

FROM BIG TO SMALL

BIG RETAILERS' SUCCESS FORMULAS

Translated for Shopify store owners





1

Customers aren't always looking for the lowest price. If they were, they'd always shop on Jet or Amazon.

2

Amazon is in an incredible spot right now thanks to its 'low price player' perception but its success lies beyond price cuts.

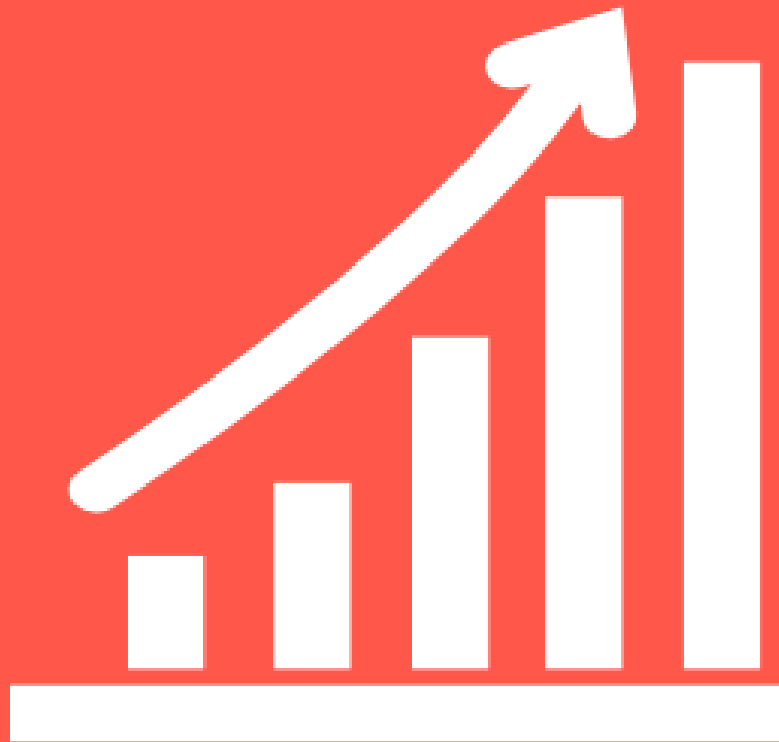
Amazon's high earnings can be attributed to a couple of things: Prime memberships, cloud hosting, and market expansion to name a few.



3

Branding can seriously make or break your business. It's better to use your brand to warrant higher prices instead of diluting it with constant sales





4

While discounts can draw big crowds to your store or site, a strong brand identity can improve your pricing strategies and sales in the long run.

5



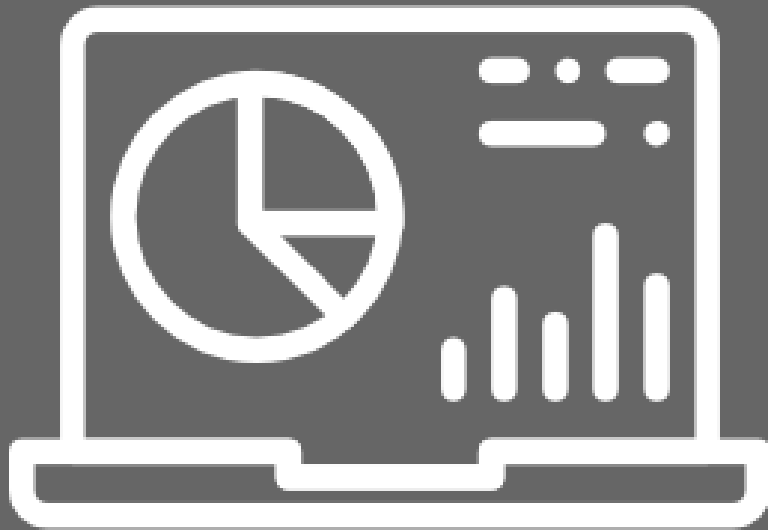
a simple redesign of your website can make you appear to be more hip and up to date than your competitors. And once you have a sleek and modern layout, A/B test it to make sure it's optimized for browsing.

6

Offering live chat can also improve your company's brand. It makes you look more informed and accommodating, instilling trust in the consumer about your brand.



7



Real-time analytics represents a tremendous opportunity for retailers who are building their business and retaining their customers.

8

The future of retail is all about using technology to strengthen customer relationships and improve the customer experience, while making the day-to-day operations easier for merchants.

9



The recommendation engine is a seamless way for retailers to start seeing the benefits of data.

THANK YOU FOR YOUR TIME!

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- **SOURCES:**

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