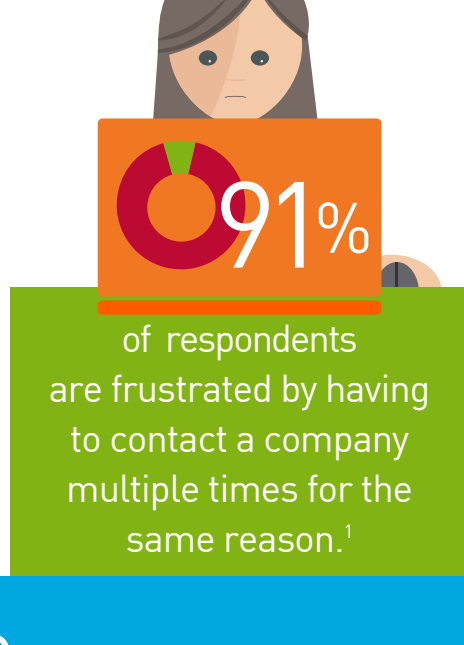


Customer Centricity Matters

Is your business customer centric?

Customer-centricity is essential for today's successful online retailer. Yet, many online shoppers are unhappy with the online retailers.



MarketForce



Consumer Insight: Don't keep them waiting

MarketForce has a disciplined, data-driven approach to interactive testing of your e-commerce site to improve the shopper experience, driving higher close rates and revenue per visitor.

¹ Forrester Research, Demands For Effortless Service Must Influence Your Customer Strategy, 2014

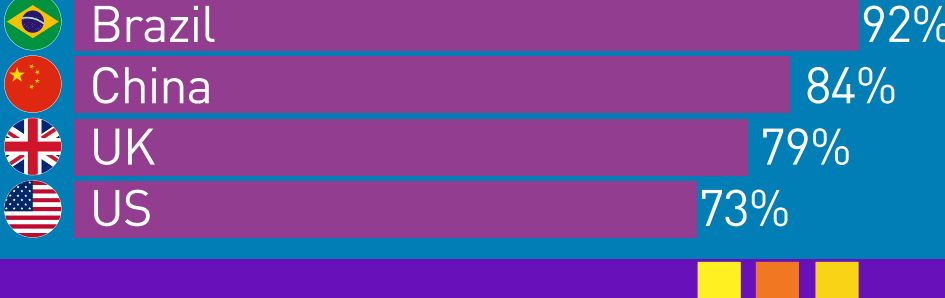
Is your online business gaining global marketshare?

When customers are reaching out to buy your products across the globe, that is a good sign that it is time to develop a global ecommerce business strategy to increase your reach and your revenues.

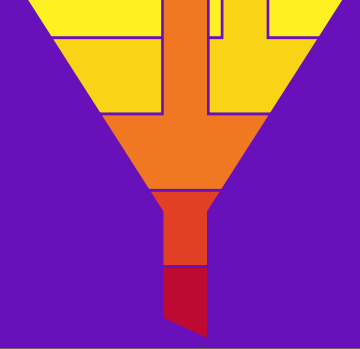
Global Shopping Trends



Global Insight: Around the world consumers agree that a bad website negatively impacts their opinion of the brand.¹²



The buying process is no longer linear. Customers are entering the traditional purchasing funnel at different stages – not just at the top. And, they often jump stages, stay in a stage indefinitely, or move back and forth between stages.⁴



Acquire more customers to your online store with our search marketing teams located all over the world, marketing to more than 100 countries in 25 languages across all major and regional search engines.

² commercenews.eu/mobile-shopping-in-austria-has-increased-by-40
³ ecommercenews.eu/mobile-revenues-europe-grew-105-2014 [Dyn surveyed more than 1400 consumers across 11 countries in North America, EMEA, and APAC]
⁴ hbr.org/2014/05/marketing-can-no-longer-rely-on-the-funnel

How well do you know your customers?

Understanding different generations' online shopping habits will help you target the right online consumer and improve your chances of ecommerce success.

