



Topic: Ecommerce Platforms

What are Ecommerce Platforms? What are the criteria to take into account when choosing an Ecommerce Platform? Make the best decision for your business thanks to this EcommerceWiki topic.

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Chapters:

1. Ecommerce Platforms Basic

1. What is an ecommerce platform?
2. What is individualized content?
3. What are intelligent campaigns?
4. What is experience-driven commerce?
5. What is a digital experience platform?

2. Ecommerce Platforms Advanced

1. Hosted Vs. Non-Hosted Ecommerce Solutions
2. What are the main ecommerce platforms?
3. How to choose the right ecommerce platform for your business?
4. How to implement an ecommerce platform?
5. What is the impact of Artificial Intelligence on platforms?

3. Ecommerce Platforms Expert

1. Key considerations when selecting an ecommerce platform solution
2. The Returns of Investments of an ecommerce platform
3. What are the costs of operations of an ecommerce platform?
4. Case study Absolut Vodka: Global trendsetter takes creativity to the cloud

Ecommerce Platforms Basic

What is an ecommerce platform?

Definition

Ecommerce platforms are mostly used by SMEs which are going for online sales for the first time. They aim at providing a shared solution (made for many webshops at a time, and hosted on the company's servers or self-hosted - for more information about hosting for ecommerce platform follow this [link](#)) to these companies. This is what is called an ASP solution.

All platforms work under the same principle, you can create your webshop yourself in a few steps, and personalize the graphic design using the templates provided, or use a marketing agency to get your own tailor-made graphic charter. All merchants from a same platform have the same administration back-end which enables them to bring their project alive (product addition, inventory management etc.).

These platforms usually work with a monthly subscription (most of the time between €30 and €150) and sometimes they also invoice set-up fees.

What is individualized content?

What is individualized content?

Overview

This article will briefly describe what individualized content is, why should one create it for one's website and how can one design it in order to keep users on one's page.

What is individualised/user-specific content?

In order to provide users with a more personalised user experience without the need of spending too much money or time creating a different version of your website, different pages or systems, individualised content seems to be the most feasible solution. In its essence, individualised content is designed for costumers based on their interests and online behaviour. For instance, a suitable method for doing this would be designing a multilingual website which can detect where a user is located, in order to serve content in their native language automatically. Also, another example may consist of creating a service similar to Thrive Leads from Thrive Themes in order to hide email opt-in forms for existing subscribers.

Source: <https://bit.ly/2E8GrRp>

What benefits does individualized content bring?

As the online world develops way more rapidly than we're imagining, more and more niches are becoming over-saturated. In other words, competition between websites is significantly rising, especially with regards to attracting users to your website and captivating their interest. Moreover, in order to stand out of the crowd and to maintain/improve your image on the "online", you need to think outside of the box. For example, to succeed in keeping users attracted to what you are offering, you need to start thinking about what your audience is genuinely interested in. Also, you always need to be one step ahead of your competition. As such, one of the best ways to provide your users with a more personalised experience is by creating individualised content on your website.

Source: <https://bit.ly/2E8GrRp>

How can you make it more appealing?

One of the best ways to do that is by using widgets. However, you need to bear in mind that using the same sets of widgets on each page will not help you in serving individualised content. As such, widgets need to be well dispersed and organised on your page in order to help you reach your objective. To be able to successfully display different widgets on your website, you need to get familiar with widget logic. According to Brenda Barron from WP Superstars "Widget logic is a powerful plugin that allows you to control which pages specific widgets appear on. It has basic settings anyone can tweak, but it also comes with more advanced settings code developers can use too". The widget logic consists of several tools you can use for your website, such as: custom sidebars, display widgets, simple page side bars, fit my sidebar and divi.

