

# One platform for eCommerce, PIM, CMS and Marketing

Increase revenue, reduce costs, and  
accelerate omnichannel selling



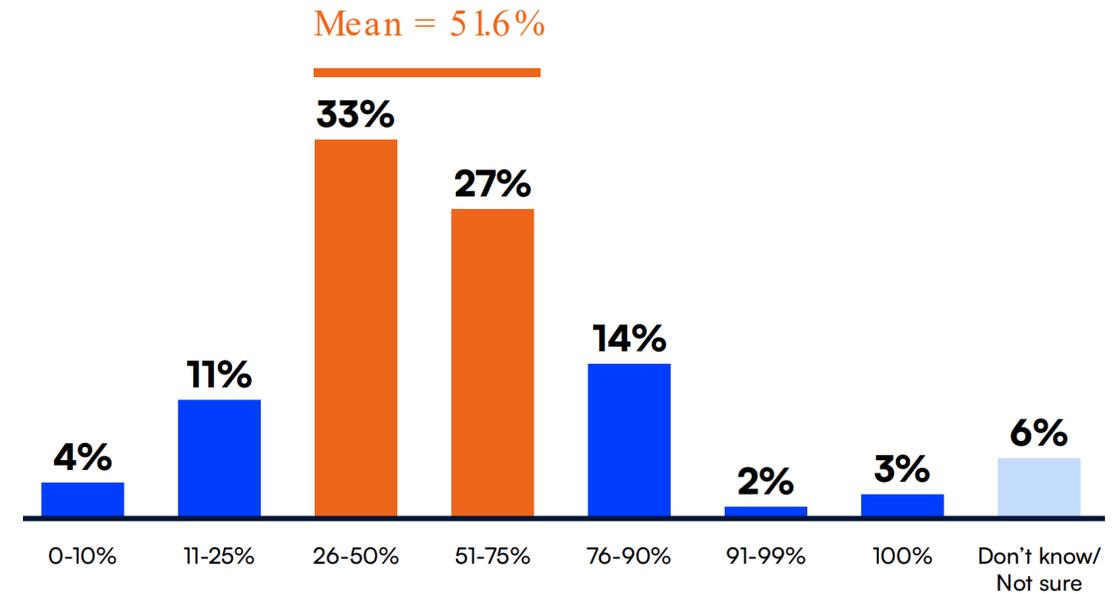
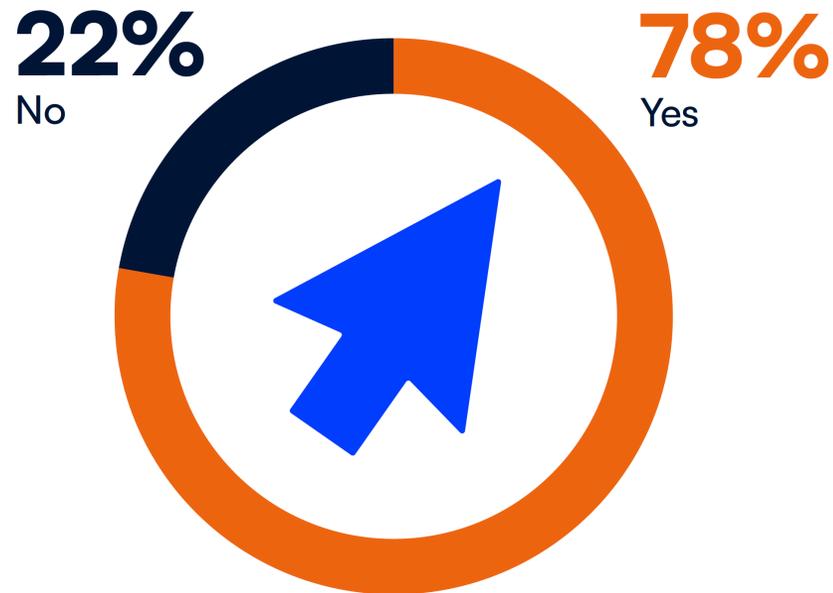
# Agenda

- Industry trends
- eCommerce: Grow revenue & reduce costs
- Advanced self-service capabilities
- Managing product info across channels with PIM
- All-in-one suite: reduce integrations and TCO
- Demo

