Build an irresistible e-commerce experience

Make sure your platform has these essential features.

An advanced e-commerce experience should feel good

It should be fun. It should be secure. It should make you want to come back over and over again. In other words, it should be irresistible. To achieve this, you'll need a flexible e-commerce platform offering just the right features for each stage of the customer lifecycle.

You'll need to create content and shopping experiences for different customer types. And you'll need to keep analyzing customer behavior and evolving your customer experience until you get it right.
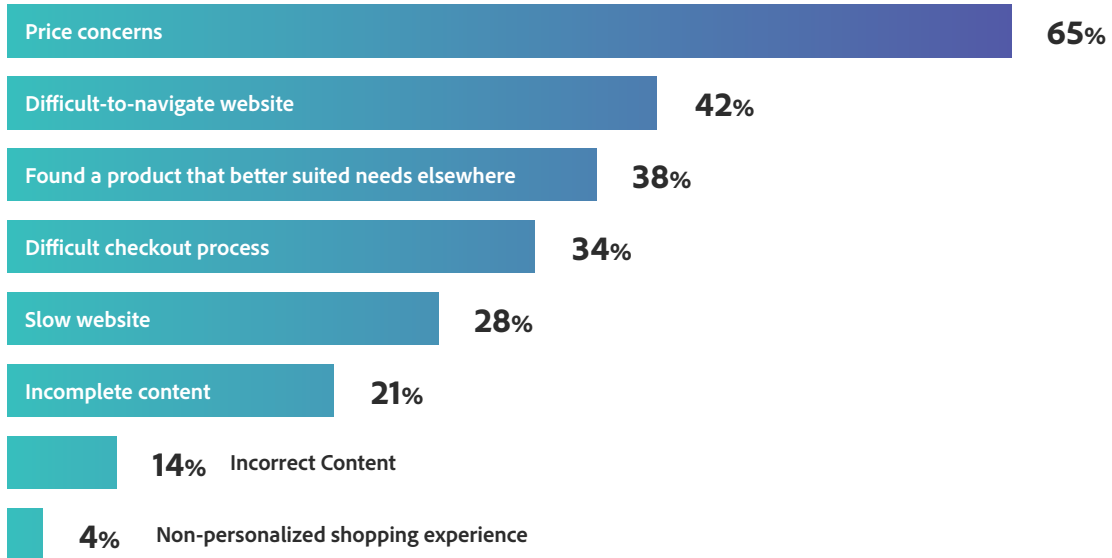
This guide identifies the essential e-commerce features you need to create an irresistible experience at all stages of the customer journey.

Customer interrupted

Why customers don't complete their journey

When you don't make a purchase after visiting a brand's website or mobile app with the intent of purchasing, what about the website or mobile app prevented you from purchasing?

Price concerns	**65**%
Difficult-to-navigate website	**42**%
Found a product that better suited needs elsewhere	**38**%
Difficult checkout process	**34**%
Slow website	**28**%
Incomplete content	**21**%
14%	Incorrect Content
4%	Non-personalized shopping experience

Ninety-two percent of customers who visit a webstore do not make a purchase.[1] Why? Culprits include confusing navigation, a difficult checkout process, and skimpy or incomplete content.

Essential feature: built for speed

Performance affects every stage of the customer journey. If pages don't load quickly, customers won't stay on your site, and slow speeds also contribute to abandoned carts. Your e-commerce platform must offer fast speeds, even during traffic surges and transaction spikes.

> **If pages don't load quickly, customers won't stay on your site.**

What to look for: A cloud-native e-commerce platform combined with cloud services will most often maximize speed and flexibility.

What to watch out for: Older e-commerce platforms which are not cloud native won't perform as well in the cloud. E-commerce platforms which don't offer cloud services mean you'll have to manage multiple cloud vendors yourself.

Essential feature: extreme flexibility

A great way to stand out is inventing your own irresistible customer experience. A flexible platform lets you design a unique and delightful customer journey. It could integrate artificial intelligence, the ability to "try on" a product, or something entirely new.

