

MCA 205A: E-COMMERCE

UNIT – I

Electronic Commerce: Electronic Commerce Framework; Electronic Commerce and Media Convergence; The Anatomy of E-Commerce Application; Electronic Commerce Organization Applications- The Network Infrastructure for Electronic Commerce: Market Forces Influencing the I-Way; Components of the I Way; Network Access Equipment; the Last Mile: Local Roads and Access Ramps; Global Information Distribution: Networks: Public Policy Issues Shaping the I-Way. Case study: B2B ecommerce

UNIT – II

The Internet as a Network Infrastructure: The Internet Terminology; Chronological History of the Internet NSFNET: Architecture and Components: Globalization of the Academic Internet; Internet Governance: The Internet Society –An Overview of Internet Applications –Electronic Commerce; World Wide Web(WWW) as the Architecture: Web Background: Hypertext Publishing; Technology behind the Web: Security and the Web-Consumer-Oriented Electronic Commerce: Oriented Applications; Mercantile Process Models Mercantile Models from the Consumer's Perspective; Mercantile Models from the Merchant's Perspective.

Case study: E-Commerce/High Security (PCI)

UNIT – III

Electronic Payment Systems: Types of Electronic Payment Systems; Smart Cards and Electronic Payment Systems; Credit Card-Based Electronic Payment systems: Risk and Electronic Payment Systems Designing Electronic Payment systems – Inter organizational Commerce and EDI: Legal, security, and Privacy Issues: EDI and Electronic Commerce – EDI Implementation, MIME, and Value-Added Networks : Standardization and EDI;EDI Software Implementation: EDI Envelope for Message Transport: Value- Added Networks (VANs); Internet – Based EDI

Case study: Social Media Marketing

UNIT – IV

Intra organization Electronic Commerce: Internal Information System: Macro forces and Internal Commerce; Work-Flow Automation and Coordination; Customization and Internal Commerce;

Supply Chain Management (SCM) – The Corporate Digital Library: Dimensions of Internal Electronic Commerce Systems; Making a Business Case for a Document Library; Types of Digital Document Library; Types of Digital Documents; Issues behind Document Infrastructure; Corporate Data Warehouses

Case study: Email Marketing, Email Personalization

UNIT - V

M-Commerce: Introduction to Mobile Commerce, Limitations, history, applications, architecture, transaction models, payment methods, advantages, disadvantages Case study: Mobile app marketing case study: O2 Priority Moments gets small businesses on side

Text book:

1. Ravi Kalakota and Andrew B. Whinston Frontiers of Electronic Commerce, Pearson Education.

REFERENCE BOOKS:

Henry Chan, Raymond Lee, Tharan Dillan and E. Chany, E-Commerce, Wiley, 2003.

Danjel Minoli and Emuna Mimoli, Web Commerce Technology, Tata McGraw Hill, 1999. Marilyn Greenstein and Todd M. Feinman, Electronic Commerce, Tata McGraw Hill Edition.

Craig Patridge, Gigabit Networking, Addison – Wesley, 1994

Paul M-Commerce: Book Your Business with the Power of Mobile Commerce

Lecture Notes

UNIT-1

Ecommerce:

Ecommerce, also known as electronic commerce or internet commerce, refers to the buying and selling of goods or services using the internet, and the transfer of money and data to execute these transactions. Ecommerce is often used to refer to the sale of physical products online, but it can also describe any kind of commercial transaction that is facilitated through the internet.

Whereas e-business refers to all aspects of operating an online business, ecommerce refers specifically to the transaction of goods and services.

The [history of ecommerce](#) begins with the first ever online sale: on the August 11, 1994 a man sold a CD by the band Sting to his friend through his website Net Market, an American retail platform. This is the first example of a consumer purchasing a product from a business through the World Wide Web—or “ecommerce” as we commonly know it today.

Since then, ecommerce has evolved to make products easier to discover and purchase through online retailers and marketplaces. Independent freelancers, small businesses, and large corporations have all benefited from ecommerce, which enables them to sell their goods and services at a scale that was not possible with traditional offline retail.

Global retail ecommerce sales are projected to reach [\\$27 trillion](#) by 2020.

Ecommerce Models:

Types of Ecommerce Models

There are four main types of ecommerce models that can describe almost every transaction that takes place between consumers and businesses.

1.Business to Consumer(B2C):

When a business sells a good or service to an individual consumer (e.g. You buy a pair of shoes from an online retailer).

2.Business to Business(B2B):

When a business sells a good or service to another business (e.g. A business sells software-as-a-

service for other businesses to use)

3.Consumer to Consumer (C2C):

When a consumer sells a good or service to another consumer (e.g. You sell your old furniture on eBay to another consumer).

4.Consumer to Business (C2B):

When a consumer sells their own products or services to a business or organization (e.g. An influencer offers exposure to their online audience in exchange for a fee, or a photographer licenses their photo for a business to use).

Examples of Ecommerce:

Ecommerce can take on a variety of forms involving different transactional relationships between businesses and consumers, as well as different objects being exchanged as part of these transactions.

1.Retail:

The sale of a product by a business directly to a customer without any intermediary.

2.Wholesale:

The sale of products in bulk, often to a retailer that then sells them directly to consumers.

3.Dropshipping:

The sale of a product, which is manufactured and shipped to the consumer by a third party.

4.Crowdfunding:

The collection of money from consumers in advance of a product being available in order to raise the startup capital necessary to bring it to market.

5.Subscription:

The automatic recurring purchase of a product or service on a regular basis until the subscriber chooses to cancel.

6.Physical products:

Any tangible good that requires inventory to be replenished and orders to be physically shipped to customers as sales are made.

7.Digital products:

Downloadable digital goods, templates, and courses, or media that must be purchased for

consumption or licensed for use.

8.Services:

A skill or set of skills provided in exchange for compensation. The service provider's time can be purchased for a fee.

Anatomy of E-Commerce applications

- Multimedia Content for E-Commerce Applications
- Multimedia Storage Servers & E-Commerce Applications
 - i. Client-Server Architecture in Electronic Commerce
 - ii. Internal Processes of Multimedia Servers
 - iii. Video Servers & E-Commerce
- Information Delivery/Transport & E-Commerce Applications
- Consumer Access Devices

Multimedia Content for E-Commerce Applications

- Multimedia content can be considered both fuel and traffic for electronic commerce applications.
- The technical definition of multimedia is the use of digital data in more than one format, such as the combination of text, audio, video, images, graphics, numerical data, holograms, and animations in a computer file/document. See in Fig.
- Multimedia is associated with Hardware components in different networks.
- The Accessing of multimedia content depends on the hardware capabilities of the customer.

Multimedia Storage Servers & E-Commerce Applications

- E-Commerce requires robust servers to store and distribute large amounts of digital content to consumers.

- These Multimedia storage servers are large information warehouses capable of handling various content, ranging from books, newspapers, advertisement catalogs, movies, games, & X-ray images.

- These servers, deriving their name because they serve information upon request, must handle large-scale distribution, guarantee security, & complete reliability

i. Client-Server Architecture in Electronic Commerce

- All e-commerce applications follow the client-server model

- Clients are devices plus software that request information from servers or interact known as message passing

- Mainframe computing, which meant for “dump”

- The client server model, allows client to interact with server through request-reply sequence governed by a paradigm known as message passing.

- The server manages application tasks, storage & security & provides scalability-ability to add more clients and client devices (like Personal digital assistants to Pc’s. See in fig.

ii. Internal Processes of Multimedia Servers

- The internal processes involved in the storage, retrieval & management of multimedia data objects are integral to e-commerce applications.

- A multimedia server is a hardware & software combination that converts raw data into usable information & then dishes out.

- It captures, processes, manages, & delivers text, images, audio & video.

- It must do to handle thousands of simultaneous users.

- Include high-end symmetric multiprocessors, clustered architecture, and massive parallel systems.

iii. Video Servers & E-Commerce

The electronic commerce applications related to digital video will include

1. Telecommunicating and video conferencing
2. Geographical information systems that require storage & navigation over maps
3. Corporate multimedia servers
4. Postproduction studios
5. shopping kiosks.

- Consumer applications will include video-on-demand.

• The figure which is of video-on demand consist video servers, is an link between the content providers (media) & transport providers (cable operators)

Information Delivery/Transport & E-Commerce Applications

- Transport providers are principally telecommunications, cable, & wireless industries.

Information Transport Providers	Information Delivery Methods
• Telecommunication companies	long-distance telephone lines; local telephone lines
• Cable television companies	Cable TV coaxial, fiber optic & satellite lines
• Computer-based on-line servers	Internet; commercial on-line

- | | |
|--------------------------|--|
| | service providers |
| •Wireless communications | Cellular & radio networks;
paging systems |

Consumer Access Devices

- | Information Consumers | Access Devices |
|--|--|
| •Computers with audio & video capabilities | Personal/desktop computing
Mobile computing |
| •Telephonic devices | Videophone |
| •Consumer electronics | Television + set-top box Game systems |
| •Personal digital assistants (PDAs) | Pen-based computing, voice-driven computing |

Network Infrastructure for E-commerce

Network infrastructure is required for e-commerce to transport content. I-way is a high-capacity, interactive electronic pipeline used to transfer content in the case of e-commerce. I-way can transfer any type of context like text, graphics, audio, video. In other words, multimedia contents are easily transported through I-way.

Components of I-way: – Consumer access equipment. – Local on-ramps, and – Global information distribution networks.

Consumer access equipment

Consumer access equipment is devices used by consumers to access the multimedia interactive contents of e-commerce. In this segment, hardware and software vendors are also included.

Local or Access Road, or on-ramps

Local or access roads or on-ramps this segment of I-way simplify linkages between businesses, universities, and homes to the communications backbone. There are four different types of the provider of access ramps: – telecom-based – cable TV-based – wireless-based and – computer-based online information services. These providers link users and e-commerce application providers.

Global Information Distribution Network

This component deals with the infrastructure issues in different countries and continents. Today, it is a much larger ecosystem of networked information with advances in communication and software. Most of the infrastructure for these I-way elements over the decades is provided by cable companies and telephone departments.

Long Distance Network

This connectivity is made available via cable (coaxial or fibre) owned by long-distance carriers.

Satellite Networks

Countless communication satellites have been placed into earth's orbit and the technology being applied to them is forever growing. Fibre optics has changed the role of satellites in global communication industry by providing higher bandwidth and is immune to electromagnetic interference.

Network Infrastructure Access Equipment for for E-commerce

These network infrastructure access equipment for for e-commerce could be categorized into three parts. These are explained below:

Cable TV Set Top Box

It is a hardware device used for commercial transactions. Selected from a number of highly integrated chips to build standard digital cable TV set-top boxes for digital video broadcasting. Set top boxes have intelligence characteristics like CPU, a text menu and by selecting a number of options by remote; a user can enable particular option. Broadcom's silicon can also power high-end interactive set-top boxes that merge high speed internet access functionality with text and video etc.

Computer Based Telephony

It means using computer with telephone lines so that high shipment cost can be avoided. There is a need of devices that can combine voice, data, and video and able users to send, store and receive information. In this system, a user of personal computer can transfer data, video, images and voice messages through the telephone switches more efficiently.

Digital Switches, Routers and Hubs

Routers

It transfers or routes the data between networks. They are particularly used in controlling traffic flow by making intelligent routing decisions. It is used in the network layer of ISO model. It is used to connect networks that use different architectures and protocols; they can transfer information packets across multiple networks. It is used by the network as an intermediate destination. Routers Can:

Direct signal traffic efficiently.

Route messages between any two protocols.

Route messages between linear bus, star and star-wired ring topologies.

Route messages across fibre optic, coaxial, and twisted-pair cabling.

Switches

It is a device that selects a circuit for sending data through a network. A concentrator is a device that provides a central connection point for cables from workstations, servers and peripherals. A switch tends to be simpler, faster and less expensive than a router, lacks information about the network that a router may use in determining the best circuit or path to use to move data from one part of a network to another.

Hubs

It is used in the network but these are such type of network devices that transmits a data to all its connected devices. It does not control the traffic so they are less used in comparison to switches.

Global information Distribution

[Global information distribution networks:](#)

Components of I-Way

GLOBAL INFORMATION DISTRIBUTION NETWORK

- long distance network
- satellite networks

There are two major technologies in global information distribution network. They are:

1. Fibre optic long-distance network

2. satellites

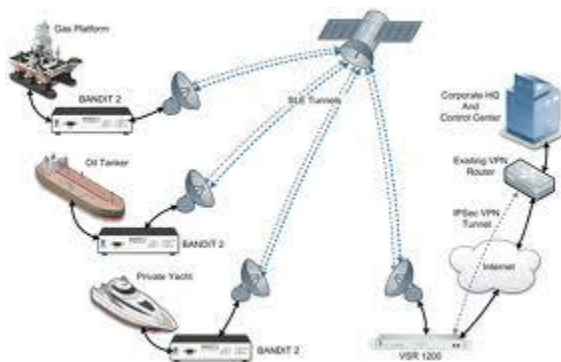
Fibre optic long-distance network:



The long distance network connectivity is mainly done through guided media cables which are like fibre optic cables. These cables are responsible for carrying large packets of data from long distance within few seconds of time. The data which is passed through these cables is covered with full fledged security and accuracy. These cables provide better quality service for interactive applications. These provide attractive economic advantage for selected routes fulfilling the required communication. Now a days the major long distance carriers are keeping

their focus on wireless technologies and are making plans to work with different companies on wireless technology. This technology helps increase of communication with accuracy.

Satellite network:



These have advantages over different networks. They are accessible from any spot on the globe and able to provide broad band digital services, including voice, data and video to many points without the cost of wire installation and other costs. The role of satellite in communication industry has changed the communication environment since from many years giving support to transport of long distance Tele-communication and one-way video broadcasts. In 1980's industry introduced a new class of satellites. These VAST satellites require small ground antennas for point to point network services. Now a days VAST networks are being utilized by large corporation to link hundreds of retail sites.

Networks

Networks are everything when it comes to e-commerce businesses. Any business requires the business owner to network with people who you can gain knowledge and share ideas with. Network in the instance of this post is simply knowing people in your industry who can actually help you grow your business by pointing you in the right direction. For instance, you might meet up with a person that will introduce you to the cheapest supplier. This is what networking is called. Networking has to involve meeting up with other business owners that may actually want your product. It is simply knowing people. Networking is simply knowing people.

BUILDING NETWORKS FOR SUCCESS

In order to have great networks you need to build them. Some of these networks are actually built online. Building networks online means you need to contact suppliers and potential customer in order to increase your sales or business success. Small e-commerce businesses need to build networks in order to be successful. The first stage in building networks is to actually find a business mentor or adviser. Most of these people are usually investors who will introduce you to the right people in the industry. They need to first believe that your business will be successful. Once they start mentoring you will be connected to the best people in the business you are in.

BUILDING NETWORKS FOR KNOWLEDGE

One of the greatest innovations of the twentieth century is actually the internet. It has allowed us to communicate with people and to share knowledge in a very short space of time. Building networks for knowledge involves sharing certain discoveries that people have observed in their businesses. Networks are important for any business. Online businesses actually need them due to the constant changing nature of e-commerce businesses. This is why you need knowledge that is more recent.

Related

[Tips for Managing Multiple Online Stores](#)

Running one e-commerce business is hard enough, but what if you have two? Or four? How do you manage your time between the stores? The trick is to run each business the same way, even if they're selling drastically different products. We've compiled some tips for managing multiple online stores,...

February 1, 2017

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WordPress Facilitates You with Extra Options For Sharing Posts on Social Networks Social Media trends are well known with everyone these days. It has spread its wings wide and has shadowed

almost all age groups and developed the leading brands. Social networks are being used for entertainment, personal conversation, general...

February 9, 2018

Applications of ecommerce

Some Popular E-commerce Applications

We briefly discussed the two perspectives on **e-commerce applications** in the preceding section. Let us now dig into them in greater depth.

1. Retail

E-retailing, often known as online retailing, is the sale of products and services by businesses to customers via online stores. This is done through the use of tools such as virtual shopping carts and e-catalogs. There are several **e-commerce applications** in this industry.

2. Accounting

Finance and e-commerce are more intertwined than ever before. Banks and stock exchanges make extensive use of e-commerce in their operations. Balance checks, bill payments, money transfers, and more services are available through online banking. Online stock trading allows users to trade stocks online by providing information about equities such as performance reports, analysis, charts, and so on via websites.

3. Production

In the manufacturing industry, e-commerce serves as a platform for firms to conduct electronic transactions. Groups of firms can carry out their activities more smoothly by combining purchasing and selling, exchanging market conditions, inventory check information, etc.

4. Trade

Applying e-commerce to trade elevates it to a higher level, allowing individuals to participate without regard for geographical borders. This encourages more participation, more bargaining and contributes to the success of the trade.

5. Advertising

Development and commercialization strategies like pricing, product characterization, and customer relationship can be boosted by utilizing e-commerce. This will give consumers a more enriched and

personalized purchasing experience. Digital marketing tactics have grown in importance as a means of promoting enterprises.

