

# The Emergence of Artificial Intelligence (AI) - powered Businesses

Artificial Intelligence (AI) has started its journey as a technology that designs and develops tiny robots, used in shopping malls and restaurants to gather visitors' attention; help with domestic chores or be used for industrial automation in large factories. AI has experienced vast transformation over the last decade, as a technology that could revolutionize the way businesses are operated. In addition to Artificial Intelligence (AI), Machine Learning (ML), Virtual Reality/Augmented Reality (VR/AR) and Internet Of Things (IoT) are making their way into Ecommerce industries by offering great business solutions with their technological capabilities.

## AI in Ecommerce

Increasing digital transactions across the business arena, especially in the world of Ecommerce, could be attributed to the need for AI-powered technology to stay ahead in the competition. In the present scenario, leading firms across the world are embracing AI to enhance brand recognition, online marketing and conversion rates. AI has extended its wings as a new source of business with leading tech giants such as Facebook, IBM, Amazon and eBay among others, making public announcements about embracing this technology.

## A few AI Statistics and Trends

- In 2016, [Forrester Research](#) had reportedly predicted that AI-related investments would grow by about 300% percent in 2017, contributing to annual profits worth \$1.2 trillion and a highly competitive business arena by 2020.
- On the other hand, In 2011, Gartner had predicted that [more than 80% percent of all customer interactions will be handled by AI](#) by the year 2020.
- [Sentient Technologies](#), which is said to be the world's largest-funded AI company, has introduced the concept of AI-enabled virtual personal shoppers concept to allow the users to purchase items that they never knew existed.
- [entientAWARE](#), an AI-powered Ecommerce solution, utilizes computer vision and deep-learning capabilities to deliver accurate and relevant product recommendations for online shoppers.

In this article, we take a comprehensive look at some of the most common uses of the AI technology in Ecommerce business, and how leading Ecommerce firms are adopting AI-operated technologies.

## How can it help an Ecommerce business?

There are numerous ways in which AI-powered solutions can transform online retailers and B2B companies across the Ecommerce industry on a global scale. This article discusses a few ways in which AI Machine Learning can help Ecommerce businesses boost sales and increase revenue.

## Customer Service Management

**Chatbots:** AI finds its importance in Customer Service Management for Ecommerce businesses by introducing chatbots that are programmed to address customer queries and deliver a 'round-the-clock' customer service without human intervention.

**Demand Forecasting:** These 24/7 operational Ecommerce chatbots also collect customer data, track buyer behaviour, provide highly-intelligent analytics that can be used towards demand forecasting, product search rankings and market analysis.

**Ubiquitous Personalization:** AI's machine learning capabilities contribute to better-merchandising placements, deliver a ubiquitous personalization, quick and easy translations, image and voice recognition for faster search results to deliver better conversion rates and a great customer experience for the visitors on Ecommerce platforms.

## Customer Relationship Management

**Data Analytics:** Gone are the days when CRM means gathering a bunch of data on excel spreadsheets, spending tedious hours analysing data and generating reports. AI's CRM capabilities streamline the entire process of data analytics and demand forecasting using AI-powered software that collects, consumes, analyses and organizes the data to scrutinize visitor spending habits, define effective buyer personas, predict buyer trends, and maximise conversion rates.

**Marketing Campaigns:** E-commerce businesses use this data to improve their merchandise, retail and delivery operations. AI-powered CRM software can improve the quality of your marketing campaigns, enhance relevant advertising campaigns, and improve the overall customer experience.

## Customer Review Management

**Fraud Detection:** Genuine user reviews help potential buyers make informed purchasing decisions while fake reviews affect the authenticity of the Ecommerce platform altogether. However, the Ecommerce industry is infected with a million-dollar fake review business that's pushing a plethora of inauthentic reviews on Ecommerce channels to promote a product or to degrade competitor products.

**Fake Reviews:** AI-generated reviews are said to be "[effectively indistinguishable](#)" from the real deal, and [certain studies](#) have given a "usefulness" rating of 3.15 by human evaluators, compared to 3.28 for genuine reviews. On the other hand, AI's machine learning algorithms can be used to fight counterfeit reviews to filter real user feedback on each product.

## Customer Engagement

**Informed Purchase Decisions:** AI-powered machine learning algorithms are programmed to provide ultra-precise product recommendations by creating accurate buyer-product matches based on purchase history and browsing behaviour, user demographics and much more.

**Accurate Product Recommendations:** In 2017, Amazon has reported a [30% rise](#) in third-quarter sales worth \$43.7 billion, which is attributed to its AI-powered product recommendation algorithms that use real-time online data. Accurate product recommendations contribute to reduced cart abandonment rates, improved market reach, accurate product and deals recommendations to help customers make informed purchase decisions, thus leading to higher conversion rates.

# Which companies are already using AI?

## Amazon

- As an early adopter of AI and Machine Learning, Amazon has reportedly [committed investments worth \\$5 billion](#) towards AI-related research and development in India.
- [Amazon Robotics](#), formed after Amazon has acquired Kiva Systems in 2012, is a subsidiary that is dedicated to research and development in the field of robotics using machine learning, object recognition and computer vision.
- [Amazon Prime Air](#) is an emerging technology that aims to replace delivery personnel with delivery drones that are programmed to ship and deliver packages to the customers with great accuracy. This helps improve delivery efficiency and reduce shipping costs.
- The success of [Amazon Alexa](#), a digital voice assistant, is another example of growing importance of AI machine learning for voice-based search.

## Alibaba

- Alibaba is expected to spend \$15 billion towards AI-related Research & Development spending over the next three years.
- In July 2017, Alibaba has launched a voice-activated AI assistant named [Tmall Genie](#), that is similar to Amazon Alexa in terms of functionality. This is currently available only in China.
- Alibaba has [signed a MoU](#) with NTU Singapore to integrate NTU's human-centred AI technology with Alibaba's Natural Language Processing (NLP), computer vision, machine learning and cloud computing to explore further technology breakthroughs and real-life AI solutions.
- Alibaba's Zhang [mentioned](#) that "we are increasingly efficient in resolving disputes, relying on artificial intelligence based on voice-recognition technology and natural language processing technology."

## eBay

- In October 2016, a pilot version of [eBay Shopbot](#), an Ecommerce chatbot accessed through the Facebook messenger platform was successfully launched.
- eBay Shopbot utilizes AI technology to assist buyers with precise product recommendations and communicates with the users via text, voice and images.
- In 2016, eBay [acquired](#) 6 companies, 2 out of which - [Salespredict](#) and [Expertmaker](#) - were reportedly building AI-powered platforms.
- In July 2017, eBay's AI search tool has been [introduced](#). It uses computer vision and deep learning to compare photos uploaded by the shopper to generate relevant search results from existing eBay listings.

## JD.com

- Beijing-based JD.com has [reportedly stated](#) that it's new business strategy focuses on adopting AI-driven technology to reduce workforce and improve profit margins.
- The company is also said to have set a target date in November 2018 to launch its first unmanned warehouse where AI and robots will handle jobs related to parcel packing, product sorting and categorisation.

## Asos

- UK's fashion online retailer Asos, has embraced AI, image search features, voice recognition technology with an aim to influence buyer behavior and improve style & fashion recommendations.
- The firm is also said to be working on the research & development of an [image recognition technology](#), with the introduction of a visual search capability that facilitates matching user-uploaded images with online merchandise.

## Upcoming AI Trends

AI-driven Ecommerce business is the future of online retail stores. By 2021, brands that redesign their websites to support visual- and voice-search are expected to [experience a 30% rise in digital commerce revenue](#).

With advanced AI, Machine Learning already making their way into the Ecommerce industry, integration of Virtual Reality/Augmented Reality (VR/AR) technology is still at the budding stage. The future awaits the complete integration of VR/AR into Ecommerce platforms allowing shoppers to visualize the products and merchandise on a real-time basis to create a better user experience.