Source: <https://bit.ly/2E8GrRp>

Moreover, another way to provide your users with the personalised experience they want is through email marketing, member-specific content provision, optimisation of your site with A/B testing and user feedback, building a mobile-friendly design and geo-targeting. For more information, access the following link: <https://bit.ly/2E8GrRp>



Widget Logic
By wpchefgadget, alanft

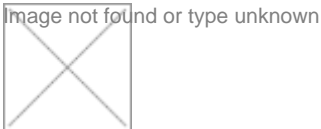
Download

(Image source: <https://bit.ly/2E8GrRp>)

Individualised content

can be a win-win both for you the users

It is now possible to create personalized web pages, thanks to AI and machine learning. Based on the visitor's profile, interest and/or role, what we call 'individualized content' will be generated. Offering visitors the content they are looking for at the right moment has proven to limit frustrations and enhances customer experience. As the visitor will spend less time looking for the content, his experience on your website will only be improved. This also a good way of reducing your bounce rate, by implementing this personalized experience on your website since the visitor's first visit, and to repeat it afterwards. This also enables to get more engagement from the visitor himself, when your website is programmed to show rather new and popular content suggestions.



What are intelligent campaigns?

Intelligent campaigns are a way for you to give a personalized and unique experience to your customers, all of this thanks to Artificial Intelligence while keeping a clear overview of what is happening on your website and of your customers' activity.

Easy-to-build Campaign Management

Intelligent campaigns provide an all-in solution into the existing CMS to easily build your campaigns, which include your own customized landing pages and also having an easy access to your web assets when writing your custom emails. Furthermore, when creating your visual Campaigns, the access to the data points that you previously created is also made easier for you.

Product recommendations

Thanks to Artificial Intelligence, 'no-rule' and unique personalization becomes possible. Which means that you can offer to each of your customer their own personal customer journey, precisely tailored for them and based on the data that is known about them. Using emails and on-site personalization will allow you to increase your conversion, as you are advising your customers special products or offers that correspond to their needs, profile, and behavior as a customer.

Trigger-based Activation

Do you want to react instantly to the customer's behavior on your website? This is also possible thanks to intelligent campaigns. As the AI will analyze if the customer has chosen to 'abandon cart' or take items out of it, the customer's activity itself will trigger special relevant recommendation emails such as 'Items you might also like', and it will be sent directly to the customer without needing you to take any actions for it to happen.

What is experience-driven commerce?

Experience-driven commerce aims at providing customers with a constantly personalized and immersive experience from an omnichannel approach. This new customer journey combines content and context across several channels which finally leads to commerce.

Indeed, experience-driven commerce is nothing but a fusion between content, analytics, data and digital marketing. Emotion plays a big part in experience-driven commerce, indeed it is connecting the brand and the customer via a digital environment. The purpose of it is not to create a mass campaign targeting at a lot of people at the same time, it is more about using the data that you already have about your customers in a smart way, and create individual and also unique experiences.

Let's take a concrete example:

A shopper goes to a retail store. The shopper browses through the shop and gets around a digital screen hanging on the wall. As the shopper gets closer to this screen which was showing a pair of sneakers, the image on the screen changes and it shows now a jacket that the customer added to his wish list the day before. The customer then gets to live a personalized in-store experience without even knowing.

In the retail industry, experience-driven commerce is increasing conversion in a significant manner and at the same time, it is providing an entertaining shopping environment for the customer.

You can use this marketing mechanism in your own company thanks to corresponding CMS, in order to improve your customer's journey as well as your conversion rate.

What is a digital experience platform?

A Digital Experience Platform (also known as DXP) is a new kind of enterprise software with the purpose of meeting the needs of companies undergoing any digital transformation, with the final goal of providing advanced customer experiences. DXPs are offered in the format of one product, but they can also be sold within a suite of products that actually work together.

Ecommerce Platforms Advanced

Hosted Vs. Non-Hosted Ecommerce Solutions

One of the first decision you will have to make regarding your future online webshop is whether you want a self-hosted or a non-hosted solution. It is a decision that you should think about with care, as it will have an important impact on the following operations.

Hosted Ecommerce Platforms

A hosted ecommerce platform provides you – in exchange for a monthly subscription – with all the elements that you will need to settle your online webshop. Such as:

- Security certificate
- Payment platform
- Website with designs to choose from and to personalize
- Shopping basket functionality
- Hosting
- Support

Benefits

- With a hosted ecommerce platform, you won't need to have particular knowledge or skills in programming or IT in general.
- Your only preoccupation will be the volume of your sales and you won't have to think about understanding the functioning and the management of the platform itself.
- If you need help, online communities exist around ecommerce platforms, and you can ask them for specific needs that you may have (particular app, add-on...)

