

### Cover: E-commerce platform selection guide **Product Showcase**

In a recent Internet Retailer survey of Top 1000 online retailers, 58% said e-commerce platforms are their top technology budget priority. This selection guide will offer a blueprint for what retailers need to consider, ask and do when choosing an e-commerce platform. It will also include pricing range information for the Top 10 e-commerce platform providers that serve the Internet Retailer Top 1000, key features retailers should consider seeking out, and information on cloud-based vs on premise platforms. It will also dig into how much retailers expect to spend on switching platforms and challenges they have in upgrading their platforms.

### Feature: Holiday Review

The 2017 holiday season was another record-setting year for e-commerce with more billion dollar days than ever before and sales via mobile devices hitting the \$2 billion mark in a single day for the first time ever in the U.S. This story will look at why the holiday season was so merry for online merchants, the continued penetration of mobile commerce, how Amazon factored in, and how retailers big and small fared.

### Fulfillment survey **Product Showcase**

How do consumers think about fulfillment? For example, do they prefer free shipping or fast shipping? Do they use Amazon Prime, Shoprunner, Google Express or any other delivery services out there? If so, how often do they do so? This story will explore the dynamics at play when consumers are ready to check out and need to choose their fulfillment options. The story will draw on a consumer survey conducted in December.

### Marketing: Getting a 360-degree view of customers

E-commerce is competitive, which means that the brands that are able to tailor their content—on their websites, in their emails and in ads across the web—stand a better chance of getting shoppers to click and buy. This story will explore the personalization technologies and tools available to retailers, while focusing on the factors retailers must consider, such as how much those tools cost, how difficult they are to implement and what results retailers have achieved in using them.

### How to ensure your site has 100% uptime

Every minute that a retailer's site is down represents lost revenue. And there are a number of pitfalls that retailers run into that lead their sites' performance to suffer. This story will pair some common issues that retailers run into, such a sudden surge in traffic, and how retailers can mitigate the issue—even during the most hectic of times, such as November and December.

### Finding a niche online

Alex Zhou launched Yamibuy.com in 2013, initially specializing in selling food products to Chinese consumers living in the United States. The website has since expanded its selection to include products from other Asian countries, and Zhou says its sales have been doubling every year. The retailer, which recently secured \$10 million in first-round financing, expects to generate \$100 million in sales this year by targeting Asia natives who are living abroad.

### Holiday Lessons Learned **Sponsored Tech Focus**

This report will review e-retailers' sales cycle, with experts weighing in on how e-retailers can improve their operations, sourcing and marketing plans, and prepare for holiday 2018. Sponsorship includes 1 page thought leadership write up, full page ad, and leads.



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