### How does it benefit customers?

There are so many reasons how an AI-driven Ecommerce can improve customer's online shopping experience, access to authentic products and lowered risk of online frauds. In addition to being time-consuming, an AI-driven online retail platform is your style & fashion guide, shopping partner and a virtual assistant.

## Conclusion

Ecommerce industry is the future of retail, growing at full pace on a global scale, exhibiting no signs of decline in the coming years. With AI growing to be more and more sophisticated each day, Ecommerce businesses need to harness its power to deliver a powerful shopping experience.

AI-driven technology could empower sales teams with never-before-seen information, thrill users with personalised product recommendations, engage sellers with the right prospects, generate leads at a much faster pace, improve brand loyalty, enhance customer experience, and revolutionize the way Ecommerce businesses work.

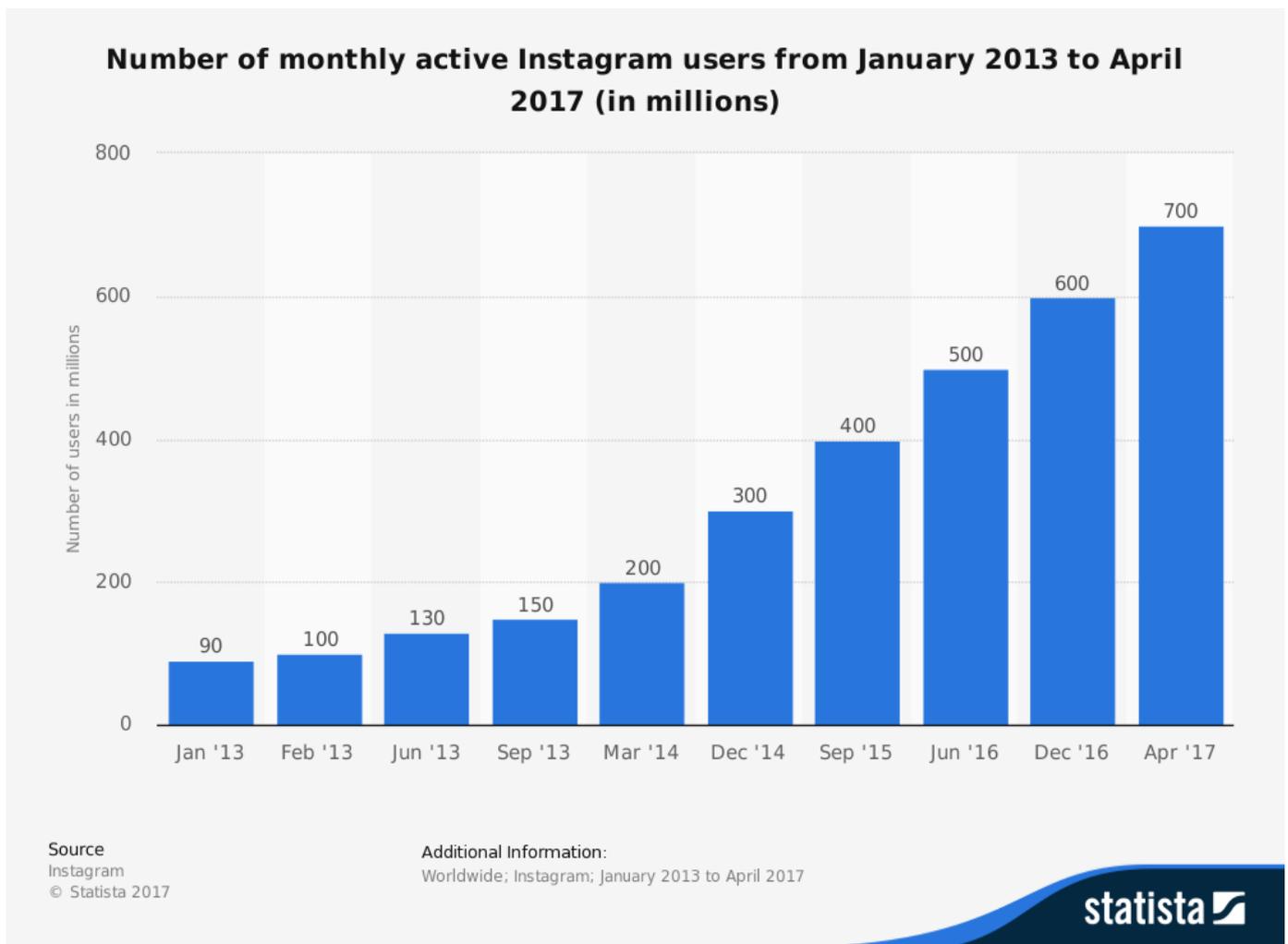
As a strong promoter of technological advances, Ecommerce is going to be one of the strongest global businesses making online purchases as simple as taking a selfie.

Wondering how a social media channel can boost your ecommerce sales? Well, Instagram has the power to harness your conversion rates, while making your brand more visible and popular with the right strategy in place. Instagram, was launched in 2010 as a social media platform for users to post images and videos. Sounds like a place for selfies and holiday pictures?

Within a short span of time, Instagram has overgrown the market into a more brand-friendly website overtaking the popularity of Facebook and Twitter; rushing forward to the forefront of social media marketing. This Facebook-owned photo and video sharing platform has reportedly reached over [1 million monthly advertisers](#) in 2017, which is five times more than that of 200,000 in 2016.

# 5 Ways to a Killer Instagram Strategy for Ecommerce

Consider your brand has a 100k followers on Instagram, selling your products to a minimum of 30% of your followers makes a huge difference to the way you influence buyers' decisions. The key to driving more sales through social shopping via Instagram is simple - "Know what you want". Whether you are focusing on advertising, user engagement or selling, Instagram has got something for everyone. Innovative, visual storytelling through Instagram using images and videos improve your brand popularity, thus boosting sales.



<https://www.statista.com/graphic/1/253577/number-of-monthly-active-instagram-users.jpg>

Instagram's ecommerce-friendly feature known as Instagram Shopping (available only in the US) enables sellers to promote imagery and price tags on products, thus enhancing product discovery and enabling informed purchase decisions for the buyers. Speaking of the ecommerce industry, Social Commerce (aka Social Shopping) is the new selling trend. Shopping through social media sites is estimated to have contributed to earnings worth [\\$6.5 billion](#), a 24% rise in 2017 as compared to 2016 among the top 500 retailers.

## Why Instagram for Ecommerce Businesses?

Here is a quick look at some of the latest [statistics](#) that prove why Instagram could be a key deciding factor for the success of your social media marketing.

1. **800 million users** - That's like a lot! Instagram has doubled its user base to [800M](#) active users within a span of 2 years; and is expected to reach [1 billion](#) in 2018.

2. **8M+ Global brands are on Instagram** - This is just the right statement to inspire your brand to share, promote, and sell products on Instagram while you target and engage customers.
3. **\$7 Billion Ad Revenue in 2018** - Market Experts estimated that Instagram Ad revenue is expected to hit [\\$7 billion in 2018](#), up from \$5 billion 2 years ago. Your competitors are already on Instagram, advertising their products and you need to start immediately if you do not wish to stay behind.
4. **78% of Influencers are using Instagram** - eMarketer reported that [78% of key influencers](#) worldwide are using Instagram for brand collaboration compared to 2% using Facebook.
5. **59% of Millennials are on Instagram** - Instagram Demographics have revealed that users aged between [18-29 years](#) are the primary audience of Instagram compared to any other age group.

These statistics are a great start to convince your ecommerce business to enter the visually appealing world of Instagram to share stories, promote products and improve your sales pipeline. However, without a solid selling strategy, it is not easy to boost your brand presence on Instagram.

Speaking of a social media strategy for your ecommerce business, you can go through our interesting take on [Multichannel marketing](#) for your ecommerce business on our Ebanx Business Blog.

