

Total Commerce Experience

Publication III



Publication Purpose

More insight on what Total Commerce entails (a new buzzword)

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Summarised Report
The Total Commerce Experience

Summarized By
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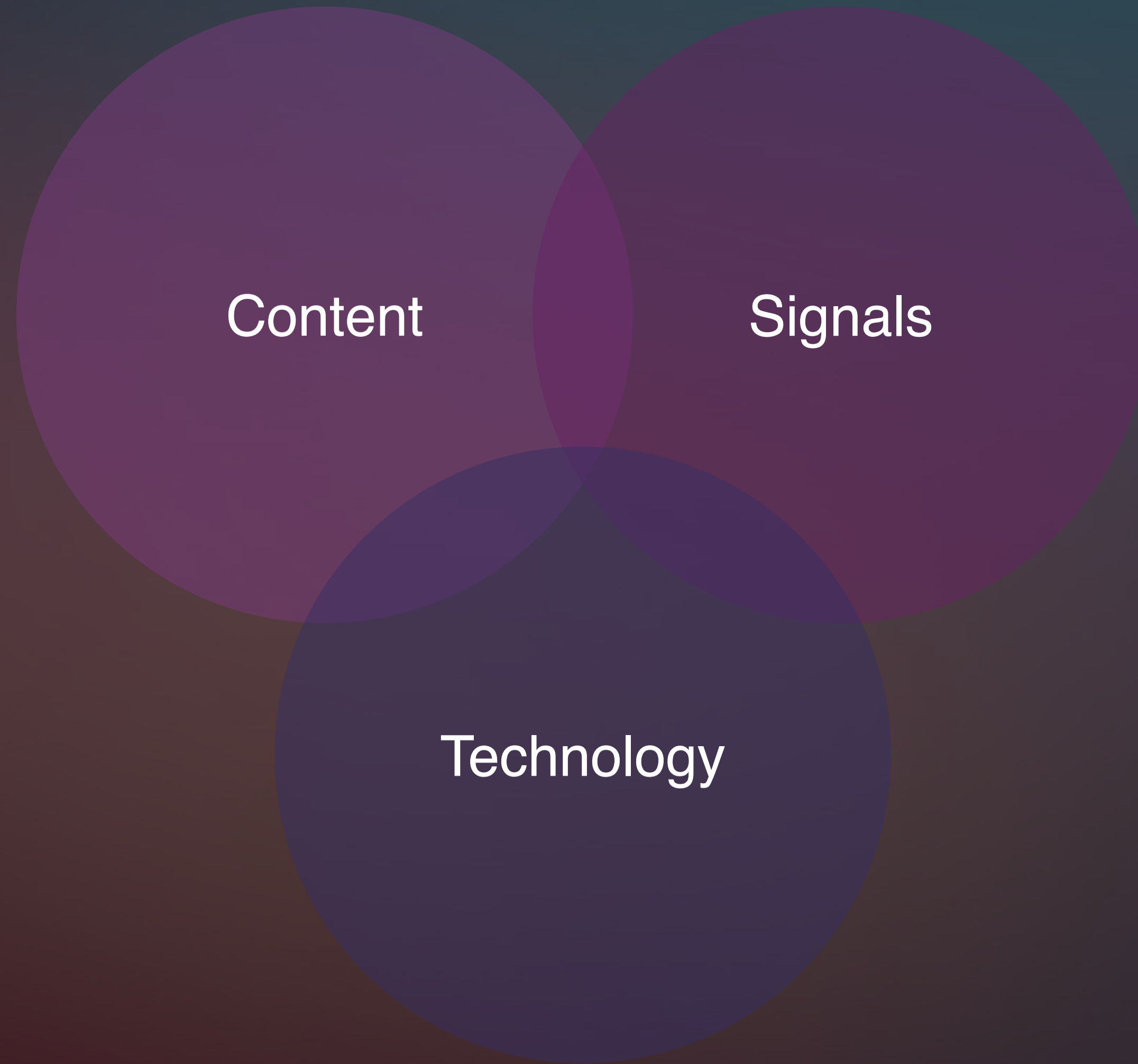
Target Audience
All

