10 REASONS OUTSOURCING ECOMMERCE MAKES SOLID BUSINESS SENSE

PAYMOTION™

Powering your digital transactions

With buying becoming increasingly online and mobile, there's plenty of opportunity for companies to boost earnings online. eMarketer projects ecommerce growth of at least 10% in each of the next several years to over $2.5 trillion by 2018. Therefore, it's not surprising that a recent survey found that 85% of online retailers expect their ecommerce revenue to increase in the coming year despite sluggish growth in many parts of the world.

However, with a lot of opportunity comes a lot of competition. To keep ahead of your competitors, focusing on your customers and your core business is more important than ever. As online sales grow, having the right ecommerce solution that allows you to be able to scale while also ensuring customers havea good experience at every touch point of their buying journey is a critical business decision. Effective billing and account management can not only improve customer satisfaction, it can also increase word-of-mouth referrals and reduce churn for subscription services.

But building and supporting a complete ecommerce platform is complicated. For this reason, more and more companies are outsourcing their ecommerce operations to experts to minimize costs, go to market quicker and stay current with the latest best practices for selling online.

Here are the top ten reasons to outsource your ecommerce:

Worldwide retail sales will surpass $22 trillion in 2015, up 6.3% from 2014. Retail products and services purchased on the Internet will account for 7.3% of the total retail market worldwide, or $1.672 trillion.

1. It's Cost-Effective

Outsourcing your ecommerce means you don't have to staff an in-house team to build and maintain your ecommerce platform. This includes everything from ensuring you have the latest cart features all the way to employing a fraud prevention team. Outsourced ecommerce allows you to do this with no upfront cost or ongoing investment.

2. Simplified Payment Processing

Instead of dealing directly with multiple payment processors like Carte Bancaire, American Express and Discover on an individual basis, an outsourced ecommerce solution is a one-stop shop.

In addition, international payments are processed with any applicable taxes automatically calculated and remitted on your behalf. The result is that you can offer more payment options for your customers around the world and they will be processed correctly without any extra work.

3. Locally Relevant Checkout

Partnering with an outsourced ecommerce solution means that you can more easily localize your shopping and checkout experience for your international customers. Your cart will automatically display the customer's local currency, in their native language, along with the most popular payment methods in their detected locale.

All this means that your cart abandonment rates are reduced and your sales increase.

If online merchants don't think globally, they may miss out on at least 50% of their potential market.

4. More Revenue Opportunities

In addition to reaching more customers with a localized cart, outsourced ecommerce platforms can also help boost revenue by allowing you to easily offer complementary products before or after purchase.

These products can be your own upsells or cross-sells, or you can choose from a catalog of other companies' products that are available on your outsourced ecommerce platform.

The result is increased average order value (AOV) and revenue growth.

Cross-sells and upsells on order pages typically increase average revenue per order by 15-45%.

5. Subscription and Account Management

Many digital companies are turning to subscription-based business models for predictable and sustainable revenue streams. This is another function that can be handled by an ecommerce platform, saving you from needing to build your own internal system.

You can select your price and recurring billing period and an outsourced company ensures that the product payments are processed automatically, including best practices around dunning management to recover declined payments.
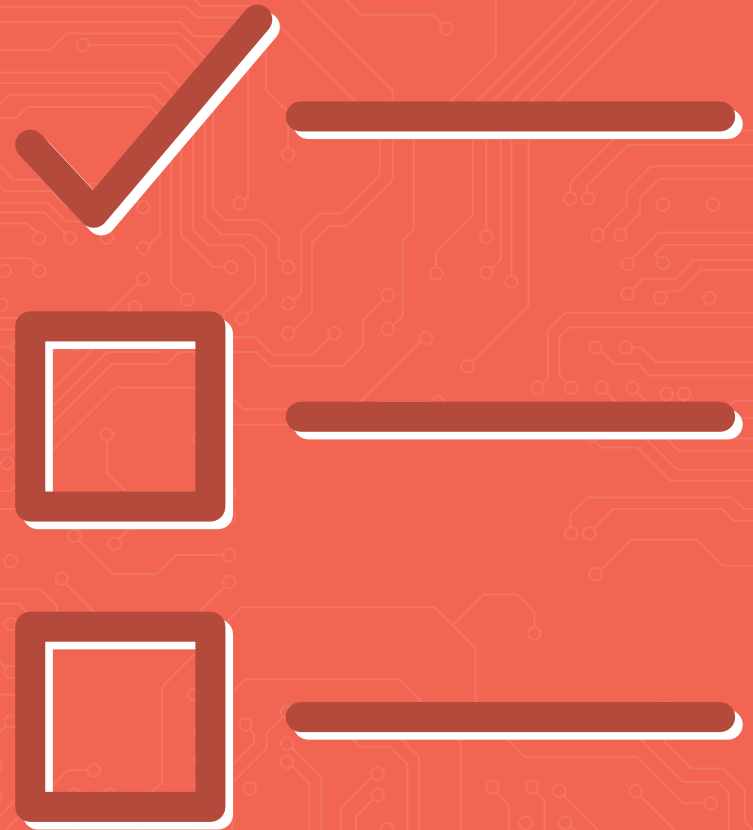
6. Optimized Conversions

From trials to discounts, outsourced ecommerce platforms allow you to easily configure your ecommerce process so you can maximize conversions, conversion rates and revenue. This includes cart pages that are configured with proven best practices to optimize conversions.

7. Ecommerce Expertise

Take advantage of ecommerce experts. By outsourcing, you get access to an experienced and dedicated team of account managers who will help with anything from setup to cart split testing and optimization – and more.

8. Robust Reporting

Digital businesses invest a lot of time building a product and making customers happy, but do not always have robust tracking and reporting to track sales performance in real time. Tracking campaigns, forecasting, knowing average order value and customer lifetime value (CLV) are essential for online businesses to make informed decisions.

Ecommerce platforms provide a wide variety of detailed reports with actionable data for campaigns, regions, languages and products, and easily integrate with your existing CRM.

9. Optimized For Mobile

The world of commerce is becoming increasingly mobile and online check-outs have to keep up. Forrester predicts that mobile phones will account for 15% of ecommerce sales by 2020 and tablets will account for another 33%.

Outsourced ecommerce platforms come with cart pages already configured for mobile buyers which can increase the conversions and revenue for your product.

10. Built-In Security and Fraud Protection

Fraud is becoming more and more of a stumbling block for online sellers that can quickly become costly. Ecommerce platforms maintain the latest PCI compliance and other security standards to ensure your ecommerce transactions are protected.

An ongoing, positive experience with every aspect of your product is essential to keeping your subscribers happy and on board.

Taking Care Of Business

Whether you sell products or subscriptions, growing your revenue is always a top priority. At the same time, building and maintaining an efficient, compliant, reliable ecommerce platform requires significant time, money and resources, which could be alternatively used to further enhance your product and delight your customers. If you are looking to effectively scale your online business, outsourcing your ecommerce may be that critical element to take you to the next level.

Interested in learning more about outsourcing your ecommerce?

Contact us at **success@paymotion.com.**

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PayMotion provides a multi-channel commerce platform that includes a number of revenue optimization features to help merchants boost average order values and sell more online. The platform supports both one-time and subscription billing and offers a fully optimized and localized purchase experience across devices.

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