

The background of the slide features a dark, abstract digital environment. It is filled with a complex, glowing pattern of purple and blue lines that form a series of overlapping, concentric, and wavy shapes, resembling a data visualization or a digital tunnel. In the center-right of the frame, there is a dark silhouette of a person with their arms extended horizontally, pointing towards the left. The person's head is turned slightly to the left, and their hands are positioned as if they are interacting with or navigating through the digital space. The overall atmosphere is futuristic and high-tech.

We live in the era of the  
hyperconnected customers

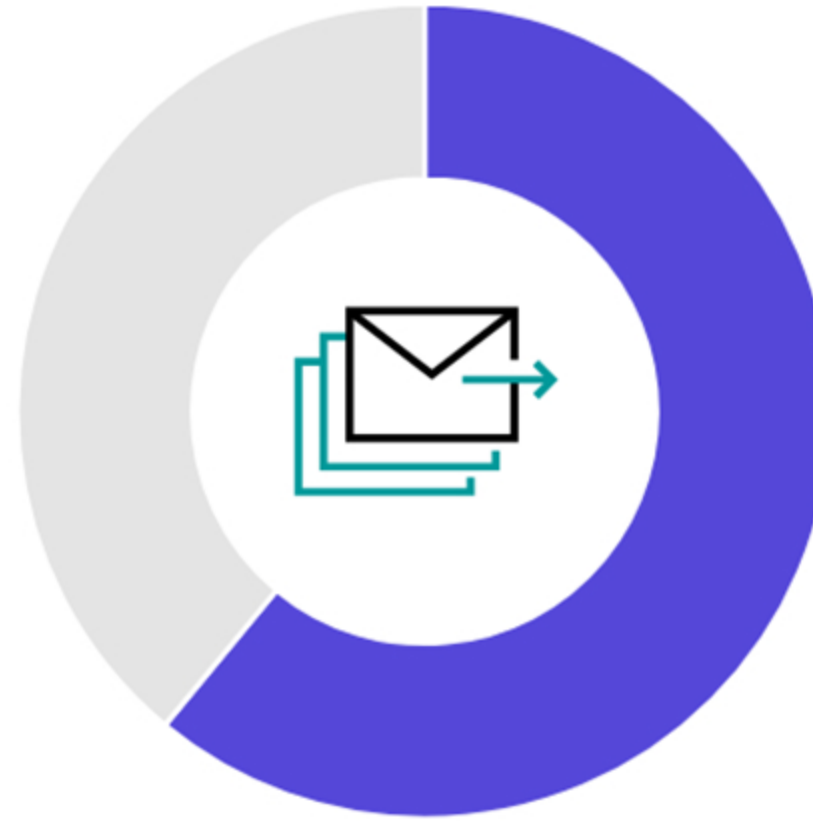
# The ways people shop have changed for good



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

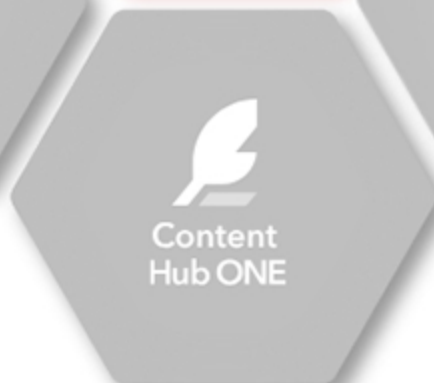


Customers now  
expect personalized  
experiences

# Sitecore Send

Powerful email marketing  
and automation platform  
for commerce businesses





PRIVATE CLOUD

PUBLIC CLOUD (SAAS)



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



## Sitecore Send Marketing Automation



### Sales Revenue



### Costs & Risk



Engagement  
& Click-Through  
Rates




Quality &  
Volume of Visits  
& Leads

Marketing & IT  
Efficiencies



Acquisition,  
Agency & 3rd  
Party Spend



Campaign  
Reach & Click-  
Through Rates



Campaign  
Productivity &  
Time To Market

Solution  
Total Cost of  
Ownership



Business  
Continuity &  
Flexibility



Conversion  
Rate



Average Order  
Value


Regulatory  
Compliance &  
Security



Time to Market  
& Competitive Edge



Product Return Rate  
& Non-  
Activation/Usage



Retention Rate,  
Repeat Business &  
Lifetime value

Solution  
Longevity



Sitecore  
Solution Additive  
Value

