

elasticpath™

Frictionless. Social. Everywhere.



Ecommerce Consulting and Advisory Services

We help your ecommerce business succeed

consulting@elasticpath.com

1.800.942.5282 (toll-free in North America)

www.elasticpath.com



Trusted by the world's biggest brands, we know more about selling digital content online than anyone.

Elastic Path helps enterprises selling digital goods and services online achieve their business goals. Leaders in media, software, games, and business services trust our advice—from strategy to user experience to conversion testing and optimization. Proven with companies such as Google, Time, Virgin Media, Symantec and Thomson Reuters, and publishing the world's most widely-read ecommerce blog, we know more about selling digital content online than anyone. We welcome an open discussion to see if we might help your business grow.

Research & Strategy

- Market Research
- Ecommerce Strategy
- Personas/User Research
- Mobile Strategy

Implementation

- RFP & Vendor Selection
- User Experience Design & Usability Testing
- Web Analytics Implementation
- Search Engine Optimization

Optimization

- A/B & Multivariate Testing
- Web Analytics Implementation Audit
- SEO Audit
- PPC Audit



Ecommerce Research and Strategy Services

Selling digital products online is not the same as traditional retail ecommerce. To begin, the product itself is quite different from a physical product, opening great new opportunities for packaging, monetization, and distribution. New best practices are being discovered every day. The fact that these products are often delivered on small form factors (such as smart phones and tablets) creates a whole new set of user experience challenges and in-context selling opportunities. Often the catalog and shopping cart paradigm can be replaced with *frictionless* commerce. Leaders are thinking beyond the transaction and embracing *digital relationship management*.

Elastic Path can help you think beyond tradition and beyond technology alone to create an ecommerce business as strong and compelling as the digital content opportunity itself.



Market Research

Gain real insights into your customers, prospects, and emerging trends. We access consumer panels in the US, UK and Canada with over 300,000 active members, identified by demographics, psychographics, technology and social media aptitude, online shopping behavior and much more-enabling us to turn simple surveys in less than 48 hours, or custom-craft research to answer any business question. Our expert analysis then helps you better engage with customers, test ideas, gauge public opinion and, ultimately, sell more online.



Ecommerce Strategy

When it is time to take your ecommerce business to the next level, monetize content that defies monetization, or revitalize your competitive posture, let us help. We bring industry data, market and user research, and our whole team's deep experience with many dozens of successful enterprise ecommerce operations to bear, crafting a workable strategy to meet your business objectives. We help you take advantage of technological advances, analyze and prioritize human and financial resources, evaluate business and technical alternatives, develop budget estimates and a supporting business case, and lay out a multi-year roadmap to success.



Personas/User Research

User research is an extremely effective way of making short-term improvements as well as developing a 'long view', providing customer-centric direction to everything you do. Our user research team uncovers insights about your users, their environment, workflows, expectations, and thought processes. We employ field studies, contextual inquiries, one-on-one interviews, persona research and user studies to inform and drive your segmentation and personalization strategy, site design, product strategy, priorities and, ultimately, your value proposition.



Mobile Strategy

Mobile technologies are opening up new business opportunities while making delivery choices more complex. Our experienced team can help you navigate the confusing world of mobile devices, platforms and technologies to formulate and communicate a clear, well targeted mobile strategy. We help you define how mobile fits into overall corporate goals, focus tight resources on the right priorities for maximum business benefit and build more compelling mobile sites or applications that meet audience needs.



Ecommerce Implementation Services

Today's world-class ecommerce not only demands careful attention to user experience detail but can easily require selection and integration of multiple software and SaaS vendors. Our ecommerce consultants can help you specify and select the right vendors and apply research, experience and usability testing to craft the optimal user experience. We are search engine optimization experts, and our web analytics implementation services have received the highest accolades from key analytics vendors.



RFP and Vendor Selection

Ecommerce operations can involve selection and integration of a dozen vendors on top of the platform itself. Whatever solution you need - content management, recommendations or analytics - our team assists in capturing and distilling requirements into RFPs. We help you choose between licensed and SaaS software, scoring vendors across criteria to create a shortlist. And once you've decided, we ensure your relationship starts off with clear expectations.



User Experience Design and Usability Testing

We craft the details of the customer experience and key interactions, from gathering creative requirements to creating wireframes and prototypes, defining navigation and information architecture, and determining content strategy. We also conduct usability tests to ensure design solutions are in line with user expectations.