Pricing

From 30 to \$200 a month, depending on the functionalities you asked for, as well as the volume and the fees that you will pay on each credit card transaction.

Non-hosted platforms

The main advantage of these platforms is that, once that you downloaded one of them, you can hire a programmer so this person will be able to modify the platform according to your particular needs and desires.

The inconvenient is the complexity and cost to maintain the operations :

- First, you will need a hosting solution
- A SSL security certificate
- A qualified IT person
- Then, you will have to get a design – that you previously bought or that you had done by a designer integrated in the system
- Finally, if you encounter difficulties, you will have to solve these problems yourself, or you may have to go for IT assistance.

Do you want more information on the already existing main ecommerce platforms? It is available one [click](#) away.

What are the main ecommerce platforms?

There are many ecommerce platforms on the market, offering each different types of services with more or less features, such as a higher personalization degree, a different payment system etc. Before choosing which platform you are going to use for your online webshop, you should take a close look at a benchmark study to compare which one would fit best to your business. You can already find information about the main ecommerce platforms on this article. This list is not exhaustive. For more information on hosting for ecommerce platforms, please follow this [link](#).

Bigcommerce



BigCommerce was launched in 2009 using the Shopping Cart Interspire as core. The 'Company' version was launched in 2015.

Hosted : Yes

Popularity

It is the fourth most used ecommerce platform over the Internet and seems less popular than other platforms in Google queries.

Price

Standard configurations start at \$29,95 per month for an amount of \$50 000 of online sales per year, and \$79,95 per year for an amount of \$125,000 of online sales per year.

It also exists a professional offer which goes up until 1 million dollar of online sales per year for less than \$200 per month. Nevertheless, special prices can be negotiated according to the volume of your online sales.

Personalization

Like most of cloud solutions, Bigcommerce offers limited personalization capabilities. Stores owners have full control over templates and styles, however, in order to extend and change the functionalities it is necessary to be one of Bigcommerce's "technological partner", even for personal customisable content that will be used only on your installation.

Episerver



Episerver CMS provides powerful web content management capabilities,

including an intuitive user interface, multi-publishing and approval features, as well as a flexible API for customizations. This solution combines digital content, commerce and marketing with powerful artificial intelligence. The Episerver CMS enables you to personalize your customers journeys regarding the search, the recommendations as well as the products shown to every visitor, while capturing behavioural data.

Hosted: yes

Pricing

Personalization

Episerver provides an intelligent suite of personalization products based on machine learning, artificial intelligence, and statistical analysis. Episerver lets marketers and merchandisers present individualized content and product selections in multiple channels, using an advanced set of personalization tools available from one user interface.

Magento



Magento

Open Source eComm

The first beta version of Magento was launched in 2007. It all began with OScommerce, which had the purpose to build a more flexible, extensible and more successful ecommerce platform. In 2011, Magento was repurchased by eBay, and, in 2015 Magento 2 the new version of the platform was launched.

Hosted : No

Popularity

As of today, Magento is the most popular ecommerce platform (according to Google queries) and the most installed among the first 100 000 Internet websites. Prices: from \$0 to \$18 000 a year. The 'Community' version is free, but the 'Company' version costs around \$18 000 a year, it includes a professional support as well as a series of exclusive functionalities which are not available in the Community version.

Personalization

Magento was developed with the aim of being highly extensible. This combined with its open-source nature, not hosted, makes it an endless customisable platform.

Prestashop



PrestaShop

Prestashop is one of the famous PHP written ecommerce platform. It is very fast and so perfect for launching a small or medium webshop. Prestashop is also known for its ease of use as well as its clear structure, which makes it usable for anyone because it does not require any programming skills.

Price

Prestashop is free.

