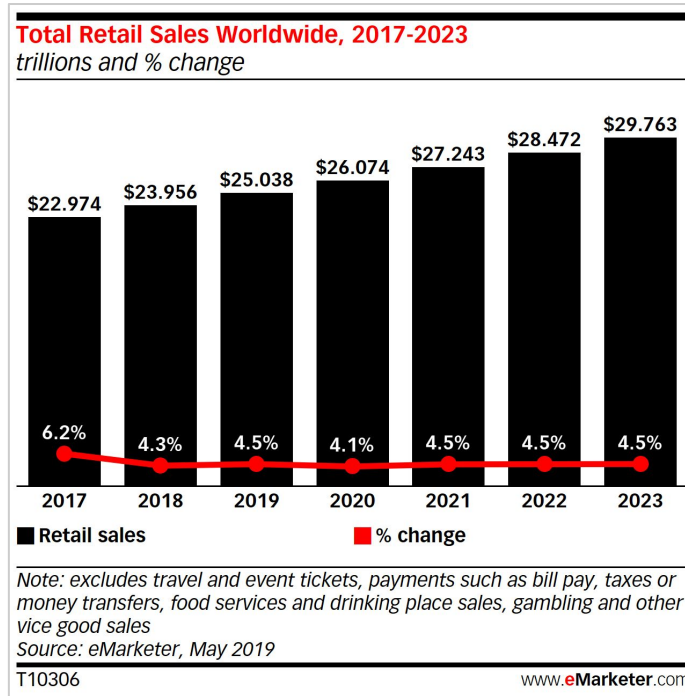



Shopping for Growth

eCommerce solutions for today's digital retailer.

eCommerce is a huge opportunity



- U.S. eCommerce sales will hit a projected \$709.78 billion in 2020, or about 14.5% of total U.S. retail sales, up from \$601.65 billion, or about 11% of total retail sales, since 2019
- That is the biggest jump in the eCommerce share of retail sales in a single year
- In 2020, the number of digital buyers is expected to be 2.05 billion

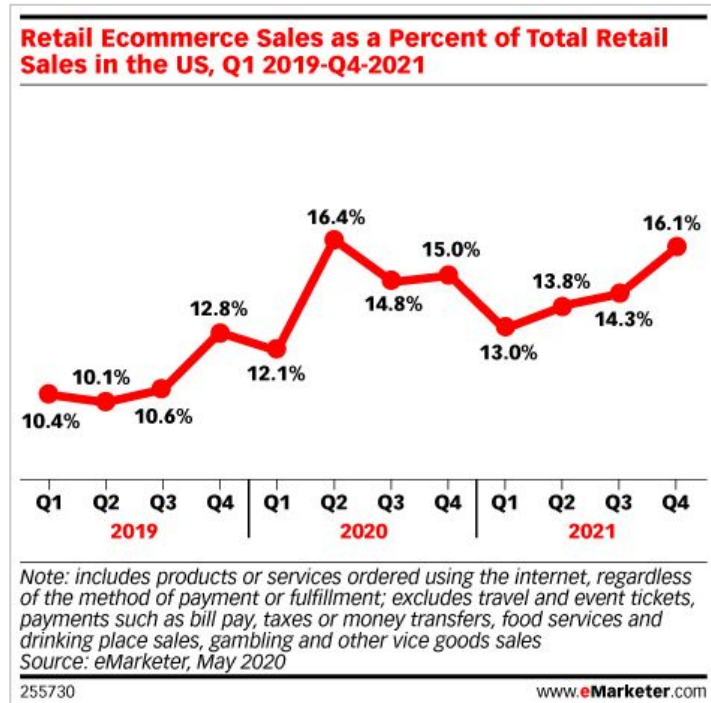


Did you know that 63% of all shopping occasions begin online?

By 2021, global eCommerce will approach \$5 trillion - that means there has never been a better time to open or optimize an eCommerce shop. Leading retailers like Target, Walmart and scores of mom-and-pop operations are optimizing their digital experiences to capitalize on this growing trend.