Baby Boomers⁵
Ages 51 – 69

Loyal, Hardworking, Patient, Wise, Good Mentors, Persevering

"Boomers" spend approximately **\$3,300 online** annually⁶

1 in 4 mobile shoppers in the U.S. is over the age of 55.⁷

Generation X⁸
Ages 35 – 50

Flexible, Tech-savvy, Socially pro-active, Responsible, Goal-oriented, Adaptable

"GenXers" spend approximately **\$1,930 online** annually⁷

78% of Gen X Internet users use social media on a daily basis.⁸

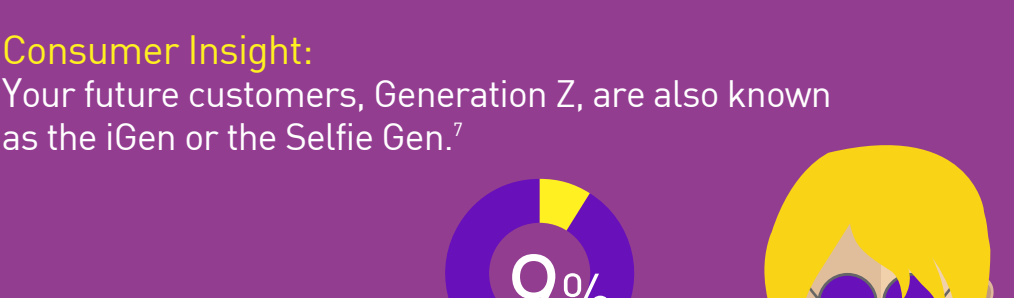
Millennials⁵
Ages 18 – 34

Innovative, Sociable, Daring, Confident, Creative, Tech-savvy

"Millennials" spend approximately **\$2,000 online** annually⁷

33% of Millennials rely on blogs before they make a purchase⁷

Consumer Insight: Your future customers, Generation Z, are also known as the iGen or the Selfie Gen.⁷



Digital River marketing experts use best-of-breed analytics and tools to improve defined KPIs—providing website optimization strategies that will handle all components required for execution, including coding, creative management, quality assurance, reporting and analytics.

⁵ alliancestaff.com/2014/02/baby-boomers-gen-x-and-generation-y-millennials/
⁶ businessinsider.com/the-surprising-demographics-of-who-shops-online-and-on-mobile-2015-4
⁷ businessinsider.com/the-age-demographics-of-who-shops-online-and-on-mobile-2015-4
⁸ www.inma.org/blogs/value-content/post.cfm/which-generation-is-driving-creative-media-disruption-x-marks-the-spot

Are you delivering a customer centric shopping experience?

Building trust matters

Approximately 70% of online shoppers cancelled their online order because they did not "trust" the transaction.⁹

Consistent experience across channels

69% of US online consumers would like to be able to move between customer service channels without having to repeat their situation every time.¹⁰

Mobile-friendly shopping experiences

Shoppers who say "My phone is my most valuable shopping tool when I'm in store."¹⁰

Generation	U.S.	U.K.
GenX	28%	25%
Millennials	56%	42%

⁹ forbes.com/sites/ohnrampton/2014/12/16/importance-of-a-trust-seal-on-your-ecommerce-website
¹⁰ Razorfish, Digital Dopamine, 2015 Global Digital Marketing Report

MarketForce

Digital River offers a suite of online marketing tools and services through MarketForce — experts in selling online.



Driving online growth with customer-centric best practices

Experience and dedication has led to a deep understanding of customers, global marketing and analytics. Whether you're looking for a fully managed or self-service marketing program, let MarketForce find you the right mix of solutions to grow your business, bring in more revenue and uncover new opportunities. If you have existing relationships or services in place, we will work with your agency to ensure our modular solutions complement your current branding.

MARKETING SERVICES	SEARCH ENGINE MARKETING	EMAIL	AFFILIATE	DISPLAY & RE-CHARGING	ANALYTICS	SITE OPTIMIZATION	CHANNEL LEAD MGMT	USABILITY	CREATIVE SERVICES
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<p>COMMERCE Manage, support and power your business growth</p>	<p>PAYMENTS Receive, manage and secure your online payments</p>	<p>MARKETING Grow through digital marketing programs and advanced analytics</p>
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