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

NEXCESS beyond hosting.

2checkout is now Verifone

www.2checkout.com

BLACK FRIDAY 2020:

YOUR BIGGEST SALES DAY YET

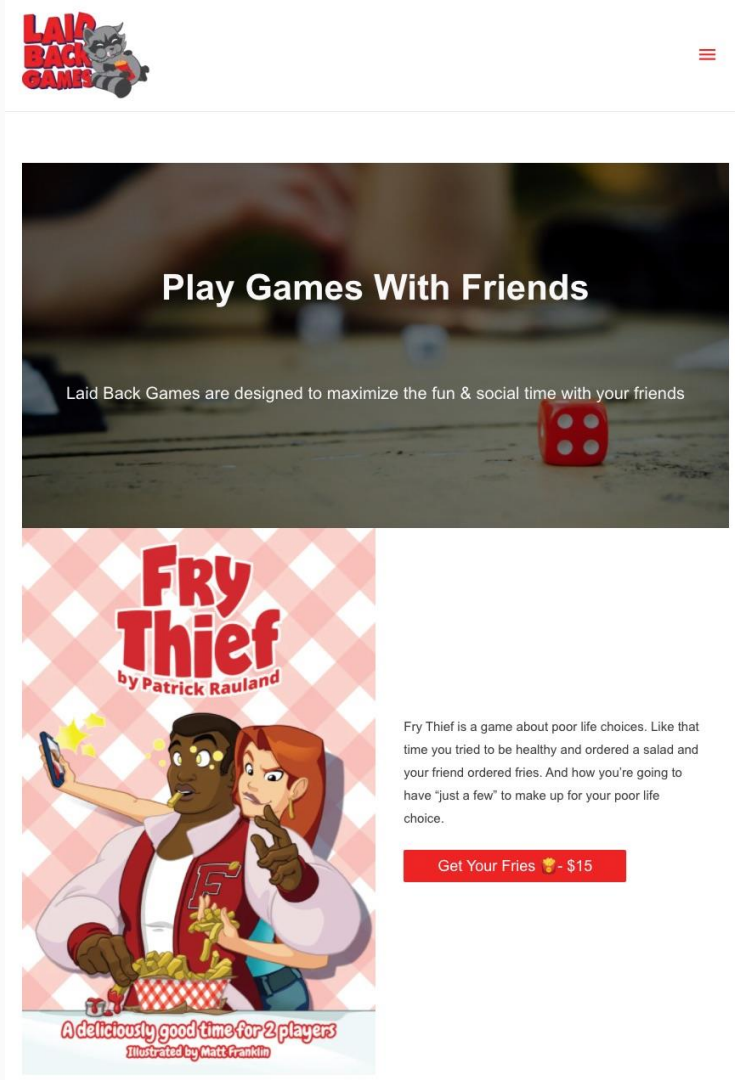
BY PATRICK RAULAND
@BFTRICK - @NEXCESS

NEXCESS™
A Liquid Web Brand

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 where I sell a game called Fry Thief



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

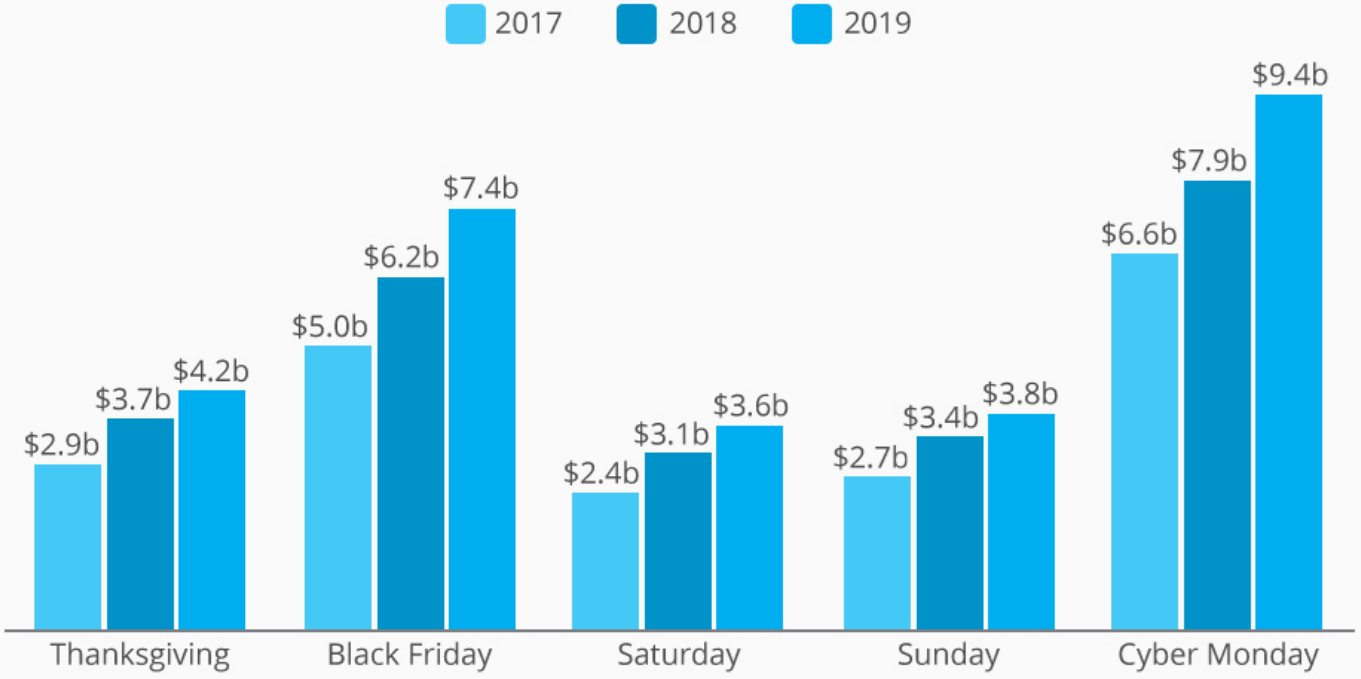
https://techcrunch.com/2019/11/30/black-friday-sees-record-7-4b-in-online-sales-2-9b-spent-using-smartphones/