# 78% of B2B sellers provide an eCommerce storefront or self-service portal to customers

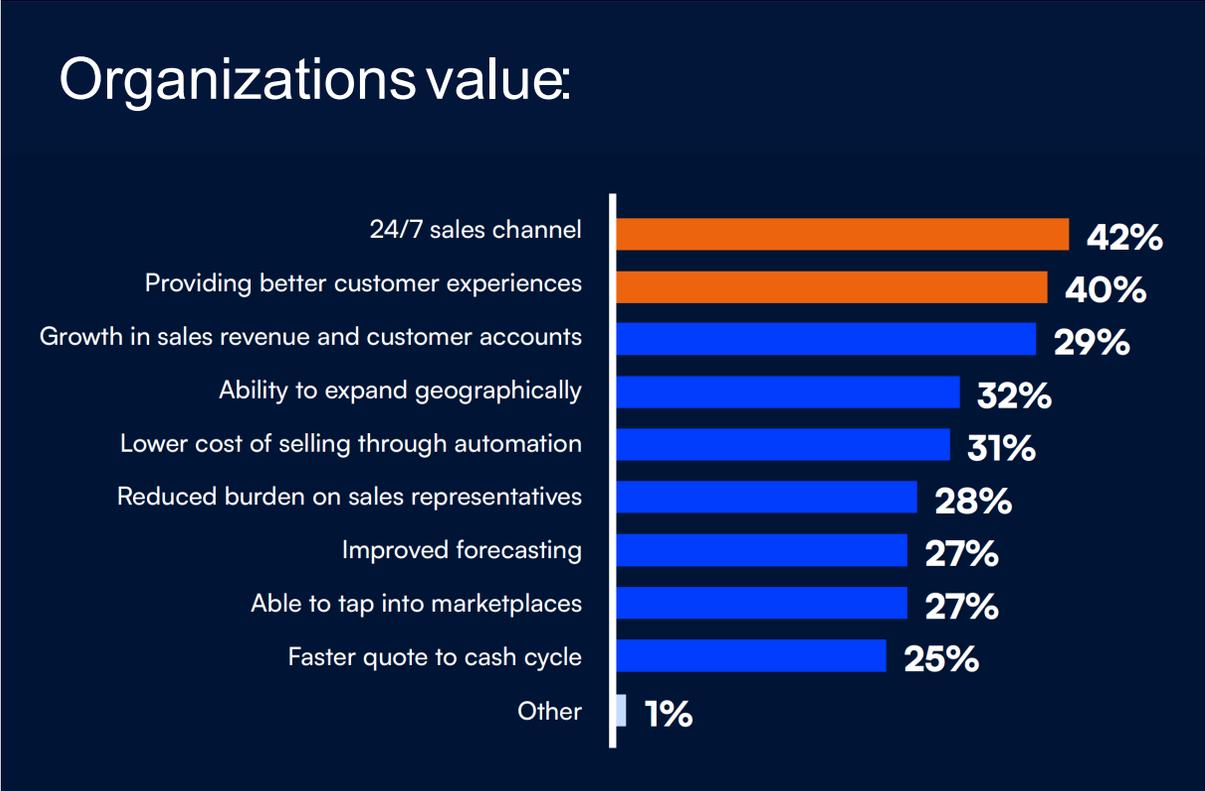
78% provide eCommerce or portal