A flexible platform lets you design a unique and delightful customer journey.

What to look for: Seek out a platform which can be configured in many different ways and lets you access and change the code. Extra points for a large and engaged developer community which invents innovative features and capabilities.

What to watch out for: Think twice about completely locked down platforms which deny you access to the code. Also avoid platforms requiring you to use rigid, unchangeable templates in your experience design.

Essential feature: rapid content creation and publishing

Content is a big part of an irresistible customer experience. Eighty-seven percent of consumers rate product content very highly when deciding to buy.[2] And sixty-seven percent of consumers say it's important for brands to automatically adjust content based on their current context.[3] In other words, you need to get the right content to the right people, and always keep it fresh. A platform which supports rapid content creation can help do this and more.

What to look for: Consider a platform with tools allowing fast, no-code content creation and the segmentation of content by user interest and behavior. You'll also want a platform which works with a wide variety of customizable visual themes to create an original look and feel.

What to watch out for: Beware of platforms which make it difficult to create, preview, and publish content. Other no-no's include incomplete content management systems that don't support content segmentation and rigid templates that don't support a wide variety of page designs.

Essential feature: mobile first development

The average 18+ U.S. adult spends two hours and 51-minutes on their smartphone every day.[4] And more than half of them have bought something online with their smartphone.[5] An irresistible customer experience must always be mobile-first.

What to look for: For the best possible mobile experience, you'll need a platform that supports [Progressive Web Apps (PWAs)](). PWAs provide the flexibility of responsive web design with a rich, app-like interface. And they use bandwidth efficiently, meaning they consume less cellular data and perform better where network connections are spotty.

What to watch out for: Say no to platforms which do not support PWAs or force your designers and developers into a desktop-first framework.

Essential feature: multichannel commerce

An irresistible customer experience is ultra-convenient. Customers want the option to "click and collect" as well as order online at physical stores. And they want a personalized experience on a site that knows who they are. An e-commerce platform supporting multiple channels and partnership models can help you give customers what they want—when, where, and how they want it.

> **Customers want the option to "click and collect" as well as order online at physical stores.**

What to look for: Choose a unified e-commerce platform that lets you manage multiple storefronts and business models with a single back end.

What to watch out for: Avoid e-commerce platforms requiring each new storefront to operate independently with separate data sources and administration.

[4] comScore's 2017 Cross Platform Future in Focus report.
[5] Pew Research: www.pewinternet.org/2016/12/19/online-shopping-and-e-commerce/

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Essential feature: analytics

Rich analytics are needed to understand customer behavior—and to make shopping even more irresistible. Analytics should be easy to obtain and digest. And they should provide a single, unified view of all your e-commerce data so all your teams can work from a single version of the truth. Under no circumstances should you need to combine multiple CSV files in Excel.

Customers also want a personalized experience on a site that knows who they are.

What to look for: Seek out an e-commerce platform with business intelligence capabilities.