6. Digital Shopping

People's buying habits have shifted dramatically in the previous several years. "Go online" has become a success mantra for all enterprises. [Online shopping](#) is easy, pleasant, and, in most cases, inexpensive. The success of online shopping applications like **Flipkart and Amazon** demonstrates this.

7. Web and mobile applications

Mobile commerce or **m-commerce application** is a subset of retail e-commerce. [Mobile or web application development](#) has become a must-have for companies looking to showcase their skills. Purchases are made by the consumer using mobile or web applications that are optimized for the merchant. These programs also provide payment security by utilizing secure e-payment mechanisms.

8. Digital Reservations

Travel and tourism is a flourishing sector today, and online booking is a [developing e-commerce application](#). Online booking allows customers to buy travel necessities such as train/flight tickets, book hotel rooms, get tourism packages, transportation services, and so on. It makes people's trips comfortable and easy because everything can be set at the tip of their fingertips.

9. Digital Media

E-books and digital periodicals are gradually displacing traditional printed publications. It has numerous advantages, including portability, lightweight, accessibility from anywhere, and so on. They are also environmentally friendly because they assist in reducing paper use and saving forests. Because of these factors, internet publication, often known as e-publishing, has grown in popularity.

10. Internet Banking

E-Banking, often known as online banking, is an **e-commerce program** that has streamlined people's time-consuming and complex banking operations. It allows bank customers to do transactions online without having to wait in lengthy lines at banks. To provide virtual banking services to their consumers, most of the banks now have their web applications.

To Conclude

Are you searching for a trustworthy **e-commerce app development firm** to help you build an online presence? We have over a decade and a half of experience aiding start-ups, small and

medium businesses, and large corporations in achieving their business objectives through internet marketing.

Short Questions

- 1.Explain about E-commerce?
- 2.Write about E-commerce Applications?
- 3.Write about Global Information Distribution?
- 4.Write about Public Policy Issues?

Long Questions

- 1.Explain briefly about Network Infrastructure for E-commerce?
- 2.Write about E-commerce Framework?
- 3.What are the advantages and disadvantages of E-commerce?
- 4.What are E-commerce Models? Explain briefly about them?
- 5.Explain about Multimedia storage servers and E-commerce applications?

Unit-2

Architecture of Ecommerce:

E-commerce is based on the client-server architecture.

A client can be an application, which uses a Graphical User Interface (GUI) that sends request to a server for certain services.

The server is the provider of the services requested by the client.

In E-commerce, a client refers to a customer who requests for certain services and the server refers to the business application through which the services are provided.

The business application that provides services is deployed on a Web' server.

The E - Commerce Web server is a computer program that provides services to "other computer programs and serves requested Hyper Text Mark-up Language (HTML) pages or files.

In client-server architecture, a machine can be both a client as well as a server.

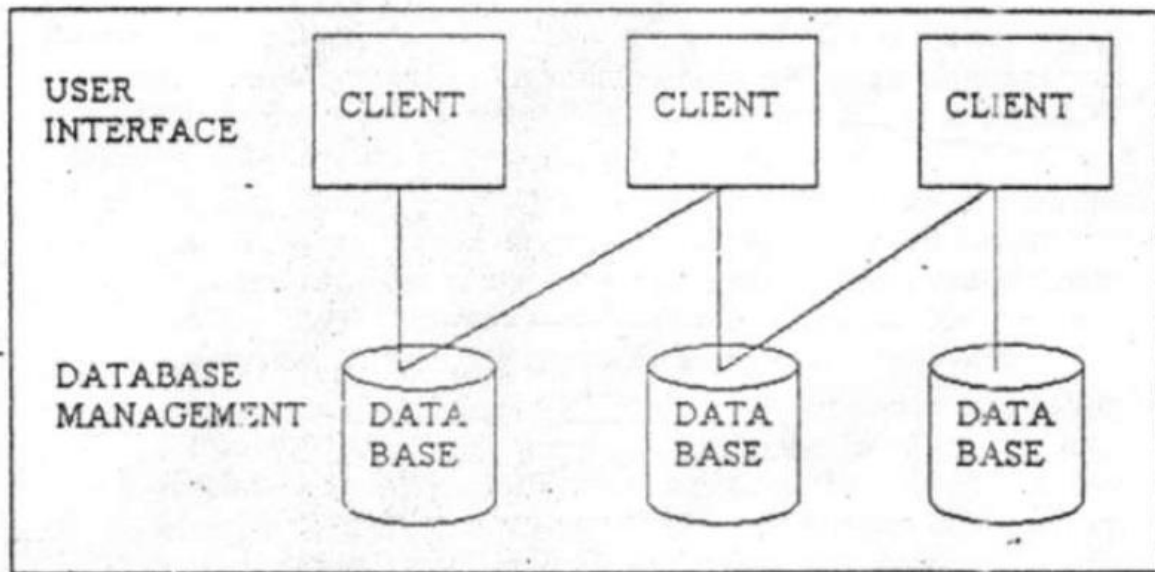
There are two types of client server architecture that E-commerce follows: two-tier and three-tier.

E- Commerce System Architecture: Two-tier architecture:

In two-tier client-server architecture the user interface runs on the client and the database is stored on the server. The business application logic can either run on the client or the server. The user application logic can either run on the client or the server. It allows the client processes to run separately from the server processes on different computers.

The client processes provide an interface for the customer that gather and present the data on the computer of the customer. This part of the application is known as presentation layer. The server processes provide an interface with the data store of the business.

This part of the application is known as data layer. The business logic, which validates data, monitors security and permissions and performs other business rules, can be kept either on the client or the server. The following Figure shows the e commerce system two-tier architecture diagram.



E- Commerce System Architecture:

Three-tier_Architecture:

The three-tier architecture emerged in the 1990s to overcome the limitations of the two-tier architecture. In three-tier architecture, the user interface and the business application logic, also known as business rules and data storage and access, are developed and maintained as independent modules.

The three-tier architecture includes three tiers: top tier, middle tier and third tier.

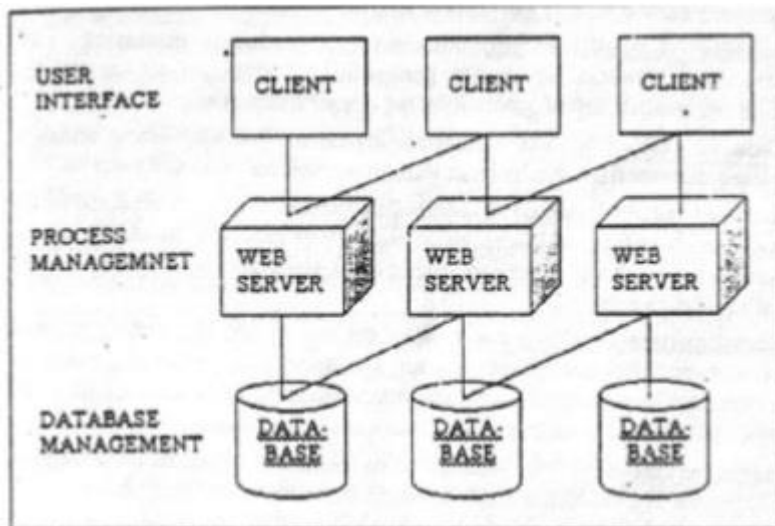
The top tier includes a user interface where user services such as session, text input, and dialog and display management reside.

The middle tier provides process management services such as process development, process monitoring and process resourcing that are shared by the multiple applications.

The third tier provides database management functionality. The data management component ensures that the data is consistent throughout the distributed environment, the centralized process

logic in this architecture, which makes administration easier by localizing the system functionality, is placed on the middle tier.

The following Figure shows the outline of the e commerce system Three - tier architecture diagram.



The client server architecture advantages:

The client-server architecture provides standardized, abstract interfaces to establish communication between multiple modules. When these modules are combined, they become an integrated business application. Each module is a shareable and reusable object that can be included in another business application.

In the client-server architecture, the functions of a business application are isolated within the smaller business application objects and so application logic can be modified easily. In the client-server architecture, each business application object works with its own encapsulated data structures that correspond to a specific database. When business application objects communicate, they send the data parameters as specified in the abstract interface rather than the entire database records.

This reduces the network traffic. In the client-server architecture, a programmer can develop presentation components without knowing the business application logic.

This architecture also helps a database analyst in accessing the data from the database without being concerned how the data is presented to an end user.

Chronological history of NSFNET:



Promote advancements in science

Improve the health, growth and welfare of the nation

Secure our national defense

In 1984, the National Science Foundation launched a successful campaign to create multiple network-oriented supercomputer centers within the United States. These projects involved several U.S. research and education institutions tasked with a multitude of communicative and network-related activities. Some of these activities included the establishment of extensive data networks based upon advanced networking technologies. NSF continued direct support for these projects by creating a backbone infrastructure, which acted as a central focal point for national networking operations and provided the needed communicative link between researchers and other networking pioneers nationwide.

The purpose of a network backbone is to provide interconnectivity and reliably transfer large amounts of data across vast distances with minimal error. In practice, the NSFNET backbone became the primary electronic infrastructure responsible for interconnecting a multitude of networks and their subcomponents. Without such capability, and the multiple Internet backbone networks strategically placed at various locations, the worldwide communications we enjoy today would not be possible.

History

By 1986, the NSF had connected five university-based supercomputer centers sharing an impressive amount of data and information. Both the linking of the supercomputer centers and the interfacing with the Advanced Research Projects Agency Network (ARPANET) rapidly advanced the capabilities of the NSFNET. At this same time, decision makers at NSF chose not to restrict the use of the NSFNET

to only supercomputer researchers, but opened the NSFNET to all those wishing to take advantage of the new networking capabilities.

1987 Upgrade: To support its goal of 'promoting advancements in science', the NSF understood the need to keep developmental and operational costs down. In order to keep the costs as low as possible, the NSF solicited upgrade bids from companies; requirements included a technical knowledge of networking and the ability to anticipate future communicative needs.

A consortium that included Merit Network, Inc., IBM, MCI, a group of Michigan universities and the state of Michigan, won the bid and began work. Within one year, the consortium created a new backbone infrastructure that was fully operational in July 1988. The new backbone connected 13 regional networks and multiple supercomputer centers, which linked at least 170 constituent campus networks. Each campus network had the capability of transmitting approximately 152 million packets of information per month.

3.How does the social impact on e-commerce?

E-commerce helps buy and sell goods and services on the Internet. We offer an ideal e-commerce development to make your digital business and improve your global presence. E-Commerce facilitates fundamentally the movement of goods from suppliers to customers. Here we discuss the social and economic impact of e-Commerce on society, and the main advantages and disadvantages. To make your e-Commerce website successful we must have to write unique content for all products. You can hire any content writer or [write me an essay](#) service to help with this.

is.

Role of E-Commerce in Business

The main way in which e commerce will affect the economy, in general, is its impact on productivity and inflation. The continued expansion of electronic commerce could also lead to downward pressure on inflation through increased competition, cost savings and changes in sellers' pricing behavior.

The *role of eCommerce in business* is that electronic commerce is synonymous with electronic commerce and involves the exchange of goods and services through electronic support. The number of electronic businesses has grown considerably since the [Internet](#) was launched.

E commerce Today

Today, in all aspects of our daily lives, the Internet has become an undivided part of our lives, as it has a versatile impact on our social activities. Every day, going to the bank to make cash transactions

or withdraw money or go to the market to buy things and essential commodities is now quite difficult since there is no time, the human being has become too busy in his work and, So, in these circumstances, online purchases have become an increasingly integral part of our society, exceeding \$ 200 billion in sales only in 2010.

The Internet economy is booming. E-commerce sales are expanding by leaps and bounds at a rate of 20% and 25% each year, indicating a far-reaching change in the spending habits of human clients. Internet instead of telephone directories or yellow pages for reviews of convenience products and to obtain updated information for your search and requirements.

A business owner simply can not trust an ad in the phone book, in fact, customers are 15 times more likely to search the Internet than those who look in a phone book to call a company.

Each business is different in its aspect, even each business differs in style, promotion, and volume, but the power requirement is the same for everyone, but nowadays; It is important that life in the Internet world be updated with respect to the business transaction if you want to remain competitive with others. In the long term, the net operating cost of a website becomes insignificant compared to the return on investment provided by the advertisement.

Social Impact and Growth in e Commerce



The impact of e-commerce and its commercial impact on society has varied according to the models.

The social impact of e-commerce can be measured by satisfaction and trust through the following factors:

Greater use of the Internet The fastest growing demographic segment includes students and youth.

This segment is the leading user of advanced applications and online technologies.

According to a survey conducted by the Internet and Mobile Association of India, the number of Internet users in the country was 190 million at the end of June 2013.

With more and more users on the web through telephony, it was expected that the country reached 243 million in June 2014, representing a growth of 28% over the previous year.

The growth in the number of Internet users has also led to substantial growth in other digital industries such as e-commerce, mobile commerce, and digital advertising.

The government of India has made efforts in the education system through the implementation of computer tools and techniques, essential for all educational levels, from primary education to the end of studies.

Students from urban and rural areas were sensitized by supplying the personal computer, Laptops, tablets or laptops with the use of the Internet and its advantages to improve lifestyle and provide electronic books and e-books.

Entrepreneurs are also attracted to advanced computer technologies and their usefulness for electronic commerce.

The development of educational standards at all levels has allowed a great demand for electronic commerce and m-commerce in the market.

Changes in online shopping habits The online shopping process is constantly being worked on to make it easier, more understandable and easier to use.

As online offers give some discounts and attractive prices.

This, along with better offers, has brought changes in the buying habits of online buyers

The main advantage of shopping online or online is that at no time one can know the characteristics of the item you want to buy and you can also compare the quality and its characteristics with another competitive brand available in the market along with the feedback result of Other users.

The cheerful lifestyle powerful influence of various social media tools.

Facebook, Quicker, [Snapdeal](#), [Amazon](#), Pinterest, and Instagram allow consumers to organize their favorite articles and collections segments to share with others around the world.

Therefore, society and groups of people or communities can be linked together to share their points of view and ideas.

This fuels personal expression in purchases and causes others to reflect on their purchase decision.

Increase in online payment.

Securities of online transactions have been a major barrier to the growth of electronic commerce.

However, the secure payment transactions provided by the website to Internet users are quick to overcome the fears. Security functions have four categories: authentication/verification, authorization, encryption, auditing, and integrity.

The Impact of e-Business on Society



E-commerce and online shopping in India are achieving remarkable and remarkable growth as more and more Internet facilities, high educational standards, lifestyle change, and the country's economic growth are being used more and more. Demand for electronic commerce techniques and tools.

The versatile [shopping experience](#) and the rapid development of transaction facilities are further driving opportunities for the remaining market segments.

The greatest advantage of e-commerce is the ability to provide secure purchase transactions through the Internet and together with the almost instantaneous verification and validation of credit card transactions.

This significant impact has led to a greater number of customers to exploit various fields of electronic commerce for their benefits.

There is also a great national diversity in the adoption of electronic commerce, particularly in marketing and subsequent sales.

Now India is growing and now becoming the country with more amount of people with literate people in the world of the Internet.

The effect of increasing the transparency of E-commerce of the macro-level and micro level with the highest productivity.

The digital solutions that replaced traditional applications offer many opportunities for businesses and individual consumers.

The services are aimed at customers.

The products are negotiated too quickly

The number of errors reduced.

Benefits of e-Commerce to Society

Access for 24 Hours

If we [buy from an online store](#), we spend low operating costs; we have a better quality of service and, therefore, additional costs can save us unnecessary costs. For example, if our goods or services are downloadable, shipping costs will be completely canceled. With every online business, more and more coupons and deals cannot be avoided, which is quite awesome for customers.

Compare to Actual Buying, Through Online the Price Gets Reduced

If we buy from an online store, we spend low operating costs; we have a better quality of service and, therefore, additional costs can save us unnecessary costs. For example, if our goods or services are downloadable, shipping costs will be completely canceled. With every online business, more and more coupons and deals cannot be avoided, which is quite awesome for customers.

Global Market Place



Every customer from all over the world can find the site, product, and information without leaving the house. In e-commerce, we do not need to visit the business physically. The facilities of the physical firm are not the criteria to be taken into account. We can buy from us at home; users can easily choose products among various procedures without having to physically move.

Easy to Compare Prices

Everyone can easily compare product prices of different companies and products in terms of quality and quantity, or the services provided with them. price, because prices are easily comparable. They are accompanied by various specification while when the products are put online. They are finding various methods to compare with them and set us to attract them. So far, additionally to the terms offered within the exchange, electronic commerce is that the market highest to the model of good competition.

Return of Goods

Returning goods online can be problematic. Uncertainties about the upfront payment and delivery of goods can be exacerbated during this process. Will the goods be returned to their source? Who pays the return fees? Will the refund be paid? Will I have nothing left? How long will it take?

