ULTRA-PERSONALIZED BUYING EXPERIENCES ARE THE FUTURE OF ECOMMERCE.

WHY IS LOGIC IMPORTANT?

Every day, we move more swiftly towards an increasingly personalized ecommerce landscape. Your online store is a portal to infinite choice, with endless possibilities for attracting, serving, and retaining a broad and growing audience. Tomorrow’s customers will demand a buying experience that is utterly tailored to their exact needs.

A custom-configured logic engine will get you there.

Let’s explore how dynamic logic rules can enable your business to serve every customer and every audience with relevant, sales-driving, highly targeted shopping experiences.
RISKS

A poorly designed, inflexible user interface will drive away potential customers in droves. Given the variety of options that every B2C and B2B customer now has, an ecommerce platform that doesn’t use logic to adapt to each unique user does so at the business’ peril.

What is your primary goal for each customer who visits your site? Is it immediate conversion, encouraging higher volume sales, or developing a relationship the brand?
Are you letting an outdated, overly general sales architecture cost you revenue?

- A confused goal results in a confused customer.
- Sluggish or incorrect shipping and tax calculators lose trust and time.
- Non-specific upsells are a waste of prime real estate.
- B2B and B2C product display, pricing, and checkout are not "one size fits all."
- No volume discounts means low volume purchasing.
- Making the customer jump through too many hoops to get the info relevant to them equals losing the customer.
- If it isn’t easy to build custom order kits on your site, your customer will build them somewhere else.
- Clunky UI confuses users and costs conversions.
- Unfocused design and messaging reflects poorly on your brand.
- No volume discounts means low volume purchasing.
At Miva, we believe that personalization is the most important feature of an ecommerce platform. Catering to the unique profile of each customer maximizes loyalty and lifetime value, in an increasingly competitive economy.

Why should a new wholesale account purchase goods from your ecommerce site over rival’s brands competing in the same product category?
Here are the basic tenets of strong shopping experience design that every store owner needs to know:

1. A highly personalized user experience is the key to brand loyalty and the longevity of your business.

2. Site goals, conversion funnels, and navigation that are clear, intuitive, and can adapt live to the specific customer, are more likely to be successful.

3. Every customer should feel like they are viewing content that is precisely relevant to them.

4. Clearly demonstrated, fully tailored rewards for volume business and repeat business should make a powerful case for closing every sale.

5. Integration of data from supporting systems should seamlessly inform every customer’s unique journey from product page to checkout.
“Rules,” in an ecommerce context, refer to the structural language which informs how your business interacts with each and every customer.

In an old-fashioned online business, every page of an ecommerce site was a static billboard which looked the same to every user. Today, a dynamic logic engine can automatically reconfigure every element of a site and the user experience it offers — live.

How are your pre-negotiated rates with volume customers live-updated to your site for automated purchasing?
Is your site admin offering you fine control over each and every one of these features?

- Custom display of pages, products, and all promotional content
- Order and return automation
- Volume discounts
- Custom pricing based on user account, behavior, or category
- B2B wholesale portals
- Automated communication and marketing
- Login for account or individual user interface
- Pre-negotiated rates
- Bundling and kits
- Shipping calculators with customer-specific options
- Custom promotions
- Automated customer service
Relevance, accuracy, and up-to-the-minute information are the difference between an old-fashioned product catalog that gathers dust on the shelf, and a living, dynamic showcase for all that your brand can offer an individual customer.

HERE’S HOW TO ACHIEVE IT:

1. You must be able to pull live data from every corner of your business:
   - From warehouse to website.
   - From brick and mortar stockroom to POS tablet.
   - At every stage of your product’s life.

2. You need an automated system to make sense of the numbers:
   - What’s selling?
   - What’s available to ship today?
   - When is a popular item about to run out?

2. Then you need to communicate all of this information to the customer:
   - Wherever they are.
   - On whatever device they are using.
   - With answers to every question they have, about anything you sell.

That’s what we mean by “real-time visibility.”
MERCHANDISING

THE PRODUCT IS KING

The presentation of your products is the core of your business. It makes sense that the more versatile your presentation is, the more customers it will appeal to. Logic-based personalized merchandising is about more than just casting a wide net — it’s about delivering concierge-level service to every single visitor to your site.

- Personalize every promotion, coupon offer, and upsell based on previous site visits, behavior, and account status.
- Employ “flexible content” which delivers completely different creative to different classes of customer.
- Automatically alert sales teams to high value leads.

Is your individual product display custom-configured to maximize appeal to the broadest group of customers possible?
A PRACTICAL LOOK:

How logic-based merchandising can show every customer a unique, finely tailored view of your store:

What your retail customer sees

Augustine Desk Chair
Code: augustine-desk-chair
$99.99

Choose Color: Blue

Qty 1

ADD TO CART

What your B2B customer sees

Welcome Back, Jonathan

You placed an order for this product on 07/12/2011.

Augustine Desk Chair
Code: augustine-desk-chair

$100.00 $95.00

– Min Volume Pricing

Price

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<tr>
<td>76–100</td>
<td>$76.00</td>
</tr>
</tbody>
</table>

Choose Color: Blue

Qty 1

ADD TO CART

Product Description
- Eco Leather Seat and Back
- Built-in Lumbar Support
- One Tush Pneumatic Seat Height Adjustment
- Locking Tilt Control with Adjustable Tilt Tension
- 360° Swivel
- Polished Aluminum Arms with Zip-on Black Covers

Account Rep: Havan Hendricks
Email | Call

View Order History
Quick Order
Manage Orders
Product Groups
Put your ecommerce platform to the test: Assess your user experience.

These questions are designed to help you rate the health of your online business. There are no “wrong answers” here – just fresh inspiration to take the customization and personalization your customers demand to the next level.

1. **What is your primary goal for each customer who visits your site?**
   Is it immediate conversion, encouraging higher volume sales, or developing a relationship the brand? How does your current platform facilitate these goals for each unique customer?

2. **Why should a new wholesale account purchase goods from your ecommerce site over rival’s brands?**
   How is this reason communicated in a clear and compelling way?

3. **How are your pre-negotiated rates with volume customers live-updated to your site for automated purchasing?**
   Are you drawing upon the valuable time of sales and customer service staff for tasks that could be automated?

4. **What is the lag time between inventory changes at the warehouse and front-end visibility online?**
   Is a customer researching your products from a mobile device 100% guaranteed that the items they see online are in currently stock and ready to ship?

5. **Is your individual product display custom-configured to maximize appeal to the broadest group of customers possible?**
   Can content, such as imagery and copy, automatically reconfigure on-the-spot to attract and close sales, depending upon an individual shopper’s stored behavior data?
The future of ecommerce is our business. Let’s go there together.

For a more detailed look at how dynamic logic rules can enhance the personalization of your site’s user experience, contact a Miva rep today for a completely free site review and consult.

To learn more, visit miva.com or call 800.608.MIVA