## How to Use Instagram for Ecommerce?

Here's a quick guide on how to sell on Instagram, starting with how to create a profile to price tagging your products, including some tips to create interesting listings.

### **Create an Instagram Business Account.**

Firstly, you need to authenticate your Instagram business account through your Facebook account and then connect your Facebook Business Page. Once you have a Facebook Business Page in place, you can create a business profile on Instagram. Simply, open your Instagram mobile app and under profile settings, click on convert to Business profile. Remember that you can only connect one Facebook Business Page to your Instagram profile; also only if you are an Admin of the Facebook Business Page.

<Embed Video> <https://www.facebook.com/433382740093484/videos/1066549230110162/>

### **Create a Genuine Instagram Profile.**

Once you create a business page, add a phone number, email address and store address to successfully complete the process. You can edit the profile at any point in time as well as update your business contact information as needed. Choose your business logo as the profile picture and add include a link to your ecommerce website on your bio making it easier for your customers to visit your site.

### **Sync your product catalog with Instagram. Create Shoppable Tagged Products.**

Once your business account on Instagram is all set, you can sync your product catalog from Facebook account with Instagram to enable Instagram shopping. All the product details, along with a link to the original product page on your website is imported - so you need to make sure your product information is accurate. Next, tag products to add a price tag on the right spot. You can add up to 5 tags per product.

## 5 Ways to a Killer Instagram Strategy for Ecommerce Business.

### **Add Interesting Photos and Videos. Create an Audience Base.**

If you have just started with Instagram, we do not suggest you jump onto selling your products straight away. Gather a large follower base by consistently posting visually-appealing imagery and interesting video

clips, using smart hashtags and promoting your content. Once you have a strong user base, you may then begin making your photos shoppable.

### **Know your Audience.**

If you are pushing a product onto the newsfeed of users to whom it is irrelevant, your Instagram sales strategy is purely 'salesy' and 'spammy'. Identifying your target audience also helps identify key influencers with genuinely engaged followers.

### **Choose the right hashtags.**

Hashtags can be tricky. They can strengthen or break your strategy in no time. One great way to keep your audience engaged and promote your products is to create catchy hashtags that would be used by the influencers as well.

### **Showcase product reviews.**

[Facebook Business](#) reported that Ads with product reviews get four times more clicks compared to others. As a platform for visual storytelling through imagery, Instagram is a great place to showcase your brand and product reviews, making it the most effective platform to boost ecommerce sales.

### **Develop an Instagram Influencer Marketing Strategy**

You can begin with launching an influencer campaign, setting a budget, followed by picking genuine influencers with quality content and followers. The next step would be to make a list of influencers and reaching out to them to discuss a strategy. Given their experience in promoting products, you may discuss a strategy to create catchy and optimized content for your brand.

Instagram Influencer Marketing is expected to be a [two billion dollar market](#) by 2019. Influencer Marketing plays a key role in promoting and advertising your products via key influencers in your niche. Influencers can contribute to user engagement, brand awareness and promotion, customer acquisition, influencing purchase decisions and boost direct sales.

# Creating Ecommerce Copywriting Content that Converts.

In the present connected world, ecommerce business is not restricted to a specific geography or demography. Spanning across a global customer base, your ecommerce business needs more than traditional marketing efforts to establish its presences as a global brand.

The ultimate goal of any ecommerce store is to gain more customers and improve sales. If you want to create a successful ecommerce platform with excellent ROI, then you need to know that traditional copywriting doesn't work anymore.

## Effective Ecommerce Copywriting Strategy

Considering that ecommerce is a customer-centric business, we suggest a standard four-step strategy for an ecommerce business is to Inform - Engage - Sell - Retain.

- Inform your visitors about what you offer and their benefits.
- Engage your visitors in a conversation about why they need to buy the product.
- Sell the product via a smooth and seamless transaction such that they come back for more.
- Retain the customers through effective email marketing and promotional web copies.

The best way to conquer this four-step strategy is to include smart copywriting into your content marketing methods. Conventional Content Marketing has moved out from a restricted arena of "delivering what you think is best" to "find out and deliver what your customers want".

In this article, we will discuss a few ways to develop web copies that not only focus on brand promotion but also help improve user engagement on your ecommerce platform.

## Developing Creative Web Copies for Brand Promotion

Data-driven content marketing coupled with creative copywriting plays a key role in serving both the purposes - stepping into your customer's shoes and generating content that converts.

- Instead of expecting your readers to understand what you are trying to say, make them understand. It is like you sit next to them, and help them read, but virtually through your sales copy.
- The first and foremost criteria for an email copy that converts is a catchy subject line on ecommerce promotional emails. We need subject lines that provoke the user to open the email, and not mark it as spam.
- Secondly, use of a conversational tone in the body of an email that actually speaks to the readers, asks questions, provides recommendations and very naively redirects the users to the website.
- Include a casual and honest call-to-action (CTA) that actually makes sense in the context and is definitely not borderline pretentious.

## Killer Product Descriptions

You might have designed the best website with a trendy design, great sitemap, excellent UI and what not. Without a great copy, there is little chance for your products to find themselves off of the shelves. A meaningful, persuasive product copy can improve your overall sales strategy in a matter of seconds.

## How to write effective product descriptions?

If you are moving in a direction that's familiar to your customer, the copy will automatically sell itself. The first step to write effective product copies is to identify your target audience. The mantra is - do not sell baby napkins to a visitor searching for contraceptive pills. Period.

Your ideal buyer reads the product descriptions for what they want, but not what they know already. Whether you are selling baby napkins or space rockets, the description should be right on point explaining its benefits and unique features.

Let your product copies ask questions on behalf of your customers and answer those questions for them. Consider all the probabilities of questions that might arise from a customer's perspective and make sure your product copies are addressing the same.

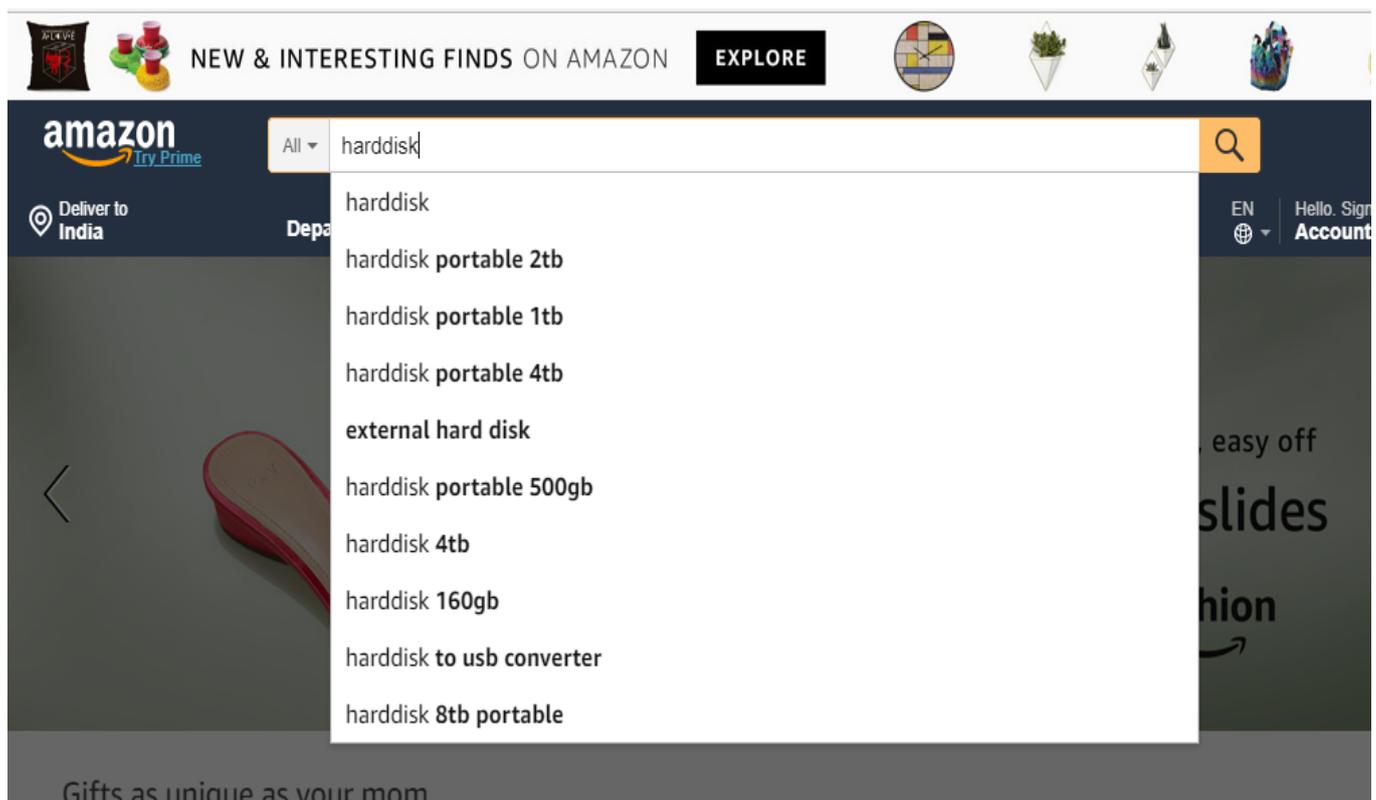
Whether an inhouse content writer or a freelance content developer delivers this content doesn't matter as long as the product descriptions are relevant and meaningful.