$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



@Nexcess Source: Adobe Digital Insights

NEXCESS A Liquid Web Brand

189.6 million

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

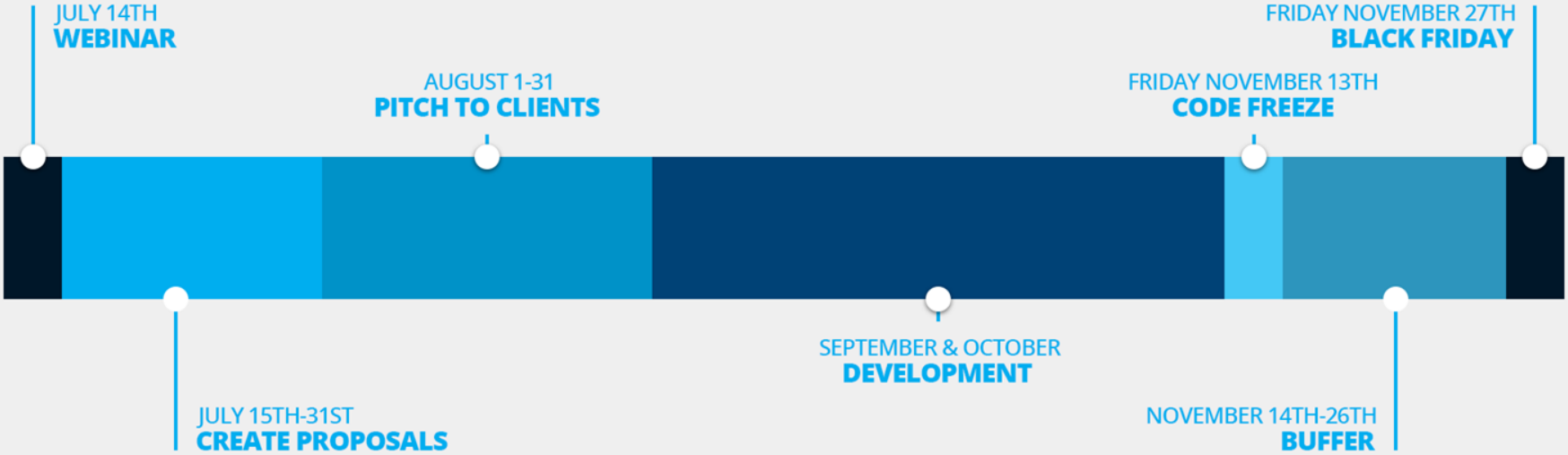
https://www.thebalance.com/what-is-black-friday-3305710

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*?