the numbers continue to grow

- In markets such as the United Kingdom and the United States, eCommerce continues to grow across all product categories
- Online shopping growth isn't going away and brands need to re-assess their digital offerings to create the best experience possible
- Consumer trends show that eCommerce will continue to grow, and companies need to be continuing their digital transformations to provide great service, both online and in-store





a few more compelling stats and tips



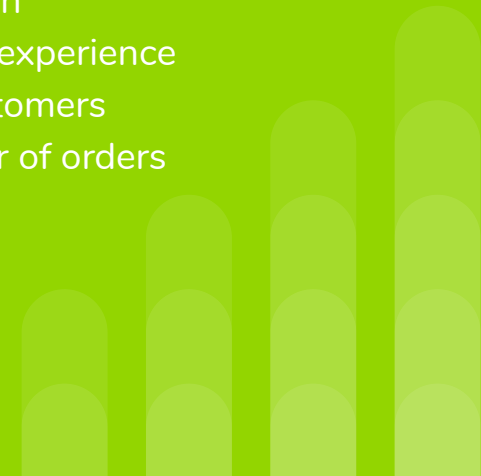
- Nearly 50% of consumers shop more on mobile than in-store. Make sure your site and checkout is easy to use on mobile
- 43% of eCommerce traffic coming from organic Google searches. This means that it's still essential to build your eCommerce site with SEO in mind
- PayPal transactions have 70% higher checkout rates than non-Paypal transactions. It pays to give your consumers several payment options



your goals

- New or better revenue source
- Cultivate and expand audience
- Gain new customers
- 24/7 potential income
- Scale business quickly

the benefits

- Overcome geographical limitations
 - Lower cost of operation
 - Personalized shopper experience
 - Easily remarket to customers
 - Process a high number of orders
- 



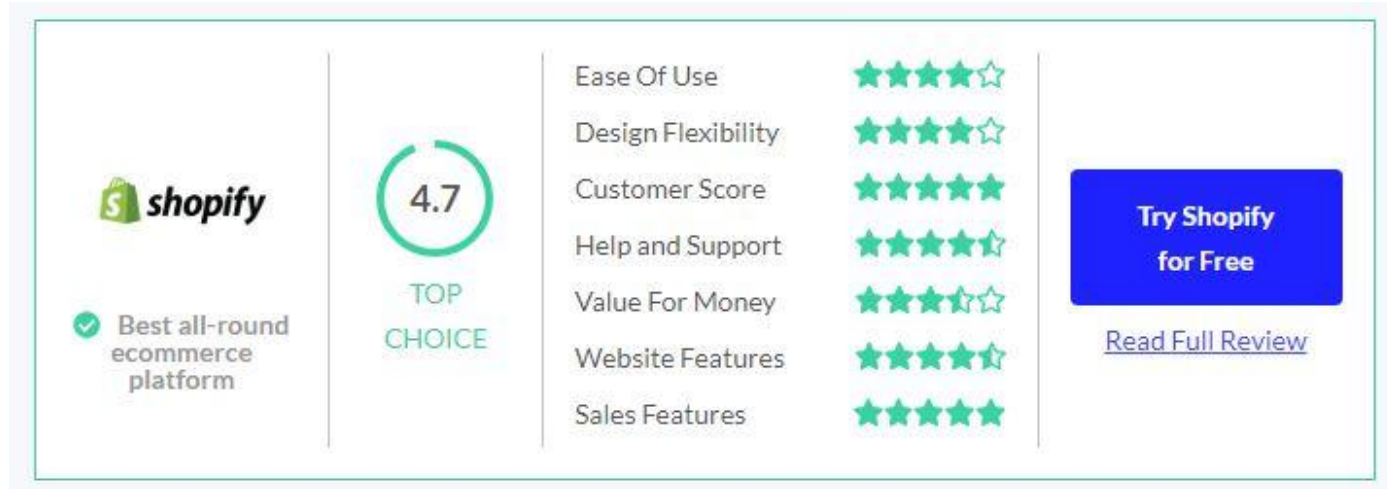
- A functional, simple-to-manage platform that supports your goals
- One of the biggest players in eCommerce since its founding in 2006
- More than one million businesses in approximately 175 countries use Shopify
- Facilitated over \$46 billion in merchant sales
- Shopify is an all-in-one-package – You can build and publish your web pages, blog and online store entirely through Shopify and make use of its neat features and apps or connect your shop to another website CMS
- Connects natively to HubSpot and several other marketing automation solutions

more users search for Shopify sites



Google Trends comparison of worldwide searches in the last 5 years

Shopify outperforms in key categories



Shopify has high user ratings





Shopify = multi-channel sales



amazon.com



- You can natively connect Shopify to various marketplaces and social networks (like Google Shopping, Instagram, Amazon or Facebook)
- Sell your products directly through these sites, giving you an almost limitless audience to advertise to
- Seamless integration with minimal setup



