

# IS YOUR UNIFIED COMMERCE STRATEGY

## MAKING THE MOST IMPACT?

Unified commerce is how retailers gain a single view of the customer across channels, platforms and functional areas. Maximizing the customer journey at every capture moment from awareness to purchase is critical in realizing optimal business benefits.

### UNIFIED COMMERCE KPI IMPACTS:



10-15%  
REVENUE LIFT

10%-20%  
REDUCTION IN  
MARKETING  
COSTS

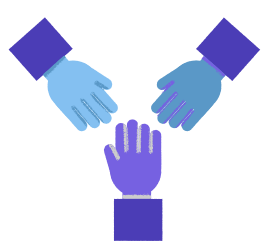


15%-20% INCREASE  
IN CUSTOMER  
SATISFACTION

10%-15%  
INCREASE IN  
CONVERSION  
RATES



10%-50%  
REDUCTION IN  
CUSTOMER  
ACQUISITION  
COSTS



20%-30% INCREASE IN  
EMPLOYEE ENGAGEMENT