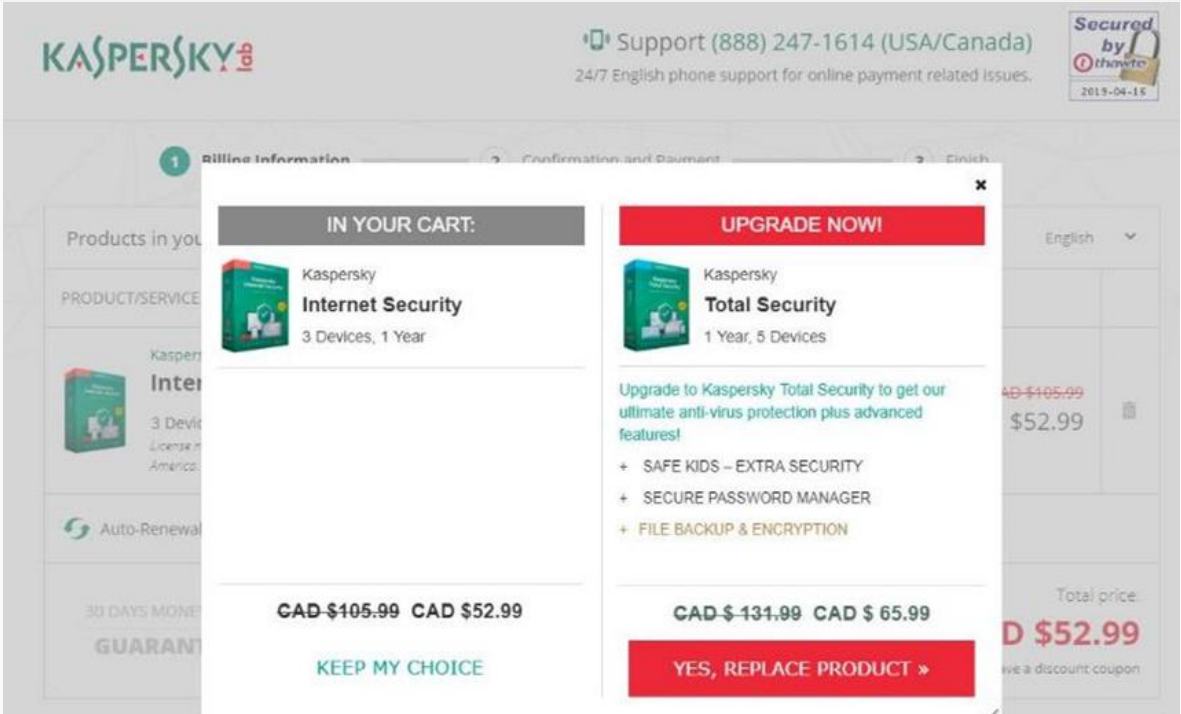


nexcess™
A Liquid Web Brand

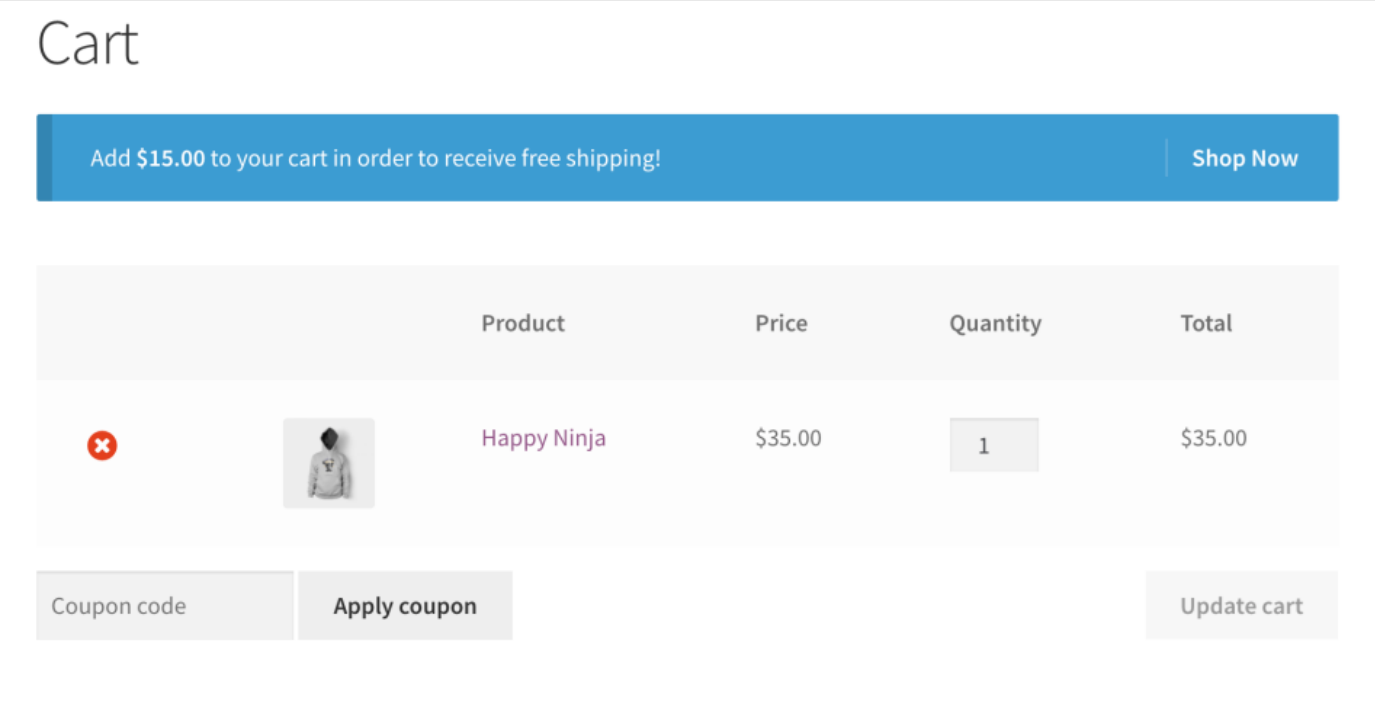
Maximizing Revenue

Who Knows their Average Order Value (AOV)?

Upsell The Cart



Promote Pricing / Shipping Breaks



67.91%

Does anyone know what this indicator is for?

67.91%

