

MAXIMIZE YOUR BUSINESS EFFICIENCY

Over The Holidays

The world of eCommerce moves fast. The merchants who excel this holiday season are those who efficiently manage extra volume seamlessly.

WHY INEFFICIENCY COULD COST YOU

Order traffic increases over the winter holidays,

But the Magento ecosystem provides magical ways,

To ensure your sites have maximum proficiency,

And confidently boost your business efficiency.

As traffic and order volumes increase over the holidays, shipping, checkout, and fraud protection optimizations are more important than ever.

46%

of shoppers report abandoning their shopping cart due to limited shipping options¹

15%

sales lift when a PayPal Credit button is added²

74%

of customers found convenience of delivery to be the most important factor in their decision-making³

For every **\$1** stolen by order fraud...

...merchants lose another **\$3** to lost labor, lost productivity, and chargeback penalties⁴

6 WAYS TO BUILD A WELL-OILED ECOMMERCE MACHINE

FOLLOW THESE TIPS

Follow these tips to create efficiencies and maximize profits this holiday season.

Provide multiple shipping and delivery options

Post a 'send by' date calendar on your homepage and share details about shipping fees and delivery times throughout your site

Develop a strategic shipping and delivery plan to manage high volumes over the holidays

Understand what good customers look like to prevent them from being blocked as fraudulent transactions

Have consumer financing available if average order value is over \$99

Enhance the mobile checkout experience and let users choose their preferred payment method

Download **Magento's Journey of a Gift** guide to see how you can boost business efficiency in time for the holidays.

GET IT HERE