52% of revenue from online

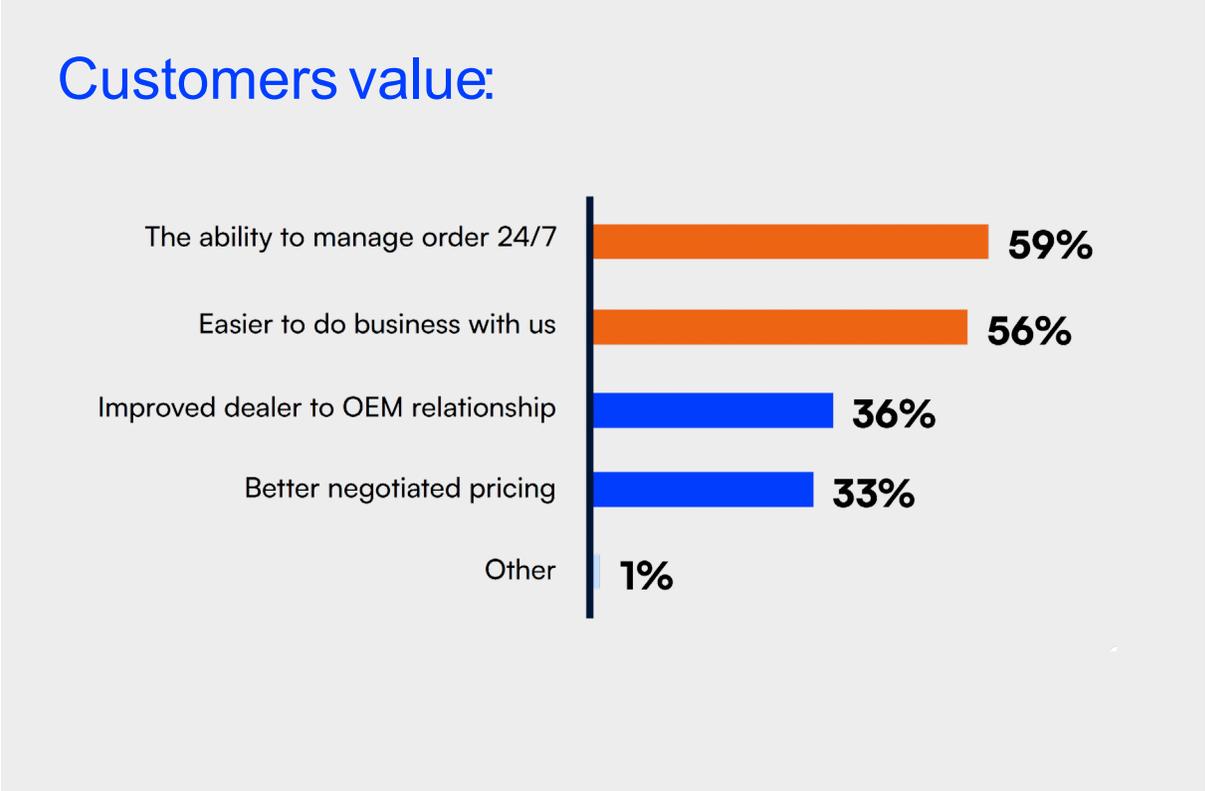


# Top benefits of B2B eCommerce

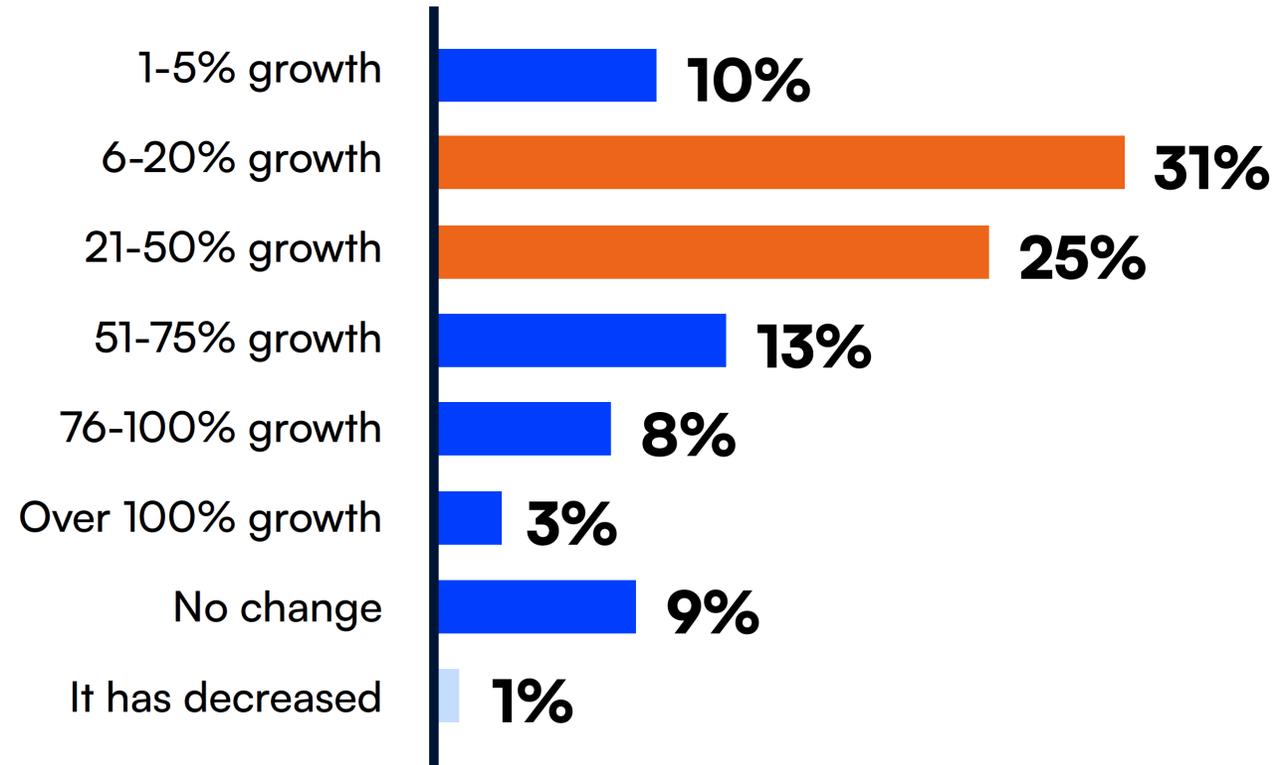
## Organizations value:



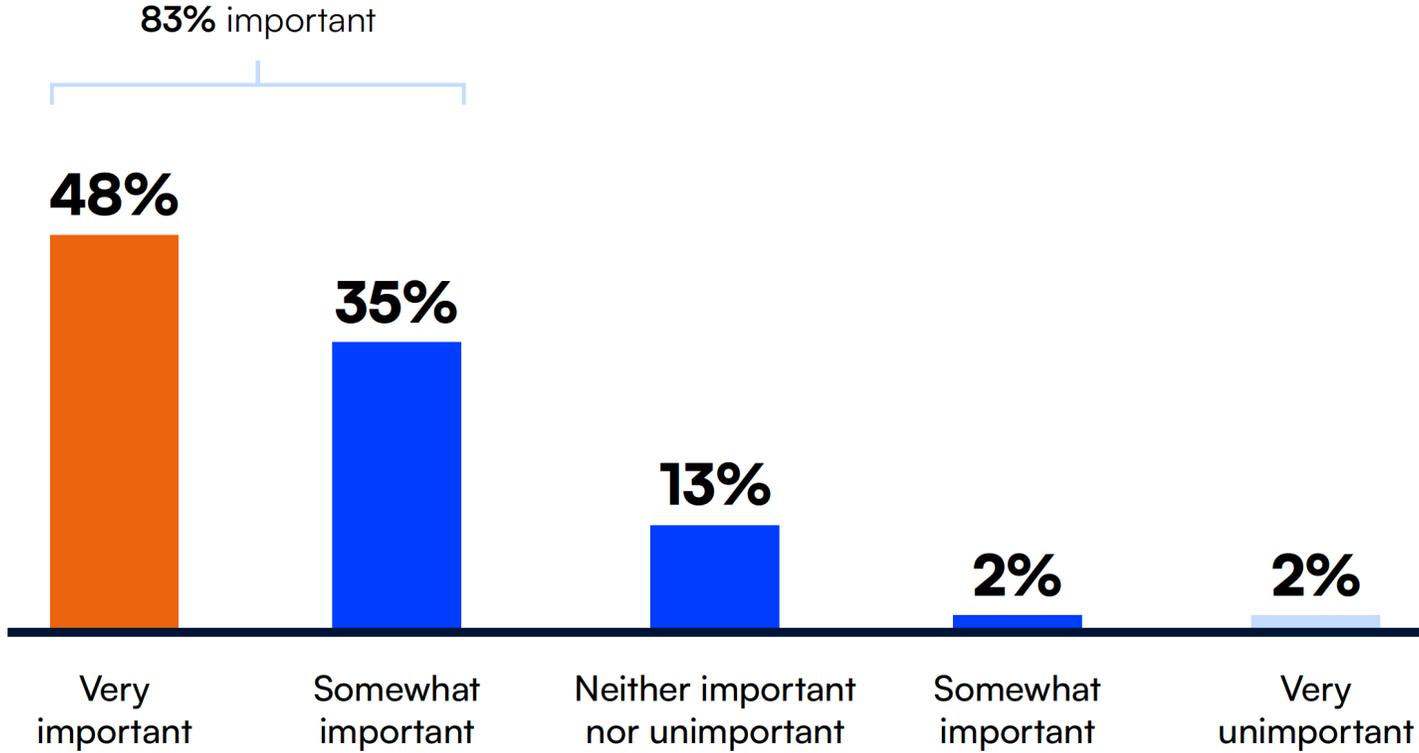
## Customers value:



# How does last year's revenue compare to the year before you launched eCommerce?

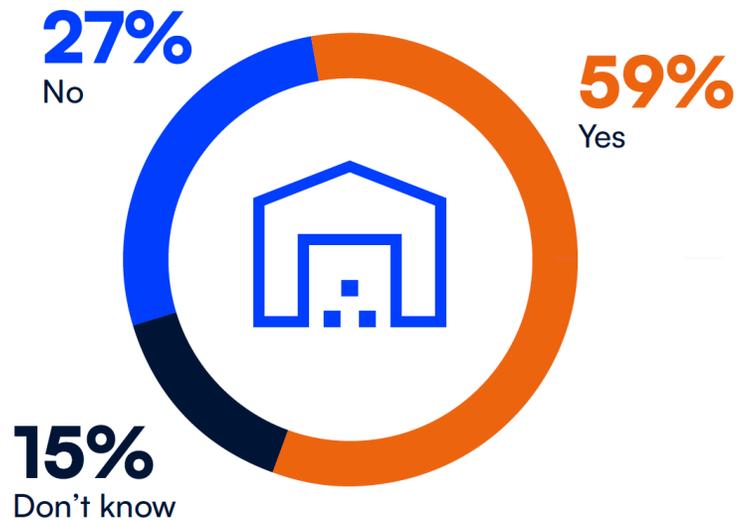


# How important is omnichannel to your sales and marketing strategy?

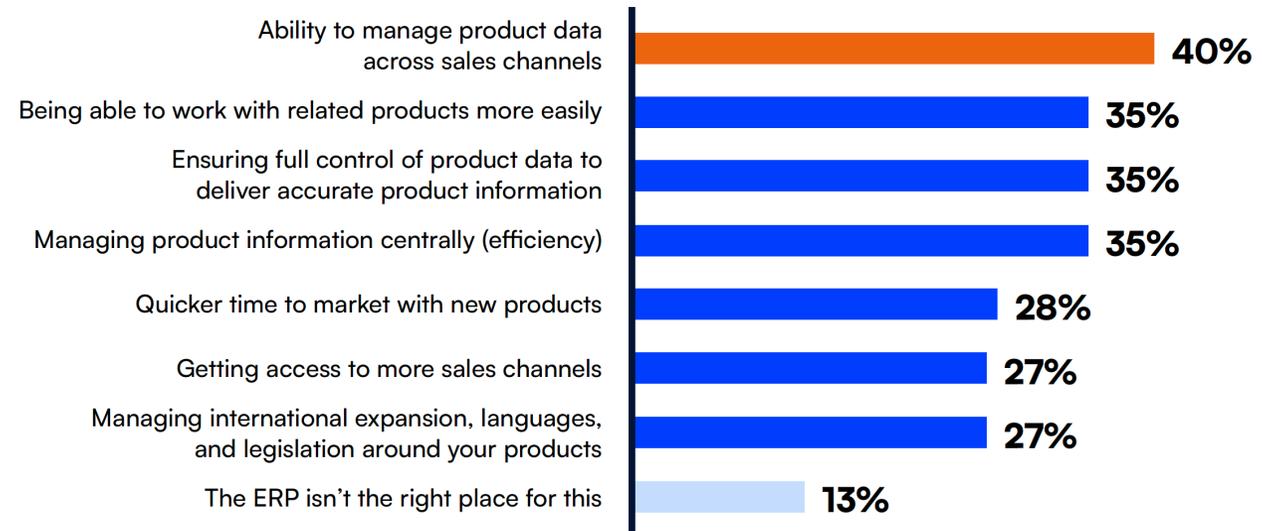


# PIM: a priority step on the omnichannel journey

Do you have a PIM system today?



What is your main reason for investing in PIM?



eCommerce ROI

# How eCommerce increases revenue

- Customer benefits
  - Better and more convenient buying processes
  - Easier to find your products and brand
  - Self-education and self-service
  - Familiarity with eCommerce in consumer life
- Business benefits
  - 24/7 automated sales
  - Expand sales reach
  - Increase order value and volumes
  - Launch tailored promotions and loyalty programs
  - Data for revenue growth decision-making





90%

B2B companies can decrease selling costs by up to **90%** by guiding customers to an online self-service environment.