Personalization

As it is a free platform, Prestashop only has a few personalization options and features. This is why, if you want to create a big and somehow unique webshop, this may not be your recommended choice. However, Prestashop provides you with the basic theme, or you can create your own. It also exist a lot of templates and add-ons ready to use.

Shopify



Shopify was launched in 2006, its API (Application Programming Interface, which allows the creation of applications) and Appstore arrived in 2009. In 2015, Amazon shut down its Webstore service to replace it with Shopify.

Hosted : Yes

Popularity

Shopify is the third most used ecommerce platform among the first 100 000 sites on the Internet. Moreover, Google Trends is showing a high growth of the search queries around this solution since its release, to such an extent that Shopify is now outreaching Magento as the ecommerce platform the most searched for in Google.

Price

Offers start at \$9 and go until \$179 per month, with a lot of additional functionalities for the most expensive

subscriptions. It also has to be noted that the \$9 service only includes a 'buy' button without catalogue, as well as a system for physical stores and also enables to sell via Facebook.

Personalization

Shopify offers a large variety of possibilities and a really interesting flexibility for a platform hosted on the cloud. This enables to implement your own graphic design themes, and also to develop specific plugins. However, this is much more limited than a self-hosted open-source solution as Magento.

Woocommerce



Woocommerce came out in 2011, and was repurchased in 2015 by Automatic, one of the main contributors to the Wordpress project.

Hosted : Depends on your Wordpress installation

Popularity

By far, WooCommerce is the most deployed ecommerce platform in the world-wide web. However, Woocommerce is used by a smaller percentage of the first 100 000 on the Internet than Magento or Shopify.

Personalization

Woocommerce plugins are simply Wordpress' extensions, which makes it a highly customizable platform. These extensions are stored in a large library, they are developed by the community and they offer many functionalities such as: delivery service, online payments, product personalization etc...

How to choose the right ecommerce platform for your business?

As you already know, choosing the right ecommerce or catalog solution can be complicated. Many services are competing against each other on that market, and you have to take in count the particularities of each one of them. Each platform has its load of features that may be nice to have, and some have the exclusivity over these features for some of them.

The main criteria that you should consider while choosing an ecommerce platform solution are :

- The size and the activity of the community around the solution

The bigger the community around a platform is, the better it is for you if you use it. Indeed, the community around a platform can help you if you are facing difficulties with the implementation of your platform, and they are the one creating and developing new features and add-ons.

- The level of experience and stability that enables to build above strong foundations

Has the platform you chose already been successful? Or is it a newcomer to the market?

Of course, besides the choice of the platform, you should be accompanied by a supportive and skilled team, on both development integration and global marketing strategy parts.

- Does the features offered by the platform correspond to what your business requires?

Take the time to do research on every solution you are considering, to be sure that it is fitting to your business. Not every solution is suitable for every business, as each one of them has its own particularities !

How to implement an ecommerce platform?

Once the provider selected, the budget validated, it is time to move to the design phase. This phase must be broken down into different stages and the service provider must provide you with a retro-planning detailing each project stage with several major milestones. All the information you will need to provide must be specified and related to these project steps. Each milestone must be the subject of a joint validation phase (on your part and on the part of the service provider).

In concrete terms, here are the main steps of an ecommerce project:

- **Launch meeting:** We define the final schedule and the tasks of each one.
- **Design of the graphic charter:** Is the subject of a close relationship between the artistic director who realizes the charter and the client who validates the graphic elements. This phase can be divided into several stages (zoning, modeling, etc.). This will be the subject of a future article.
- **Graphical integration:** Cutting of the charter and integration on the selected ecommerce platform.
- **Settings:** The solution is set. Each standard feature is set to match the specific business process.
- **Specific developments:** We add to the basic functionalities a set of complementary features to perfectly fit the needs of the customer.
- **Integration of data:** We recover the history if there was already a platform before. We also add the editorial content ...
- **Delivery:** Once the provider is finished, performs tests on the application and delivers it to the client.

We then enter the recipe phase where the customer has a defined amount of time to do a maximum of tests and validate that the solution corresponds to what was asked. The recipe validated definitively without reserve triggers the production phase

Once put into production, we usually enter a transitional phase of "guarantee" of a few weeks or months.