Compare that with offline experience of returning goods to a store. It is important to consult the return policy before buying. Always make sure that returning goods is an option

Advantages of e-Commerce to Customers

Provide details of the virtual showcase on websites with online catalogs.

Reduced prices due to contests (coupons and offers).

Access and convenience 24 hours.

The global market for the purchase or sale of the product.

Provide secure business transactions

It is easier to compare prices with other premium brands

Do not stay online or be held forever

Many options and range (options and options)

Return products if it is of lower quality

Time savings and reviews of easy review.

Advantages of e-Commerce to Business

Increase in potential market share by increasing the customer base

Use of EDI, B2B data exchange

Low barriers to items

Provide safe business and instant transactions

Participate in retail for the launch of new products and services

24/7, 365 days of sales (buyer and seller)

Expanding the scope of the business

Main warehouse administration

Reduction of employee costs

Disadvantages of e-Commerce for Customers

Unable to personally examine the products

Privacy and security in online purchases

Fraud with credit cards

Delays in receiving products

Inability to identify fraud

Guarantee/guarantee

Quality

Hidden cost

Lack of personal interaction

Website fraud.

Disadvantages of e-Commerce to Business

Update hardware and software regularly

Website maintenance at a periodic interval

Additional costs and expertise for electronic commerce infrastructure

The readiness of the site

Training and maintenance Customer loyalty

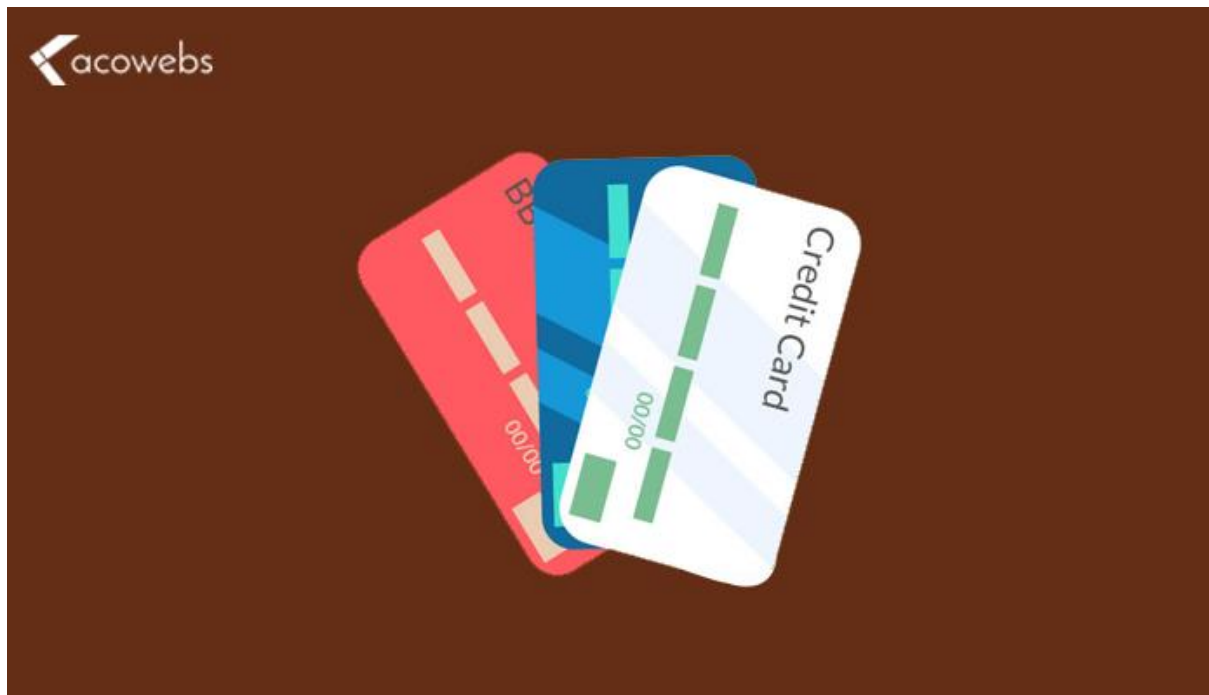
Outstanding logistics needs

Security and credit card issues

Fraudulent orders

Sufficient internet services

e-Commerce Issues and Challenges



Security aims to be a major problem in electronic commerce.

Everyone, good or bad, can easily open a website, and there are many bad sites whose goal is the money of cybercrime users.

Before making instant online transactions, be sure to check the site security certificates.

It is easy and convenient to buy, No one needs the personal details to set the adoption of electronic commerce, that is mainly in marketing and sales.

India is gradually becoming the country with the largest number of literate people on the Internet in the world, and Internet penetration is largely due to mobile phones, and some of the cheapest and most basic phones now offer Internet access.

E-commerce has the effect of increasing the transparency of the market at the macro level and at the micro level, greater productivity.

The greater productivity will be out in the market on the micro and macro level, E-commerce has the effect of transparency

Acowebs are developers of [WooCommerce plugins](#) that will help you personalize your stores. It supports the additional option with feature-rich add-ons which is [WooCommerce Product Addons](#), that

Technology behind the web on E-commerce:

The buy and sell activities performed electronically is called e-commerce. E-commerce has a history of decades and continuously growing. The e-commerce industry has broadened the eyes of merchants worldwide. The purpose of inception was the ease of doing business beyond a geographical boundary. E-commerce has achieved the objective set and is ready to write a new history. Buyers and sellers are liking electronic commerce for various reasons. E-commerce has both social and economic impact since it has evolved. Technology revolutionized the way merchants were practicing commerce activities. Let's plunge into what technology e-commerce involves.

Following are the technologies behind e-commerce:

Online Store

An online store is a virtual shop over the Internet. To complete the e-commerce cycle Internet network is required. An online virtual store can be of two types usually. One is over World-Wide-Web and usually referred to as a web store and another is in the form of mobile apps which can be installed on mobile devices and then can be used to process e-commerce activities. The e-commerce activities completed using mobile devices are called m-commerce or mobile commerce. M-commerce is possible through a web store and also through a mobile app. used on mobile devices to carry out commerce activities. M-commerce has many advantages and increases the chances of a sale manifold.

Shopping Cart

A shopping cart is a software system integrated into the online store which helps in completing an online order. Usually, it is seen on the product detail pages, from where the product can be added to the cart, and after reviewing the cart, customers checkout to process payment and complete the order. The shopping cart captures all the order details of the product together with the shipping charge as set by the merchant and tax fees if incurred any. Shopping cart after capturing all the details, send to payment processing interface. The payment processor after executing payment successfully, send the order details and payment confirmation to the merchant's screen. The merchant receives an email for the order and also it is reflected in the back-end.

Payment Processing

Payment processing is a crucial part of an e-commerce business. Nowadays, payments are getting processed both online and offline. To make online payments secured, online stores use payment gateways. Payment gateways are the intermediaries between the merchant's store and the payment issuing authority (usually a bank). After receiving the details of the order with order amount, the payment gateway sends users to their bank's server, after payment from the bank users is thrown back to the merchant's site with order confirmation details. Payment gateways are secured and free from any DDoS attack. Offline payment facilities are available mostly in developing countries where people still have to digitalize their activities. Merchants offer Cash-On-Delivery for convenience.

Shipping Management

There can be various ways to send the products ordered to the customers. In the e-commerce industry, there are various logistics companies across the world to care about this part of the process cycle. The Shipping companies collect the packaged products ordered from the merchant's outlet. Shipping companies offer the status of the shipment and live GPS location of the product in an online map. Users can track their shipment using a tracking number or consignment number. The tracking link is provided by the shipment companies.

Order Fulfillment

Most of the merchants of the world are a reseller of other product procuring companies. They receive the product details to use in their online store. After receiving the orders, small business e-commerce retailers send the order details to the product procuring company. The product procuring company sends the order to the customer directly through the shipping company. This saves inventory management costs to the retailer. Dropshipping is an example of it's an improved version.

E-commerce Personalization

Providing a personalized experience to the users of the store captures more conversions. Personalization is the process of showing the products or things that the user is already looking for. This is possible with modern-day technologies like AI and ML. The combination of artificial intelligence and machine learning reads the data behavior of users and presents users with personalized experiences.

New technologies are adding new milestones in e-commerce. Data processing through AI & ML, delivery using drones and the list goes on. Data processing has become vital

for the success of an e-commerce venture. There are many [online e-commerce platforms](#) like Builderfly to automatized the whole e-commerce business.

Models in E-commerce:

E-commerce business models can generally be categorized into the following categories.

Business - to - Business (B2B)

Business - to - Consumer (B2C)

Consumer - to - Consumer (C2C)

Consumer - to - Business (C2B)

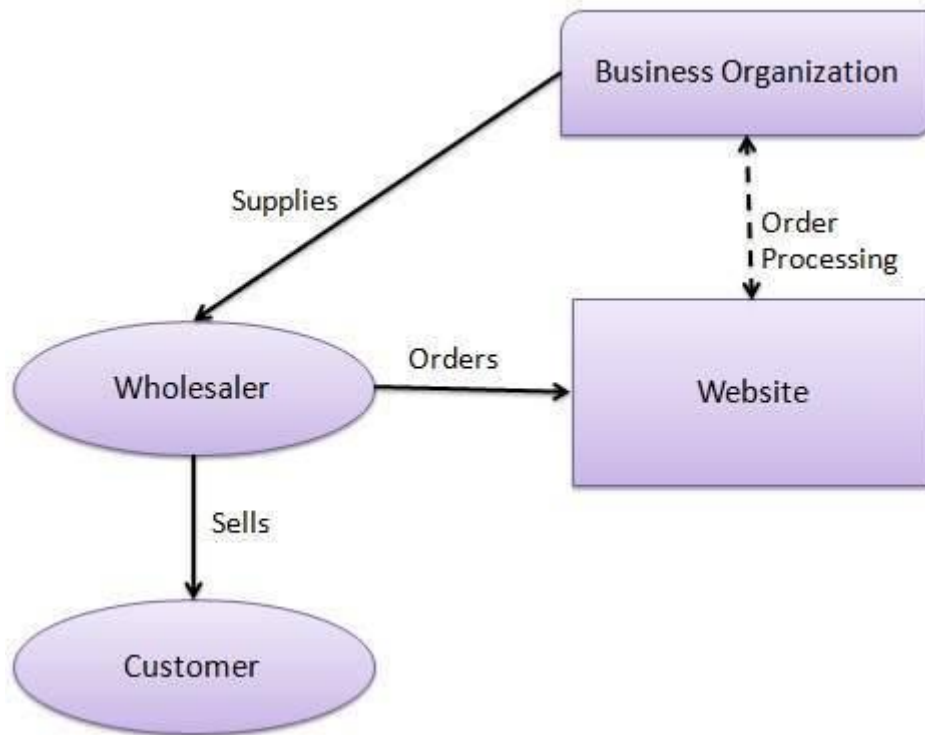
Business - to - Government (B2G)

Government - to - Business (G2B)

Government - to - Citizen (G2C)

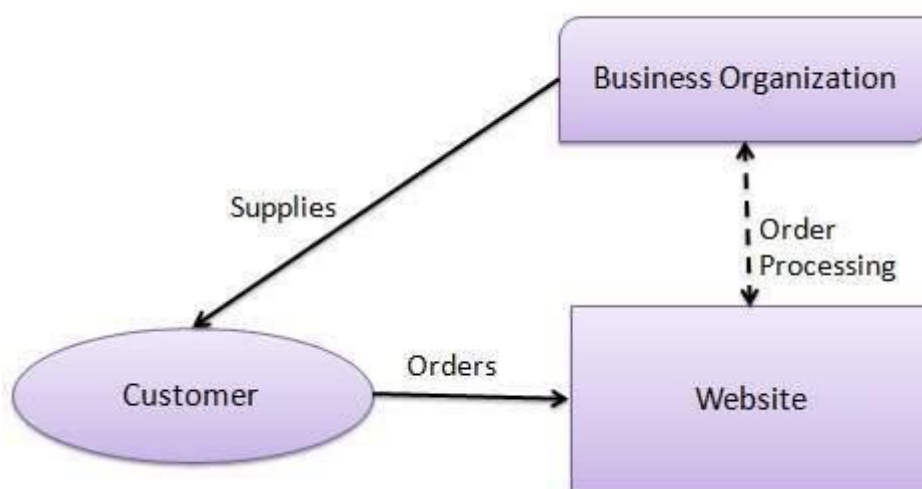
Business - to - Business

A website following the B2B business model sells its products to an intermediate buyer who then sells the product to the final customer. As an example, a wholesaler places an order from a company's website and after receiving the consignment, sells the endproduct to the final customer who comes to buy the product at one of its retail outlets.



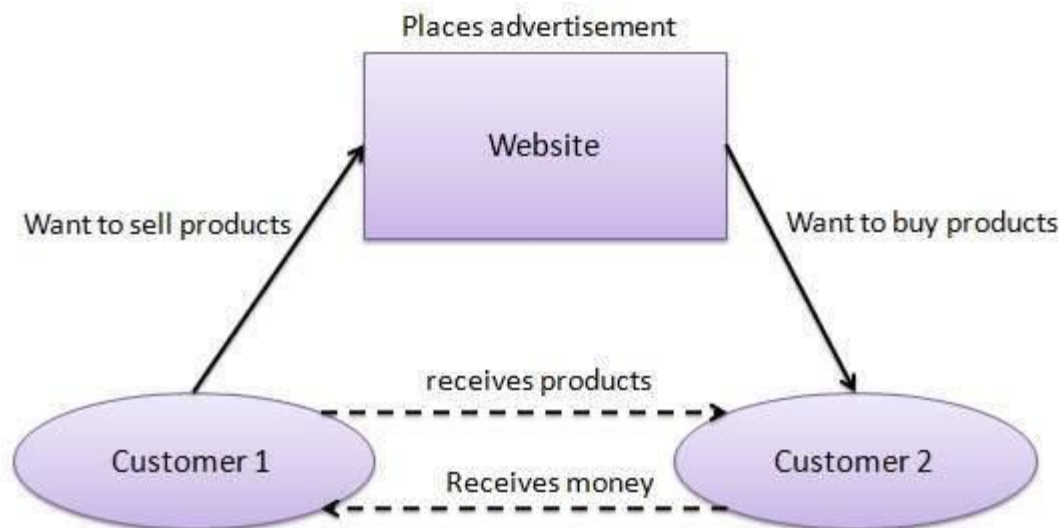
Business - to - Consumer

A website following the B2C business model sells its products directly to a customer. A customer can view the products shown on the website. The customer can choose a product and order the same. The website will then send a notification to the business organization via email and the organization will dispatch the product/goods to the customer.



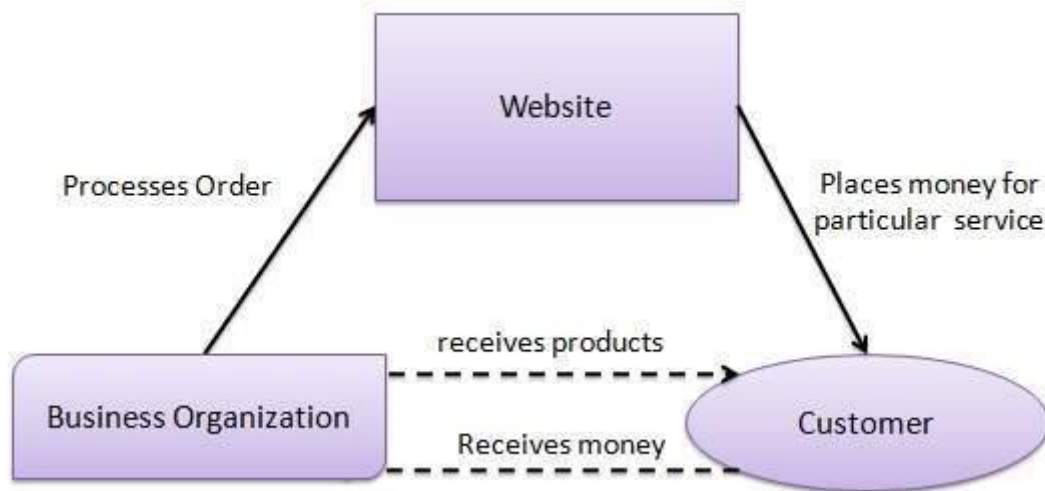
Consumer - to - Consumer

A website following the C2C business model helps consumers to sell their assets like residential property, cars, motorcycles, etc., or rent a room by publishing their information on the website. Website may or may not charge the consumer for its services. Another consumer may opt to buy the product of the first customer by viewing the post/advertisement on the website.



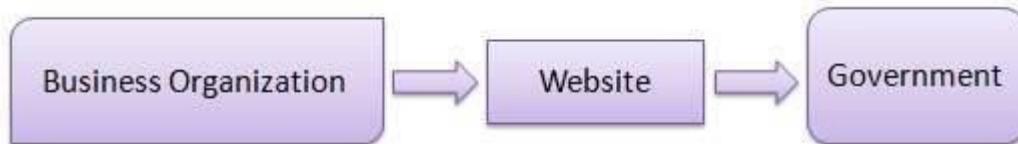
Consumer - to - Business

In this model, a consumer approaches a website showing multiple business organizations for a particular service. The consumer places an estimate of amount he/she wants to spend for a particular service. For example, the comparison of interest rates of personal loan/car loan provided by various banks via websites. A business organization who fulfills the consumer's requirement within the specified budget, approaches the customer and provides its services.