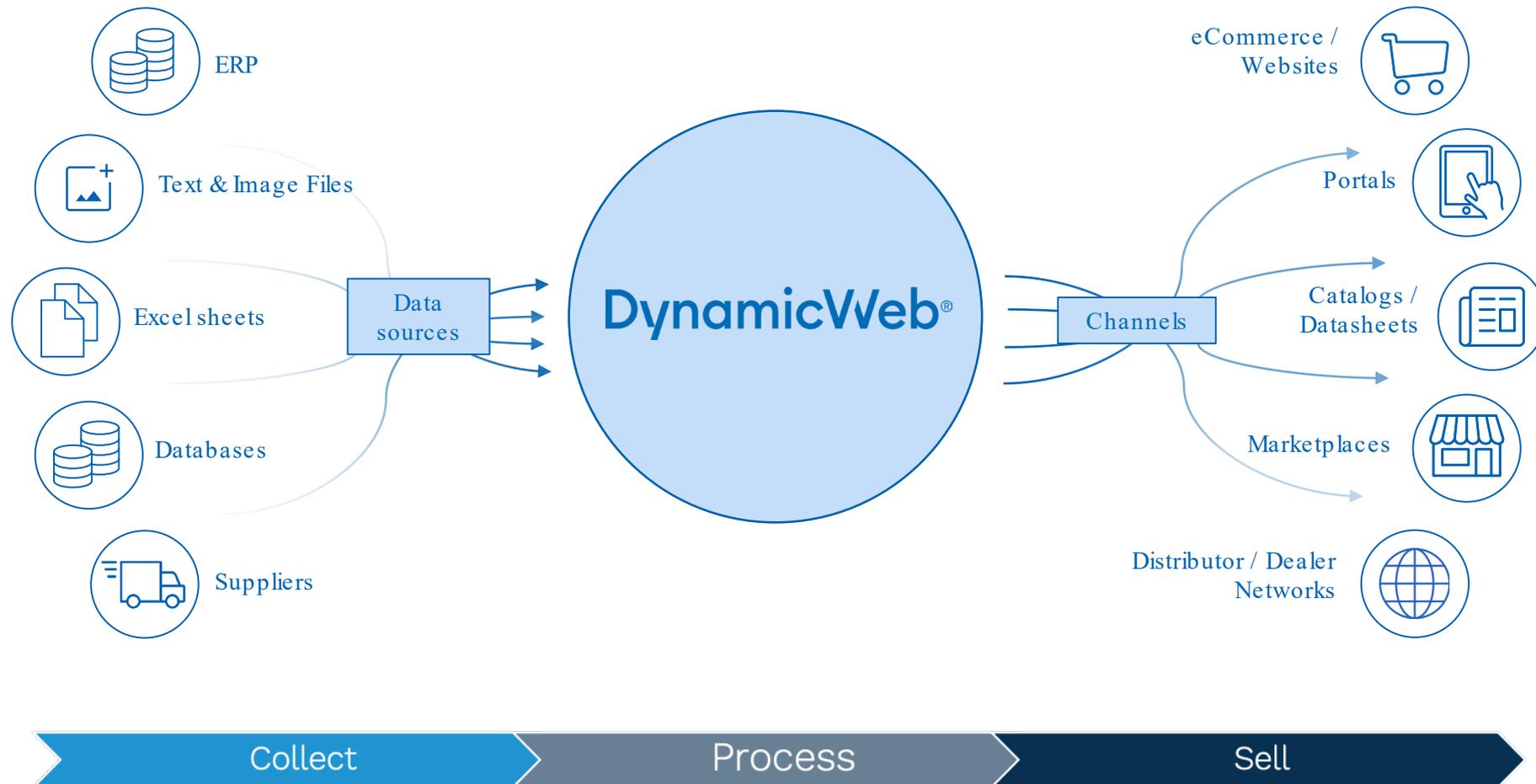
– Forrester

eCommerce ROI

# How eCommerce reduces costs

- Customer benefits
  - Simple, automated onboarding – signup and shop
  - Find product information easier
  - No waiting on sales reps to correspond by email
- Business benefits
  - Automate sales order processing
  - Automate invoicing and shorten quote-to-cash timeline
  - Reduce order errors
  - Efficiently manage product data (with PIM)
  - Automate catalog production
  - Data for cost-reduction decision making

# Product Information Management (PIM)



# Personalize customer experiences and promotions

- Hyper-focus promotions to customer segments
- Automate campaigns based on behavioral triggers
  - i.e. Abandoned shopping cart emails
- Discount on first X online orders
- Exclusive online promotions
- Loyalty programs
- Limited time offers
- Free shipping incentives



Dear {{Email:User.Name}}

Did you know that you can now place orders online?

Our new eCommerce platform was not only made to help us serve you better, but to allow you to help yourselves. To show you how easy it is, we are sweetening our already great prices with an additional **10% savings for your first 5 online orders!**



Get 10% off your first 5 online orders!

[Read me](#)