## Harness the power of Search Engine Optimization (SEO)

Search Engine Optimization (SEO) needs no introduction when it comes to digital marketing. On a similar note, ecommerce website SEO is a blend of writing creative product descriptions, using relevant keywords to display relevant search results on the page search.

### Optimize your product content

Look at the below screenshot from Amazon for search suggestions.



For accurate results and product recommendations, your inhouse website optimization must act like any other search engine. Optimizing your inner pages, site content, product descriptions, product names and product categories with the right keywords is the most basic step to reach a large audience.

### Use Keyword Analysis Tools

You can use free keyword analysis tools such as Google Keyword Planner or any other paid SEO analysis tools to gather the following is a great start to stand ahead in the competition.

- Keyword-wise Search Volume
- Keyword Competition
- Keyword Relevancy
- Keyword Ranking on Search Engine Result Pages (SERPs)
- Keyword usage frequency/search frequency

Identifying the right keywords to include in your product categories and subcategories is also a part and parcel of ecommerce SEO. An efficiently written web copy that makes use of relevant and meaningful keywords to address the user search behavior has the ability to influence buyer decisions.

## Use Social Media for Brand Storytelling

Social Media is undeniably a powerful tool to engage your audience and start a conversation. With social media, there are only 2 ways to engage your audience - whether you are onboard or never there which means your ecommerce business can either underperform or outperform on social media.

Coming back to the point of discussion, we've come up with some incredible ways to use social media copywriting for your brand promotion.

### Use meaningful one-liners to tell your story

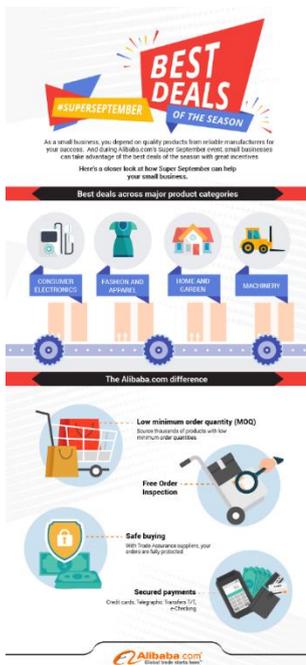
Remember those Nike shoes that said, Just Do It. The entire world connected to that one line and it has become an instant hit. Old but a great example of sales copywriting. When it comes to using social media for brand storytelling, choice of words is more important.

### Post Descriptions and Hashtags

Considering the short attention span of millennials, you don't have to sell a product in less than 10 seconds but can use this time to engage your audience. If you are promoting a link without description, or an image without a backlink, you are making a huge mistake. Similarly, hashtag research is a great way to identify and pick relevant hashtags.

### There is no 'One-Size-Fits-All' Plan in Social Media

When it comes to ecommerce copywriting over social media channels, you cannot opt for a readymade plan across all channels. For example, what goes well on Twitter might not perform well on LinkedIn. So, choose your words wisely.



This interesting infographic from Alibaba’s Facebook Page is a great example of creative copywriting. **Source:**

<https://www.facebook.com/AlibabaUS/photos/a.445226600072.227488.22437985072/10155433671670073/?type=3&theater>

## Globalize your website content to reach an international audience

If you are selling to an audience that is spread across countries and continents, then globalization of your website is definitely on your to-do list. Firstly, you need to pinpoint a specific regional locale in order to give your business a local presence.

Global marketing means a global customer base. An international website (read again, international) can multiply your sales. In order to achieve this, you need to customize your website as per the local languages, tastes and cultural preferences.

### Importance of Translation and Website Localization

According to the [Common Sense Advisory](#) that surveyed 2,430 web consumers from 8 countries to analyze the impact of language on purchasing behaviors has revealed that:

- 72.1% of consumers spend most or all of their time on websites in their own language.
- 72.4% of consumers said they would be more likely to buy a product with information in their own language.
- 56.2% of consumers said that the ability to obtain information in their own language is more important than price.

Another survey based on a Gallup [survey of language preferences](#) conducted among the internet users from 23 EU countries revealed that:

- 9/10 internet users said that, when given a choice of languages, they always visited a website in their own language.
- Nearly one in five Europeans (19%) said they never browse in a language other than their own.
- 42% said they never purchase products and services in other languages.

To put it across in plain language, over 50% of global customers are willing to pay if you reach them out in a language of their own.

## Website Translation

Your website needs to speak the language of your customers. Take Amazon for example. Not only is the website translated for multiple countries, but also customized as per the local preferences. If you want to make your local domains to look genuine, here are some tips for creating multi-language website copies that convert.

- Do not rely on automatic machine translation tools since they may not be 100% accurate.
- Hire professional translators to get the job done with full accuracy and consistency.
- Manual translation ensures correct usage of industry-specific words.
- Do not ignore SEO in translated content. Ensure your translated content is optimized for keywords and local search engines.

## Localization of Email Campaigns

For an unbeatable local presence, ecommerce businesses need to customize their sales and promotional email campaigns as per the local cultural preferences.

In general, an ecommerce email marketing chain goes like this. Visitors > Subscribers > Customers > Repeat Customers. Throughout this entire lifecycle, emails that are tailored to specific customer needs, are found to make it to the end.

In the words of Don DePalma, Chief Strategy Officer and founder of [Common Sense Advisory](#), "Localization improves customer experience and increases engagement in the brand dialogue."

Here are some tips to create an incredible content for your Local Reach Email Campaign program:

- User segmentation across your target markets helps identify preferences and tailor offers and deals.
- Customize offers and deals as per the national holiday calendars for specific geographies to improve relevancy.
- Market analysis of mobile users before rolling out mobile-only offers can contribute to a great deal of customization.

Above all, an incredible sales copy that speaks the language of your audience can contribute to plenty of conversions compared to regular emails.

## Global Business. Local Style

Writing a converting sales landing page for your website in a language other than English calls for research and analysis of local taste and culture relevance. This difference is highly visible when you compare Amazon US website and China website. The difference lies in the choice of colors and other user interface (UI) customizations, but it is definitely making a difference for the ecommerce giant.