At the end of this phase the customer can continue to request the assistance of the provider by the subscription of a maintenance contract which allows him to have resources to develop his project.

By respecting these major steps of the implementation of an ecommerce project, you put on your side all the chances to succeed. Of course each project is specific and as we say above, there is not a single project organization but big rules that, if are globally respected, should help you to pass this complex stage of the ecommerce project, in order to join the world of those who have taken the turn and are now in the era of online trade.

What is the impact of Artificial Intelligence on platforms?

Artificial Intelligence is one of the main focus at the moment, and researchers are constantly making progress working on this technology. When it comes to Ecommerce Platforms, AI is one of the key players that actually makes the personalized and unique customer journey possible, and it even pushes its current limits that we know, as it is an ever-evolving technology. With Artificial Intelligence, the more data, the better is the AI, as it will collect data on the users so it can recommend them targeted offers and products that the customer is likely to be interested in.

Product recommendation

Product recommendation is just the beginning of what retailers and wholesale distributors are able to do for now with personalization, thanks to Artificial Intelligence.

Actually, as 70% of customers expect some kind of personalization when visiting a website, any website shouldn't offer the same homepage to every customer, but should already offer from the first page visited a personalized view.

When it comes to personalized offers thanks to Artificial Intelligence, we can talk about two types of personalization. On one hand, we have the explicit personalization which is already well spread among retailers, and corresponds to products suggestions under messages similar to 'you might also like...'.

And we also have the implicit personalization, in which case the customer is not aware of what's being personalized for him. It can be done on any type of content, such as messages, promotions, banners, and it is based on the data that is already gathered on the customer.

Using corresponding landing pages

It is also possible to use relevant landing pages depending on how the customer got to your website (search, ad, pay-per-click...) and then to show targeted landing pages with personalized product recommendations.

Trigger-based Activation Emails

Automatic triggered-based emails are part of Intelligent Campaigns. They allow you to send emails to your customers directly based on their behavior on your website. For instance, do you want to know why a customer abandoned his/her cart? Do you want to send a discount to intend triggering the buying process? It is possible thanks to AI, and thanks to the information that it gathered about the customer on your website.

Ecommerce Platforms Expert

Key considerations when selecting an ecommerce platform solution

Faced with providers who are more difficult to differentiate in terms of skills and for successful selection, it is very important to analyze what is available to you. Several criteria will be there to accompany you in your approach.

The price

The price should not be considered as a cost but truly as an investment. So do not rely on low prices, it will probably not be a guarantee of quality. Do some benchmarking and analysis of the current offer and get an idea of the price of the service by comparing multiple providers. And do not forget to negotiate the price when you have selected one of them.

The terms of payment

Payment terms are also very important and must be taken into consideration. Can you agree on a price in one go? Or in several times? At what moment of the project? Will there be additional fees? Ask yourself the right questions to choose the e-commerce provider that is best suited to your needs. The provider must be fully transparent and give you all the necessary information. It must imperatively adapt to you and not the other way around.

The delay

In your specifications, you have necessarily established a deadline and made a provisional schedule. The service provider must be able to perform his various tasks for the period you have set. Time differences can and must be considered to cope with unforeseen circumstances.

The company's image

The image of the company is an essential factor in choosing a provider. What are his references? What does his website look like? What is his reputation? Does it share the same values as my company? You necessarily ask all these questions since all these elements reflect the company with which you will probably work in the long term.

The solutions

The solutions must be studied in depth and from every angle to determine whether or not they are adapted to your needs.

The references

To evaluate a provider, what better than to know its customer references? Do not hesitate to take a look at the projects already done. You can even afford to contact customers to learn a little more and get an idea of the quality of services offered.

Geographic proximity

Ideally, your provider should be in your shipment area. If a long-distance relationship can be good, without the distance it is better. Being able to meet regularly allows you to establish a real relationship of trust with a much more personalized follow-up. Something really important in case an issue occurs.

