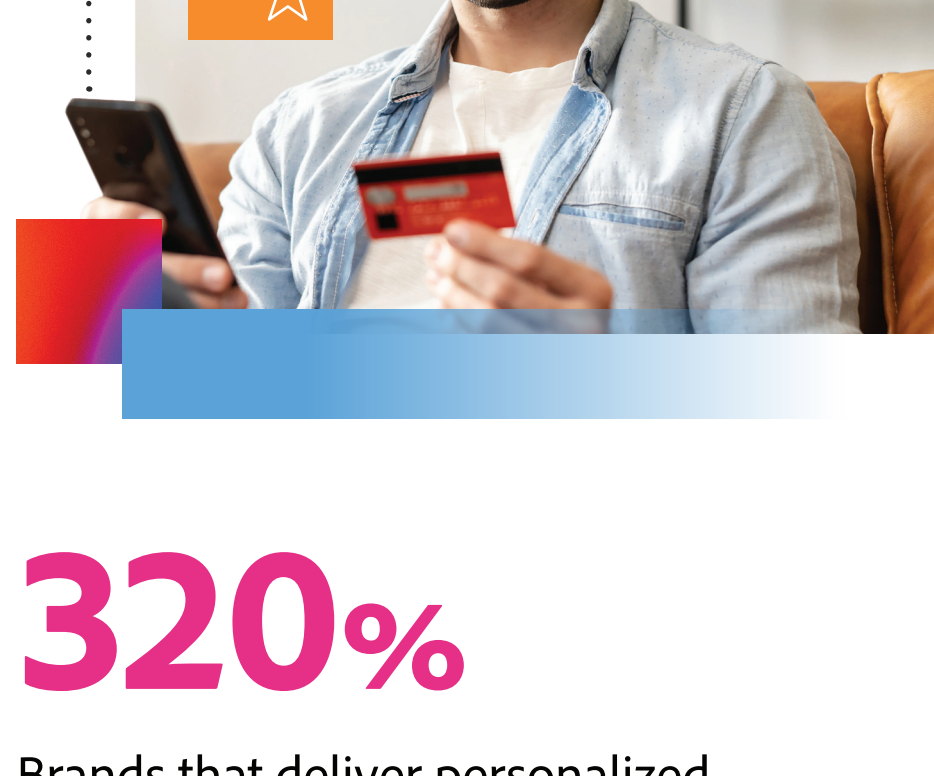
Without the right resources or expertise, ecommerce teams that implement a composable ecommerce platform can run into a mess of complex challenges.

The good news is that composable isn't an all-or-nothing approach. Prioritize your business needs that drive value first, then compose to add new features and services as needed.

Tips for building your platform:

- **Start with a robust commerce platform.** Choose a business-focused foundation with essential commerce services like content, cart, pricing, and catalog.
- **Easily integrate third-party services.** Use an API orchestration layer to upgrade, replace, and extend services without complex integrations.
- **Launch faster with out-of-the-box UIs.** By minimizing development, you can move faster and provide a uniform business user experience.
- **Extend native capabilities.** With the rest of the steps covered, tailor capabilities to your unique needs by building microservices and apps.

- **Adopt advanced capabilities as needed.** Choose options that natively work together when adding services, advanced search, or intelligent product recommendations.



MISTAKE 3

Not utilizing artificial intelligence (AI) to drive better personalization.

91%

91% of customers say they are more likely to order from brands that present relevant product recommendations and offers.

Source: Accenture Interactive

320%

Brands that deliver personalized product recommendations have seen a 320% increase in conversion rates.

Source: Barilliance

Personalization leaders use AI to:

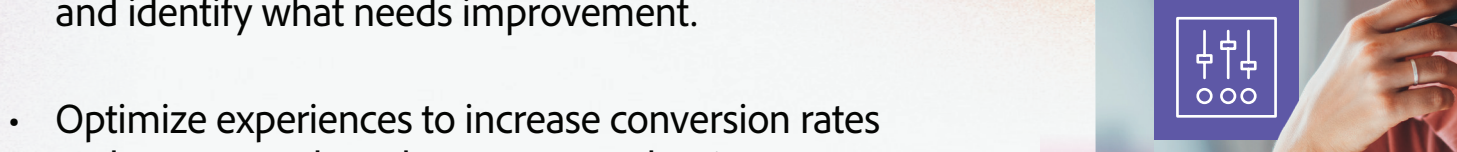
Create segments using predictive models



Intelligently automate the assembly of modular content



Use artificial intelligence and machine learning to create photorealistic images



Source: Forrester, sponsored by Adobe

Use AI to:

- Find more effective ways to connect, convert, and identify what needs improvement.
- Optimize experiences to increase conversion rates and average order value across touchpoints.
- Create journeys that expand opportunities to sell across a wide range of customer journeys.