## US version of Amazon website

The screenshot shows the US Amazon homepage. At the top, there's a navigation bar with the Amazon logo, a search bar, and a 'Shop Mother's Day gifts' banner. Below the navigation bar, a large promotional banner for the 'Introducing echo dot Kids Edition' is displayed, featuring a red Echo Dot device, a stuffed animal, a rocket, and a colorful toy horse. Below the banner, there's a section titled 'Gifts as unique as your mom' with five circular icons representing different gift categories: Personalized Gifts, Gifts Under \$30, Mom-Made Finds, Electronics, and Health & Beauty. A right sidebar contains an 'Ad feedback' link.

## China version of Amazon website

The screenshot shows the China version of the Amazon website (amazon.cn). The top navigation bar includes the Amazon.cn logo, a search bar, and a '商家秒杀 发现好货 热卖不停歇' banner. Below the navigation bar, there's a large promotional banner for '精品家用医疗' (Premium Home Medical) featuring Omron and Roche products, with a '入驻亚马逊10周年庆' (10th Anniversary) promotion offering a 50% discount on orders over 399 yuan. Below the banner, there are several product promotion cards: '今日镇店之宝' (Today's Treasure) for a Boogie board, '海外购直邮' (Overseas Direct Mail) for a Kendall + Kylie product, and '进口品牌街 本周大牌' (Import Brand Street This Week's Big Brand) for a Champion Champion product. A right sidebar features a '净水|厨余垃圾处理' (Water Purification|Kitchen Waste Disposal) promotion. At the bottom, there's a '为您推荐' (Recommended for you) section with five book recommendations.

Having discussed a few incredible tips to create ecommerce promotional copies, we suggest a great read from our archives on [effective marketing strategies](#) that actually work for your online retail business. In this article we discuss some conventional marketing methods to target, reach and engage your visitors.

# Data Driven Design for Ecommerce Websites

Would it be interesting to read the mind of your site visitors, or know exactly what your customers are thinking? With data analytics, it is no longer a distant dream to read customers' minds, predict user behaviors and analyze purchase patterns.

Unlike regular websites where user engagement might mean downloads, comments and subscriptions, the conversion rate is the ultimate goal in the ecommerce arena. While site designers had once restricted their focus on data analytics to site visitors, bounce rate, page views, exit behavior and much more, data is a much bigger word now. With the transformational reach of the ecommerce industry, there has been a drastic change in the ecommerce site visitor expectations in terms of user interface, site navigation, ease of access and overall site design.

## What is Data-driven Website Design?

There has been an increasing awareness among the ecommerce businesses on the importance of a functional website design to generate user engagement, improve user experience and contribute to lead generation. Despite using Data Analytics to identify the target audience and their sources, not knowing what's turning away your target audience from your ecommerce site is definitely a crime.

Google Analytics offers critical data insights into visitor behavior, bounce rate, session duration, clicks, page performance and much more. Using this critical data to implement design improvements for Conversion Rate Optimization (CRO) - in short, optimal results - is known as Data-driven website design.

## What is Conversion Rate Optimization (CRO)?

Conversion Rate is a factor that determines the percentage of site visitors that converted into customers or took any desired action on the webpages like subscribing to blog or downloading a PDF resource. In the ecommerce industry, it is the percentage of visitors who made a purchase from the site.

Having said that, Conversion Rate Optimization (CRO) can be defined as the process of improving the overall performance of a website using the data collected from site analytics, user feedback and other sources. CRO is directly proportional to improved site metrics called as Key Performance Indicators (KPIs). KPIs could be anything from registrations, downloads, inquiries, subscriptions, comments, likes, shares to purchases.

Conversion Rate Optimization (CRO) differs from Search Engine Optimization (SEO) because it is related to site aesthetics and performance for lead generation, while SEO is focused on generating and increasing site traffic and ranking on search engine result pages (SERPs).

## Factors that influence CRO:

### Website Design (UX/UI)

It is a no-brainer when we say site design plays a key role in optimizing conversion rates. Minor changes such as a change in the font color or button text can substantially affect your conversion rates. Creating an aesthetically pleasing and functionally efficient ecommerce website can drive traffic and deliver an ultimate user experience. Complicated designs, multiple steps, confusing site navigation - are a thing of the past. If you want to notice a drastic change in how your visitors respond to your products, then keep it simple - with

a touch of practicality. In short, a strong UX has a strong impact on the visitors' decision to exit, convert or cancel.

## Page Load Speed

If you are running an ecommerce business, you are not new to the page load speed and downtime issues. It would be a nightmare to hear your customers complaining about your site performance on public forums and social networking channels. Hence, it is essential to play smart and keep testing your site regularly to keep an eye on any functional, navigation and practical issues in an end-user point of view. Tools such as Datapath.io and Lazy Load can help manage your site's page load time and improve latency on a real-time basis.

## Personalized User Experience

It is difficult to read a site visitor's mind, but it is not complicated to gather a large amount of data and analyze it to create a predictive analysis of what a user of a specific demographic would prefer. Predicting user behaviors through browsing and navigation patterns to deliver personalized product recommendations is a possibility that can be implemented through Artificial Intelligence and Machine Learning capabilities.

Speaking of which, read our insights on the use of Artificial Intelligence in Ecommerce Industry for an insight on how advanced technologies are making their way into ecommerce industries by offering great business solutions with their technological capabilities.

## Why Data-driven Website Design?

Data-driven website designs can deliver an incremental improvement in site UX/UI design for optimal and desired results for both - end-user and the online retailer. Leveraging data to help customers make informed purchase decisions contributes to achieving overall business goals - revenue, marketing and branding.

## Data influences end-user Experience

Brands need to evolve continuously based on customer expectations. When it comes to website design and development, data analytics is the only source of solid information that directly contributes directly to the brand's ROI. Although not a directly proportional relationship, data influences end-user experience by providing insights into what your users are expecting from your ecommerce site, or the specific factors that are turning them away from your website from making a purchase.

## Quality is more important than Quantity.

There are 2 kinds of data that can be collected from any website. Quantitative Data that refers to the data analytics focusing on site visitors, conversions and click among others. Qualitative Data is non-numerical and refers to the user behavior on your site. While quantitative data is important, qualitative data is a mandate when it comes to data-driven website design and development for better conversions. Quantitative Data helps understand user behavior based on browsing patterns, emotional responses, engagement etc.

## Practical UX Design contribute to Ecommerce Conversions

An efficient UX/UI design with a structured presentation of the site elements, artifacts and content is the essential component of the data-driven design. Multiple studies that revealed the decreasing attention span and patience levels of internet users are indirectly pointing to the ecommerce customers.

Imagine a visitor to your site trying to make a purchase but is constantly being distracted by irrelevant recommendations or frustrated with the multiple steps in the payment processing page. Lack of visual prominence for critical elements such as cart, checkout progress and other indicators is also a big no-no. One of the major underlying issues for bounce rates and cart abandonment rates is an impractical approach to the site design that's preventing a conversion from happening.

## How to Implement Data-driven Website Design on your Ecommerce Website?

### Google Analytics Tools for Predictive Data Analysis.

One of the most common, popular way to collect valuable qualitative data on your website is the use of Google Analytics. Of all the websites, Ecommerce stores are the ones where Google Analytics finds its use on a much broader scale. With millions of customers visiting, browsing, purchasing and leaving the site, it is difficult for any online retailer to analyze the spending trends and purchasing patterns of their visitor-turned-customers.

This is where Google Analytics Ecommerce Tracking finds its use. The tool conducts an extensive user research, collects all quantifiable data in addition to analyzing your users' shopping behavior, checkout behavior and merchandise performance on the site. Google's advanced machine learning algorithms can help identify, track and measure user engagement with a product or a product line to predict their preferences and make personalized product recommendations.

Google Analytics' advanced metrics track the entire customer journey from start to finish that could either be a purchase or cart abandonment or returns. It is integrated as a site plugin and is available for purchase for ecommerce websites hosted on any platform.

