

An aerial view of a city at night, with a large green chevron shape in the top left corner. Overlaid on the city are several glowing white lines that form a network, connecting various points across the urban landscape.

Webinar: Preparing your eCommerce Business for Holiday Sales

October 2020

2checkout
is now **Verifone**

www.2checkout.com

Preparing your eCommerce Business for Holiday Sales



SPEAKER

PATRICK RAULAND
eCommerce expert &
Product Marketing Manager



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BLACK FRIDAY 2020: YOUR BIGGEST SALES DAY YET

BY PATRICK RAULAND
@BFTRICK - @NEXCESS



What
eCommerce
Platform do
you use?

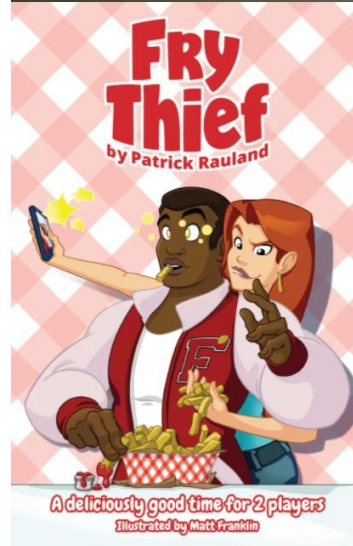
About Me

- Built custom PHP websites
- Built WordPress, BigCommerce, & WooCommerce sites
- Developer & Product Manager for WooCommerce
- Product Marketing Manager at Nexcess
- Run my own store [Laidback.Games](https://laidback.games) where I sell a game called Fry Thief



Play Games With Friends

Laid Back Games are designed to maximize the fun & social time with your friends



Fry Thief is a game about poor life choices. Like that time you tried to be healthy and ordered a salad and your friend ordered fries. And how you're going to have "just a few" to make up for your poor life choice.

Get Your Fries 🍟 - \$15

Agenda

1. How important is Black Friday?
2. Maximizing Revenue
3. Keep Your Site Online

How Important is Black Friday?



\$7.4 Billion

Spent on online sales on Black Friday 2019

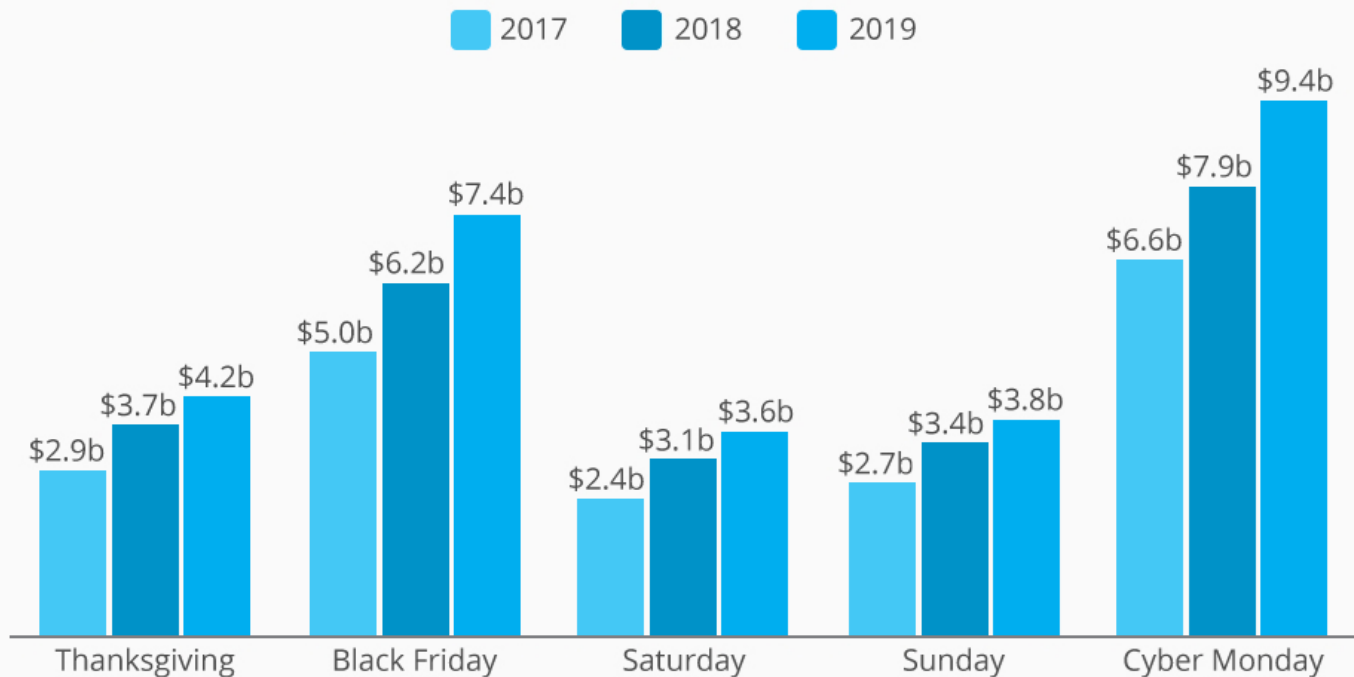
<https://techcrunch.com/2019/11/30/black-friday-sees-record-7-4b-in-online-sales-2-9b-spent-using-smartphones/>