Business - to - Government

B2G model is a variant of B2B model. Such websites are used by governments to trade and exchange information with various business organizations. Such websites are accredited by the government and provide a medium to businesses to submit application forms to the government.



Government - to - Business

Governments use B2G model websites to approach business organizations. Such websites support auctions, tenders, and application submission functionalities.



Government - to - Citizen

Governments use G2C model websites to approach citizen in general. Such websites support auctions of vehicles, machinery, or any other material. Such website also provides services like registration for birth, marriage or death certificates. The main objective of G2C websites is to reduce the average time for fulfilling citizen's requests for various government services.



Short Questions

1. Write about Internet Terminology?
2. Write an overview of Internet?
3. What are Mercantile Models?
4. What is Hyper-Text publishing?

Long Questions

1. Write briefly about Chronological History of the internet NSFNET?
2. Explain briefly about Architecture and Components of E-Commerce?
3. What are Mercantile Models from the Consumer's perspective and Merchant's perspective?
4. Write briefly about World Wide Web?

Unit-3

Electronic Payment Systems:

E-commerce sites use electronic payment, where electronic payment refers to paperless monetary transactions. Electronic payment has revolutionized the business processing by reducing the paperwork, transaction costs, and labor cost. Being user friendly and less time-consuming than manual processing, it helps business organization to expand its market reach/expansion. Listed below are some of the modes of electronic payments –

Credit Card

Debit Card

Smart Card

E-Money

Electronic Fund Transfer (EFT)

Credit Card

Payment using credit card is one of most common mode of electronic payment. Credit card is small plastic card with a unique number attached with an account. It has also a magnetic strip embedded in it which is used to read credit card via card readers. When a customer purchases a product via credit card, credit card issuer bank pays on behalf of the customer and customer has a certain time period after which he/she can pay the credit card bill. It is usually credit card monthly payment cycle. Following are the actors in the credit card system.

The card holder – Customer

The merchant – seller of product who can accept credit card payments.

The card issuer bank – card holder's bank

The acquirer bank – the merchant's bank

The card brand – for example , visa or Mastercard.

Credit Card Payment Proces

Step	Description
Step 1	Bank issues and activates a credit card to the customer on his/her request.
Step 2	The customer presents the credit card information to the merchant site or to the merchant from whom he/she wants to purchase a product/service.
Step 3	Merchant validates the customer's identity by asking for approval from the card brand company.
Step 4	Card brand company authenticates the credit card and pays the transaction by credit. Merchant keeps the sales slip.

Step 5	Merchant submits the sales slip to acquirer banks and gets the service charges paid to him/her.
Step 6	Acquirer bank requests the card brand company to clear the credit amount and gets the payment.
Step 6	Now the card brand company asks to clear the amount from the issuer bank and the amount gets transferred to the card brand company.

Debit Card

Debit card, like credit card, is a small plastic card with a unique number mapped with the bank account number. It is required to have a bank account before getting a debit card from the bank. The major difference between a debit card and a credit card is that in case of payment through debit card, the amount gets deducted from the card's bank account immediately and there should be sufficient balance in the bank account for the transaction to get completed; whereas in case of a credit card transaction, there is no such compulsion.

Debit cards free the customer to carry cash and cheques. Even merchants accept a debit card readily. Having a restriction on the amount that can be withdrawn in a day using a debit card helps the customer to keep a check on his/her spending.

Smart Card

Smart card is again similar to a credit card or a debit card in appearance, but it has a small microprocessor chip embedded in it. It has the capacity to store a customer's work-related and/or personal information. Smart cards are also used to store money and the amount gets deducted after every transaction.

Smart cards can only be accessed using a PIN that every customer is assigned with. Smart cards are secure, as they store information in encrypted format and are less expensive/provides faster processing. Mondex and Visa Cash cards are examples of smart cards.

E-Money

E-Money transactions refer to situation where payment is done over the network and the amount gets transferred from one financial body to another financial body without any involvement of a middleman. E-money transactions are faster, convenient, and saves a lot of time.

Online payments done via credit cards, debit cards, or smart cards are examples of emoney transactions. Another popular example is e-cash. In case of e-cash, both customer and merchant have to sign up with the bank or company issuing e-cash.

Electronic Fund Transfer

It is a very popular electronic payment method to transfer money from one bank account to another bank account. Accounts can be in the same bank or different banks. Fund transfer can be done using ATM (Automated Teller Machine) or using a computer.

Nowadays, internet-based EFT is getting popular. In this case, a customer uses the website provided by the bank, logs in to the bank's website and registers another bank account. He/she then places a request to transfer certain amount to that account. Customer's bank transfers the amount to other account if it is in the same bank, otherwise the transfer request is forwarded to an ACH (Automated Clearing House) to transfer the amount to other account and the amount is deducted from the customer's account. Once the amount is transferred to other account, the customer is notified of the fund transfer by the bank.

Security and privacy issues affected on E-commerce:

The main privacy and network security issues affecting online businesses

In this research, I found out that most businessmen store their information online. Hartman (2003) states that online information storage is a convenient method of data storage since the company does not have to manage its own data storage system.

On the other hand, this process is risky and can result into loss of valuable data and subsequent financial losses (Shaw, 2012). In line with this Miller (2002) indicates that even though most organizations want to shift to online data storage, the issue of network security and privacy of the information hinders the companies from using this form of storage.

Miller (2002) claims that for the trader to have confidence in the computers and internet systems there is a need for them to have up-to-date computer protection systems that will prevent unintended transfer of information. Such systems include firewalls, logins prompt among other systems (Garfinkel, 2002).

Hence, it clearly appears that these security systems have been developed to prevent loss of information. Despite the security measures that have been developed, loss of information is still very common. Erbschloe and Vacca (2001) insist that further research and development of better methods of protecting information online should be encouraged.

The other point to be considered is that by use of online data storage system traders obtain their files through the internet and do not have to keep any back up hardcopies. This means that most of the information is only stored online and there are no other physical records. In line with this, Hartman (2003) argues that soft copies are easily retrievable, can be located with ease and occupy less space. By and large, Information can also be compressed making the filling system easy and less tiresome but prone to online attacks.

In spite of this, online databases are prone to attacks by hackers and these result into loss of information. Shaw (2012) indicates that hackers demand payment before releasing the information and this may lead to financial losses. In addition to the mentioned above, Myriam (2008) argues that though many solutions have been developed to curb information theft, the problem is still prevalent as hackers master the current security measures and formulate strategies of overcoming them.

During the review of literature, I came to the fact that most businessmen investing in online data storage methods have to continually update their systems and databases which is costly and expensive in the long run (Shaw, 2001). In spite of the fact that most organizations and individuals monitor their websites to check who visits them, there is a lot of fraud and internet scam cases.

Identity theft is still on increase. It entails the use of personal information or data without the owner's knowledge to commit a crime. Identity theft in online business environment takes many forms, for example, credit card information loss and IP address. Hartman (2003) indicates that there are many advantages associated with sharing information online stated in this research but there also exist a large number of unsecured websites that sell stolen credit/debit cards worldwide.

These sites affect sharing information online since a trader may fall a victim of online crime by giving his credit or debit card information to a fraudster. Khosrowpour (2004) indicates that the lost information does not only affect the buyer and the seller, but also the trust that people have in online data transfer and online business in general. Camp (2000) insists that online security and privacy must be improved if traders and customers wish to trust the system.

In terms of this research conducted, I concluded that phishing is another security and privacy issue affecting online traders. It entails the use of fake personal data, which is very similar to the original with the intention of defrauding online traders. The most common form of phishing is fraudsters making automatic bank cards similar to the original ones and requesting customers to change their particulars only to defraud their funds thus affecting their businesses negatively (Khosrowpour, 2004).

Salehnia (2002) indicates that false information is another great security threat found to affect online business environment. It must be stated that giving false information on the internet greatly

affects the trust that customers have in the system and this reduces e-commerce activities. Most customers and business persons are prone to this security threat due to the virtue nature of online businesses.

It is impossible for the trading parties to meet physically. In some instances, businessmen and customers give false information with the intention of defrauding the other party (Shaw, 2012). This problem has resulted into increase in the risk of transferring money, which hampers the development of online shopping procedures. In the past, customers and businessmen have incurred heavy financial losses leading to failure of trust in e-commerce.

Shaw (2001) indicates that most traders operating online businesses have no proper business ethics. This fact also increases the risk of e-commerce as well as reduces the trust among trading parties (Shaw, 2001). It is, therefore, important that proper security measures and appropriate strategies are undertaken to ensure that the customers' and businessmen's information is secure and confidential.

In this research, I came to a conclusion that most of business sites are regularly updated (Martha, 2009). This is a great advantage to the traders since they get very useful information to develop their business. In overall, businessmen receive bulk information via the internet most of which is false and compromised. Moreover, this information is hard to distinguish if it comes from a potential customer or a fraudster. Failure to differentiate a fraudster and a customer results into a huge number of transactions lost.

According to Kloseks (2000), there is a big increase in infringement of personal information since most of online traders have their personal rights violated. Kloseks (2000) indicated that internet has a great negative impact on the intellectual property rights of individual, i.e. patents, copyrights, and other individual rights.

Even though it is possible to protect information in the online environment, there is no enforcing body as the internet spans across many countries. It should be stated that most innovative ideas, songs and literature are propagated around the internet without the consent of the owner. From this point of view of the subject it may be concluded that this discourages the use of online trading methods. Yaniv et al. (2012) indicate that lack of privacy has resulted in infringement of the personal rights of many individuals in the social media.

The ethical issues arising from internet security and privacy in the online business environment:

Salehnia (2002) insists that there are several ethical dimensions related to e-commerce privacy and security. Most of business persons agree that security and privacy are major human rights. However, most online companies are infringing on the security and privacy rights through their abusive policies. In addition, Camp (2000) argues that privacy and security of data are important to personal liberty and personal trust.

I also found out that privacy is an essential necessity for any business or company because it protects businesses from violations of business autonomy and independence. Having control of one's business information and the right to reveal it to specific people only is essential to any developing business. This could be helpful in reducing identity theft, credit or debit cards theft and increase traders trust in online systems.

Moreover, the lack of proper information privacy and security hinders beneficial relation between different firms. This is caused by the fact that the increased number of internet fraudsters claim to be legitimate traders. According to Salehnia (2000), most businessmen find it unethical when their data is displayed during negotiations. They especially fear the threat of correction, poor judgments, criticisms and plagiarism. Most of them are also afraid that this display of information will lead to patents developed being brought back for implication resulting in loss of individuality.

In this study, I discovered that most businesses are located in different regions worldwide with different cultural values. Most businesses from these diverse cultures value information privacy and security. These regions with varying cultures have different methods of ensuring that their information is not tampered with. Salehnia (2002) states that cultural values play an important role in the determination of business view on security and privacy.

It was made clear that capitalism ethics was another factor affecting online trading. Traders campaign for decreased privacy and security can access their site and buy from them so as to ensure that customers. They do not take into consideration the privacy and security issues affecting most of the business persons in their day-to-day activities. According to Keenan (2005), there should be registered laws regulating security and privacy on these sites to protect the users.

It is worth mentioning that social media push for less privacy and security. This is harmful in the business society because it sometimes leads to psychological harm. For example, a business plan meant to be shared to one particular group only is displayed for all to view. On the other hand, some companies view this as a reward. Hartman (2003) argues that professions like journalism use public sharing in building personal brand and advertising their products.

Myriam (2008) states that due to the increased online privacy and security threats, there are many legal arguments concerning the rights to privacy and security. Business persons, in particular, strive

to have the right to privacy and security on their business data to protect business ability to make important personal information without unwanted disclosure.

The solutions to network security threats and privacy

I found out that there are many technological developments that have evolved to minimize the problem of information privacy and security in business-related internet activities, e.g. ordering purchases, browsing business information and responding to orders. In addition, it is possible to disassociate the identity of the business persons from the information/data revealed in the rest of the information. This would decrease identity theft and other related crimes as stated by Erbschloe and Vacca (2001).

Garfinkel (2002) indicates that web-based redirector is one of the modern technologies used to minimize chances of data security and privacy. He argued that redirector allows one to hide his IP address. This helps in cutting the possibilities of sensitive information theft, and is best suited for the businessmen who browse rarely (Garfinkel, 2002).

Another solution is the use of a proxy which is a very common protocol dependent method of protecting business information and security. The most common type of proxies used are web proxy which assists traders when browsing, remailer proxy which helps when emailing, and socks proxy which are more universal and allow business persons to work with many internet protocols.

I clarified that secure connectivity enables companies and business persons to protect their confidential information from eavesdropping. This is achieved by implementation of Virtual Private Network (VPN). Encryption ensures that any unauthorized person cannot access information passing across VPN by the use of mathematical algorithms.

Business persons should also monitor their network system for attacks and regularly test the security infrastructures. This can be achieved by the use of network vulnerability computer scanners which identify weaknesses. Intrusion detection systems can be used to minimize chances of security threats that may occur. Identity mechanisms also help in ensuring that only authorized users access the companies information system, this is achieved through accurate identification and authorization of network users.

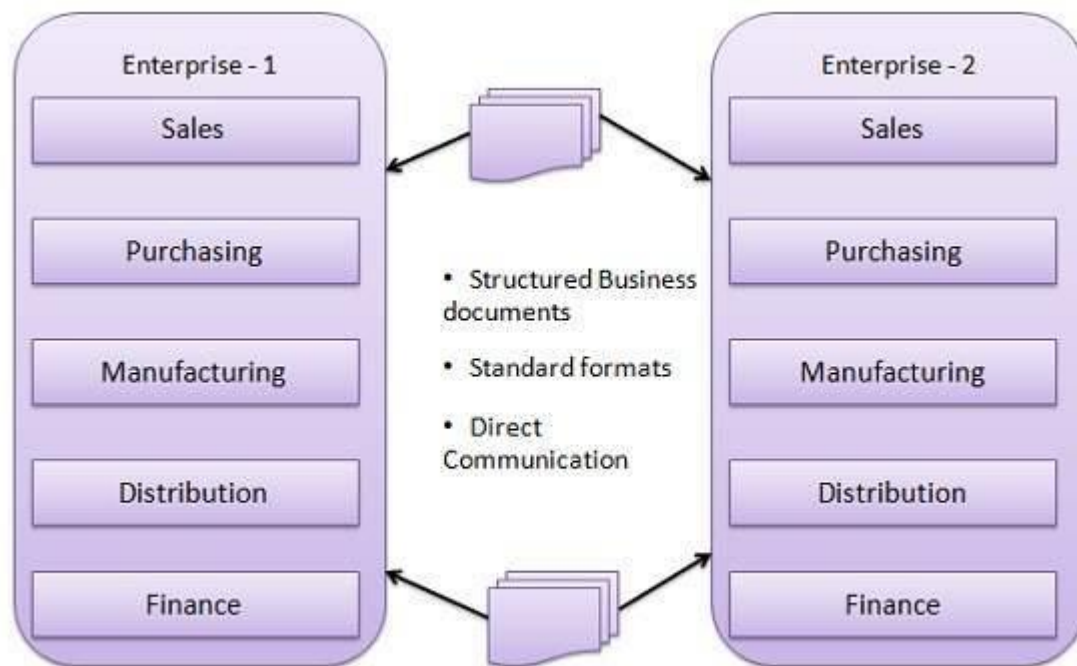
Conclusion

In conclusion, internet security and privacy are the most serious threats affecting e-commerce. These threats have many negative impacts which discourage traders and consumers from online transaction. There are many cases of privacy breach, stolen credit card details and many other security issues.

These issues must be addressed for the e-commerce to thrive. There are many solutions that have been developed to curb internet security threats which include the use of third parties to store credit card details, firewalls, antivirus, and the use of authentication when logging into websites and databases. There are also many ethical issues surrounding regulations and strategies used to curb online security and privacy threats. It is imperative that these ethical issues are addressed properly.

EDI /MIME :

EDI stands for Electronic Data Interchange. EDI is an electronic way of transferring business documents in an organization internally, between its various departments or externally with suppliers, customers, or any subsidiaries. In EDI, paper documents are replaced with electronic documents such as word documents, spreadsheets, etc.



EDI Documents

Following are the few important documents used in EDI –

Invoices

Purchase orders

Shipping Requests

Acknowledgement

Business Correspondence letters

Financial information letters

Steps in an EDI System

Following are the steps in an EDI System.

A program generates a file that contains the processed document.

The document is converted into an agreed standard format.

The file containing the document is sent electronically on the network.

The trading partner receives the file.

An acknowledgement document is generated and sent to the originating organization.

Advantages of an EDI System

Following are the advantages of having an EDI system.