### A/B Testing for Personalized Page Design.

A/B testing has witnessed an increasing importance in the last few years owing to the growing market competition to deliver something unique that could convert a visitor into a customer. The big idea behind A/B testing on ecommerce website UX is to determine the best way to optimize the site for better conversions.

In regard to website UX designs, A/B testing refers to the concept of experimenting with two different sets of visual and content elements to identify the UX that deliver strong user experience and ultimately better Conversion Rate Optimization (CRO). These two sets of designs are implemented for two different user groups to track and compare conversion rates using advanced analytics tools. Since content is also a critical part of UX design, A/B testing results also analyze which content delivered more end-user engagement and experience.

### Artificial Intelligence and Machine Learning for Informed Decision-making.

Artificial Intelligence and Machine Learning capabilities can make a regular ecommerce website into a strategic and smart machine that can deliver data-driven results. It is an epic combination when ecommerce meets machine learning and here's why.

- Data collection and Analysis are done in the blink of an eye - saves time and effort.
- Automates the entire system of data management - gets more work done in a less time.
- Advanced data algorithms and predictive analysis - curbs suppositions and make decisions based on solid facts.

- Smart machines can deliver the job at the fraction of a second - personalized search results and accurate product recommendations.
- Out of the box data analysis and reporting - studies product pricing trends and makes data-driven suggestions.
- Smart Sales Rep to narrow down cart abandonment rates through automated personalized email marketing.

Whether the ultimate goal of your website is engagement, experience or conversion, data plays a key role in influencing the decision-making patterns of your target audience when they visit your site. A deeper insight into website data can help influence purchase decisions, thereby expanding the scope to develop an evidence-based UX design for ecommerce sites.

# Ecommerce Chatbot: How to Increase Sales with Conversational Robots

Artificial Intelligence or AI has begun to take over the world of ecommerce. A [report](#) from the market intelligence firm Tractica reveals that global revenue generated from AI will grow sharply from \$1.4 billion in 2016 to \$59.8 billion by 2025. This growth hints at the impending need for retailers to rely on chatbot ecommerce as a part of their business growth strategy.

Let's dig a little deeper.

AI bots are evolving rapidly, making it easier for businesses to collect data, increase sales, provide real-time customer support, and deliver a meaningful user experience. Chatbots ecommerce optimizes customer interactions across various touchpoints that influence purchase decisions.

By simulating conversations with humans, chatbots are simplifying the way ecommerce businesses used to operate, and [MarketsandMarkets™ Research has noted](#) that the chatbots market is expected to grow from \$703.3 million in 2016 to USD 3,172 million by 2021.

## Why should you use Chatbots for your ecommerce business?

Powered by technological advances like predictive analytics and AI, chatbots have brought a paradigm shift in the retail industry. By focusing on 'conversational commerce' and driving instant, hassle-free conversations, messenger chatbots help businesses to capture customers' attention and improve their experiences. Here are some of the reasons why ecommerce shopping chatbots are necessary for ecommerce companies:

### Minimizing or eliminating human supervision

Chatbots are easy to install and use. They can work for hours without human supervision. Implementing them in your business communication strategy will free your resources and help them allocate their time to other important tasks. That said, use of chatbot in ecommerce results in reducing the number of customer service agents, saving on human capital considerably.

### Lead generation

Chatbot commerce can help virtual stores to generate leads. By sharing informative articles and blogs with the subscribers, chatbots prove beneficial in affiliate marketing. In the long run, an ecommerce store that utilizes bots effectively can promote its products amongst the target audience, turning a significant portion of these prospects into customers and even regulars.

Perhaps unsurprisingly, intelligent bots not only solve the customers' queries but can also up-sell and cross-sell. For example, a chatbot on your website can ask your prospective customer: *"Hi! Is there anything we can help you with?"* or *"What are you looking for today?"*, and then provide them with URLs that will take them to their preferred product choices.

### Reducing response time

By and large, customers who shop online seek real-time responses to their queries. Leaving them unattended or holding them off till you respond to the other customers could get frustrating for many.

The result? Abandoned carts and negative word of mouth. Ecommerce bot can improve customer experience by reducing the response time and making the conversation more interactive.

[Gartner predicts](#) that by the year 2020, the average person will interact more with bots than with their spouse. And even though this fact is interesting enough, the question remains: Is your ecommerce business ready to drive the big change?

## 24/7 Availability

As they say, a chatbot never sleeps. It is always online. Retailers using chatbots can rest assured that their customers are getting the support they need, 24/7, 365 days a year. Moving over the slow communication channel that took several minutes and even hours to respond is something every ecommerce business needs these days. And that's where chatbots help ecommerce retailers by modernizing communication with speed, accuracy and round the clock availability.

## How to apply chatbots to your ecommerce website?

Discovered to bridge human limitations to a great extent, chatbots can be integrated with ecommerce platforms, giving modern-day retailers [a competitive advantage](#). You can apply chatbots to your ecommerce website in the following ways:

### Planning

Define the scope of your chatbot project by outlining its objectives. Decide about the purpose it will serve for your business and for your customers. Whether you want your bot to generate sales, answer routine client queries, build a CRM channel, or perform any other related task, you should specify the same to your programmers well in advance.

Start by figuring out what is it that can benefit your ecommerce business. Then find out ways to connect these objectives within one application, if possible. Doing this especially becomes important if you have a tight budget constraint.

Also, try to have a good estimate of the development cost, time to launch the chatbot, resources needed, etc. beforehand.

### Requirement Gathering

With chatbots, ecommerce retailers can do much more than offering incessant customer support. But, before the process of chatbot creation begins, it is important to gather the relevant information to ensure a smooth process. Such information will include product knowledge, customer data, conversation flow, and workforce needed to make the chatbot a success.

Besides collecting the necessary information, it is also important to brainstorm bot features and attributes. From conversation tree to keyword response and databases, mapping out all the key elements of a successful bot creation is a must for every ecommerce business.

### Execution

Build the chatbot around client experience. Give it a personality that takes away the robotic feel and adds a human touch to conversations. Doing this will help your customers interact more freely with the chatbots. To facilitate comprehension by the users, the language of your bot should be simple, without any jargons.

Also, avoid the use of gender-specific pronouns so that you don't offend anyone. You can add emoji, graphics, etc. to make your chatbot interesting. Before you finally launch the chatbot, ensure that it is flexible enough to adapt to new technologies later on.

## Testing

Going live with your chatbot is an important decision. Don't take it in haste. And, don't forget to test your bot thoroughly before the final launch. You can roll out the bot initially to a specific group of people. Note their responses and learn about the user's expectations from the bot. Beef up your library of responses and add more if needed.

Remember that bugs and UX issues may interfere with your bot before and even after it goes live. You might need a few iterations to get a successfully functioning bot. But then again, changes will be vital. Giving a conversational user experience is no easy feat. Your bot might get stuck at times, and you may need future iterations as well. Don't let the fact unnerve you.

## Tools/Software that you will need

AI-powered retail is here. And, all that you can do for your ecommerce business is to make the most of it. From customer service to marketing, chatbots can do a lot for retailers. Let's take a quick look at some of the best bot builders and tools you will need to boost your retail business.

- **Chatfuel** – A great tool for non-skilled developers, [Chatfuel](#) helps the users to create a Facebook bot without coding.
- **Dialogflow** – [Dialogflow](#), earlier known as API.AI, is a platform that lets you build text and voice-based conversational experiences that are powered by AI.
- **ChattyPeople** – Another AI-powered enterprise platform, [ChattyPeople](#) helps enterprises to create, test, deploy, measure and manage their bots with convenience.
- **Facebook Messenger Platform** – You can build a bot with [Facebook Messenger Platform](#) that lets you increase brand awareness, acquire customers, make transactions, and provide personalized support to your customers.
- **Botsify** – With features like human takeover, conversation forms, chatbot for website, and WP as well as Shopify integration, [Botsify](#) is one such tool that has taken AI to another level.