Web Analytics Implementation

Most analytics solutions are poorly implemented and under-utilized. Our certified professionals help you select the right web analytics package to meet the needs of your business. We set up your dashboards, goal funnels and reports to achieve maximum insight into visitor behavior, and train your team on getting the most from your web analytics installation.



Search Engine Optimization

Achieving high ranking organic search results is a priority for most digital marketers. Our SEO team can help you develop a customized visitor attraction campaign using all of the information available about your site—including web analytics and competitive intelligence data sources. We can also help you maintain the search engine rankings you've worked hard to build when you move to a new ecommerce platform or website domain. We'll advise your team to ensure your rankings are preserved in the move and that your redeveloped site is aligned with SEO best practices.



Ecommerce Optimization Services

Month-to-month revenue growth requires continuous improvements in traffic, order value, and conversion rates. Let us review your ecommerce website and recommend techniques to optimize search engine traffic, and pay-per-click ROI. We can help craft A/B and multivariate testing plans that ensure every word, image, layout and workflow yields the best possible results.



A/B & Multivariate Testing

Internal stakeholders often disagree over design choices. Testing takes the guesswork out of design decisions by having site visitors tell you exactly what they prefer. At Elastic Path we help you find the right conversion tools, refine your testing methodology, and construct impactful tests that lift conversion rates, resulting in measurable ROI improvements.



Web Analytics Implementation Audit

Accurate web analytics provide actionable insights into your users' behavior and site performance, leading to improved sales and conversions. Whether you're using Omniture Site Catalyst, Google Analytics, or Yahoo! Web Analytics, Elastic Path's analytics audit resolves errors in your analytics installation and provides you with an action plan to get maximum insight from your analytics solution.



SEO Audit

Constantly changing algorithms, and rapid advances in personal, regional and mobile search, make search engine optimization a specialist discipline. With a decade of experience, our SEO analysts provide crucial insight into issues keeping visitors from finding your site. More importantly, we'll develop a customized search strategy to attain organic traffic that converts.



PPC Audit

Prepared by our Google AdWords certified pay-per-click team, a PPC audit uncovers campaign areas in need of improvement and offers guidance on best practices. We'll work with you to analyze the strengths and weaknesses of your ad groups, keywords, creative and landing pages, and provide you with a comprehensive action plan to optimize your ad spend.



Meet Our Ecommerce Consulting Principals

Elastic Path's industry consultants focus solely on ecommerce and are experts in their field.



Cliff Conneighton

Cliff Conneighton is the VP and General Manager of Elastic Path's Research & Consulting division and leads ecommerce strategy engagements.

A recognized authority on ecommerce, Cliff was a senior vice president at ATG, the world's largest enterprise ecommerce software platform provider before its acquisition by Oracle, and research vice president at Gartner. His book on business management of high-tech start-ups was used by business schools around the world.

He has helped trend-setting merchants like BestBuy and Neiman Marcus, the largest telcos in the US and Europe, and the most innovative sellers of digital content including Time Inc., Symantec and Thomson Reuters create and implement unique ecommerce strategies to increase online revenue and develop a tighter community with customers.



Linda Bustos



Follow Linda On Twitter



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Linda Bustos publishes Elastic Path's award-winning blog, [Get Elastic](#), the world's most widely read ecommerce blog. She is also a well-known speaker on the ecommerce seminar and webinar circuit. In 2010, she was one of Direct Marketing News' [Top 30 Direct Marketers Under 30](#). As Director of Ecommerce Research, Linda provides guidance to some of the world's largest companies on industry trends and ecommerce best practices.



Laura Ballay

Laura Ballay manages user experience projects for consulting clients.

For the last decade, Laura has focused on delivering well-crafted user experiences for digital products including consumer and enterprise desktop software, SaaS, mobile applications, websites, and games.

Her expertise has helped companies like Verizon, Sage Software, Microsoft, Hearst Corporation and SAP incorporate user-centered design best practices.



Meet Our Ecommerce Consulting Principals



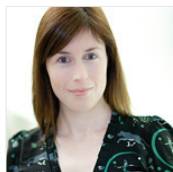
Amanda Dhalla

 [Follow Amanda On Twitter](#)

Amanda Dhalla helps global enterprises optimize their ecommerce sites.