Reduction in data entry errors. – Chances of errors are much less while using a computer for data entry.

Shorter processing life cycle – Orders can be processed as soon as they are entered into the system. It reduces the processing time of the transfer documents.

Electronic form of data – It is quite easy to transfer or share the data, as it is present in electronic format.

Reduction in paperwork – As a lot of paper documents are replaced with electronic documents, there is a huge reduction in paperwork.

Cost Effective – As time is saved and orders are processed very effectively, EDI proves to be highly cost effective.

Standard Means of communication – EDI enforces standards on the content of data and its format which leads to clearer communication.

MIME (Multipurpose Internet Mail Extension) media types were originally devised so that e-mails could include information other than plain text. MIME media types indicate the following things –

How different parts of a message, such as text and attachments, are combined into the message.

The way in which each part of the message is specified.

The way different items are encoded for transmission so that even software that was designed to work only with ASCII text can process the message.

Now MIME types are not just for use with e-mail; they have been adopted by Web servers as a way to tell Web browsers what type of material was being sent to them so that they can cope with that kind of messages correctly.

MIME content types consist of two parts –

A main type

A sub-type

The main type is separated from the subtype by a forward slash character. For example, text/html for HTML.

This chapter is organized for the main types –

text

image

multipart

audio

video

message

model

application

For example, the text main type contains types of plain text files, such as –

text/plain for plain text files

text/html for HTML files

text/rtf for text files using rich text formatting

MIME types are officially supposed to be assigned and listed by the Internet Assigned Numbers Authority (IANA).

Many of the popular MIME types in this list (all those begin with "x-") are not assigned by the IANA and do not have official status. You can see the list of official MIME types at <http://www.iana.org/assignments/media-types/>. Those preceded with .vnd are vendorspecific.

When specifying the MIME type of a content-type field you can also indicate the character set for the text being used. If you do not specify a character set, the default is US-ASCII.

Marketing Case Studies You Need to Swipe:

One of the best ways to grow your eCommerce business is by reading up on some real-life, practical, and proven case studies.

Whether you're a new or seasoned eCommerce marketer, there's always something new you can learn from other brands with proven results in eCommerce.

The problem?

There aren't many case studies out there that provide the **practical step-by-step** of what they did that worked.

This is why we've compiled this long list of the **best eCommerce marketing case studies** and strategies you need to know about.

This is going to be the single most comprehensive article you'll read on eCommerce case studies. So, you might want to save the link.

Looking for a specific eCommerce marketing channel you want to read up on?

Feel free to skip ahead:

[Facebook Ads Case Studies](#)

[Influencer Marketing Case Studies](#)

[Email Marketing Case Studies](#)

[SEO Case Studies](#)

[Other Case Studies](#) (Storytelling, [sales hacks](#), plugins, copywriting, and more).

If not, let's start from the top:

Facebook Ads Case Studies

1. Sugatan – Step-by-Step eCommerce Scaling from 50k/mo to 520k/mo With Facebook Ads

Updated just now [Discard Drafts](#) [Review and publish](#) [Settings](#)

Search [Filters](#) Campaign Name: sugatan [+](#) [Save Filter](#) [Clear](#) Last month: 1 Feb 2019 - 28 Feb 2019
 Note: Does not include today's data

Account overview **Campaigns** Ad sets Ads

[+ Create](#) [Duplicate](#) [Edit](#) [More](#) [Rules](#) View Setup Columns: David - Funnel 2 Breakdown Reports

	Campaign name	Delivery	Budget	Amount spent	Website purchases conversion	Website purchase ROAS (return)	Website purchases	Cost per Purchase	Website checkout initiated
<input type="checkbox"/>	[Sugatan] MOF+BOF DPA Studio CBO	Active	kr650.00 Daily	kr25,127.59	kr277,281.26	11.03	325	kr77.32	1,25
<input type="checkbox"/>	[Sugatan] MOF + BOF CBO DPA UGC	Active	kr550.00 Daily	kr16,993.17	kr201,435.45	11.85	212	kr80.16	8
<input type="checkbox"/>	[Sugatan] MOF + BOF DPA CBO Worldwide	Active	kr1,400.00 Daily	kr40,466.13	kr322,224.04	7.96	289	kr140.02	1,85
<input type="checkbox"/>	[Sugatan] MOF up Conversion CBO	Active	kr4,225.00 Daily	kr66,336.21	kr240,854.54	3.63	242	kr274.12	1,74
<input type="checkbox"/>	[Sugatan] Back-End CBO	Active	kr555.00 Daily	kr7,840.72	kr37,303.59	4.76	46	kr170.45	18
<input type="checkbox"/>	[Sugatan] MOF down Conversion CBO	Active	kr3,550.00 Daily	kr54,530.27	kr429,101.00	7.87	446	kr122.27	1,89
<input type="checkbox"/>	[Sugatan] BOF Conversion CBO	Active	kr3,275.00 Daily	kr45,133.76	kr451,538.01	10.00	415	kr108.76	3,17
<input type="checkbox"/>	[Sugatan] TOF Conversion CBO	Active	kr40,983.12 Daily	kr684,799.23	kr1,639,685.29	2.39	1,527	kr448.46	10,16
<input type="checkbox"/>	[Sugatan] TOF Creative Sheet	Not delivering Ad sets inactive	Using ad se...	—	kr0.00	—	—	—	—
Results from 41 campaigns				kr1,304,532.18 Total Spent	kr4,949,076... Total	3.79 Average	4,843 Total	kr269.36 Per Action	28,57 Total

Yes, that's us.

But we achieved some serious results in this case study and learned a lot of stuff that's worth sharing.

Results:

\$520k+ in monthly sales with 3.79x ROAS throughout the funnel.

2.35x ROAS at TOF spending \$100k+/monthly.

\$410k in revenue during Black Friday with 7.27x ROAS

Case Study Summary:

In this case study, we scaled one of our clients using Facebook ads and went from \$15k monthly ad spend to \$140k in only 4 months and through 9 main steps.

Here's the short version of how we did it:

Fleshed out the customer-centric marketing funnel (TOF, MOF, BOF) and installed Hotjar to get insights on consumer behavior.

Started testing different video creative types, placements, targeting, and other details. Used the Waterfall method to test the creatives (ad styles, buttons, thumbnails, headlines, and more).

Started preparing to scale. Killed off smaller ad-sets with the same audience and increased the budget by 20%-30% TWICE per day for 2-3 days.

Increased the budget 1 month prior to the Christmas and Black Friday sales. Launched Facebook messenger and email collection campaign before the sale started. Also created different VIP sale for people who either: a) gave us their email address or b) subscribed to our messenger list.

Once we had built up bigger remarketing audiences for flash sales, we started running Facebook ads for the whole Black Week and gave 10% off to everyone who we pixelated and 20% off for VIP sales (only for 24h).

And this is only the tip of the iceberg.

Read the whole [eCommerce Facebook ads case study here](#) to learn what else we did to scale and our approach to creatives.

Also check out our separate [guide to eCommerce Black Friday](#) to learn how we generated 45% of yearly revenue in 3 months!

2. GrowRevenue.io – 0 to 29.5x ROAS in 3 Months for Furniture eCommerce Site Using “See, Think, Do” Strategy

Consideration Stage	Audience
See	People who wear clothes [Use: shoes/phones/guns/microprocessors]
Think	People who wear clothes who are thinking they need some.
Do	People who wear clothes who are thinking they need some, & are looking to buy them right now.

Results:

Went from spending over \$2,000/mo on social campaigns with 0 to 29.x5 ROAS in 3 months.

Case Study Summary:

eCommerce store specializing in niche furniture style with an AOV of \$1,300 applied a “See, Think, Do” Facebook ad strategy to significantly improve their ROAS.

The essence of the strategy is to create specific campaigns with different targeting, creatives, and CTA for each stage of the marketing funnel. Here’s what they did:

Uncovered past mistakes and did an audit of their previous social campaigns. Found that ads weren’t set up correctly, audiences were too broad, they weren’t using URL tags, and more.

See phase: They created a video view campaign that was launched as a general prospecting tool with the effort to gain brand recognition with new audiences.

Think phase: The information from the 'See' phase was used to update and refine the audience for the 'Think' phase. When it was time to run the traffic campaign, after the success of the reach and video view campaigns, the leads visiting the eCommerce site were significantly more qualified.

Do phase: By this stage of the funnel, the audience was already familiar with the brand and the products and more prepared to take action. Finally, they narrowed down the audience and launched a conversion campaign.

Sometimes, fixing past mistakes can have a huge impact on your ROAS. Check out the full [Facebook ads eCommerce strategy](#) to learn what they did in more detail.

3. Depesh Mandalia – \$7M in eCommerce Sales With 21x ROAS Using Facebook Ads

Ad set name	Budget	Amount spent	Website purchase ROAS (return)	CPM (cost per 1,000 impressions)	Impressions
🔗 Past Purchases - C...	kr1,000.00 Lifetime	kr842.31	46.06	kr116.74	7,215
🔗 Past Purchases - Y...	kr1,000.00 Lifetime	kr826.39	38.29	kr118.07	6,999
🔗 Past Purchases - S...	kr1,000.00 Lifetime	kr810.66	87.03	kr112.33	7,217
▶ Results from 3 ad sets ⓘ		kr2,479.36 Total Spent	56.87 Average	kr115.69 Per 1,000 Impr...	21,431 Total

Results:

\$21x ROAS in November generating \$7M+ revenue with \$341K ad spend.

Generated \$15M+ revenue total in Q4.

Case Study Summary:

This eCommerce store sells ski and snowboarding apparel and gear with an AOV of \$200 and had a great understanding of their target audience. Here's a quick rundown of this case study:

Defined the target audience and creative personality elements early on. They wanted to make it clear that the brand was a snow/ski apparel brand. With the creatives, they wanted to sell the experience itself and make the customers feel something.

Approached ads with a fast bite-sized testing method: Set up the campaign structure for rapid testing, used fast-paced testing at scale, used test insights to build ads ready to scale, and used ad impressions for high output testing.

Used 'soft scaling' rules focusing on horizontal scaling through duplicating ad sets and segmenting into ad, gender, placements, devices, and so on.

Implemented their testing process in multiple countries to test new markets.

Used FOMO with past knowledge of purchasing habits around Black Friday and made sure they wouldn't sell out quickly during Black Friday.

A lot of this case study was based on testing and evolving around Facebook's algorithm

4. Valentina Turchetti – How a Beauty eCommerce Generated \$14K in 5 Days With Facebook Ads

Results:

Generated 14,325\$ in 5 days with \$1,568 ad spend on Black Friday with a single ad (9.13x ROAS).

Case Study Summary:

Here's what the beauty and haircare eCommerce brand did to generate 166 purchases with a single ad:

Created a conversion campaign and tracked purchases as an ad event.

Used retargeting to target audiences who: visited the website in the last 60 days, made a purchase in the last 60 days, added products to their carts in the last 60 days, email leads of customers of the last 3 months, and used lookalike audiences. Also targeted their audience for interests (hair brand names and beauty interests), and women aged 24-55 in Italy.

Wrote minimal, clear, and specific copy. Focusing on main keywords like "Black Friday", "hair", "beauty", and "sale". Made sure the sale amount (50%) was the focus of the ad image and focused only on the discount with the copy. Also used SEMrush's Topic Research feature to find relevant keyword ideas.

Used a high-quality picture of a collage of real products and a clear "Shop Now" CTA.

Sometimes, simple ads and creatives perform best. Learn more about this [eCommerce Facebook Ads strategy](#) here.

5. Growth Cave – \$18K in Revenue at 659% ROAS For an eCommerce Company In 4 Months

Save Filter

Clear

Lifetime: May 12, 20

659% ROI

\$18,700+ in revenue generated

View Setup

Columns: Custom

Breakdown

	Website Purchase ROAS (Return	CPM (Cost per 1,000 Impressions)	CPC (Cost per Link Click)	Purchases Conversion Value	Mobile App Purchases Conversion	Website Purchases Conversion
5	4.51	\$13.41	\$2.62	\$732.30	\$0.00	\$732.30
2	2.7	\$6.84	\$0.54	\$4,860.07	\$0.00	\$4,860.07
5	14.3	\$12.89	\$0.64	\$13,127.58	\$0.00	\$13,127.58
1	6.59 Average	\$8.32 Per 1,000 Im...	\$0.60 Per Action	\$18,719.95 Total	\$0.00 Total	\$18,719.95 Total

Results:

Generated over \$18,700 in revenue at 659% ROAS in 4 months using Facebook ads.

Case Study Summary:

In this case study, Growth Cave used their '8 Figure Framework' to grow an eCommerce company to \$18K in revenue.

The framework is based on 3 simple core campaigns:

Retargeting.

Previous customer upselling and cross-selling.

New customer prospecting.

Here's what they did:

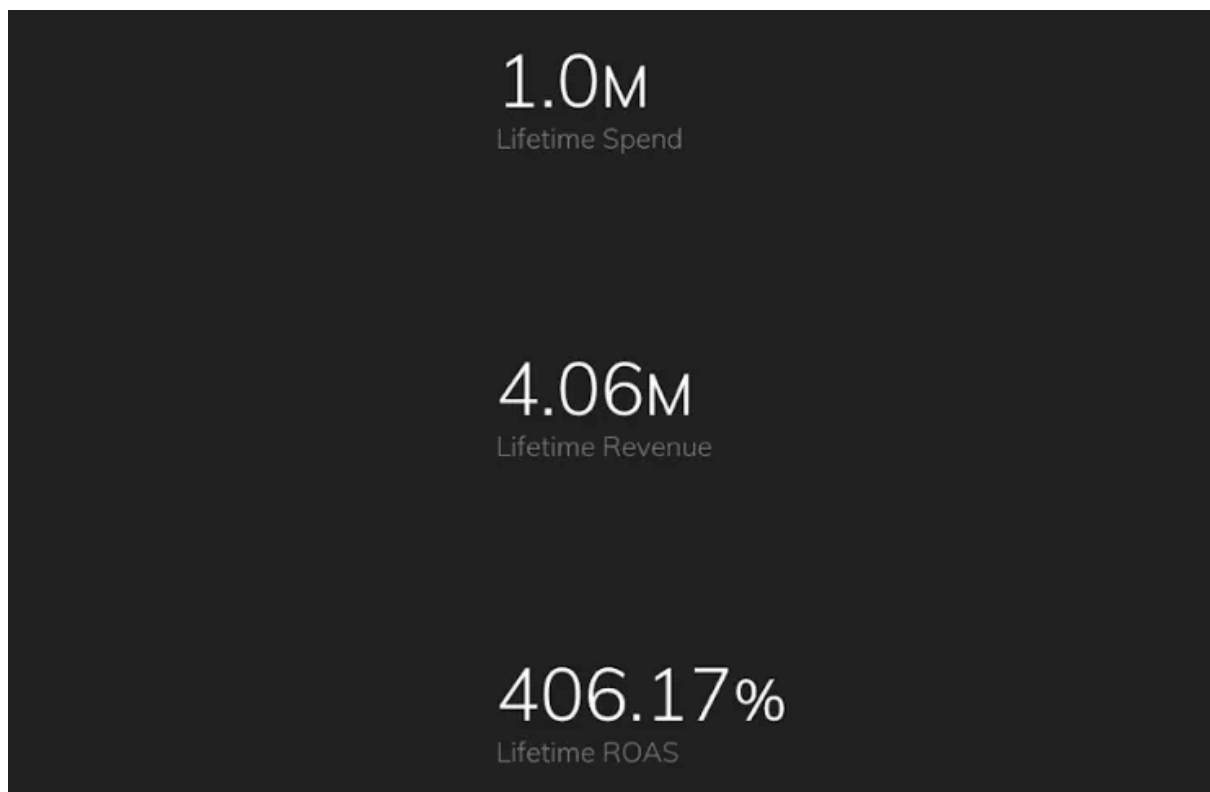
Create a carousel of products retargeting customers who had interacted with those products and offered a 20% discount coupon to encourage them to complete the purchase.

Set up campaigns upselling their newest products. In the ad copy, they made sure to call out these previous customers and thank them for their support throughout the year.

To find new customers, they did 2 things: 1. Created a list of all their high AOV customers. 2. Created a list of all of their repeat customers (people that purchased 2 or more times in the last 6 months). For this eCommerce business, their new customer prospecting campaigns were designed to showcase only the best selling products in simple, clean ad formats (slideshow videos).

And that's it! The best part about this case study is that the above core campaigns in theory can work for nearly every eCommerce business regardless of their budget, size, and so on. Check out the full [Facebook ads eCommerce case study](#) to learn more about the campaigns and how much each of them generated.

6. Common Thread Collective – \$1M Ad Spend at 4x ROAS



Results:

Generated \$4M in sales.

Made a 4x ROAS on the first \$1M and 3.8x ROAS on the full \$1.5M.

Sold over 80,000 pairs of pet-themed socks over the course of 45 days.

Case Study Summary:

In this case study, Common Thread Collective (CTC) built, managed, and scaled a campaign of epic magnitude. The brand (pet-themed personalized socks) was spending \$500 per day on Facebook ads and wanted to make millions over the holiday season.

