

# Accelerate Time to Value with Actionable E-Commerce Use Cases

Rapidly align your business outcomes with proven e-commerce strategies crowdsourced from leading brands.

With more than 30 e-commerce strategies built into the platform, you can scale and automate the delivery of 1:1 personalized customer experiences across all channels and devices in real time. This way, you gain more time to optimize results against metrics that matter to your business.

Quickly convert more leads and retain more customers

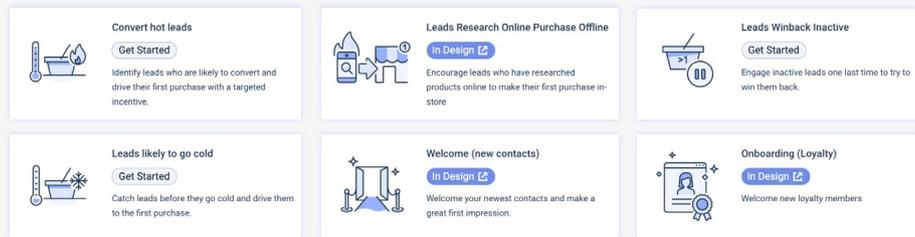
Drive more sales across more channels and devices

Increase your active customer revenue with proven strategies

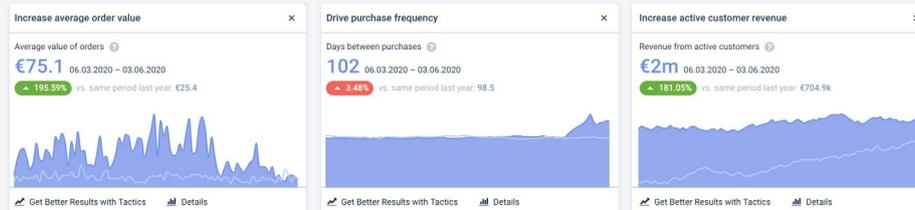
*Emarsys' Personalization Platform leverages a broad suite of customizable templates to meet the needs of both nontechnical and technical users and accelerate time to value for its clients.*

Gartner, 2020





Align over 30 proven e-commerce use cases with the business outcomes that matter to your business.



- +43%** Online sales YoY
- +24%** Average order value
- +20%** Monthly sales attributed to digital communication

[Read success story ▶](#)

- +13%** More orders
- +13%** Average order value
- +71%** Revenue from automated campaigns

[Read success story ▶](#)

merchant success story

There's a wealth of data created by customer interactions across websites, ads, mobile apps, SMS, support and other digital channels. To succeed in the omnichannel experience world, you need to rapidly leverage all data to customize and personalize the entire customer experience... and produce measurable

business outcomes fast. With built in e-commerce insights and use cases, we help you align business outcomes to marketing execution by presenting the right growth opportunities at the right time. Giving you more time to focus on accelerating business outcomes.



**Brands using Emarsys accelerate time to value with proven e-commerce use cases already aligned with the business metrics that matter.**

Learn how Emarsys can accelerate your business outcomes at [emarsys.com/demo](https://emarsys.com/demo)



*With Shopify Plus and Emarsys, we managed to set up a completely new and automated way to engage with our customers within just two months. We had all our lifecycle campaigns automated right from the launch. In such a short time and with so little human effort, I think that's a very impressive result.*

Arne Lorenzen, E-Commerce Manager, Shape Republic

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### Measure and increase revenue impact

Use the integrated automatic revenue impact report to identify top-performing use cases.

1

### Grow loyal customers

To nurture loyal and profitable relationships faster, first align customer metrics to the right omnichannel strategies.

3

### Consistently deliver 1:1 personalized customer experiences across the entire journey

Deliver customer-centric personalization with omnichannel use cases to drive CLTV.

4

### Optimize business outcomes

Measure the business impact of your omnichannel strategy with integrated analytics.

5

### Scale 1:1 personalization with marketer-friendly AI

Anticipate customer behaviors and optimize 1:1 personalization for all customers, at scale.



**More** profitable and loyal relationships built through 1:1 personalized and consistent omnichannel experiences



**Faster** time to market from automatically leveraging all data across built-in omnichannel strategies and aligned to business outcomes



**Accelerate** business outcomes using AI to scale 1:1 personalization and continuously optimize results