\$168 AOV

(Average Order Value)

<https://techcrunch.com/2019/11/30/black-friday-sees-record-7-4b-in-online-sales-2-9b-spent-using-smartphones/>

Thanksgiving weekend eCommerce revenue in the US






189.6 million

People visited (brick-and-mortar) stores over Black Friday weekend 2019

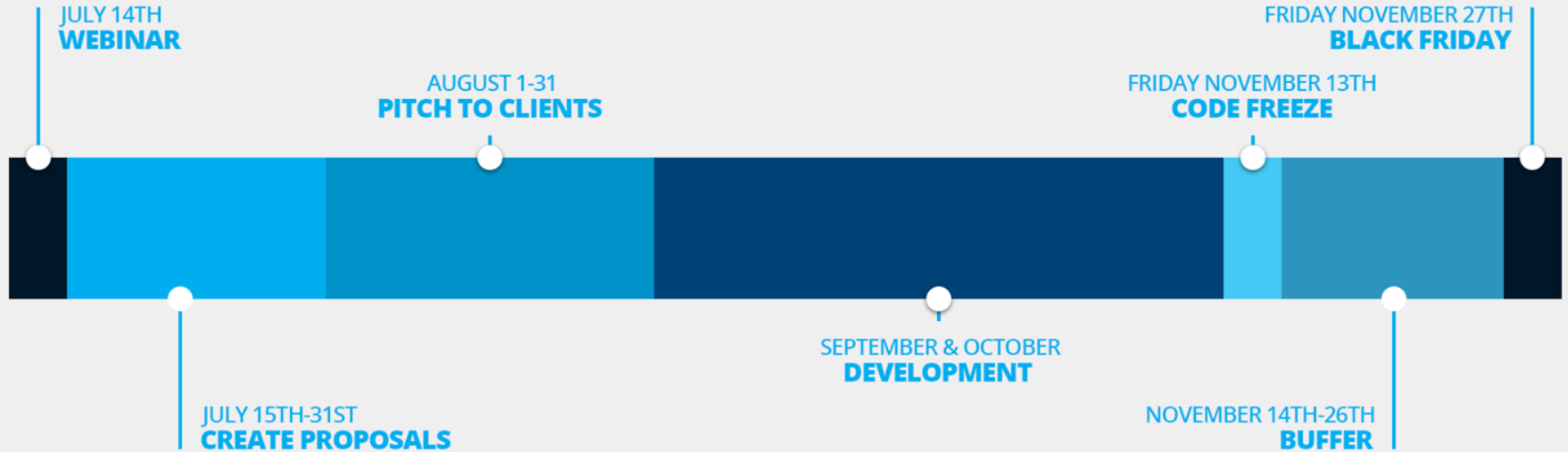
<https://www.thebalance.com/what-is-black-friday-3305710>

What's Different in 2020?