^ The average cart abandonment rate

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

NEXCESS
A Liquid Web Brand

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%

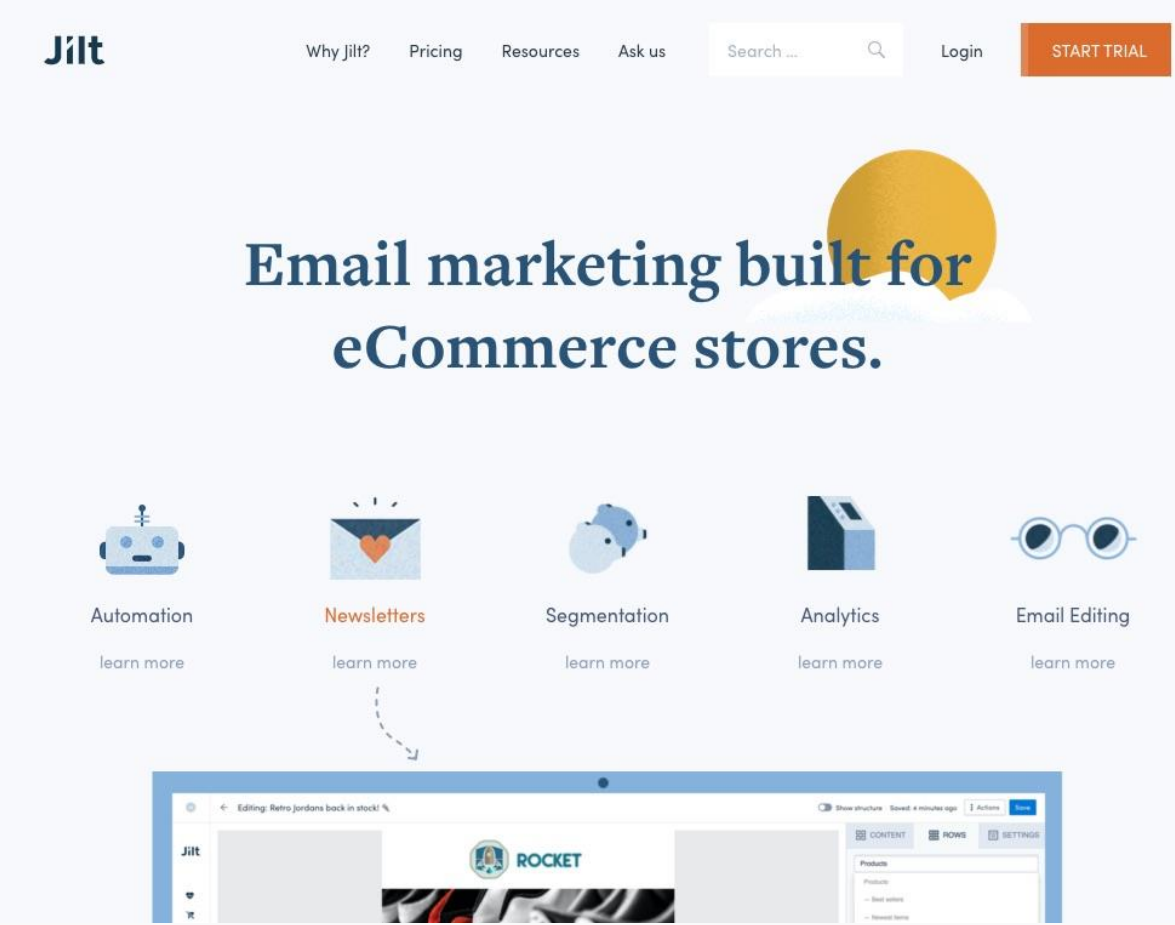
Of all ecommerce revenue comes from successful abandoned cart emails.