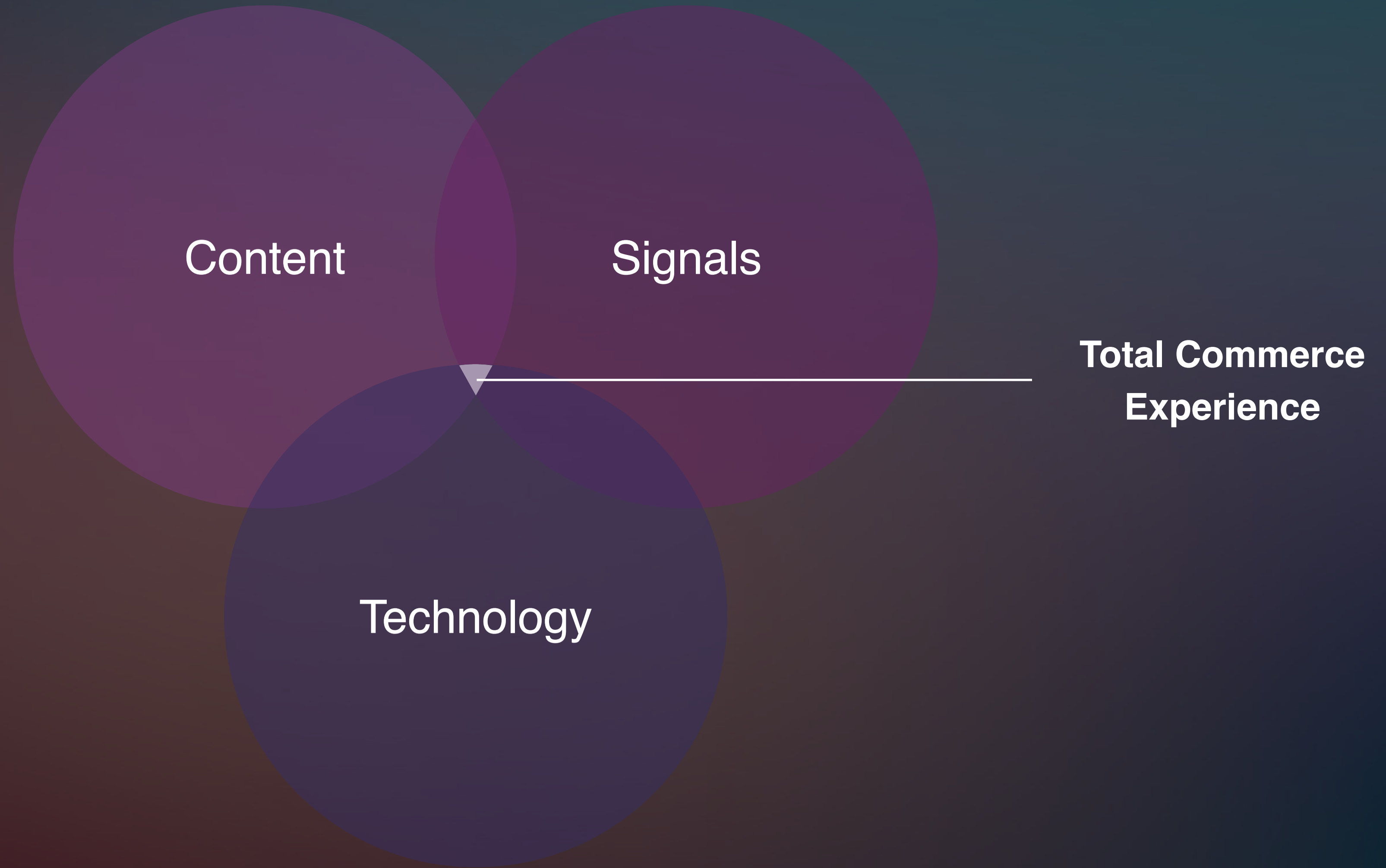
Total Commerce Experience

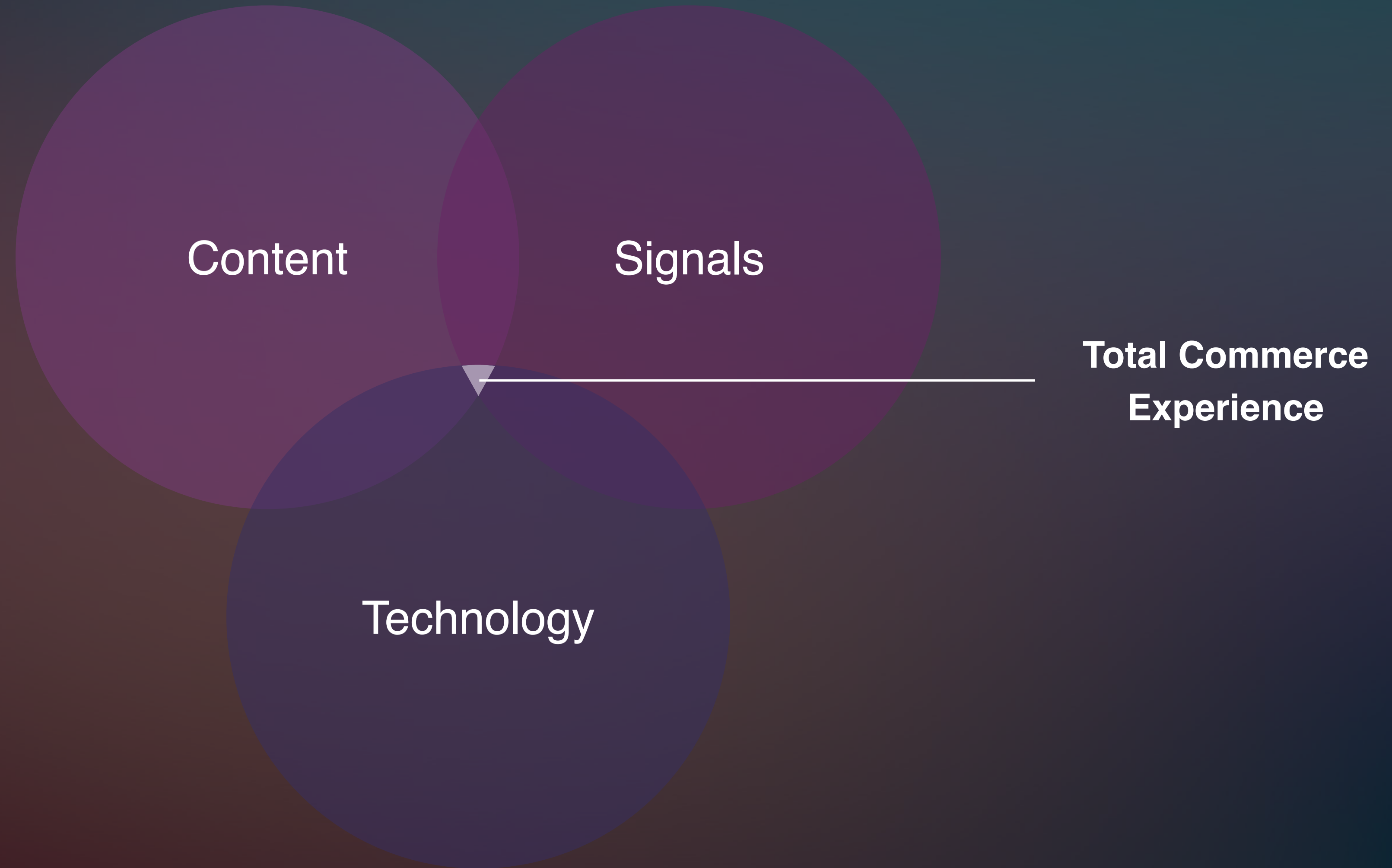
Total Commerce Experience

An engagement strategy that aligns channels, content, and moments to deliver what customers need along any path they take to purchase and ownership.

