



A QUICK GUIDE TO  
**SAAS ECOMMERCE TOOLS**

[WWW.PERZONALIZATION.COM](http://WWW.PERZONALIZATION.COM)

# WHY ARE ECOMMERCE BUSINESSES THE FOCUS ?



eCommerce has revolutionized the mode of doing business through the internet with the help of technological tools like mobile apps, websites and emails.

A hand holding a dark-colored loyalty card in front of a laptop screen. The laptop screen displays an e-commerce website with a prominent 'UP TO 70% OFF' banner and various product images. The background is a blurred office or home workspace.

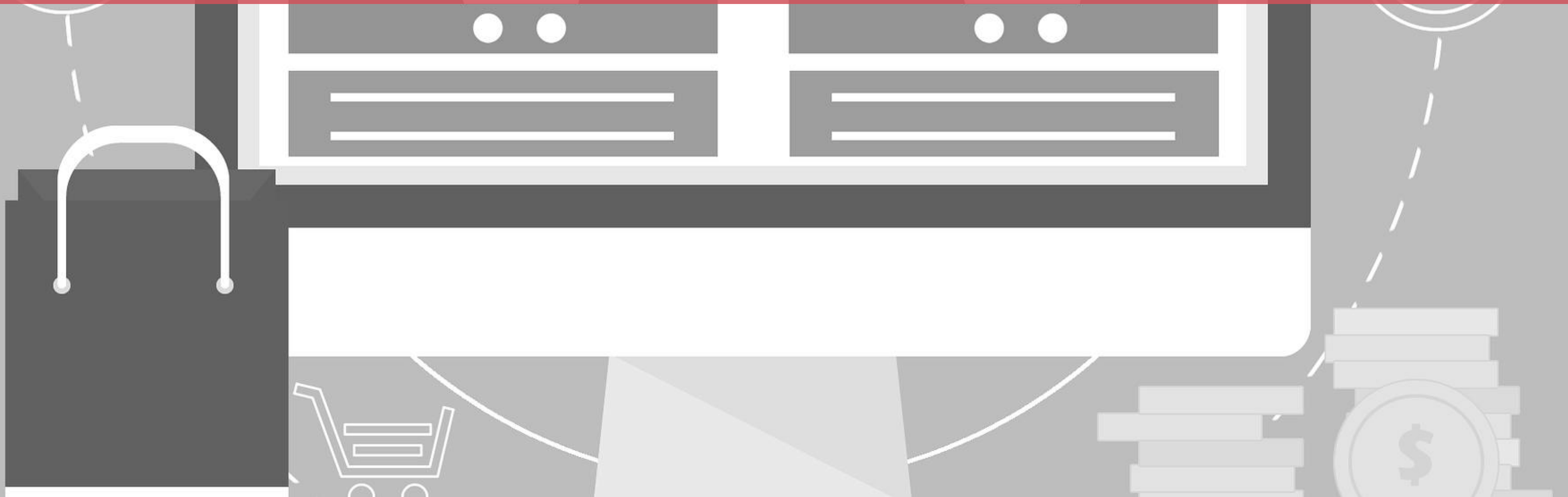
# WHAT IS THE BEST PART OF DOING BUSINESS ONLINE?

THERE REMAINS NO USE OF PAPER DOCUMENTS FOR BUYING OR SELLING OF THE PRODUCTS AND SERVICES ANYMORE WITH ECOMMERCE.

# WHAT IS REQUIRED TO SCALE UP ECOMMERCE BUSINESSES?

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Apart from a great team that an eCommerce business needs, to scale up, it also needs some dynamic tools that the team can use.





## **SOME OF THE TOOLS USED BY ECOMMERCE BUSINESSES WORLDWIDE ARE -**

- **HARVEST**
- **EASYPOST**
- **SEARCHSPRING**
- **OPTIMIZELY**

# HARVEST

## HOW DOES HARVEST HELP?

Harvest not only manages your time sheets, but also helps you analyze where your time is being spent, track your expenses and send invoices and accept payments.

# WHAT DOES SEARCHSPRING DO?

For searching and navigation on the required website for relevant products, SearchSpring helps the customers. This tool helps to boost sales by helping buyers zero in on their desired purchase in no time.



# easypost

## HOW EASYPOST CAN HELP

EasyPost has integrated more than 100 shipping carriers, which lets you purchase and print labels for them, and allows you to track packages. This comes in handy when you have hundreds of items shipping out every day.



# **WHAT DOES IT DO?**

Some of the big brands like Sony measure the impact of changes of two variants in design with Optimizely. It is also easy to integrate with Google analytics.



# WHAT IS THE BIGGEST ADVANTAGE OF SAAS ECOMMERCE TOOLS?

They are being rapidly integrated in to the online business model globally for the simple reason that since they are operated on cloud, they can be accessed from anywhere, are updated regularly, and there are no installation/maintenance costs associated with them.

# WHAT ARE SOME OF THE OTHER BENEFITS OF THESE TOOLS?



**THEY ARE CONVENIENT  
AND COST EFFECTIVE.**

# WHAT ARE SOME OF THE SAAS ENABLED ECOMMERCE TOOLS?

These SaaS eCommerce tools come in the form of eCommerce recommendation engines, eCommerce plugins etc. e.g. Personalization's SaaS eCommerce tools.

# HOW DO THESE TOOLS HELP ECOMMERCE BUSINESSES?



These assist businesses in attracting web traffic, personalization of marketing content and boosting revenue.

**THANK YOU**

LOOKING FOR MORE CONTENT  
ON ECOMMERCE?

**DISCOVER**