A VL OMNI INFOGRAPHIC

DELIVER YOUR OWN GROWTH

HOW STRATEGICALLY INTEGRATED DELIVERY CAN ACCELERATE GMV

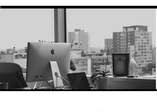
THE STATE OF ECOMMERCE DELIVERY

Customer expectations are the driving force accelerating changes in ecommerce and delivery. Those accustomed to the Amazon delivery model expect a near-perfect experience from click to delivery.

Amazon's domination is forcing Merchants to compete with more delivery options, unique experiences and faster than ever delivery times.

A WORLD APART: REGIONAL DIFFERENCE IN DELIVERY

Europe is generally ahead of North America by 2-5 years in ecommerce and delivery.



CANADA VS THE U.K.

31.0% 64.0% — Click and Collect

34.5% 42.7% — Basic Inventory Visibility

13.9% 45.0% — Provides Free Return Deliveries

58.5% 74.7% — Offers Buy Online Return In-Store Options

IT'S TIME TO COMPETE

2.1 — **2.1 DAYS** Average click-to-ship time

26% — **26% OF MERCHANTS** had faster shipping experienced faster overall growth.

7-8% — **SAME DAY DELIVERY** Same-day delivery is attractive to customers even if it costs 7-8% of the check-out basket value

HOW STRATEGIC DELIVERY INTEGRATION CAN ACCELERATE GMV

Verticals that benefit from a strategically integrated delivery service:

- LIQUOR AND SPIRITS
- BEAUTY PRODUCTS
- FASHION & LUXURY GOODS

shopifyplus

OMNI

ERP CONFIGURATION

10 lineten

DELIVERY LOGISTICS

IDEAL USE CASE: EXAMPLE ONE

Shopify Plus enterprise merchants requiring ERP configuration with needs surrounding logistics.

IDEAL USE CASE: EXAMPLE TWO

Large scale retailers that use dispatch delivery fleet that require same-day or next day delivery, such as wine and spirits distributors.

IDEAL USE CASE: EXAMPLE THREE

Luxury brand experiences offering try-on service for customers, such as Farfetch or Net-A-Porter

THE IMPORTANCE OF CUSTOMER EXPERIENCE

CUSTOMER EXPERIENCE IS THE HEART OF YOUR BUSINESS

- Think of solution technology partners as strategic **NOT** tactical
- Anticipate needs, channels, journeys ahead of time rather than trying to recoup or change in retrospect.
- **VL OMNI & Lineten** working together for your business in meaningful and strategic ways can transform your customer experience from fragmented to unified, increasing customer experience.

AGILE & SCALABLE DATA INTEGRATION:

The Key To Accelerated GMV Growth

- A working integration strategy is imperative to any company that is looking for **long term growth - automation allows for scalability**
- Your delivery strategy must be developed within a scalable integration strategy, **before applications and systems are put into place**
- Create a managed customer experience from end-to-end with increased visibility, **eliminate manual errors and create cost, time and resources savings**

DELIVER YOUR OWN GROWTH WITH VL OMNI

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