What to watch out for: A platform which doesn't have analytics or requires you to export data in order to analyze it should not be on your shortlist.
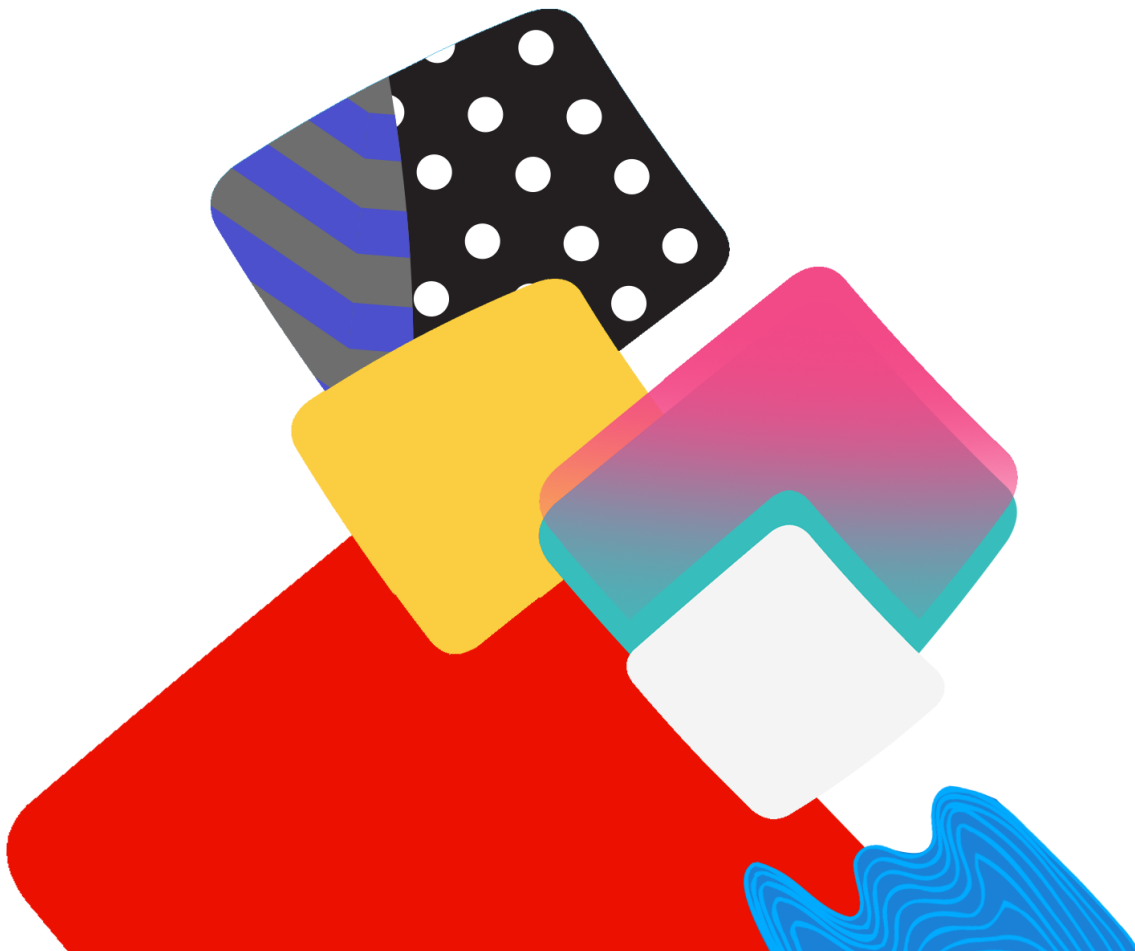
The essential e-commerce platform

Adobe Commerce has all the essential features for building an irresistible customer experience

Essential features	Adobe options
Extreme flexibility	**Adobe Commerce:** Design your own customer experience without being restricted by rigid workflows and templates.
Built for speed	**Adobe Commerce:** Offer fast, continuous performance, even during holiday traffic surges and transaction spikes.
Rapid content updates	**Page Builder:** Keep customers engaged by easily building new pages and keeping content fresh. Target content to specific audiences with customer segmentation.
Mobile development	**PWA Studios:** Create responsive web pages which deliver an "app-quality" experience. Add mobile-optimized checkouts to improve conversion rates.
Multichannel commerce	**Adobe Commerce:** Unify multiple sites through a single admin. **Adobe Commerce Order Management:** Integrate order and inventory management across all digital and physical storefronts.
Analytics	**Business Intelligence:** Analyze customer behavior across all your storefronts in one place.

About Adobe Commerce

Adobe Commerce is the world's leading digital commerce platform. With Adobe Commerce, you can build engaging shopping experiences for every type of customer — from B2B and B2C to B2B2C. It's built for enterprise on a scalable, open-source platform with unparalleled security, premium performance, and a low total cost of ownership. Businesses of all sizes can use it to reach customers wherever they are, across devices and platforms, including marketplaces. It's more than a flexible shopping cart system. It's the building block for business growth.