-  - Decline in (brick-and-mortar) retail
-  - Gen-Z (<25) has more purchasing power
-  - COVID-19
- us - US Presidential election

How can
eCommerce
stores capture
their fair share?

Why Talk About Black Friday Now?



Maximizing Revenue



Who Knows their
Average Order
Value (AOV)?

Upsell The Cart

The screenshot displays the Kaspersky website's checkout process. A modal window titled "IN YOUR CART:" and "UPGRADE NOW!" is overlaid on the page. The modal compares two products: Kaspersky Internet Security (3 Devices, 1 Year) and Kaspersky Total Security (1 Year, 5 Devices). The Internet Security product is currently selected, with a price of CAD \$52.99. The Total Security product is shown as an upgrade option, priced at CAD \$65.99. The modal lists additional features for Total Security: SAFE KIDS - EXTRA SECURITY, SECURE PASSWORD MANAGER, and FILE BACKUP & ENCRYPTION. A red button labeled "YES, REPLACE PRODUCT >" is at the bottom right of the modal. The background shows the checkout steps: 1. Billing Information, 2. Confirmation and Payment, and 3. Finish. The Kaspersky logo and support information are at the top. A "Secured by Thawte" badge is also visible.

KASPERSKY

Support (888) 247-1614 (USA/Canada)
24/7 English phone support for online payment related issues.

Secured by Thawte
2019-04-15

1 Billing Information 2 Confirmation and Payment 3 Finish

Products in your cart

PRODUCT/SERVICE

Kaspersky
Internet Security
3 Devices, 1 Year

Kaspersky
Total Security
1 Year, 5 Devices

Upgrade to Kaspersky Total Security to get our ultimate anti-virus protection plus advanced features!

- + SAFE KIDS - EXTRA SECURITY
- + SECURE PASSWORD MANAGER
- + FILE BACKUP & ENCRYPTION

~~CAD \$105.99~~ CAD \$52.99

CAD \$131.99 CAD \$ 65.99

KEEP MY CHOICE

YES, REPLACE PRODUCT >

English

Total price: **CAD \$52.99**



Get a discount coupon

Promote Pricing / Shipping Breaks

Cart

Add \$15.00 to your cart in order to receive free shipping!

[Shop Now](#)

		Product	Price	Quantity	Total
		Happy Ninja	\$35.00	1	\$35.00
<input type="text" value="Coupon code"/>		<input type="button" value="Apply coupon"/>			<input type="button" value="Update cart"/>

67.91%

Does anyone know what this indicator is for?

67.91%



^ The average cart abandonment rate

Do's & Dont's to Prevent Abandoned Carts

DON'T

- DON'T require users to create an account
- DON'T have only one payment gateway
- DON'T load longer than 3 seconds

DO

- DO use reputable payment gateways & show trust signals
- DO have a clear & generous return / shipping policy

DON'T require users to create an account

34%

of shoppers have abandoned online carts because they were required to create an account to complete the checkout

DON'T have only one payment gateway

10%

of shoppers to abandon their carts due to
lack of payment methods or a declined credit card

DON'T load longer than 3 seconds

57%

of online consumers will abandon a website if they experience
more than 3 seconds of load time

DO use reputable payment gateways & show trust signals

17%

of online shoppers have abandoned an order during checkout
due to security concerns

DO have a clear & generous return / shipping policy

27%

of online shoppers have abandoned their carts due to
slow delivery or poor returns policies

You can greatly
increase your
revenue just by
optimizing your site

28.3%

Of all ecommerce revenue comes from successful abandoned cart emails.

<https://99firms.com/blog/shopping-cart-abandonment-stats/>

60%

of lost sales can be recovered by sending an email within 24 hours

<https://www.digitalcommerce360.com/2014/12/02/personalized-shopping-cart-abandonment-e-mails-lead-sales/>



Email marketing built for eCommerce stores.