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/



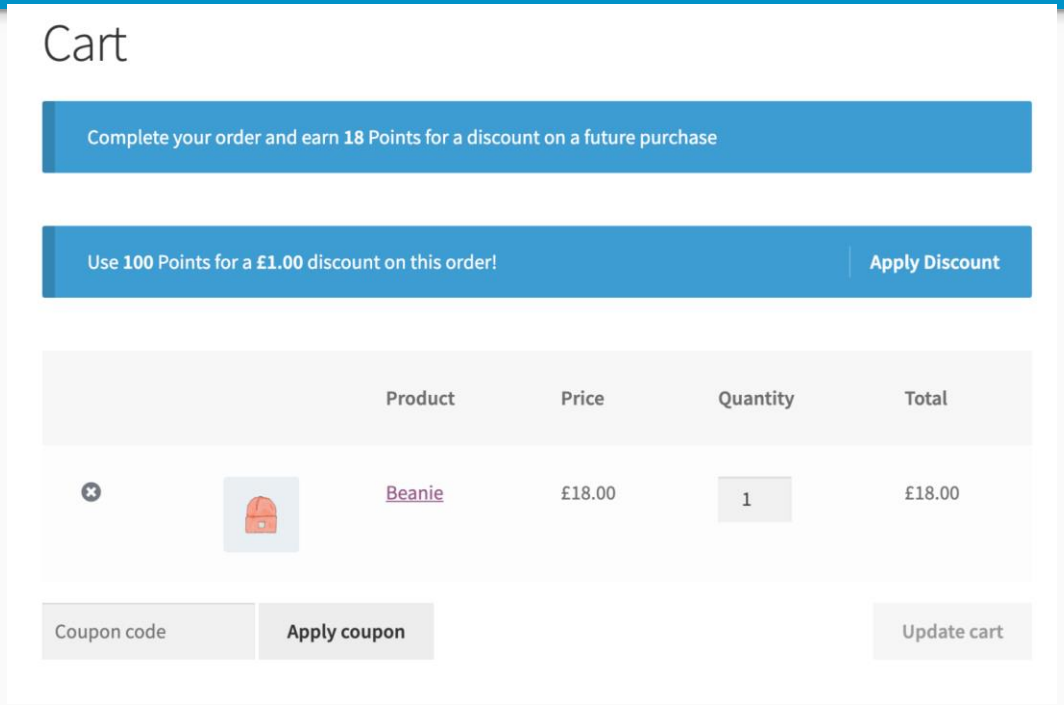
https://jilt.com/

5-25X

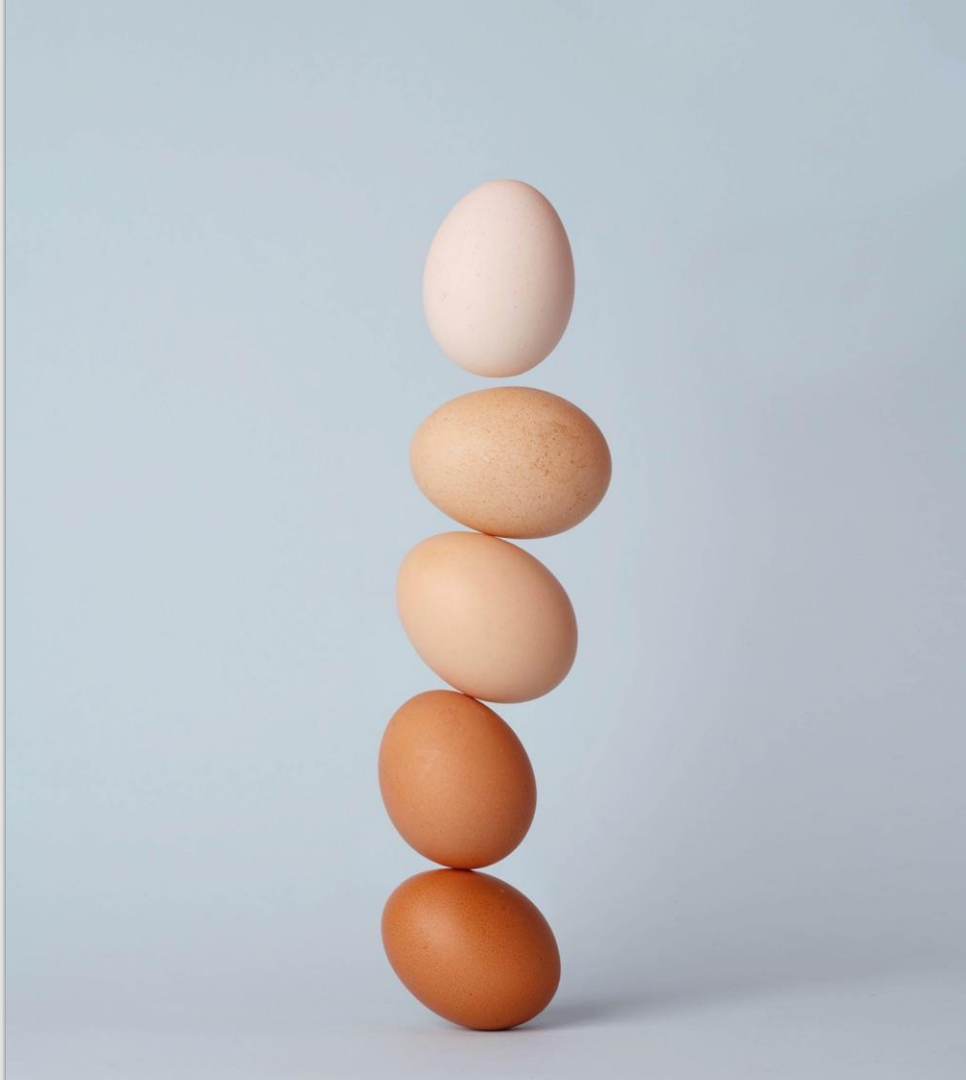
“It costs anywhere from 5 to 25 times more to acquire a new customer than to retain an existing one.”