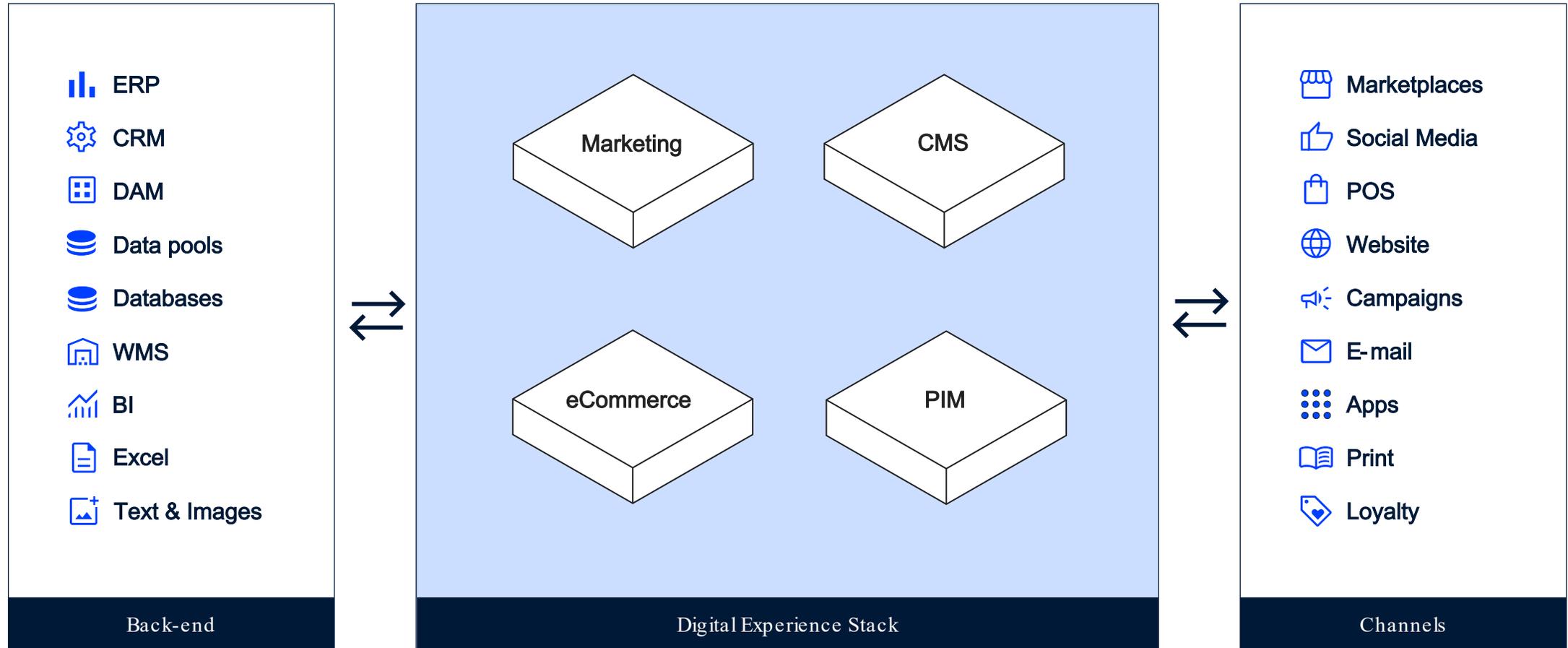
# Why Dynamic Web?

Say hello to a  
unified  
omnichannel  
commerce  
platform

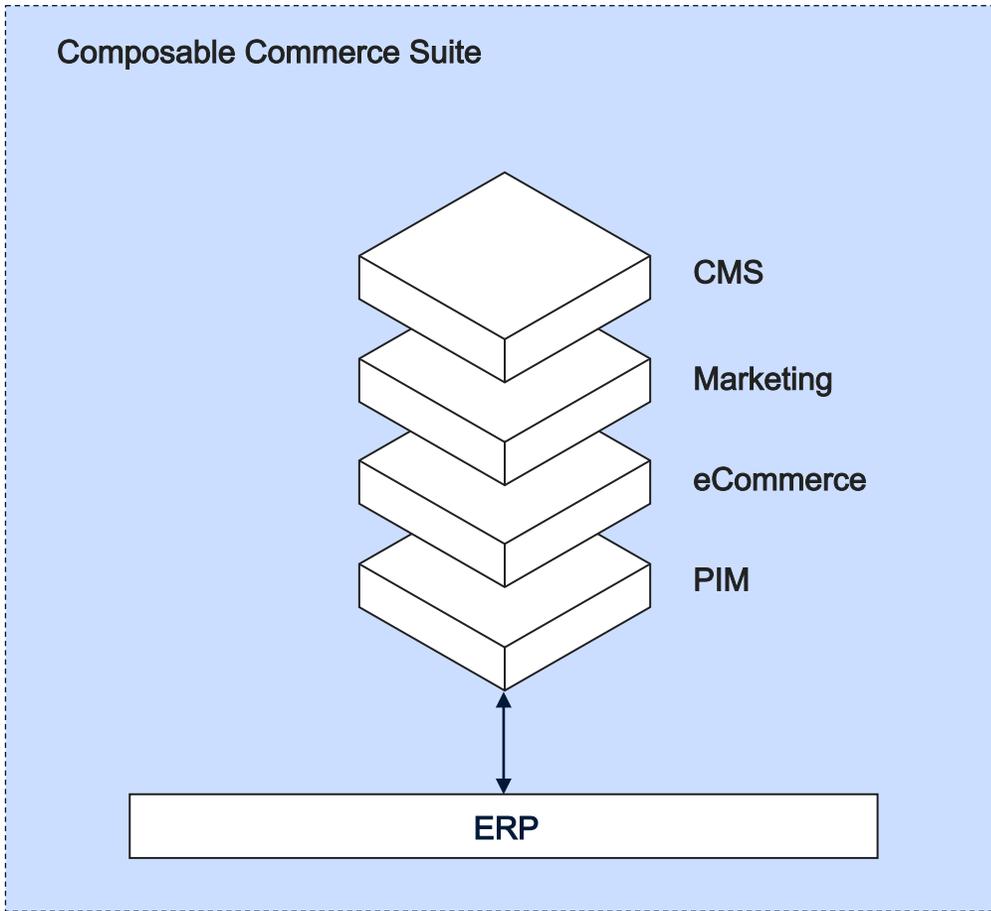
Dynamicweb is a modular platform for:

- eCommerce and portals
- Product Information Management (PIM)
- Content Management (CMS)
- Email Marketing
- Flexible API, integration framework

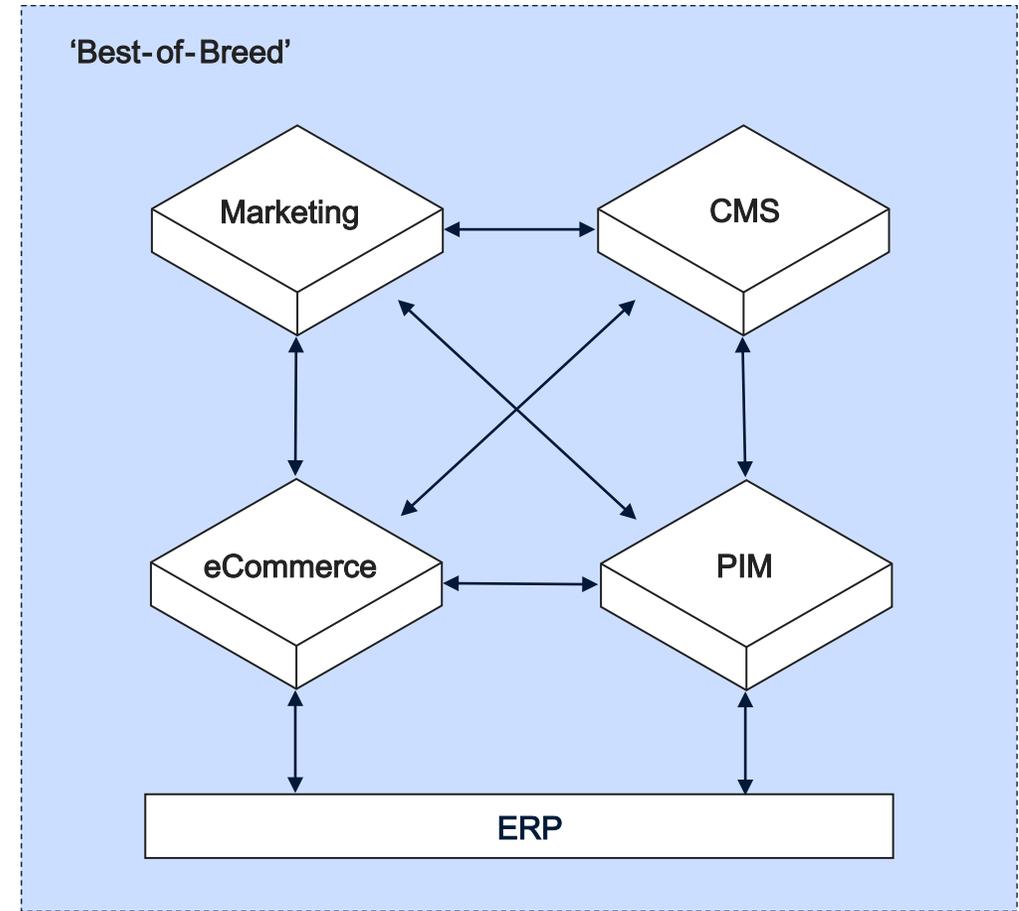
# OMNI requires a strong Digital Experience Stack



# Which Experience Stack is right?



1 application – 1 interface - 1 integration



4 applications – 4 interfaces - 8 integration

# Trusted brands trust Dynamicweb





30 %

YoY revenue growth

150 +

People

4,000 +

Customers

300 +

Partners

1999

Founded Aarhus, Denmark

DynamicWeb®

DynamicWeb®

DynamicWeb®

# Contact Dynamic Web

[info@dynamicwebusa.com](mailto:info@dynamicwebusa.com)

[www.dynamicweb.com](http://www.dynamicweb.com)

+1 310-405-0550

