

ELEVATING THE DIGITAL EXPERIENCE:

Blending Content
and Commerce



Custom content for Big Commerce by **Retail Dive's Brand Studio**



BLENDING CONTENT AND COMMERCE TO BUILD A COMPELLING DIGITAL EXPERIENCE

- Why is CAC rising? Why CAC is rising for both organic search and paid advertising options
- What are ecommerce retailers doing about it? The relationship between CAC, content marketing, and an ecommerce store's backend structure
- Where does content marketing fit in? When a headless commerce solution can offer the most value to an ecommerce store

SPEAKERS



Alex McEachern

Head of Marketing

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Meghan Stabler

Vice President of Global
Product Marketing
and Communications

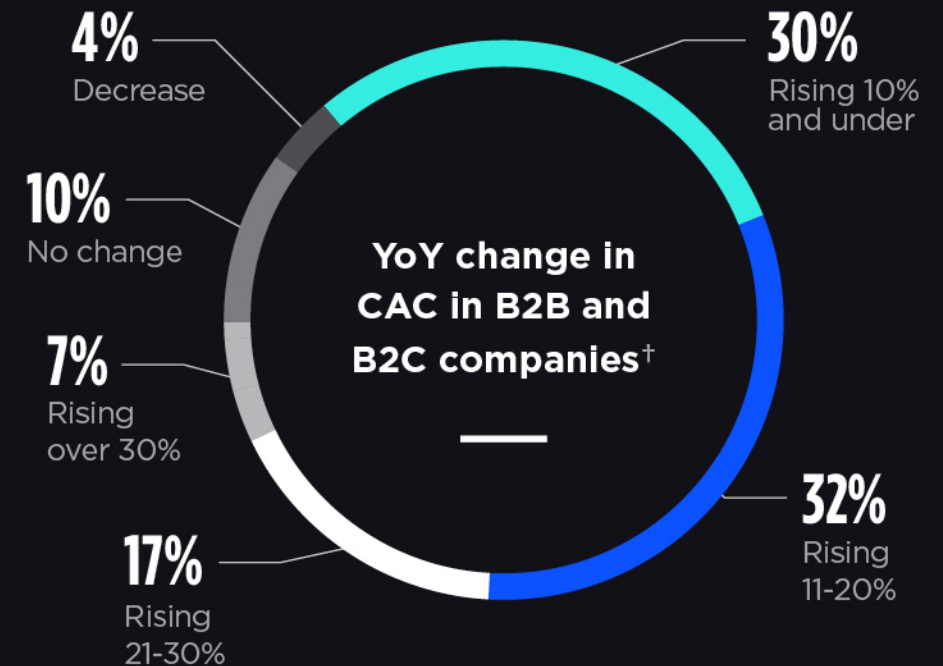
BigCommerce

THE RISING COST OF CUSTOMER ACQUISITION

- Why is CAC rising?
- What are ecommerce retailers doing about it?
- Where does content marketing fit in?



Year over year, how much has CAC risen for your brand?



Retail Dive's Brand Studio 2019 Survey: Managing Customer Acquisition Costs for Online Retail

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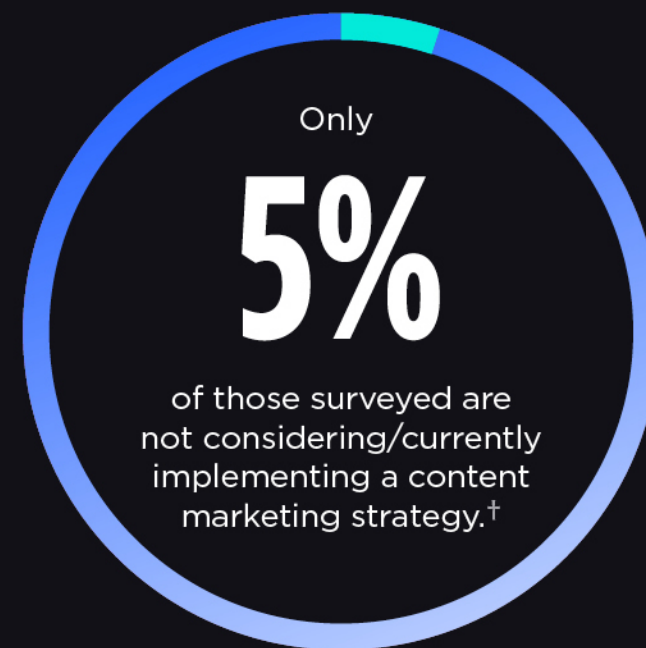


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Does your brand have a content marketing strategy?



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WHAT IS **HEADLESS** COMMERCE?

An ecommerce experience that decouples the presentation layer of a website from the ecommerce backend functionality to offer a flexible, seamless digital experience.

TRADITIONAL PLATFORM APPROACH



HEADLESS APPROACH





BENEFITS OF HEADLESS COMMERCE

- Streamlined customer experiences
- Customization
- Simplified UI by adding commerce to the pre-existing front-end
- Personalization
- SEO

HOW DO YOU KNOW IF A HEADLESS STRATEGY IS RIGHT FOR YOU?

- ✓ You're a content-driven brand
- ✓ You're experience-driven and want the ability to implement personalization, AI, or AR capabilities
- ✓ You want to create seamless digital experiences across multiple touchpoints and devices
- ✓ You have multi-site or international selling needs, serving up multiple front-end experiences powered by the same backend
- ✓ You already use a CMS you've invested in and want to add commerce
- ✓ You are already selling online AND have a separate site for content, but you want to be able to merge the two

BLENDING CONTENT AND COMMERCE TO BUILD A COMPELLING DIGITAL EXPERIENCE

- CAC is rising for both organic search and paid advertising options
- Ecommerce retailers are focusing on the relationship between CAC, content marketing, and an ecommerce store's backend structure
- A headless commerce solution can offer incredible value to an ecommerce store

SPEAKER Q&A



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