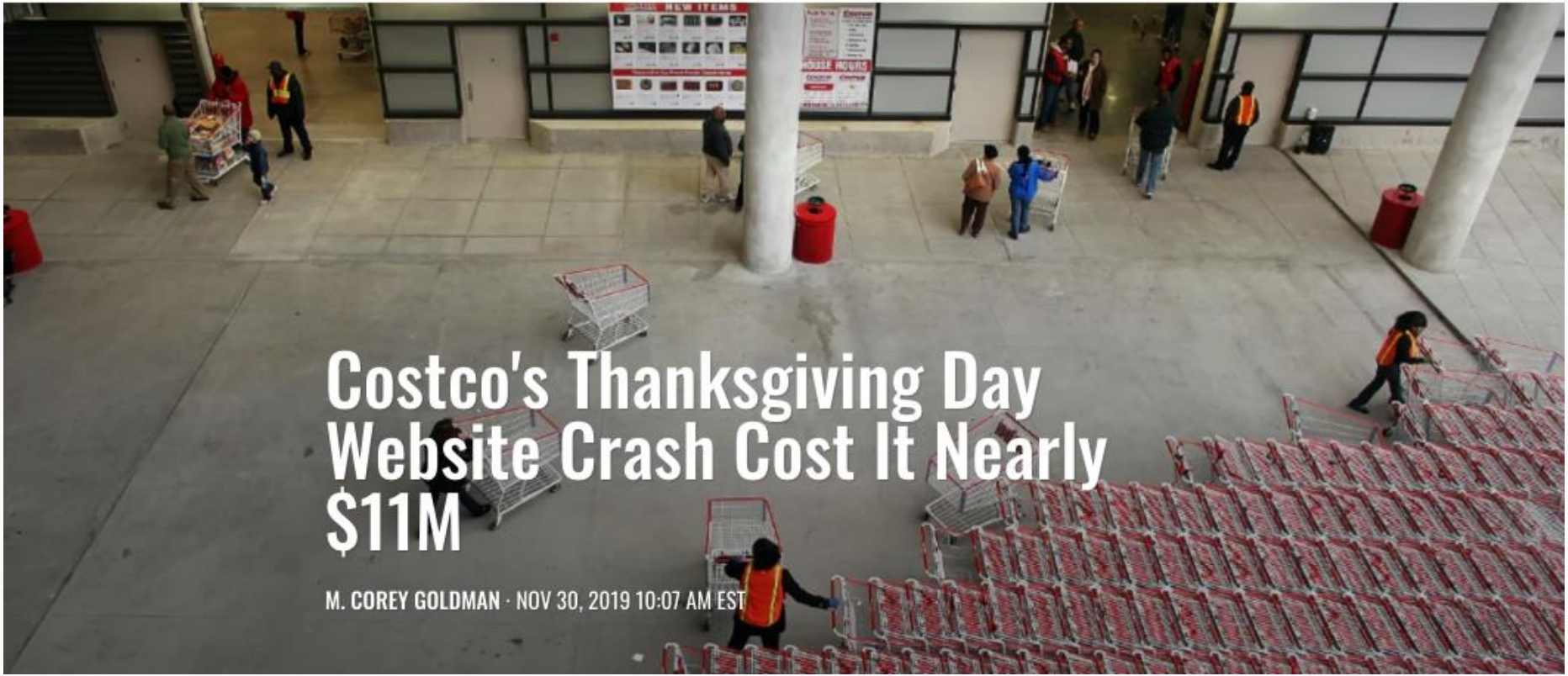
https://blog.hubspot.com/service/customer-acquisition-study