## Some Great Ecommerce Chatbot Examples

### Sephora

When a chatbot helps your customers to take care of their makeup needs, they are bound to stick to your brand. That's what Sephora understands and delivers. Its chatbot on Kik enables users to browse makeup products as per their beauty needs and also provides them personalized beauty tips.

In addition to the Kik chatbot, Sephora has very well captured the essence of AI with another chatbot called the Sephora Virtual Artist on Facebook that lets customers try makeup virtually.

## eBay

eBay's ShopBot is one of the best chatbot use cases for retail. This virtual personal shopping assistant helps customers to find the products that they want, adhering to their specific requirements. This chatbot is the perfect example of how ecommerce websites can transform the way they sell products and drive more sales.

## H&M

The renowned clothing brand H&M also works with a bot for the Kik messaging app. Just like other retailers, this bot also enables users to buy products based on personalized recommendations. The users can shop according to their style and create a profile that enables them to manage their shopping experience at H&M.

## Burberry

A luxury fashion brand, Burberry may have a presence that dates back to over 160 years, but it successfully embraces new technologies like chatbot to connect with the luxury seekers of today. Its bot for Messenger helps the users to pre-order pieces, view live streaming of their runway shows, browse the latest collections and do a lot more.

## Estée Lauder

Estée Lauder is our final entry to some of the retail chatbot examples that have increased their customer reach and sales with the help of AI. From giving the option to browse products, shop them and even order gifts, the simple to operate chatbot from Estée Lauder surely adds value to the brand's business – all thanks to augmented reality.

# What is an E-commerce Shopping Cart?

In an era where E-commerce sites are the BnB of online buyers, E-commerce shopping carts play a key role in helping merchants deliver a smooth and seamless customer experience.

E-commerce Shopping cart software on an online retail website is the key to gathering customer information, providing access to product data, storing selected items for purchase, facilitating the user to review, modify and remove items from the cart, as well as processing customer payments at checkout. Having said that, it is a multi-functional piece of software that also plays a key role in product-line management, customer data management, and purchase management among others.

Shopping Cart Software make the process of ordering online simpler and hassle-free. Meanwhile, in a business perspective, shopping carts play a key role in boosting sales revenue for online retailers in a multitude of ways.

For example, the 'Save for Later' functionality that enables the user to return whenever they like to purchase an item, embedded product suggestions with popular and highly-sold items, product comparisons, carts that allow users to add special instructions or feedback comments, carts that offer rating functionality and much more offers e-commerce merchants endless opportunities to increase conversion rates and order values.

## Types of Shopping Carts

E-commerce shopping carts are online store software that are designed and developed to suit the needs of online retailers. Meanwhile, choosing the right shopping cart for your E-commerce business is a major step in your business plan.

Here are 2 major types of shopping carts that have been in the market currently, and we've also come up with some great reasons why you should or shouldn't use one.

### Hosted Shopping Carts

Also known as Software as a Service (SaaS) carts, Hosted Shopping Carts are rented at an annual/monthly subscription fee to use the shopping cart software from their server.

In this case, the online retailer can utilize the third-party shopping cart hosting services, and doesn't have to worry about regular maintenance, updates and upgrades for the software. In simpler words, it is like purchasing a premium theme for your website instead of custom designing one because it calls for less technical expertise.

One reason you need to opt for hosted shopping carts is because the third-party servers are maintained and secured by the vendor company and you need not worry about the technical aspect of it. However, the fact that you cannot access the source code, cannot customize the cart software and might have to pay additional charges on each transaction are a bit of a let down.

One popular hosted shopping cart is [Shopify](#) that comes with a range of features for e-commerce website design, E-commerce cart integration, drop shipping and much more.

### Self-hosted/Licensed Shopping Carts

As the name suggests, Self-Hosted Shopping Cart (aka Licensed Shopping Cart) software involves the purchase of license from the cart company, which can then be installed on your own servers offering a 100% customization feature.

The software license is purchased at a price for use over a specific period of time, which gives you complete freedom to access, edit and customize the source code as per your business needs. As long as the license is active, you are free to make the cart software either fully flexible or highly complicated.

As much as your E-commerce business needs a licensed shopping cart software is because you save so much on lifetime subscriptions; however, you might need to spend on a full-time developer who is a proficient and will have complete control over the software and ensures regular updates and plugins are installed on time.

[Magento](#) is a great example of licensed shopping carts, which offers multiple products and solutions for E-commerce businesses including the drop shipping feature.

### **How does an Online Store Software (aka E-commerce shopping cart software) work?**

You make a few clicks, pay using your credit card and wait to receive the goods at your doorstep. As simple as that seems, the software algorithm behind the E-commerce platforms is much more complicated and interesting. An E-commerce platform, unlike an offline store, is a combination of multiple major systems, of which the shopping cart is the most visible piece of software that simultaneously delivers three major functionalities.

1. Connect with the Backend Database system to verify if the selected inventory is in stock.
2. Connect with the Payment Gateway to process transactions on a front-end platform.
3. Connect with the E-commerce Platform's Dispatch System (Inventory Infrastructure) to facilitate the identification, packing, and delivery of purchased items.

### **Importance of Shopping Carts for E-commerce Business**

Considering that there is considerable empirical evidence why reliable and secure shopping carts are crucial for E-commerce businesses, it is also important to understand how E-commerce shopping carts deliver multiple capabilities in the overall business management. Having said that, a slow-loading, faulty shopping cart software can shatter your E-commerce business in no time.

**Product Management:** Shopping cart is connected to the inventory management and product database systems, making it easier for the user to add or delete quantity and/or selected products before checkout. It helps modify the inventory in-stock quantity once a product purchase has been made. It is also integrated with the website user management system thus allowing the user to easily sign up or sign in before checkout.

**Customer Data Management:** Collecting customer data is a key business practice in developing customer-centric business models to increase conversion rates, thereby your company's revenue. Basic information such as Name, Email, Billing information and Phone Number are the four major fields of data that are needed to create a great customer database. This helps send personalized recommendations, email notifications about offers and deals as well as survey links.

**Purchase Statistics:** Shopping Carts also contribute to generating statistical data about Cart Abandonment rates, purchase rates, sales analysis and payment method analysis to identify the real-time factors that can affect customers' purchasing decisions, thus making out the reasons behind a successful or failed checkout.

**Payment Methods:** A payment gateway is an online point-of-sale terminal for your E-commerce business, which is connected with your shopping cart. A flexible shopping cart software should be able to integrate with multiple payment processing software to facilitate easy checkout also at times of high volume. The

most common payment methods are Debit Card, Credit Card and PayPal payments. Some of the most common payment gateways include PayPal, Authorize.net, Google Checkout, PayUMoney, CCAvenue among others.

## 5 Best Shopping Cart Software in 2018 and Why?

Now that we've covered everything that you need to know about E-commerce shopping cart software, we've come up with an exciting list of some of the best online store software you can choose for your E-commerce business.

**Shopify:** Shopify is a synonym of shopping cart software in the current e-commerce market. It offers Hosted Shopping Cart services, coupled with multiple software products to start your e-commerce business from scratch. Shopify is considered one of the top cart software providers in the market owing to its vast market presence and a robust client base.

- Shopify offers [pricing](#) packages that are as low as \$29 per month coupled with a transaction fee of 2%.
- Shopify offers a large set of add-ins for your cart software, as well as number upgradable features.
- One major disadvantage is the price that you pay for each transaction as you get more sales.
- Also, Shopify being a hosted shopping cart, you have absolutely zero access to the source code means there is no place for customization.

**3DCart:** With the concept that "[the three dimensions of E-commerce are Store Owners, Search Engines, and Shoppers](#)", 3DCart has in no time become one of the most successful E-commerce shopping cart software in the market.