Qualification and expertise

It is also important to check the skills of the provider since we know that the digital world is in perpetual motion and always requires new skills. Without forgetting to check if the provider actually has the necessary human means but especially the technical means to answer your needs. In addition, this expertise will strengthen the credibility of the provider and allow you to establish a strong relationship based on trust.

Security

Before committing yourself, be sure to check the "general conditions" of your provider's company. It is important to know one's situation in general in terms of turnover and as an example, to know one's accounting balance sheets. Information that you can find on the internet to avoid unpleasant surprises.

The Returns of Investments of an ecommerce platform

In order to calculate the ROI of your ecommerce site, there are 2 questions you should think about first.

1. What is the overall cost of creation of your ecommerce site?

The first year, the profitability of your ecommerce site will have to include the design cost of your website. Which is why it is important to do the overall budget or the setting up of your website.

To do so, we recommend to take into account the **following criteria**:

- The costs of the website
- The costs of annual accommodation
- The costs of annual maintenance
- The costs of annual referencing
- The costs of the eventual launch campaign

2. What is the expected turnover for the first year?

To make such a forecast in the profitability of your ecommerce site, it is necessary to estimate the following parameters:

What is the number of potential visitors? Given your market and your communication/marketing investment, your web provider must be able to give you an estimation of the traffic!

What is the conversion rate from visits to orders? On average, you can expect a rate of 1.5% to 2%

What is the average basket per order? Your customer analysis, marketing and market experience should normally allow you to set an approximation of the average basket. In the opposite case, it is a question of carrying out a more thorough market study.

- Number of visits x transformation rate = number of sales
- Number of sales x average basket = turnover over the year

It is possible to calculate the profitability of your ecommerce site in year 1!

To calculate the profitability of your ecommerce site, here is a fictitious example to put the previous elements into concrete examples:

- Overall cost of the ecommerce site: € 18,700
- Visits on year 1: 23,000
- Transformation rate: 2%
- Amount of sales: 460
- Average basket: 50 €
- Turnover year 1: 23 000 €
- Cost on Sales: 81.65%
- ROI: 1.23

The calculation of the ROI is done as follows: Overall cost of the site / turnover over the year.

The return on investment here is 1.23. That is to say that 1 euro spent for the project report 1.23 € turnover!

A low ROI of course for the first year that must absorb the cost of the site. Let's calculate now the ROI for year 2.

Calculating the profitability of your e-commerce site in year 2

According to the same logic, we will charge to turnover the cost of maintaining and promoting the ecommerce site.

- Total cost year 2: € 10,000 (hosting + maintenance + referencing and advertising)
- Visits year 2: 70 000 (This will increase sharply with regard to your investments in communication and the quality of your offer)
- Transformation rate: 2%
- Number of sales: 1,400
- Average basket: 50 €
- Turnover: 70,000 €
- Cost over sales: 12.84%
- ROI: 7.78

We therefore see that lower costs and increased traffic allow a greater return on investment. In our example, 1 euro invested in year 2 gives the company € 7.78 in turnover.

Conclusion

Analyzing your return on investment over several years is essential to make a strategic ecommerce decision. This analysis will allow you to direct some of your investments towards advertising and optimizing your strategy without taking risks.

What are the costs of operations of an ecommerce platform?

The price differences between an ecommerce platform and another depend on many factors, but they depend mostly on the scope of the project. Therefore, the price of an ecommerce website may vary depending on the circumstances, and your needs:

- Do you have available internal resources and the knowledge to provide what you need?
- How many pages?
- How many products?
- Will some products be available in several colors, sizes, etc.? ?
- Is your content ready or do you need an agency or provider to support and optimize it for search engines?
- Who will be responsible for maintaining your e-commerce after it has been put online?

Platforms

The price will really depend on the type of solution chosen to create your ecommerce site. If you use a CMS like Shopify or Squarespace, you will not pay an initial cost, but a monthly fee between € 29 and € 299 for the first, and between € 11 and € 24 for the second. These fees include upgrades and security updates.

For a configurable and customizable solution like Magento, you are likely to spend at least € 5,000 for a basic configuration and training, and up to € 50,000 for a tailor-made and ultra-personalized design. As for the license fees, Magento has an open-source version, but also a corporate version with a license fee of around € 15,000 / year.