Add a Loyalty Program



Keep Your Store Online





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

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

https://www.thestreet.com/technology/costco-thanksgiving-day-website-crash-cost-it-nearly-11million-15185344

7%

A 1 second slow down reduces conversions 7%

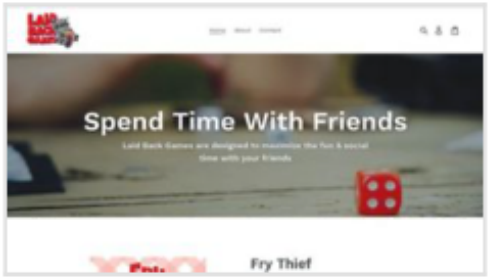
https://www.crazyegg.com/blog/speed-up-your-website/

How Many of You Know Your Website Speed?

GTMetrix.com

GTmetrix The web should be fast.

Executive Summary



Performance Report for:

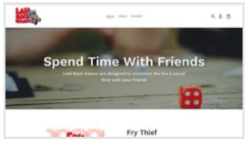
https://laidback.games/

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	YSlow Score	Fully Loaded Time	Total Page Size	Requests
C(71%)	D(61%)	6.4s	4.11MB	122

My site back in February

GTmetrix The web should be fast. **Executive Summary**

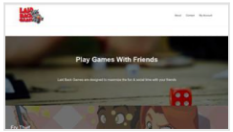


Performance Report for:
https://laidback.games/

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	YSlow Score	Fully Loaded Time	Total Page Size	Requests
C(71%)	D(61%)	6.4s	4.11MB	122

GTmetrix The web should be fast. **Executive Summary**



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

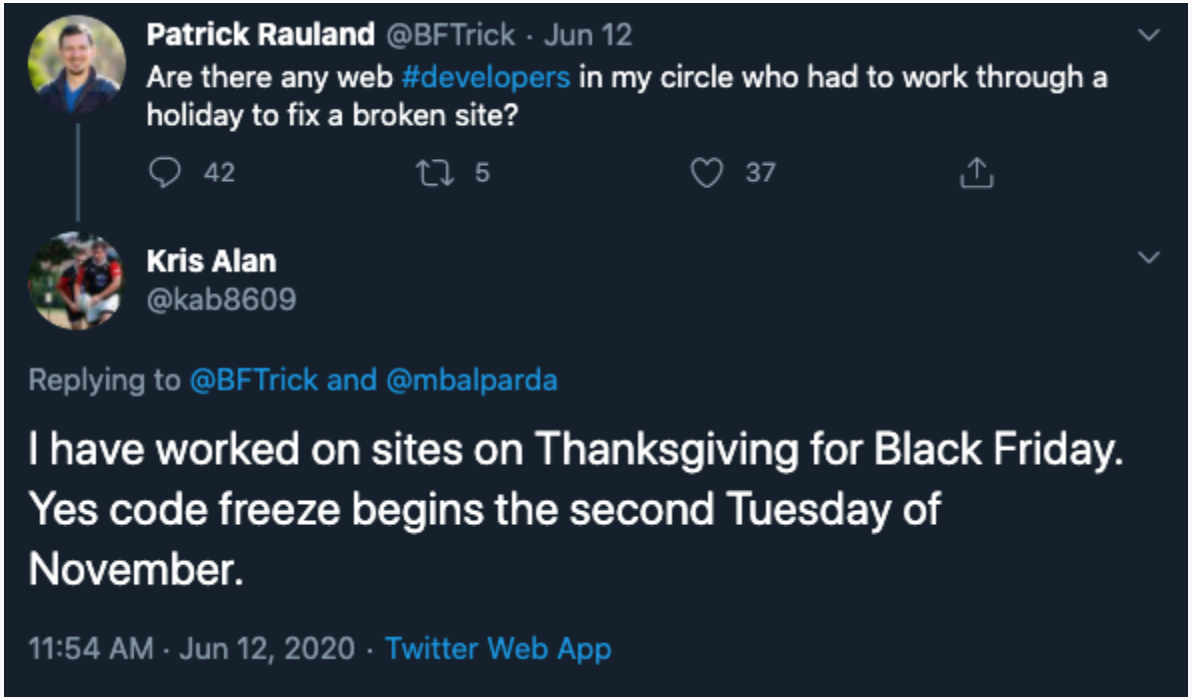
Report generated: Wed, Feb 19, 2020 2:59 PM -0700
Test Server Region: Dallas, USA
Using: Chrome (Desktop) 75.0.3770.100, PageSpeed 1.15-gt1.2, YSlow 3.1.8