Here's what happened:

To prepare, they created multiple ad accounts and raised the ad account spending limit to \$100,000 a day through their Facebook rep. Made sure the website could handle the traffic and fixed other technical issues for scaling.

Ran PPE campaigns for 7 days before going into aggressive scaling to find the winning ad creative that gained a 4xROI.

Created 50+ lookalike audiences, 200+ custom audiences, 500+ variations of lookalike and custom audiences broken out by placements, bid types, etc.

Killed off ad sets that weren't working and scaled the winning sets. If they got 4-5 add-to-carts, they made a call on whether to kill or to scale the ad sets.

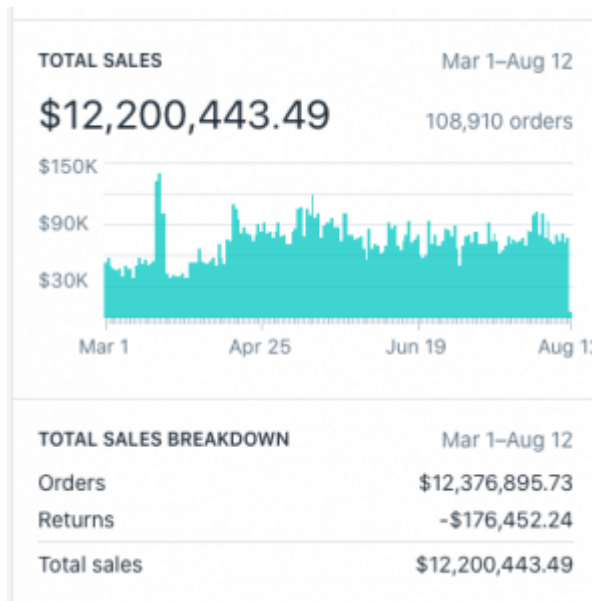
Duplicated winning ad sets and increased the budget (3x-4x depending on the size of the audience) and used auto-bidding. Then, they duplicated that winning ad set again 3-5 more times with different manual bids.

Used influencer marketing to increase their reach. Used the same ad creative but changed the ad copy so that it felt more organic and native to their community.

It's rare to see ad campaigns planned out at this level. Read the full [eCommerce Facebook ads](#) case study for more info and main takeaways.

Influencer Marketing Case Studies

7. Sugatan – How to Generate \$350k/Mo with Influencer Marketing



Just so happens, influencer marketing is also one of our specialties.

Results:

\$350k/Mo from influencer marketing with an easily replicable 3-step process

Case Study Summary:

2 Main priorities we look at within influencer marketing are:

Generating revenue – Measured through discount codes, Google Analytics, so on.

User-generated content (UGC) – Measured through the number of creatives.

Here's a breakdown of our process :

First, we define our influencer marketing goals. Usually, it's generating sales or getting user-generated content.

Then, we define our influencer type. We mostly consider celebrity influencers, macro, micro, or nano influencers – depending on the audience and niche.

We use Scope to find potential influencers, filter them down to our requirements, and Yesware for our email outreach campaigns.

Then, we upload the list of influencers (either generated from Scope or the manual research is outsourced) to Yesware, set up our outreach templates and add at least 3 email follow-ups to the flow.

From there, we negotiate the price, process, and deliverables. Unless the influencer requests a high rate or we need something very specific, we don't do contracts.

Obviously, some things depend on case-to-case here. But for the most part, our process stays the same.

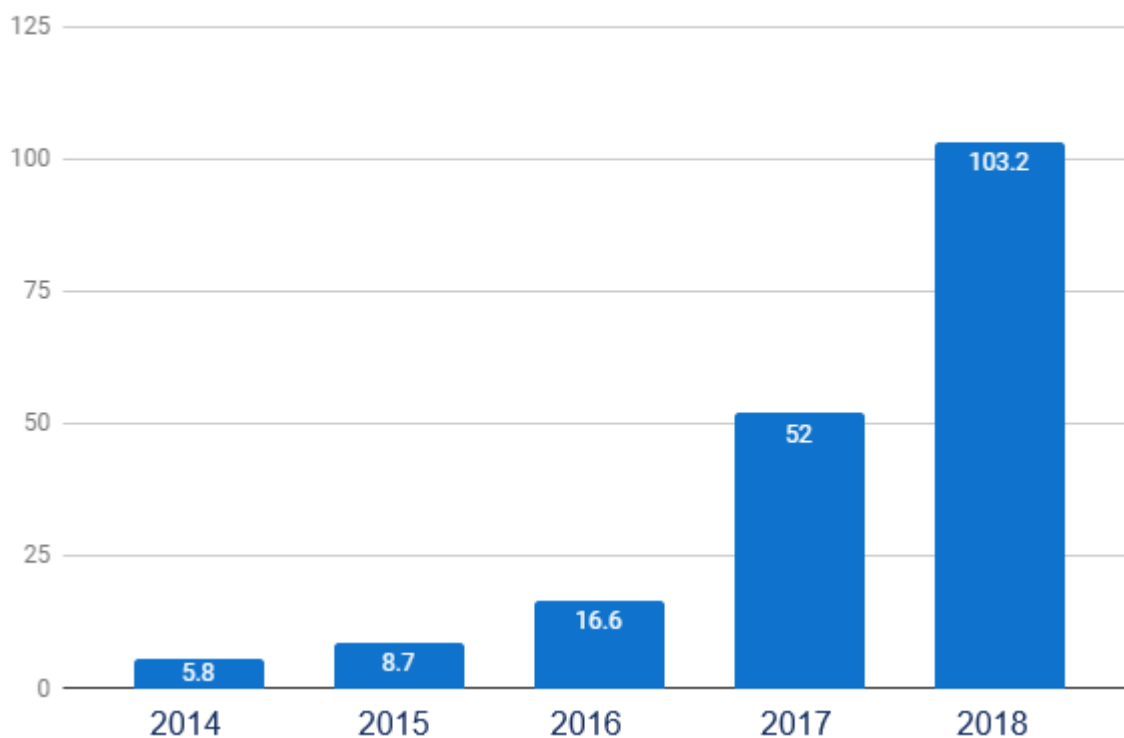
Check out our full [eCommerce influencer marketing](#) for a more detailed look into our process and the exact variables we define for our marketing.

8. Gymshark Growth Story – How Gymshark Grew by 200%+ Year On Year and Hit \$57M in Sales

Gymshark Sales Growth



■ Sales (Millions)



Results:

Grew 200%+ Year on Year and generated \$57M in sales.

193% compound sales growth from 2013-2016.

Achieved worldwide cult-like following in around 7 years.

Case Study Summary:

The Gymshark story is a classic tale of influencer marketing and social media done right. Here's how they disrupted the gym apparels market:

Only selected specific influencers and used scarcity to associate Gymshark brand with high-quality.

Sponsored various social networks, organized meet-ups, and flooded just about every social media channel with different kinds of influencer content (Instagram, TikTok, Facebook, even Twitter, Pinterest, etc). Even created a Gymshark Spotify playlist to reach a broader audience.

Partnered with fitness and lifestyle influencers on TikTok.

Announced the "66 Days | Change Your Life" challenge on social media platforms where followers were asked to choose a personal goal and upload an initial photo of themselves. 66 days later, they had to update their photo for a chance to win a year's supply of Gymshark goods.

Built long-lasting relationships with fans and were present on the biggest social networks engaging with their fans.

See the full [Gymshark influencer growth story](#) here:

9. HiSmile – Growing From \$20k Investment to \$40M eCommerce Powerhouse in 3 years With Influencer Marketing

Results:

Went from \$20k investment from the founders to over \$40M in sales from over \$100k customers across the globe.

The founders recognized a gap in the oral hygiene market that they capitalized on with the right teeth-whitening product (vegan, cruelty-free) and branding.

Case Study Summary:

HiSmile is a teeth whitening company that's dominating the teeth-whitening niche. In just over 3 years, the 2 founders achieved explosive growth by targeting millennials and working with some of the biggest influencers in the world (Kylie Jenner, McGregor, and many other huge celebs).

Did a ton of customer and product research and created a strong, no-hassle offer: vegan, cruelty-free teeth-whitening product with a full money-back 30-day refund guarantee.

Took a “throw spaghetti at the wall and see what sticks” approach in the beginning and published a lot of content for everyone from 15-35 years of age. Then, they found the biggest component of their social media strategy – targeting media influencers.

Invested nearly all of their initial \$20k into targeting micro-influencers at first and sent out their products in hopes of getting mentioned on social media.

Started posting on social media a lot once they gained traction and used influencers’ content to increase their reach. Created different types of content for each channel (e.g. under 45 second videos on Facebook talking about the product).

Invested in improving their website user-experience, set up subscription pages (e.g. monthly toothpaste), improved site speed and SEO, and started getting major media coverage – gaining explosive growth from all sides.

The truth is, they utilized more than just influencer marketing, but HiSmile’s success was no fluke. Check out the full [HiSmile case study](#) to learn more about their overall digital and social marketing strategy.

10. Coconut Bowls – Instagram Giveaway That Resulted in 41K Emails, 37K followers, and 15K Shares using VYPER

Results:

With less than \$1,000 Coconut Bowls was able to generate over 41K emails in 4 weeks using influencer and viral marketing.

Reached over 222,263 pageviews, added 37,703 new social followers, and generated 41,820 new email leads.

Case Study Summary:

Coconut Bowls is a Shopify eCommerce brand that sells coconut bowls. Getting people to share and engage with household products like bowls is no easy task for a marketer. And with less than \$1,000, they wanted to generate a huge amount of buzz focusing on social shares, referral loops, and engaging content (UGC).

Here’s how:

Built a specific giveaway landing page for one of their highly sought-after products using VYPER. Used highly converting features and tricks (FOMO, countdown, CTA styling, etc.) to achieve a 18% landing page conversion rate.

Started creating Instagram content and leveraged UGC to get the ball rolling.

Emailed their newsletter list.

Worked with partners and influencers to share their content.

Encouraged followers to comment and engage with the giveaway post by tagging their friends. Added reminders and updates in all emails to new followers.

This case study proves you don't need a huge budget to succeed. Rather, a dedicated fanbase can go a long way. Learn more about the [Instagram giveaway case study](#) here.

11. MVMT – Bootstrapped From 0 to \$300M Exit in 5 Years While Disrupting the Watch Industry

Results:

Bootstrapped from 0 to \$300M exit in 5 years.

Sold over 1.5M watches, sunglasses, and other accessories in 160+ countries worldwide while disrupting the watch industry.

Case Study Summary:

What started as a journey at the age of 22 with \$20,000 in debt, the 2 founders of MVMT managed to disrupt one of the oldest, most legacy-filled, and competitive industries in the world. They used crowdfunding, influencer marketing, paid ads, and SEO to grow their brand from scratch.

With Kickstarter refusing their pitch twice, they used Indiegogo with an initial goal of \$15,000 – which they crushed by raising over \$300,000 from 3,000 backers within 50 days – becoming the second most-funded fashion brand on the platform in 2013.

Targeted small-to-midsize influencers instead of going after the big celebrities. Created a “#JoinTheMVMT” platform and made it easy for influencers to become brand ambassadors on their website.






Started posting content on Facebook, YouTube (some of which gained 1M+ views), and Pinterest (7M+ UNIQUE viewers), Tumblr (which had the biggest impact).

Used Facebook, Instagram, and Google ads to push their products in front of the right people. Used on-brand style for the design and copy and pushed out new ads almost daily.

Optimized website for SEO and UX (page speed, usability, etc.), and used email marketing to further boost the revenue.

There's a lot more to this eCommerce case study as MVMT achieved A LOT in just 5 years. Check out [how they disrupted the watches industry](#) here.

12. Fashion Nova – Beat Out Dior and Gucci to Become the Most Googled Fashion Brand in the World Using High-Level Influencer Marketing

Total Visits ⓘ May 2019, 🌐 Worldwide		+
Domain	%	#
 fashionnova.com		15.11M
 gucci.com		8.124M
 louisvuitton.com		8.523M
 dior.com		3.780M
 versace.com		1.782M

Results:

Generated over \$400M within 18 months after launching their website.

Grew Instagram brand with over 20M total followers on 3 different accounts at a growing rate of 600% year over year.

Partnered with more than 3,000 high-profile celebrities (including Kylie Jenner, Cardi B, Khloe Kardashian, and more).

Case Study Summary:

Everyone's heard of Fashion Nova at this point. But this wasn't always the case. Here's briefly what contributed to their huge growth:

Focused on distributing content on Instagram by updating their feed every 30 minutes in the beginning and built up their social media presence from scratch.

Used the Influencer Marketing Pyramid model which targeted 4 levels of influence. Customers & followers, superfans (“NovaBabes”), top-tier influencers. The level of passion and expertise increases from the bottom to the top. The levels are: “I Know It”, “I Like It”, “I Love it”, and “I Live it”.

Optimized for ultra-fast fashion and being so cheap that everyone could buy their products. This helped with their viral growth and was also highlighted by top-tier celebrities wearing such affordable clothes.

To make sure they wouldn’t fall behind, they started adding 600 new items weekly.

Learn more about the [Fashion Nova growth case study](#) here.

13. FrankBody – \$20M in 2 Years Selling Unique Coffee-Based Skincare Product



Results:

Generated over \$20M in 2 years.

Over 800K+ followers for a project that started as a side project.

Case Study Summary:

Frank Body makes eCommerce skincare cosmetic products based on coffee. The project began with minimum funds, developed a lovable brand character (“Frank”), and used influencer marketing to grow and develop a loyal following.

Created a unique brand voice – a dirty-talking, lovable character called Frank that helped the company differentiate itself from competitors. This approach made the customers feel more engaged with the brand as they referred to a person instead of a corporation. Even the package they created was well-thought, minimal, and fun to make it appealing for new-generation customers.

Relied on user-generated content heavily and used influencers or everyday individuals in their social made showing the outcome or results. Every package came with a small note saying “We’d love to know what you think. Share your feedback using the #frankeffect” hashtag.

Along with UGC, they also started using influencers to quickly spread the word.

Used engaging newsletter designs, offer, and copy to keep their customers coming back for more. Used punchy copy and design in product pages and featured real customer images in reviews.

Expanded across Facebook and YouTube which ended up being the main sources of traffic for Desktop users.

This summary doesn’t do the case study justice. Learn the full [eCommerce case study](#) and check out their branding to see why FrankBody was so successful.

14. Alphalete Athletics – Using Content & Community to Grow a Multi-Billion Dollar Apparel Brand

Results:

Multi-million dollar annual revenue.

Highly engaged 750k+ Instagram followers and thousands of fans showing up to meet-ups all over the world.

Case Study Summary:

To build an eCommerce brand, you need something to stand out. This was the case with Lululemon, Gymshark, and the case with Alphalete too.

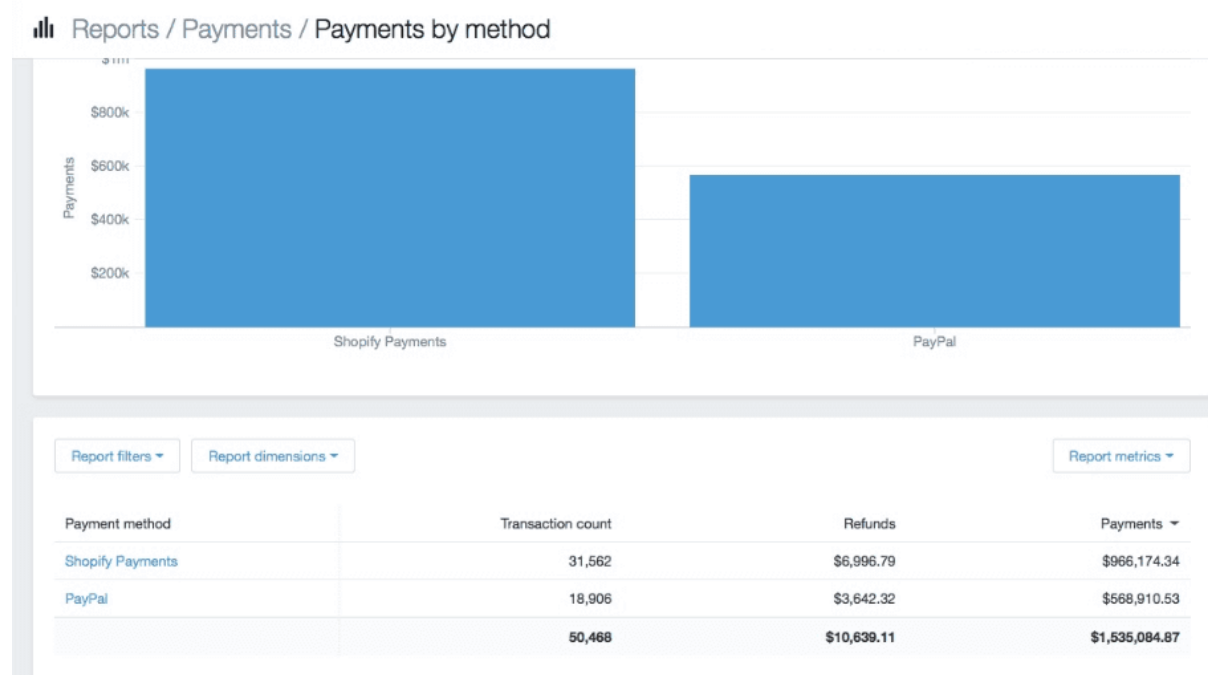
The founder started documenting their journey early on with his vlogs on YouTube in 2015.

