

## THE EVOLUTION OF E-COMMERCE

# Four Phases of Commerce



## WHO YOU ARE

PHASE ONE <b>Inspired Practitioner</b>	PHASE TWO <b>Premium Seller</b>	PHASE THREE <b>Brand Builder</b>	PHASE FOUR <b>Market Leader</b>
You have an established e-commerce platform, and want to evolve your online brand presence.	You have a scalable e-commerce platform and you're ready for intelligent automation.	You have a seamless digital commerce platform and want to increase customer loyalty.	You have a personalized user experience and want to expand to a total experience.

## WHAT YOU WANT

PHASE ONE <b>Scalable Foundation</b>	PHASE TWO <b>Automation</b>	PHASE THREE <b>Personalization</b>	PHASE FOUR <b>Innovation</b>
You want to go beyond e-commerce and your infrastructure must support your vision.	You want to make the buying experience frictionless and unified across touchpoints.	You want to leverage e-commerce as a springboard for advertising, marketing campaigns, and more.	You want to apply business acumen and data to form a unique and memorable digital experience.

## HOW YOU EVOLVE

PHASE ONE <b>Beyond E-commerce</b>	PHASE TWO <b>Seamless Selling</b>	PHASE THREE <b>Personalized UX</b>	PHASE FOUR <b>Become Memorable</b>
The evolution of e-commerce requires an adaptable business strategy and an enterprise grade e-commerce solution.	Transition to seamless selling by automating business processes and connecting technology solutions.	Create a personalized e-commerce experience by leveraging customer insights and providing contextualized content.	Push the boundaries to truly differentiate your brand in an authentic and compelling way.