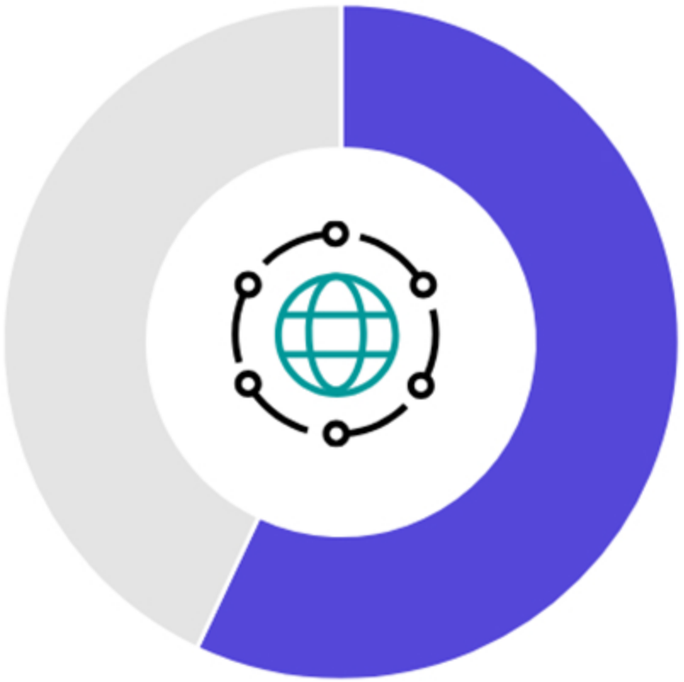
SITECORE
We live in the era of the hyperconnected customers

The ways people shop have changed for good

SITECORE



57%

of online shoppers buy from retailers who are overseas

Source: Shopify

61%

of consumers prefer to be contacted by brands via email

Source: Statista

95%

Estimated % of eCommerce purchases being made by 2040

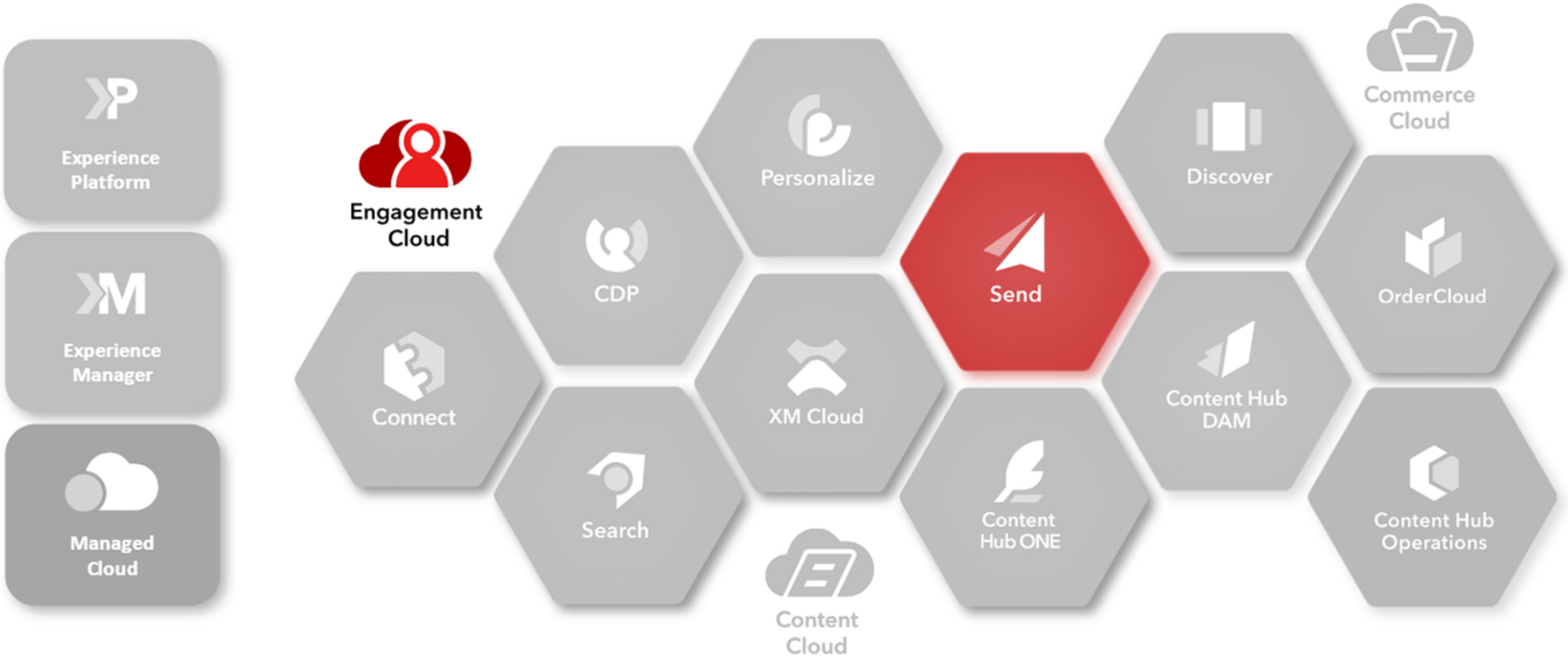
Source: Nasdaq

SITECORE

Customers now expect personalized experiences

SITECORE
Sitecore Send
Powerful email marketing
and automation platform
for commerce businesses

Sitecore Send



PRIVATE CLOUD

PUBLIC CLOUD (SAAS)

Send

Powerful email marketing and automation platform for commerce businesses

- Pixel-perfect emails
- Simple ecosystems integrations
- Customizable templates
- Powerful real-time analytics
- AI-driven experiences
- Understand customers to earn trust

Business value of Sitecore Send at a glance

SITECORE

Sitecore Send
Marketing Automation

Sales Revenue

- Engagement & Click-Through Rates
- Quality & Volume of Visits & Leads
- Campaign Reach & Click-Through Rates
- Campaign Productivity & Time To Market
- Conversion Rate
- Average Order Value
- Product Return Rate & Non-Activation/Usage
- Retention Rate, Repeat Business & Lifetime vale

Costs & Risk

- Marketing & IT Efficiencies
- Acquisition, Agency & 3rd Party Spend
- Solution Total Cost of Ownership
- Business Continuity & Flexibility
- Regulatory Compliance & Security
- Time to Market & Competitive Edge
- Solution Longevity
- Sitecore Solution Additive Value