Decided to make Alphalete a launch-based eCommerce company with occasional restocks in between releases. Used FOMO-based marketing and authenticity to grow their loyal tribe.

Started creating quality content (extensive, professional photoshoots, guides, interviews, etc.) and used influencer marketing to work with sponsored athletes to open new markets.

Alphalete shows no signs of stopping anytime soon. This case study is a great example of an eCommerce company capitalizing on authenticity, quality production and branding, and die-hard customer interactions. Check out the full [Alphalete eCommerce teardown](#) here.

15. Attrack – Generating Sales Boost of \$1.6M at 3.5x ROI From Influencer Marketing



Results:

With an initial investment of \$300K, the influencer was able to generate a sales boost of \$1.6M

Achieved a 5x ROI on influencer marketing activities.

Case Study Summary:

In this case study, Attrack helped a body fitness eCommerce CEO boost the company's sales and maximize the ROI from their influencer marketing campaign. Here's how it went down:

First, they optimized the body fitness website for better conversions. Revamped products, services, content, and designed a new logo for the company.

Reached out to other influencers to get the CEO of the company (also an influencer) featured on their body transformation posts (highlighting her fitness program).

Ran an email drip campaign aimed at driving sales and conversions once they started getting more subscribers. The idea behind this was to pitch more products and services to people who were already interested in the fitness brand.

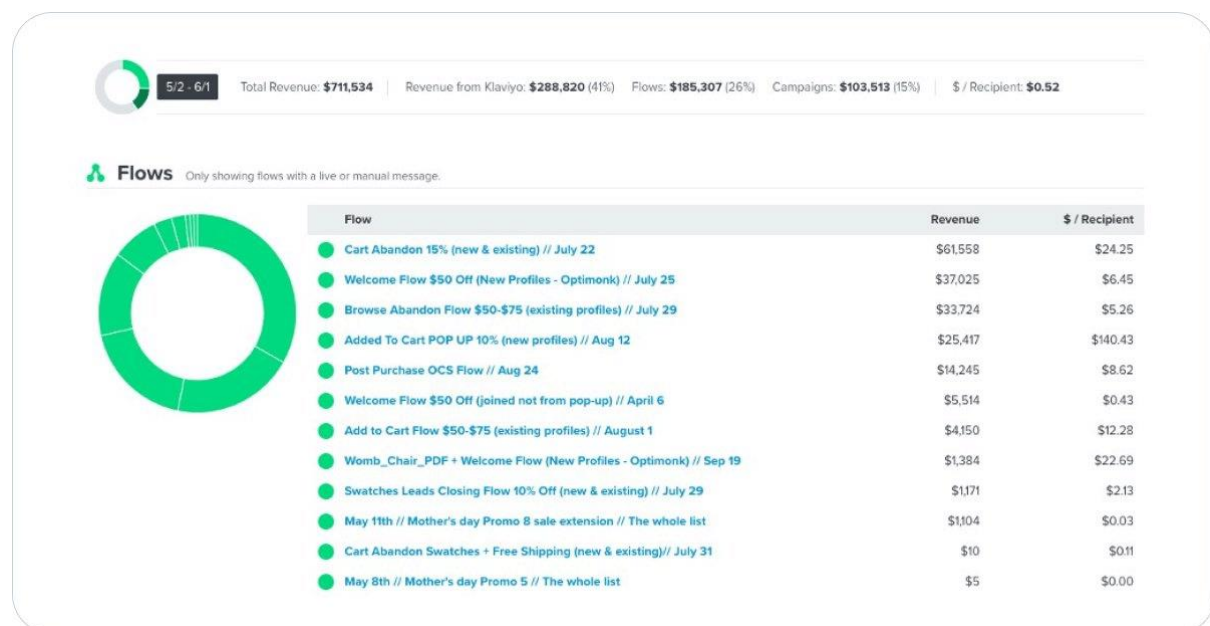
Revamped the influencer's content strategy and promoted her as a health and fitness influencer. The key theme of the campaign was to promote her programs and their ability to transform a person's body.

Started offering bundled packages and services to cater to different customer needs and to upsell products and increase revenue.

Check out the full fitness [influencer marketing case study](#) here.

Email Marketing Case Studies

16. HustlerMarketing – Taking Eternity From \$0 to \$289K/Mo In Email Revenue



Results

Went from \$0 to \$289K/mo in 11 months.

Boosted store revenue \$700K+ in the last 30 days.

Email marketing brought in 40% of the store's revenue.

Case Study Summary:

HustlerMarketing grew Eternity Modern (an online furniture store that sells mid-century modern furniture to customers globally) from \$0 to \$289K/mo in email revenue.

Defined 3 main challenges that were preventing the store from maintaining solid ROI early on.

Set up beautifully crafted email automation, got rid of spam issues to improve deliverability, and implemented 60-day content and promo-based marketing strategy.

Created 9 different email flows, including: Welcome flow (pop-up), browse abandonment, add-to-cart, add-to-cart pop-up, cart abandonment, 7-day email sequence, post-purchase order count split, special upsell/cross-sell flows, re-engagement, and win-back flows.

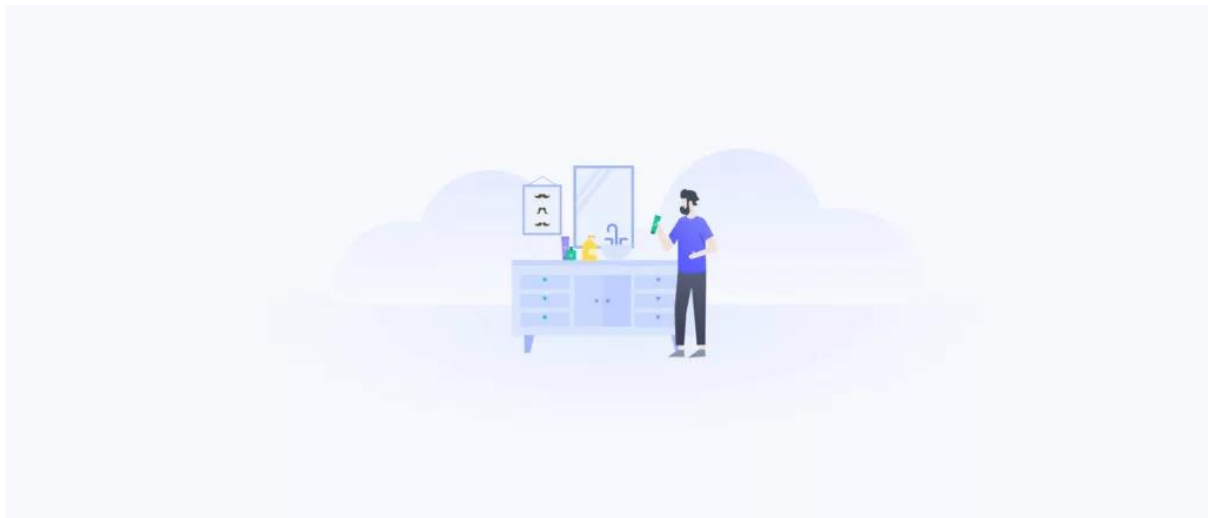
Added regular nurture and promotional newsletters to their existing list. Made sure to highlight news when possible (e.g. Black Friday, new product launches, etc.) to keep emails fresh and subscribers engaged.

Went from 2x a week emails to 4x a week over the months, sending more frequently during big holidays and related promo dates. Continued tweaking and experimenting with the engaged segment levels on a weekly basis, from 30-day engaged to 365-day engaged – depending on the list response.

Email marketing can save you a ton of time and effort. Check out the fully [eternity modern](#) case study for more info on what they did and the exact email creatives they used.

PS – Be sure to check out our podcast with Bostjan from HustlerMarketing for more info on email marketing as well as personal development here:

17. Beardbrand – Going From \$30 to \$100K in Monthly Recurring Revenue Through 13 Different Marketing Tactics



Results:

Built and grew a men's grooming company from scratch to pulling in over \$100K/Mo.

Case Study Summary:

In this case study, Sleeknote goes into detail about how Beardbrand (grooming eCommerce company) grew from scratch to generating over \$100K monthly. In total, they used 13+ strategies to grow the eCommerce business.

Defined buyer persona incredibly in-depth and positioned the brand around the beard lifestyle. Opened a curiosity gap at checkout to turn prospects into repeat customers.

Created content first, grew organically, and then, as demand rose, began selling products. Created SEO-optimized content around top-of-funnel, middle-of-funnel, and bottom-of-funnel search queries based on their products (e.g. "how to grow a thick beard fast" and similar content). Invested in YouTube videos early on too.

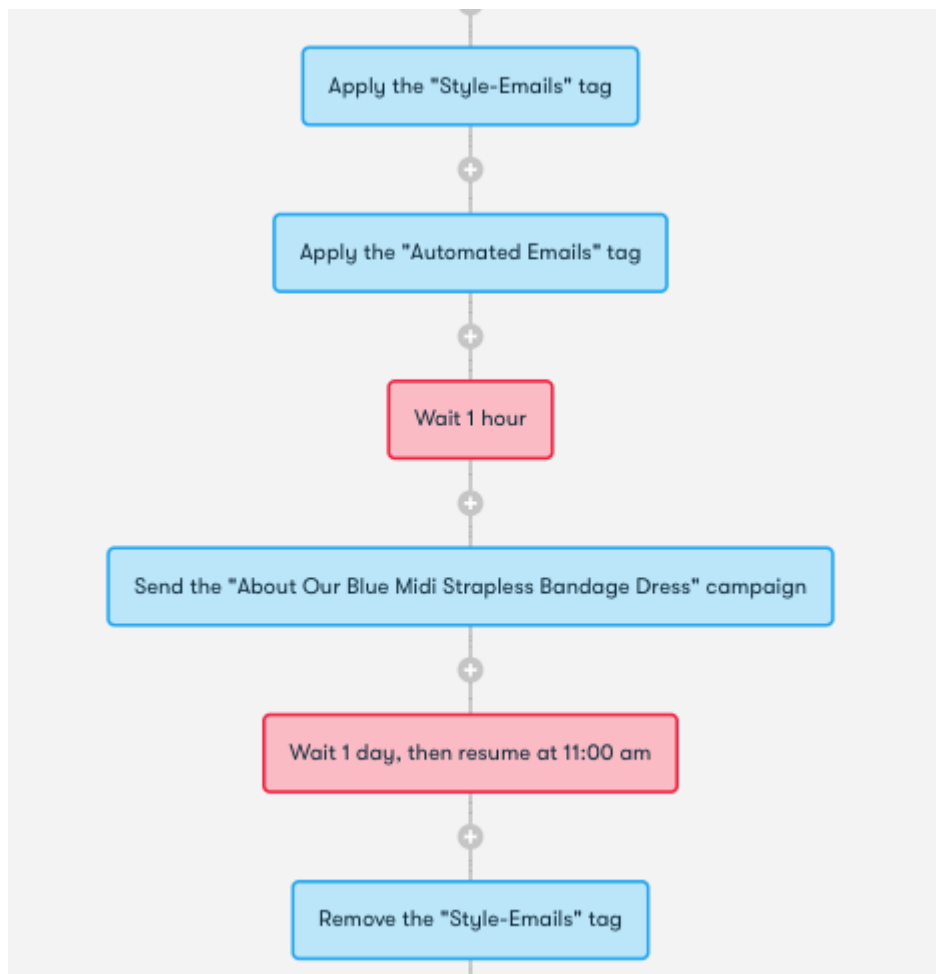
Promoted popular content with Facebook ads and started answering every frequently asked questions in their content to overcome customer objections.

Utilized email marketing to turn prospects into customers with a drip email course and offered rewards upon completion, which they could only claim if they bought something else.

Used cart recovery emails in their email marketing AND Facebook retargeting ad to close forgetful buyers.

There's a lot more that went down in this case study behind-the-scenes. Check out the full [beardbrand marketing](#) for more info and other strategies they used to grow the eCommerce brand.

18. TheKewlShop – 22% Boost in eCommerce Store's Monthly Revenue With This Email marketing Strategy



Results:

Grew company's revenue by 22% in 12 months with minimal added costs.

Started continuously converting 5% of email prospects into customers.

Case Study Summary

TheKewlShop is an eCommerce shop that sells dresses, shoes, and leggings online. Because women's fashion products niche is a fiercely competitive online market, they had to get creative when

acquiring customers as cheaply as possible. Here are the 3 main strategies they used to get more revenue.

Developed weekly email series only for existing customers on content, style tips, and other topics that the customers of that niche care about.

Profiled habitual discount-hunters to maximize their profit margins. Aligned individual buyer behavior and tagged leads in drip campaigns based on whether or not they believed the customers needed discounts to buy.

Set up product-page abandonment campaigns so that customers would get an email about the product page they were looking at if they hadn't bought within 60 minutes.

Learn the exact email drips they used and more about the [lifecycle marketing](#) case study here.

19. DockATot – Making \$87K With a Single Email and Kickstarting Explosive Growth

Results:

Generated \$87,000 lift in sales from a single community welcome email. Gained a 42% open rate and 6.2% click-through-rate on the same email.

Follows up with a drip campaign that generated more than \$110,000 in a year by giving their target audience (new mothers) an excuse to buy.

Case Study Summary:

DockATot sells a unique product that helps newborn babies gain better sleep and in turn, also helps new mothers gain their sleep back. The product is a combination of a blanket, cot, and a baby lounger.

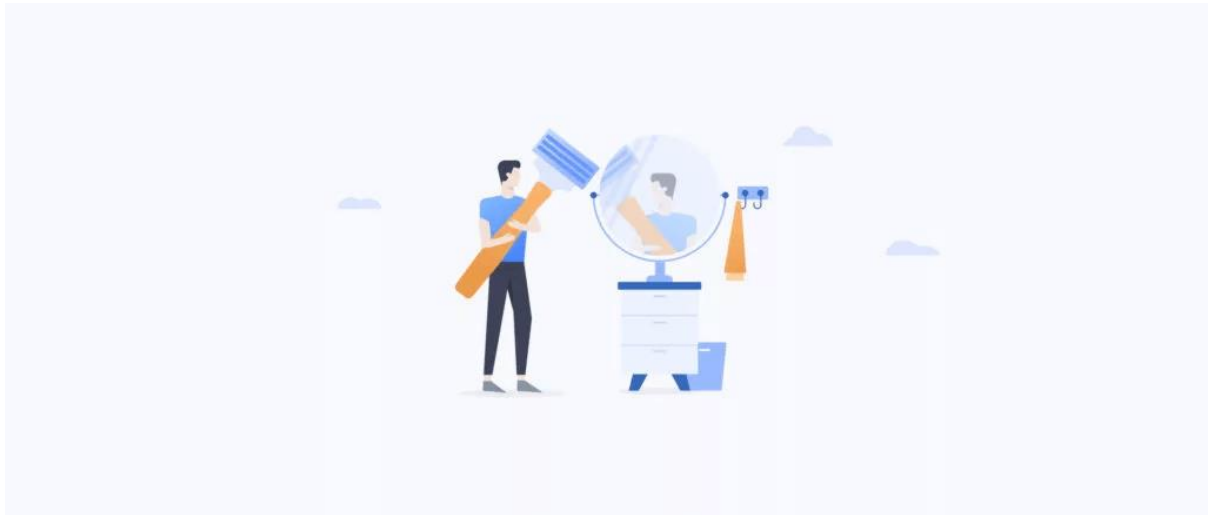
Created a strong welcome email that gets sent out when a customer joins the company's community. Rather than trying to sell to new members, they emphasized three major ways in which the members would benefit from being part of the community.

Used multiple CTAs, with the main objective being to immerse new mothers into the DockATot community.

Created educational content to invite new mothers to engage with the company's FAQ. Made sure to also address objections and other concerns they had before purchasing.

While DockATot practically invented a new product category, there's also a lot you can learn from their email marketing efforts. Check out the [full welcome email case study](#) to see the full email and learn why it worked so well.

20. Harry's – Reverse Engineering a \$400M Startup and Recover Abandoned Carts With a Twist



Results:

\$250M in venture capital.

\$200M in revenue in 2017 alone.

3 billion monthly recurring customers and counting.

Case Study Summary:

Harry's razor is a quality monthly subscription shaving eCommerce brand that competes with the likes of Gillette, Dollar Shave Club, and others. They used 5 main strategies that can be applied to just about any eCommerce store.