How to deliver a “Total Commerce Experience” to your customers”?







All of which to a great extent are covered by EVA

Cont'd

How to deliver a “Total Commerce Experience” to your customers”?


Cont'd

How to deliver a “Total Commerce Experience” to your customers”?

Make Journey-Spanning Investments In Content, Signals, And Technology

The Total Commerce Experience

The Total Commerce Experience



Customers discover,
shop and decide ...

... then make
a commitment ...

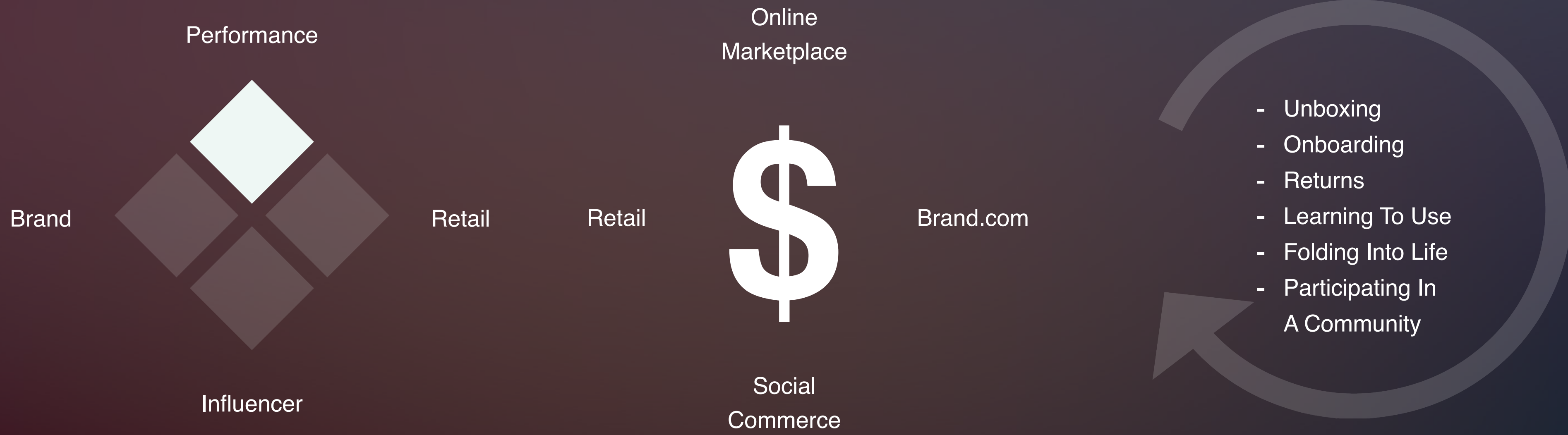
... and expect to
realize the benefits.