- 3DCart offers 256-bit SSL Encryption for secure customer and transaction data for your business.
- The software also provides real-time and order-specific shipping rates from the shipping company.
- It also offers 100 pre-integrated payment solutions for merchant payment gateway setup.
- 3DCart offers customizable designs for E-commerce storefronts coupled with multiple business management tools for transactions, payments and shipping management.
- It offers custom pricing packages for as low as [\\$29 per month](#) with an assurance of zero transaction fees, unlimited orders, transactions, and bandwidth.

**WooCommerce:** [WooCommerce](#) is for those newbies who are interested in building their own e-commerce website on Wordpress and use a self-hosted shopping cart software plugin at a lower price. It is popular and trusted e-commerce platform that turns your Wordpress site into an online store with a few installations.

- WooCommerce comes in a few pricing packages with the basic package as low as \$13.99
- It offers multiple features that include installation and customization of templates, most of which are also optimized for mobile devices.
- Provides built-in shipping rate options, flexible tax settings, detailed reports of orders, purchases, and sales, stock management notifications, among others.
- Offers standard payment options such as bank transfer, cheque, cash on delivery, and PayPal only. No credit card option available for free.

**Magento:** [Notorious for being super-complicated to customize](#), Varien's Magento is an open-source e-commerce software developed in PHP. Magento Commerce is exclusively designed and developed for self-hosted online shopping stores for e-commerce platforms.

- Magento Commerce offers all standard features such as catalog management system, shopping cart, search, checkout and administration functions among others.

- It is an open-source software, which gives complete access to source code - hence, allowing merchant companies to customize the shopping cart software as per their business needs and anticipated sales volumes.
- Magento Commerce offers an interactive admin interface coupled with 24/7 technical assistance.

**VirtueMart:** Virtuemart is an e-commerce shopping cart extension compatible with Joomla. It is a free, open-source online store software solution for online retailers using Joomla content management systems that can be installed on a web server to manage the content of the entire website.

- VirtueMart offers a range of plugins, components, modules, and templates for easy installation and customization.
- VirtueMart functionality includes all basic e-commerce features, including orders tracking, multiple currencies, custom attributes, guest check-out and multi-language among others.
- Rated as the best Joomla E-commerce plugin, VirtueMart comes with an integrated SEO feature by default.
- It supports multiple payment options - PayPal, SystemPay, Credit Card, Cash on Delivery and much more.

# What is OpenCart Software?

An open-source and free ecommerce platform for online merchants and e-retailers, [OpenCart](#) was developed on PHP and runs on an SQL database and other HTML components. OpenCart software, which can be downloaded for free owing to its [General Public License](#), features a plethora of customizable features for easy online store management.

## Why do you need an ecommerce platform for your online store?

As basic as that question seems to be, several online sellers, irrespective of the size of their business, have failed horribly in the online retail space just because they did not recognise or are not aware of the importance of having a secure and reliable ecommerce platform. There are multiple reasons why you need an [ecommerce platform](#) for your online store business but the most basic one is here - "your ecommerce business needs a backend panel to manage your store, sales and operations."

In regards to the above understanding of why you need an ecommerce platform, OpenCart software has a proven record of being one of the most user-friendly and easily navigable platform for ecommerce businesses running their operations on a global scale. It's professional-looking storefront interface is appealing and absolutely customizable as per the nature of business. OpenCart also offers a mobile admin platform to run your business operations at the touch of a fingertip.

Some of the best OpenCart-supported Payment Gateways include EBANX OpenCart Payment Gateway, Square Payments, Razorpay, Alipay Transfer, PayUMoney, Bexteron among others. <sup>[1]</sup>

## 12 Best OpenCart Extensions that you cannot miss for your ecommerce platform.

The best part about OpenCart software is the availability of several professionally-written extensions to customize the online store management program according to individual business needs.

Given the vast presence of the ecommerce business across the globe, enthusiastic firms have come up with multiple innovative OpenCart extensions that help you manage OpenCart-built ecommerce platform in a much efficient manner. We've handpicked 12 best OpenCart extensions that you need to install right away.

**EBANX OpenCart Payment Gateway Extension:** The extension facilitates the users to integrate their OpenCart software with Ebanx Payment Gateway to make seamless payments from across the globe. [Ebanx](#), much-known to Latin American online buyers and retailers, offers the user to choose from three major -payment methods to pay for goods - Boletto Bancário, Domestic Bank Transfers (TEF) and Domestic Credit Cards.

**Nitropack Opencart Performance Optimization Framework:** This extension is used to improve page load speed of the ecommerce platforms developed using the OpenCart software. While it basically contributes to a lot of SEO (search engine ranking, user experience, site performance and much more), the extension also comes with multiple inbuilt features for extensive customization at a CSS level.

**Product2PDF - Opencart Extension:** A highly innovative extension for OpenCart ecommerce platforms, [Product2PDF](#) OpenCart Extension helps the user to download a PDF copy of the selected products in the form of a catalog. The PDF can be emailed, exported, downloaded and customized as per user needs and greatly contributes to encourage word-of-mouth and referral marketing for your ecommerce products.

**Opencart Amazon Connector:** OpenCart [Amazon Connector](#) extension, as the name suggest, integrates the opencart software with the Amazon store, thus enabling the seller account holders to import their sales and

operations data (products, orders, and customers) from Amazon to Opencart. The extension is highly-intuitive and provides a real-time update of all the synchronized products, replicating their price and quantity from the Amazon store to OpenCart store.

**Auto Shipping Extension for OpenCart:** OpenCart [Auto Shipping Extension](#) eliminates the estimated shipping and taxes and applies a flat shipping rate on the cart, thus simplifying the checkout process on OpenCart ecommerce platforms. Compatible with OpenCart 1.5x and 2.0x, Auto Shipping Extension is highly recommended for local ecommerce businesses that opt for flat shipping rates.

**Smart Abandoned Cart Extension for OpenCart:** [Smart Abandoned Cart Extension](#) facilitates ecommerce sellers to identify abandoned carts and notify the users about the abandoned products in their cart at regular intervals via email. The extension uses a smart algorithm to record the users' email addresses to send a limited number of follow up emails and popup notifications to grab user attention.

**Facebook Login:** As the name clearly suggests, [Facebook Login](#) extension for OpenCart allows the users to signup or login into OpenCart ecommerce software using their Facebook credentials. The extension supports multi-store login, and is the one of the most successful OpenCart extensions till date. With easy configuration, user-friendly features, and advanced layout positioning features, Facebook Login extension can be used on Account Login page, Create Account page and the Checkout pages of OpenCart ecommerce software.

**SimonFilters extension:** [SimonFilters](#) extension for OpenCart software enables online buyers to apply advanced filtering feature in their search to specify preferred search criteria, thus saving time taken to find a particular product. Fully-customizable, the extension is very responsive and enables quick background refresh to apply filters without data loss.

**Postcode Checker Opencart Module:** [Postcode Checker](#), as the name suggests, is an OpenCart software extension that is used to check delivery availability based on the user ZIP code/post code. It monitors delivery, shipping and payment restrictions based on user location postcode and alerts the user about the same, thus saving time and effort.

**Amazon MWS OpenCart Extension:** [Amazon MarketPlace Web Service](#) (MWS) Extension facilitates the real-time updating of quantities of products based on the SKU data from Amazon global stores. It is helpful for ecommerce business owners who are also selling on Amazon stores to keep their product quantities up-to-date for seamless user experience.

**Compare Products - OpenCart Extension:** [Compare Products](#) extension facilitates the user to compare products in a layout format based on their categories. The extension offers multiple relevant and super-helpful features such as removing one or more products from the compare layout, view a detailed comparison of the selected products, compare multi-store products and much more.

**Zopim Live Chat OpenCart Extension:** OpenCart ecommerce software platforms can use an interactive Live Chat or Live Support Software extension known as [Zopim](#). It enables online buyers to communicate with support agents. The web-based extension can be installed on multiple web pages of the ecommerce portal. It not only provides live chat feature but also helps monitor site traffic and deliver great user experience.