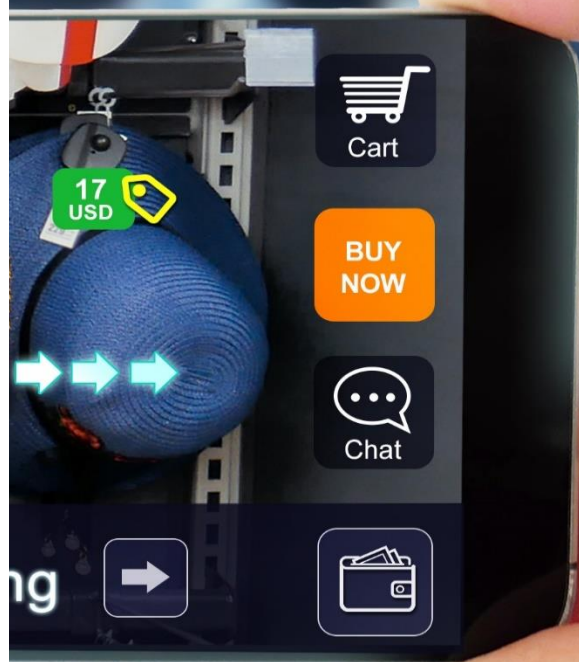

Digital Commerce Insights

APRIL 8 2021

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Digital Commerce



There was a time when e-commerce used to be confined to static storefronts and shopping carts. Nowadays, Digital Commerce involves an integrated set of activities, from personalized online experiences to customer acquisition and retention, managed by marketing. All this and more form the core of PAYOTEK Digital’s experience in omnichannel digital commerce solutions.

Our deep domain expertise and extensive industry experience in delivering commerce projects enable us to deliver effective D-Commerce solutions. With the right mix of people and processes, we help you seamlessly migrate or modernize your existing commerce solution.

Our Capabilities

- Offering technical design, development, and integration
- Providing professional strategic consulting services
- Delivering customized API-driven headless commerce solutions
- Integrating cutting edge capabilities at every customer touchpoint

Key Digital Commerce Trends



Personalization

Personalized product and home pages, individual product recommendations, recently viewed products, etc

Visual Commerce

Immersive experience. 360° videos, 2D & 3D configured images, AR & VR experience



Unified commerce

Consistent customer experience across all channels throughout the customer journey

API-Based Commerce (Headless Commerce)

API-controlled data transfer between various systems enables consistent delivery of relevant product experience across all touchpoints



Customer Analytics

Customer data insights to deliver superior customer experiences. Analyze customer behavior to offer a window of opportunity to convert casual shoppers

Artificial Intelligence

Leveraging advanced analytics and logical techniques to interpret events and automate decision
E.g., product recommendations, fraud detection, price optimization, virtual assistants, etc.

