

eCommerce tips that'll make customers fall in love with your brand



Valentine's Day 2023

52% of consumers plan to celebrate Valentine's Day this year, spending an average of \$192.80, up from \$175.41 in 2022.



35%

of consumers plan to purchase gifts online

Consumers plan to spend

\$25.9B

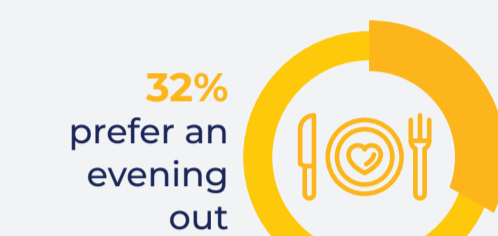
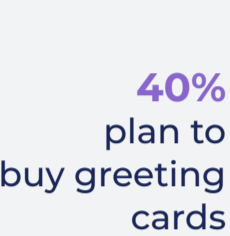
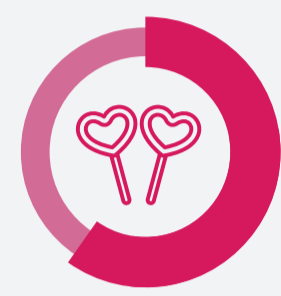


Consumer spending is expected to be up by

8%

<https://nrf.com/media-center/press-releases/consumers-plan-increase-valentines-day-spending-nearly-26-billion>

Top Gifts that Consumers Plan to Buy



<https://nrf.com/media-center/press-releases/consumers-plan-increase-valentines-day-spending-nearly-26-billion>

Why Customers Fall Out of Love With Brands

Points of Friction in Valentine's Day Shopping

- ♥ Poor website performance
- ♥ Below-par findability
- ♥ Lack of personalization
- ♥ Shipping delays
- ♥ Uncertainty on delivery status
- ♥ Missing/inaccurate product information



Make Valentine's Day Frictionless For Your Customers

Show Your Customers Some Love, On V-Day and Beyond!

Love Your Data, As You Love Your Customers

Slow, unorganized, manual processes to manage data hamper your ability to deliver the experiences your customers expect. High traffic periods such as Valentine's Day only magnify these issues further. The answer is not major technology investments. Instead, you need solutions that are flexible; solutions that power you with portable, interoperable, and reliable data to make your customers fall in love with your brand. Solutions such as Data-as-a-Service (DaaS) give you a composable answer to such data that ensures speed-to-market, scalability, and access to key insights.



Stay True To Your Promises

Customer expectations are evolving rapidly, so the experiences you give them must do so too. That said, monolithic platforms don't always give you the liberty of staying nimble. Composable solutions give you the ability to quickly pivot to functionalities and capabilities that will fulfill the customer promise, and also swap out the ones that don't serve a purpose. With models such as Commerce-as-a-Service (CaaS), you get the agility you need to be the first to respond to changing customer demands.



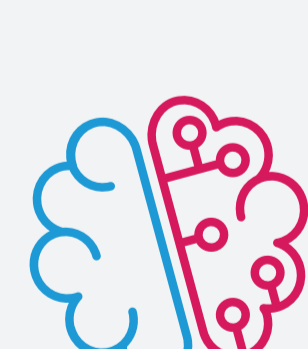
Keep it SaaS-y and Sweet

Flexibility is key, either modern and modular or wrapped up as a micro service, whatever approach makes sense for your business needs. With inflation and a looming recession, the market seems to be showing no love. In this scenario, large-scale capital expenditure and technical debt is not an option. Instead, consider software-as-a-service (SaaS) solutions that help you stay agile, and also boost profit margins along the way. Pivotree WMS, for example, is one such solution that gives you the power to optimize, scale, and adapt warehouse management capabilities with a microservices-based, easy-to-use platform.



AI Your Way Into Customers' Hearts

Whether you're looking to reduce pick-and-pack time to give customers what they want, or to do away with technical debt, artificial intelligence (AI) is the way forward. Use AI to analyze your data, and your understanding of customer expectations will be better; so will your ability to deliver on these expectations. Leverage AI in your supply chain, and you'll find yourself in better control of delivering on the customer promise consistently, and at scale.



Working With Pivotree to Make Valentine's Day Awesome For Their Customers



MICHAEL KORS

TIMEX



francesca's

Sur la table
THE ART & SOUL OF COOKING

ALDO

and so many more...



Valentine's Day is just the start!
For more on how to make 2023 a year of true customer love, download our 2023 Commerce Trends guide now.

[DOWNLOAD NOW](#)

Why Pivotree?

Pivotree designs, builds and manages complex commerce ecosystems for market-leading brands. We empower frictionless commerce experiences for our client's customers across the entire buyer journey, from finding their item, to buying it, to getting it, all the while trusting the experience.

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