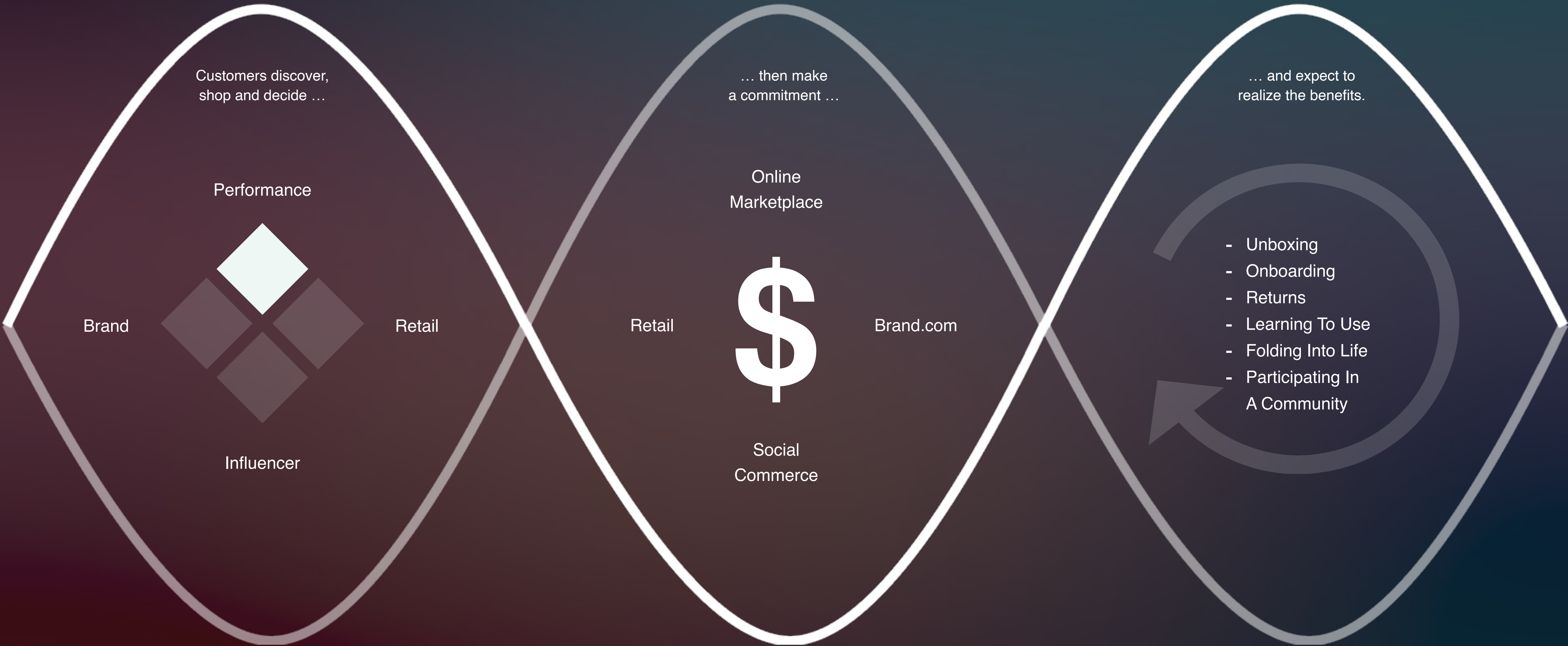
The Total Commerce Experience

Customers discover,
shop and decide ...

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a commitment ...

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realize the benefits.





Customers discover,
shop and decide ...

Performance

Brand

Retail

Influencer

... then make
a commitment ...