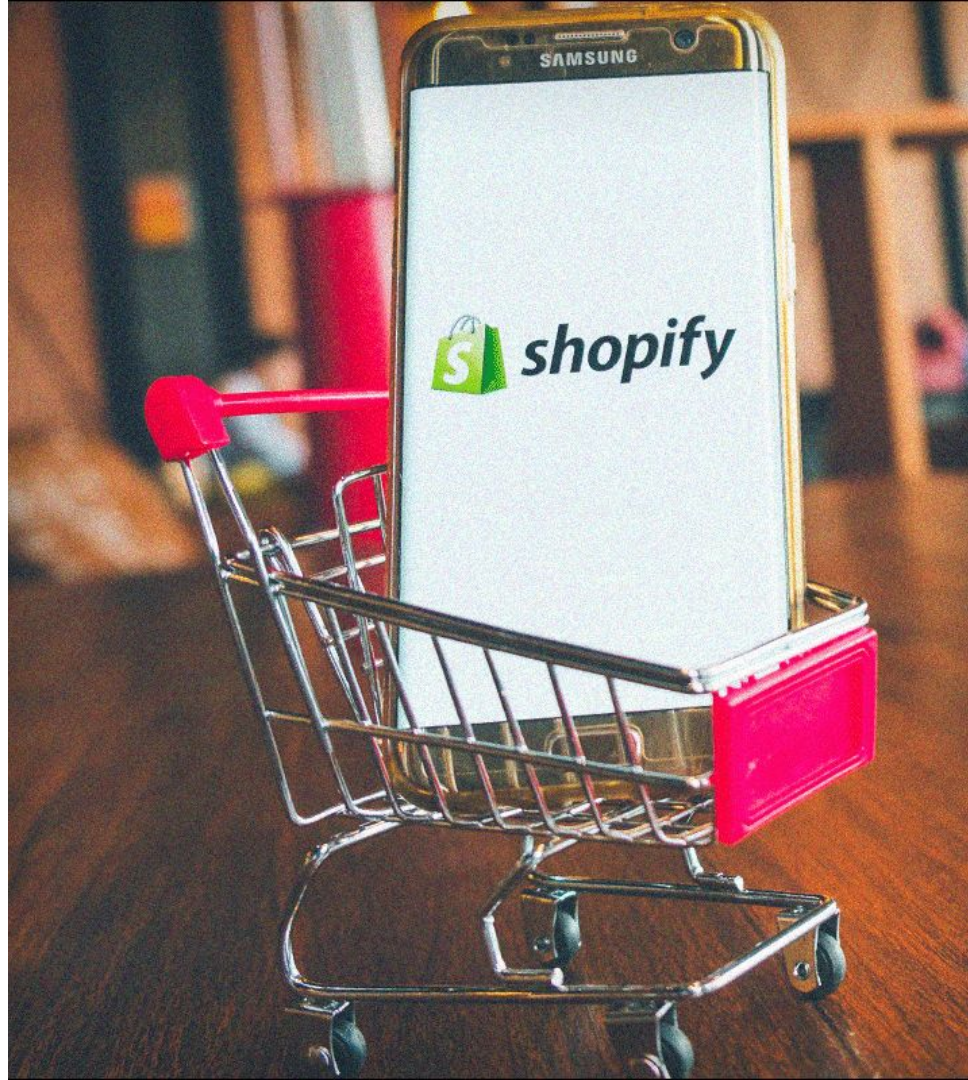
hubspot + shopify = powerful results



- Increase revenue by recovering abandoned shopping carts
- Advanced customer reporting and segmentation
- Collect and monitor data to understand your audience better
- Nurture buyers—building loyalty and repeat purchasing

the details that matter

- Quality support 24/7 – one of Shopify's unique selling points is the level of its customer support
- Excellent suite of apps to extend capabilities without custom programming
- Custom domain URL
- Content/bloggging supported
- Google AMP pages enabled
- Over 100+ payment gateways supported
- Wishlist/product reviews
- Robust mobile admin app
- Full development platform free of charge until site is ready to launch
- Low cost of entry



Would you like a little more guidance?

If you'd like to learn more about switching to Shopify or optimizing the performance of your online shop, give us a call or sign up for a **free consultation**.

Diaz & Cooper is a certified Shopify Partner and HubSpot Gold Solutions Partner. We transform websites into top salespeople and grow sales for eCommerce, hospitality and online businesses by optimizing the Customer Value Journey.

Schedule FREE consultation



Diaz & Cooper | (305) 909-0933 | www.diazcooper.com

