

# Optimize the customer journey to increase the value of your consumer

The online customer journey is continuous, complex and crucial for your business to optimize. Digital River's MarketForce team has over a decade of experience optimizing ecommerce websites across the globe. Their direct relationship with the commerce engine provides valuable insight on key revenue drivers for clients.

## The Power of Data

### Measure your metrics

MarketForce captures metrics such as site performance data, lifetime value measurement, demographic profiling and cross-channel attribution analytics.

 U.S. ecommerce sales will reach nearly **\$500 billion by 2018.**<sup>1</sup>



## Acquisition

### Captivate your customers

Capitalize on your paid search campaigns and focus on specific ROI targets in over 80+ locales and 20+ languages with MarketForce acquisition marketing services. Reach your target markets, increase web traffic and improve your search engine rankings all in a timely and cost-effective manner.

Utilize MarketForce to develop proven responsive, adaptive and device-specific mobile and social strategies.

Leverage a network of 1,000+ affiliates around the world to exponentially extend your global reach, streamline partner management and tap into powerful insights to drive growth and increase revenue.



On average, **12 billion web searches** are conducted per month in the U.S. alone.<sup>2</sup>

Understand the true ROI of your online marketing. Track users through multiple marketing touchpoints, measure the incremental impact of individual channels and campaigns and optimize your media spend.

**40% of consumers** have used a mobile payment application in the past year.<sup>3</sup>



## Conversion



A one second delay in page response time can result in a **7% reduction in conversions.**<sup>4</sup>

### Support a positive shopping experience

Boost close rates, increase average order volume and lift overall earnings by optimizing your online store.

Dynamic personalization enabled one MarketForce client to achieve a 22.5% conversion rate lift for their trial offer.

Digital interactions influence **36 cents of every \$1 spent** in retail stores.<sup>5</sup>



By testing multiple variables for a client, the MarketForce team found that the winning creative showcased an 11.82% lift in conversion rate and a 29.72% lift in revenue per visitor (RPV).

Validate exit intent with A/B testing to anticipate when a visitor is about to leave your site, then intercept the customer with an offer or messaging.

Reduce exit-intent with a solution that anticipates when a visitor is about to leave your site, and intercepts them with an offer or messaging.

## Retention

### Create customers for life

Improve web page results for custom sites, pages and online ads using scientifically proven principles executed by MarketForce's design and creative teams.

Globally, the average value of a lost customer is \$243.<sup>7</sup> Calculate your customer's lifetime value (LTV) and generate insights into the variables that influence and increase LTV.

It is **6-7x more costly** to attract a new customer than it is to retain an existing customer.<sup>6</sup>



In 2014, email marketing was cited as the **most effective digital marketing channel** for customer retention in the United States.<sup>8</sup>



MarketForce offers flexible marketing solutions and pricing models tailored to your business needs. Ask how MarketForce can help you improve customer acquisition and lifetime value and accelerate commerce revenue.



**COMMERCE**  
Manage, support and power your business growth



**PAYMENTS**  
Receive, manage and secure your online payments



**MARKETING**  
Programs, analytics and networks for your brand and business

SOURCES:

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