Online
Marketplace



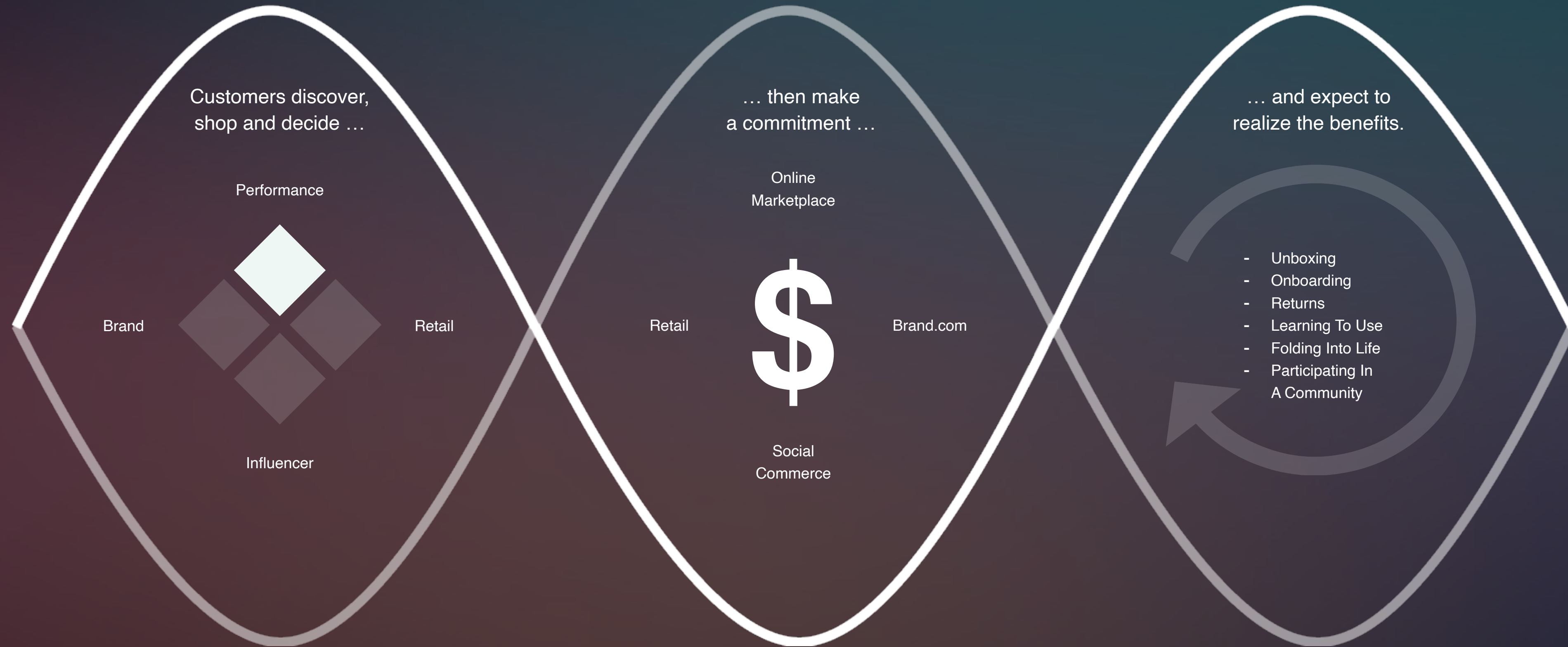
Retail

Brand.com

Social
Commerce

... and expect to
realize the benefits.

- Unboxing
- Onboarding
- Returns
- Learning To Use
- Folding Into Life
- Participating In
A Community



Content: Pull creativity deeply through the purchase and ownership experience

Signals: Push value insights and personalisation farther up the path to purchase

Technology: Link systems into an experience architecture with customer flows at the center

Systems are ready to roll
Are you?

Technical Capability

Breakthrough Tech

Contributing Systems

Content

Creativity via purchase and ownership experience

Content supply chain - an integrated content creation, generation, workflow automation, and planning platform.

AI and automated content production

Signals

Push value insights and personalization farther up the path to purchase.

Real-time customer data platform - the activation front-end to a customer data lake that generates personalized content in <100 milliseconds.

- Customer data platform
- Marketing measurement and optimisation systems
- Content, customer, and product analytics

Technology

Link systems into an experience architecture with customer flows at centre

Experience architecture - a function first technology platform providing API-connected integration between all touchpoints and systems.

- Commerce solution
- Enterprise marketing suite
- Real-time interaction management
- Event-driven integration

“The Data isn’t the objective. The reaction to the experience is the objective.”

John Telford

Executive Vice President, Growth at Bounteous

New buzz-words to keep in mind that apply to EVA

A “Function-first Technology Platform”

[Covered in Publication II](#)

A journey-spanning investment that covers content, signals & tech

An “Experience Architecture”

A “Total Commerce” enabler

NEW BLACK