PageSpeed Score	YSlow Score	Fully Loaded Time	Total Page Size	Requests
A(97%)	B(87%)	0.6s	476KB	10

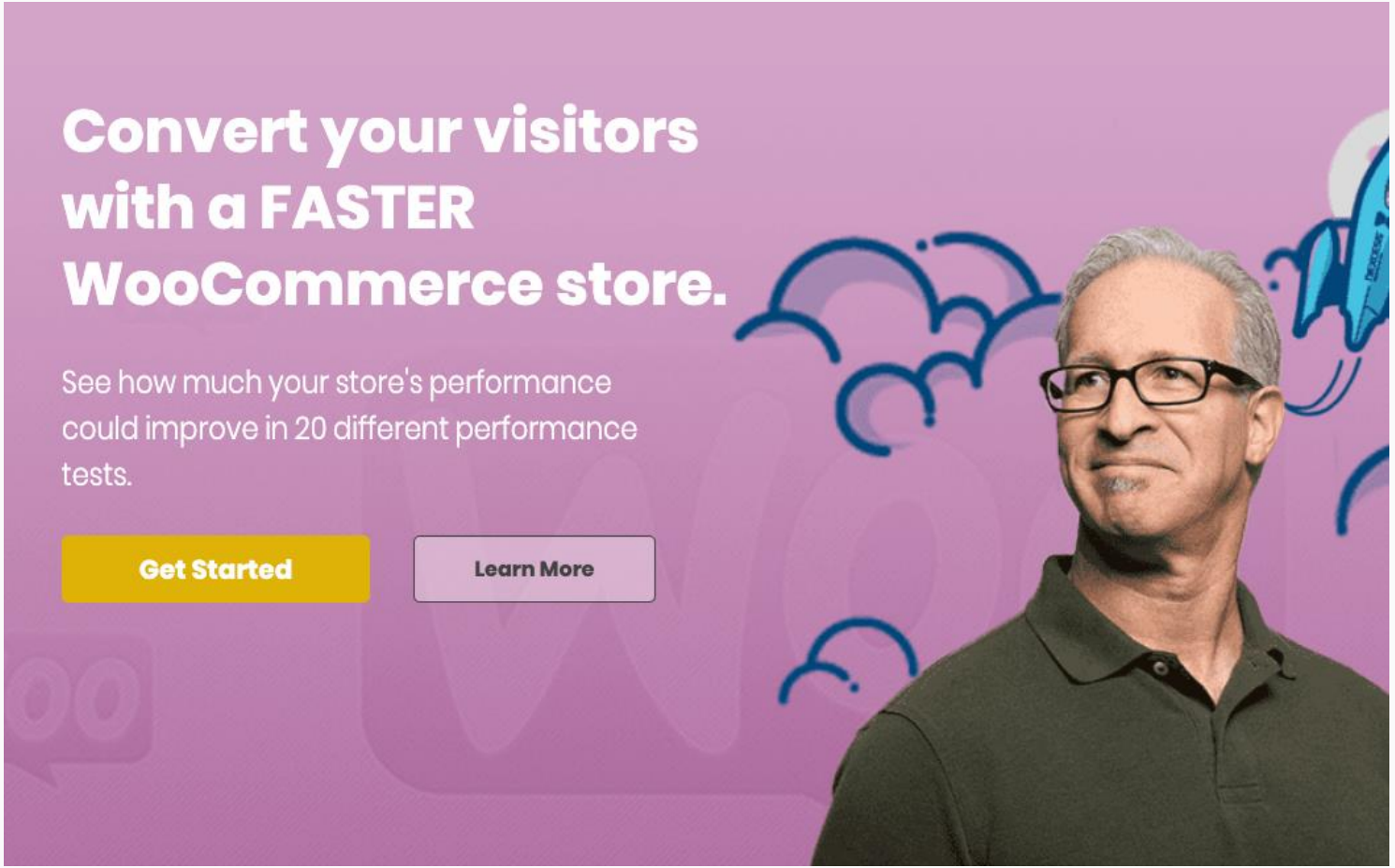
Site after replatforming to NX & optimizing my site

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

WE DON'T CRASH EVER



https://twitter.com/BFTrick/status/1271472713912078336



https://explore.nexcess.net/15-day-challenge/

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/

2checkout is now Verifone

Thank You!

2checkout is now Verifone

Modern Commerce. Simplified.

www.2checkout.com