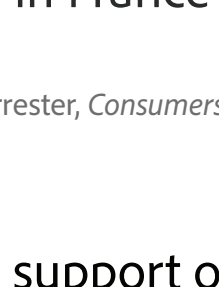
MISTAKE 4

Not providing consumers with additional online support options.

Nearly 1/2

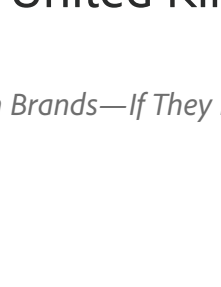
of digital consumers globally have chatted with brands on their own desktop or mobile websites and apps or on third-party messaging platforms in the last 12 months.

Here are global percentages of digital consumers who have used text-based chat to get help from a brand:



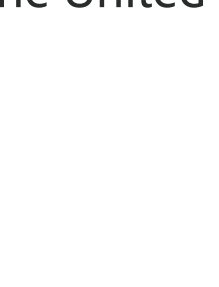
34%

in France



39%

in the United Kingdom



43%

in the United States

Source: Forrester, Consumers Will Chat Anywhere with Brands—If They Need Help

Online support options:



Call centers



Third-party messaging platforms



Text-based chat

PRO TIP Choose a commerce platform that has prebuilt integrations with third-party support applications.

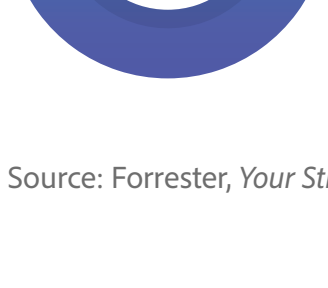
MISTAKE 5

Not prioritizing an aligned omnichannel strategy.

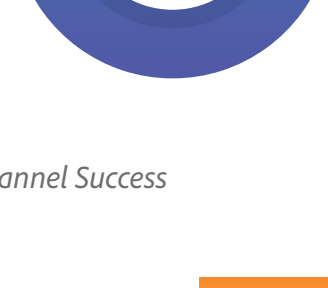
37%

37% of retail and brand professionals don't believe their C-suite is aligned on how to implement a strategy that will reach customers across every channel.

And yet, of the businesses that are aligned on an omnichannel program:

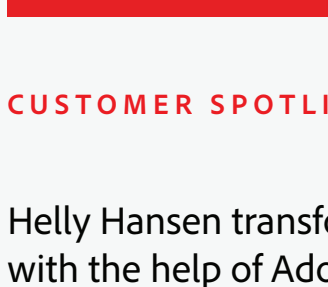


Report increased revenue



Report improved profitability

Source: Forrester, Your Strategic Plan Is the Linchpin for Omnichannel Success



CUSTOMER SPOTLIGHT

Helly Hansen transformed its online commerce experience with the help of Adobe Commerce.

The luxury outdoor gear brand successfully launched its new commerce platform across:

19 countries 55 stores 7 languages 35,000 products

Results:

24% increase in web traffic

50% increase in mobile traffic

67% spike in buy online, pick up in store transactions

Source: Adobe



Set up for success with Adobe.

A strong ecommerce strategy starts with having the right technology. Adobe Commerce makes it easy for B2B, B2C, and B2B2C businesses to streamline the online shopping experience and create personalized experiences for customers.

[Learn more](#)



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4 "Failure to Scale: The State of Personalization in Retail and Travel," Adobe and Incisiv, July 2021.

5 "How Helly Hansen Blends Commerce and Content," Adobe customer story for Helly Hansen, August 18, 2022.

6 Julie Ask, "Consumers Will Chat Anywhere with Brands—If They Need Help," Forrester, September 1, 2022.

7 "Making It Personal," Accenture Interactive, 2018.

8 "Personalization at Scale: Bring Forth the Customer and Business Benefits of Experience Excellence," Forrester, sponsored by Adobe, September 2022.

9 "Proving the Value of Digital Asset Management for Digital Marketers and Creative Teams," IDC InfoBrief, sponsored by Adobe, June 2019.

10 "Seagate's 'Rethink Data' Report Reveals That 68% of Data Available to Businesses Goes Unleveraged," Seagate, July 15, 2020.

11 Stephen Serrano, "Personalized Product Recommendations: Tactics for Profits," Barilliance, February 20, 2023.