Automation

[learn more](#)



Newsletters

[learn more](#)



Segmentation

[learn more](#)



Analytics

[learn more](#)



Email Editing

[learn more](#)



5-25X

“It costs anywhere from 5 to 25 times more to acquire a new customer than to retain an existing one.”

<https://blog.hubspot.com/service/customer-acquisition-study>



Add a Loyalty Program

Cart

Complete your order and earn **18 Points** for a discount on a future purchase

Use **100 Points** for a **£1.00** discount on this order!

[Apply Discount](#)

		Product	Price	Quantity	Total
		Beanie	£18.00	<input type="text" value="1"/>	£18.00

Coupon code

[Apply coupon](#)

[Update cart](#)

Keep Your
Store Online





Costco's Thanksgiving Day Website Crash Cost It Nearly \$11M

M. COREY GOLDMAN · NOV 30, 2019 10:07 AM EST

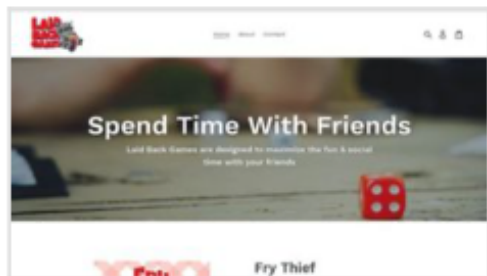
7%

A 1 second slow down reduces conversions 7%



<https://www.crazyegg.com/blog/speed-up-your-website/>

How Many of You
Know Your
Website Speed?

GTMatrix.com



Performance Report for: <https://laidback.games/>

Report generated: Mon, Feb 17, 2020 8:36 AM -0700
 Test Server Region:  Vancouver, Canada
 Using:  Chrome (Desktop) 75.0.3770.100, PageSpeed 1.15-gt1.2, YSlow 3.1.8

PageSpeed Score

C(71%) 

YSlow Score

D(61%) 

Fully Loaded Time

6.4s 

Total Page Size

4.11MB 

Requests

122 



The web should be fast.

Executive Summary



Performance Report for: <https://laidback.games/>

Report generated: Mon, Feb 17, 2020 8:36 AM -0700
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Using: Chrome (Desktop) 75.0.3770.100, PageSpeed 1.15-gt1.2, YSlow 3.1.8

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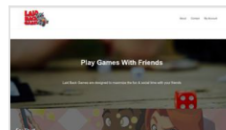
Requests

122



The web should be fast.

Executive Summary



Performance Report for: <https://5e9f01ada8.nxcli.net/>

Report generated: Wed, Feb 19, 2020 2:59 PM -0700
Test Server Region: Dallas, USA
Using: Chrome (Desktop) 75.0.3770.100, PageSpeed 1.15-gt1.2, YSlow 3.1.8

PageSpeed Score

A(97%)

YSlow Score

B(87%)

Fully Loaded Time

0.6s

Total Page Size

476KB

Requests

10



On Black Friday
Speed Isn't About
One Person. It's
About *Throughput*.





Patrick Rauland @BFTrick · Jun 12

Are there any web [#developers](#) in my circle who had to work through a holiday to fix a broken site?



42



5



37



Kris Alan
@kab8609

Replying to [@BFTrick](#) and [@mbalparda](#)

I have worked on sites on Thanksgiving for Black Friday.
Yes code freeze begins the second Tuesday of
November.

11:54 AM · Jun 12, 2020 · [Twitter Web App](#)

Convert your visitors with a **FASTER** WooCommerce store.

See how much your store's performance
could improve in 20 different performance
tests.

Get Started

Learn More



Questions??

- Where are the slides?
- What's the best built-in feature in WooCommerce?
- How did you make Fry Thief?
- How are you so handsome? 😊





Continue the conversation:

2Checkout Blog: <https://blog.2checkout.com/>

2Checkout Resources: <https://www.2checkout.com/how-to/>



Thank You!

2checkout
is now **Verifone**

Modern Commerce. Simplified.

www.2checkout.com