How much does a domain name cost?

Compared to other elements, a domain name will cost you almost nothing. The average price for registering a new domain name varies between € 5 and € 15 per year. You are free to choose any domain name, provided that it is unique, that is, no one else owns it.

Hosting

The safest way to host a personalized ecommerce site is to use a "handled" solution, where a technical

support team is available 24 hours a day in case you encounter problems. The managed server costs can vary between 300 and 2000 € per month depending on the expected traffic, and therefore the power you need. At € 300, you'll get decent service and support, but probably not true PCI compliance (credit card security).

For a site with average requirements for speed and security hosted in a cloud environment, hosting will cost from \$ 1,000 to \$ 2,000 per month.

How much does the webdesign cost?

Many platforms, and especially SaaS offerings, have design galleries, themes, or templates that you can use to design your e-commerce site.

Expect to go from € 0 to € 2000 to buy a template, then € 1,000 to € 2,000 to make minor changes and customizations.

When you enter the custom design: "sky is the limit"! But a personalized theme can cost from 10,000 to 100,000 € depending on the specificities, the requirements and the depth of the process.

SSL CERTIFICATES

Internet transactions must guarantee a certain level of security. The SSL certificate ensures that all data exchanged can not be stolen during processing by the web server. Also note that most consumers do not take the risk of buying from an e-commerce site unprotected by an SSL certificate.

Such a type of protection makes your site more reassuring and secures customers' private information (credit card number and other confidential data).

How much does an SSL certificate cost?

The price of an SSL certificate usually ranges from € 9 to € 50 per year, but can also reach € 500.

To sum up

Design and construction:

> between € 2,000 and € 5,000 for a very basic e-commerce site of a small or independent agency, probably built on Shopify or WordPress.

> between € 20,000 and € 30,000 for a more sophisticated e-commerce site built for you by an agency.

> about € 50,000 for more complex projects with a Magento type solution.

> € 100,000 or more when working with 360 ° agencies on complex technologies.

Domain name :

> Between 5 and 15 € / year.

Hosting (unless you use a hosted ecommerce solution like Shopify):

> from 300 to 2,000 € / year according to variables such as the e-commerce CMS used, the number of products, pages and the anticipated traffic of the site.

SSL certificate:

> from 9 to 500 € / year.

Copywriting and SEO:

> 50 to 500 € x number of pages to optimize.

Maintenance :

> Between 3 and 10% of revenues generated by e-commerce over one year.

preprocess

Case study Absolut Vodka: Global trendsetter takes creativity to the cloud

The Challenge

Founded in 1879, Swedish-based Absolut has long been internationally recognized for its unique approach to branding and creative advertising campaigns. But, after many years of success with print and billboard ads, Absolut recognized that its consumer base was becoming increasingly active in digital channels. Getting customers' attention in today's world is hard, and the need to be relevant 24/7/365 was evident. So, the time had come for Absolut to modernize its customer engagement strategies by paying more attention to their online channels.

Absolut wanted to be present whenever someone was searching for them. With this in mind, they were restricted by traditional infrastructure hosting, service level agreements and multiple servers that held back their productivity and time to market.

The Solution

Absolut saw an opportunity to take advantage of the Episerver Digital Experience Cloud, Episerver's end-to-end platform for creating and managing content, commerce, and enterprise search functionality. By moving their sites to the cloud, Absolut is now better positioned to build entirely new websites, with new capabilities, in a fraction of the time.

With the Episerver Digital Experience Cloud, they've gone from 25 servers to zero - eliminating the time-consuming work and cost of configuring and managing servers. With the ability to quickly launch new and inspiring campaigns, Episerver has enabled their team to deepen connections with existing customers and expand their reach to new ones.

With traditional infrastructure hosting and service level agreements, it can take up to five days for changes to the website to take effect. But something might happen today that we want to talk about. How do we get that content out now? With Episerver, our time to market has been reduced by days.

- Fredrik Lagertrad, Manager, Digital Development at the Absolut Company.