A seasoned ecommerce professional with 14 years in the field, Amanda has hands-on experience marketing, merchandising, and managing multimillion dollar online stores.

Her areas of specialization range from conversion optimization and web analytics, to traffic generation tactics like email, search engine, and content marketing.



Emma Hancock

Emma Hancock manages IT and globalization strategy projects for enterprise clients.

An expert in ecommerce implementations, Emma has an outstanding record leading the design and delivery of large-scale website, ecommerce, and mobile solutions projects.

With over 10 years experience as both a vendor and a client in B2B and B2C environments, she has assisted companies across diverse industry sectors improve their platforms, skills and structures, and develop strategic ecommerce plans.



Dann Wilson

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Dann Wilson works with large enterprises to define their mobile strategies and shape their ecommerce programs. His expertise has helped companies like Symantec and Lulu Publishing develop and implement strategies to increase online revenue and customer engagement.

With 20 years of experience leading enterprise ecommerce and CRM software implementations, Dann has helped some of Elastic Path's largest customers architect and build game-changing ecommerce solutions. He is also an experienced agile coach.



Five Reasons to Work With Us

1. We live and breathe ecommerce

Many of the world's greatest brands rely on advice from Elastic Path to hone their ecommerce strategy and grow their business. We specialize in ecommerce and nothing else. As thought leaders, we share our knowledge of ecommerce trends and best practices through our [webinars](#), [research papers](#), and [blog](#). With 13,000 subscribers, Get Elastic is the most popular ecommerce blog in the world and listed in the Advertising Age Power 150, a ranking of the top media and marketing blogs.

2. We focus on digital goods and services

We focus on serving those who sell software and games, consumer/business services, and digital media (including books, publications, music, video, and information). We understand their unique needs and the business and technical implications of the shift from print and plastic to digital. That's why global enterprises such as Time, Thomson Reuters, Symantec, and Virgin Media turn to us for help with navigating the challenges in their ecommerce strategy.

3. We're committed to your success

Your business is unique and, at Elastic Path, we never take a one-size-fits-all approach. Instead, we craft engagements tailored to your specific needs because a formulaic plan of action can never achieve the best results. Our customers are among the most demanding in the world, and we have a strong track record of doing what it takes to help them succeed. We are committed to doing the same for you.

4. We're a full-service consulting vendor

Our on-staff principals and researchers are augmented with an extensive array of service providers, giving us unsurpassed breadth across the range of ecommerce strategy, implementation, and optimization needs.

5. We're invested in being your long term partner

We strive to create a deep, long-lasting relationship with every client. As an industry leader, we've built a team of experts with a wealth of experience, and we hope you will view us not only as someone to deliver projects but also as an ongoing adjunct to your staff.



No one knows more about selling digital content, goods and services online than Elastic Path.

We are trusted partners, delivering strategic advice and services to:

- the company that sells more software online than any other
- the largest magazine media company in the US
- the companies running the #1 and #3 most visited web sites in the world (both delivering digital content)
- one of the best-known social media sites with over 50 million registered users
- some the largest telcos in North America and in Europe
- the world's most prolific ebook publisher, adding over 20,000 titles per month
- the world's largest online photo book sharing and publishing site
- the world's largest provider of online information to professionals in financial, legal, tax and accounting, healthcare, science and media
- many others of lesser scale but with equally important businesses



What Our Clients Say

“Elastic Path was the right choice for launching our online store. We were able to meet extremely tight deadlines, follow the complex branding guidelines of the world’s biggest brand, and surpass projected sales targets. The people at Elastic Path were excellent, forming a real partnership with our team. This project was undoubtedly a tremendous commercial success for us.”

- **Director of eBusiness and Interactive Marketing**

“Even if we hadn’t sold anything, the online store was on message for the company as part of the biggest marketing push in a long time, if not in the entire history of our company.”

- **Senior Manager of eBusiness**

“We have worked with numerous vendors, and from that perspective, our experience with Elastic Path has been nothing short of phenomenal. With their ecommerce and online marketing expertise, the team helped us from concept, structure, and design through to the intricate details. Trusting our ecommerce operations to a one-stop shop ecommerce partner was paramount to our success.”

- **Senior Manager, Licensing**

Questions?

Elastic Path Software provides a Java ecommerce platform, strategic ecommerce consulting services, and implementation services for enterprises selling digital goods and services.

We welcome an open discussion to see if we might help your business grow.

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