Created 2 main emotionally-driven story archetypes for the brand: 'The welcome prophet' (remedy to the overly expensive razor blades problem) and 'The scrappy underdog' (David vs Goliath style branding that positions Harry's as the underdog against the big shaving companies). Created separate branding material and marketing content for both archetypes.

Won new business with a replicable word-of-mouth referral engine through which they gained 100K email addresses through a week-long pre-launch campaign.

Built white hat SEO backlinks through 3 eCommerce link-building tactics: ‘The Best-of Backlink Builder’, The Poster Boy Formula’, and ‘The Marketer Magnet’.

Converted on-the-fence potential customers with 3 proven ad angles: Positioning, Objection handling, and Damage mitigation.

Engaged subscribers and increased product AOV with the CPS method – Cart recovery (with a twist), product praise, and stealth promotion.

The best part is all these marketing tactics are applicable to most eCommerce businesses. There’s nothing stopping you from trying out a similar marketing tactic. Swipe the full [Harry’s marketing](#) case study to see examples and more detailed explanation of each step.

PS – Check out our own guide to [to learn how to generate 40%+ of your revenue using emails alone.](#)

SEO Case Studies

21. Huckberry – Going From \$10K to \$1M Revenue in 1 Year Through Affiliates, Content, and Email Marketing

Results:

Went from personal investments of \$10K to making \$1,000,000 revenue in 1 year.

Grew to 80+ employees and selling well over 750,000 products per year.

Case Study Summary:

Huckberry is a multimillion-dollar outdoor retail eCommerce company with a simple, yet undeniably effective approach to marketing.

Created a unique product website (everything from men’s winter clothing to quirky camping gear) and brand story.

Invested in affiliate marketing and ambassador programs early on when they didn’t have a lot of cash for advertising. Created valuable content in the form of roundups, gift guides, gear guides, and more so that SEO would kick in later.

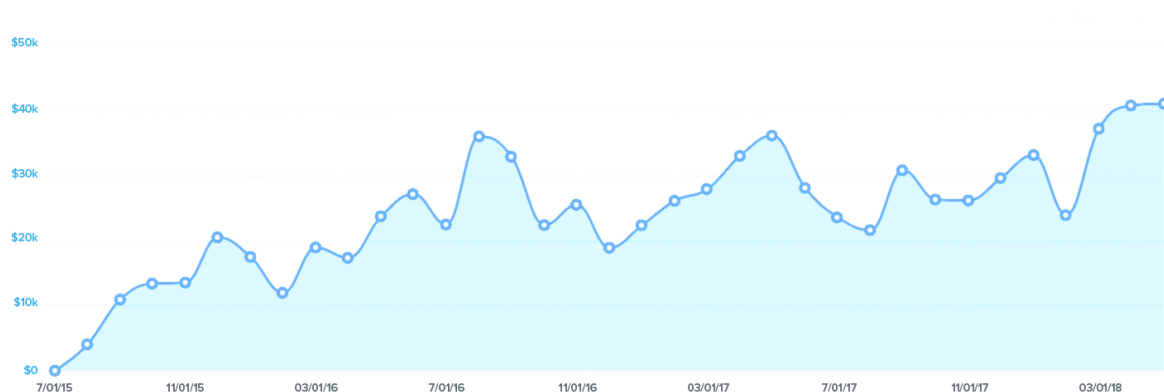
Built a killer email drip campaign so that users would have to sign up to be a Huckberry member. Added value to customers instead of selling in emails. They even weren’t afraid to send their subscribers to other websites.

Experimented with Facebook and Instagram product abandonment retargeting ads. Optimized landing pages for conversion with A/B testing. Analyzed and understood every nuance of the customer journey.

Finally, started increasing repeat buyers by building authentic relationships with customers (by having ‘real talk’ emails). Then, built a loyal community through grassroots marketing.

By mixing old-school grassroots marketing and storytelling techniques with modern-day eCommerce growth-hacking tactics, they managed to create a winning formula that propelled them into a multimillion-dollar eCommerce business. Learn more from the [Huckberry brand story](#) here.

22. TrailBlaze – eCommerce SEO Case Study – From \$0 to \$900K in Less Than 3 Years



Results:

\$900K+ Revenue generated at 250% average ROI.

Achieved 4% conversion rate and 245% average year-over-year user increase.

Case Study Summary:

In this SEO story, TrailblazeMarketing helped scale an eCommerce business from the ground up using SEO and other growth campaigns.

Started from the very beginning, chose BigCommerce to meet the business, user, and customer requirements and prepared a smart structure that could scale in the future.

Optimized the “money pages” (category pages), created a site-wide search engine, and whenever they would earn backlinks, they funneled that authority back to the product pages through internal linking.

Turned their focus to Google Shopping, focusing on quality and structure of each paid-campaign to decrease their acquisition costs.

Optimized website for desktop in a mobile-first world because that's where most of their traffic was coming from (because businesses were a core audience for the eCommerce client).

Tried a few different attribution models to increase the accuracy of all their future optimization.

This case study is a prime example of what's going on behind-the-scenes and the more technical sides of growing an eCommerce business. Check out the full [eCommerce SEO case study](#) for more detailed steps.

23. DiggityMarketing – eCommerce SEO Case Study – Going From \$43K/Mo to \$91K/mo in 8 Months



Results:

Went from generating \$43K a month to \$91K a month – a 112% increase in overall revenue.

Grew eCommerce client's traffic by 417% in 8 months.

Increased the positions for their core high-value keywords by 1467 positions on Google.

Case Study Summary:

In this case study, DiggityMarketing helped their eCommerce client work out the best approach for tracking organic search traffic. Here's the custom strategy they came up with for the client operating within a small B2B furniture niche.

First, they established eCommerce E-A-T (Expertise, Authority, Trust) and started earning backlinks. Improved the eCommerce website's low-hanging fruit like the UX, visual changes, mobile optimization, and more.

Did a technical audit, removed all traces of their old website from the Google index, removed duplicates, and cleaned up other legacy strategies.

Started creating evergreen, SEO-optimized content and added internal links to keep the customers on the website longer.

Did a page-by-page product and category page analysis. Then, started on-page optimization of individual pages.

Did a competitor analysis using Ahrefs, created more content (infographics), and launched backlink outreach campaigns to improve their Google ranking.

Organic traffic is no joke. Learn what they did in the full [eCommerce SEO case study](#) to find out how you can boost your own organic traffic.

24. Robbie Richards – 150,732 Visits With a 6-Step SEO Process Within the Drone Niche

Feb 12, 2015 - Nov 11, 2015: ● Sessions

May 15, 2014 - Feb 11, 2015: ● Sessions

3,000

1,500

Primary Dimension: **Keyword** Source Landing Page Other

Plot Rows

Secondary dimension

Sort Type: Default

Acquisition	
Keyword ?	Sessions ? ↓
	12,134.74% ↑ 150,732 vs 1,232

Results:

Increased organic traffic by 11,065% in just 6 months.

Generated 20,314 organic page views with a single blog post and captured 2,335 emails.

Case Study Summary:

Robbie Richards outlines his 6-step SEO process to grow his client's drone business website – a relatively new, but extremely competitive niche.

Performed keyword research from scratch and found evergreen topics targeting beginner pilots (core persona at the time).

Started targeting keywords related to educational content on how to fly quadcopter and other drones. Created the (at the time) best guide which was more in-depth and high-quality than the other articles that were ranking on Google.

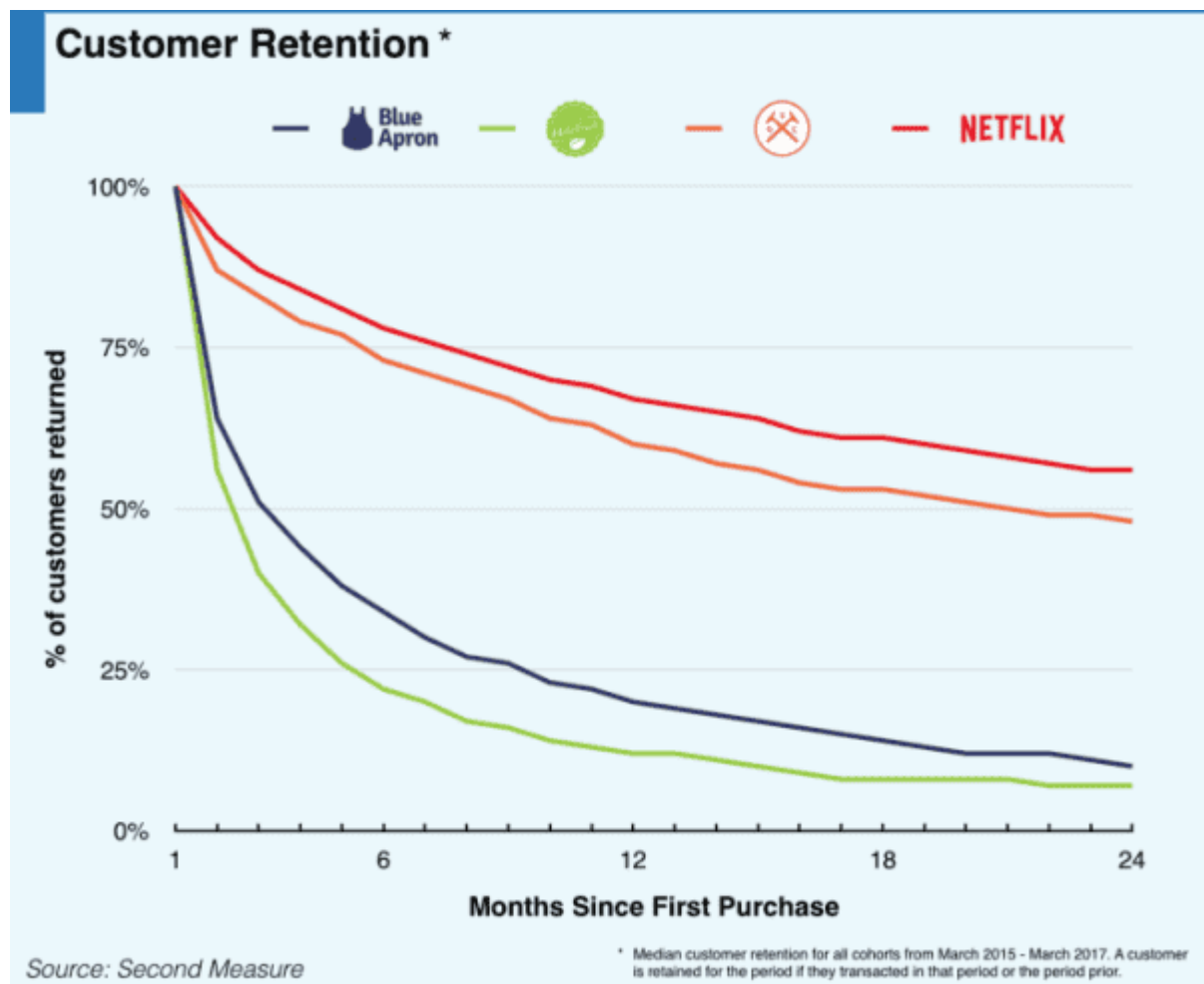
Optimized the website blog for best on-page SEO practices, included a lot of external and internal links, improved page speed, and made the content more UX-friendly.

Inserted a pop-up and lead-box to start generating subscribers from the traffic they were gaining to the blog posts.

Promoted content on Quora, online forums, set up social media automation, distributed it to other channels, and used 4 different outreach strategies to build backlinks.

The full case study is incredibly in-depth in an interesting niche. Check out the full [SEO case study](#) here.

25. YouFoodz – Explosive Growth of Revenue by 3000% Through Customer Lifecycle Marketing and Keeping Churn Under Control



Results:

5%-10% sales growth week over week, 3846% increase over 14 months.

Consistently kept churn rate under control and increased retention rate for customers (subscription/repeat orders).

Case Study Summary:

YouFoodz is a food delivery service. They don't force users to subscribe to weekly or monthly delivery and the meals don't have to be cooked. Their business model is very much like a SaaS company, but they used many eCommerce tactics you can also duplicate.

Found a strong product-market fit for customers who care about their health and are very passionate about the quality of life above most things. They also went the extra mile by lowering the

barrier to entry – no delivery free, flexible payment options with zipPay, and customers can cancel any time.

Built a strong brand through word of mouth and SEO marketing. Spent millions of dollars into a media campaign across Instagram, Facebook, and YouTube, as well as programmatic video and display advertising. Also ran online co-marketing campaigns with publishers in the food and travel industry.

Used strong audience engagement to stay close to the customer and reduce the churn rate. Used email drips, reactivation campaigns, and retargeting to establish omnichannel touchpoints with customers – especially if they hadn't ordered within 1-2 months.

Reduced customer acquisition cost through referral programs (offered a free meal for a referral). Used SEO to bring in customers without any direct costs – gained traffic value of up to \$58K in paid ads, for free!

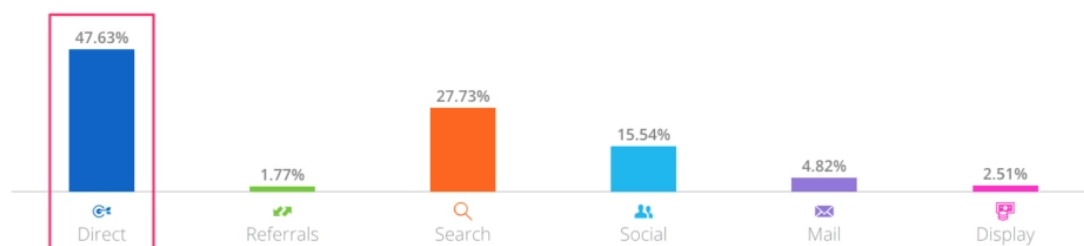
Leveraged 4 main metrics for success: product-market fit, brand awareness, churn rate, and customer acquisition cost.

YouFoodz approached their subscription meal delivery business like a SaaS business. And it paid off greatly. Check out the full [YouFoodz marketing](#) case study for more info on what they did to grow and how you can copy their process.

26. MeUndies – 9 Strategies to Grow by 1,583% in 3 Years

Traffic Sources ⓘ

On desktop



What do you think about our traffic sources analysis? [Send Feedback](#)

Results:

Grew 1,583% in 3 years.

Achieved an estimated annual revenue of \$60M.

Case Study Summary:

MeUndies is a direct-to-consumer underwear brand. They used 9 main strategies to achieve explosive growth for the eCommerce brand.

Created a homepage quiz to turn visitors into buyers and help them “find their first pair” of underwear based on their preferences (style, feel, color, etc.).

Created ascension ladder to increase customer retention rate. Used several chances and upsells to upgrade a one-time purchase into a membership (monthly subscription with exclusive benefits).

Built a replicable referral engine to gain customers consistently. Wrote a killer headline and CTA for the referral program (“get free undies”, “Give 20%, get \$20”). Simplified the referral process and UX to increase customer engagement.

Wrote a go-to gift guide which accounted for a lot of their direct traffic. Sponsored many podcasts which also gave them a backlink from the podcast page. Started getting featured in roundup/gift guide posts (men’s clothing guides, etc.).

Activated new subscribers with small wins, used persuasion triggers and cart recovery emails to boost sales, asked for feedback to improve products, and boost social engagement.

There are a lot of practical steps you can swipe from this case study. Check out the full [MeUndies marketing](#) case study for more detailed info on each step.

Other eCommerce Marketing Case Studies

27. BlendJet – Generating \$163K in 30 Days Using Reduce Cart Abandonment Shortcut Plugin

Site	Website Type	Platform	Pro	Total Codes Issued	Times Redeemed	Redemption Rate	Total Sales	AOV	ROI
blendjet.com	Smart Tech ▼	Shopify	Yes	7147	3406	47.66%	\$163,644.50	48.05	1,036.17

Results:

Generated \$166,633 and recovered 3,406 abandoned carts in 30 days.

Of 3,000 email subscribers that would have otherwise abandoned their cart or left the site, 1,336 converted into new customers – adding \$63,861 to the store’s revenue.

Case Study Summary:

BlendJet runs an eCommerce store that sells portable blenders. Like many other stores out there, they were losing sales on abandoned carts. Here’s a simple trick they did to remedy this:

Installed the Reduce Cart Abandonment Shortcut (Sumo plugin) popup on their website and ran a Google Optimize test to see if it would increase or decrease their conversion rate.

Implemented a “10% off” popup offer for when users were trying to abandon their cart or checkout page. Shoppers who activated the offer could copy the discount code or click ‘Continue’ to add it to their order with one click.

Achieved 29.37% conversion rate because the popup was based on the visitor’s behavior – and wasn’t random.

Simple case study. But sometimes a simple plugin works best. Check out the full [Shopify sales](#) case study for more info.

28. Shopify Store That Doubled Their AOV From \$28 to \$55.60 in 24 Hours Through Discount Sales Hack



Results:

Increased AOV from \$28 to \$55.60 in 24 hours by A/B testing a simple two-step discount tier sales strategy.

Generated \$2,035 in 24 hours.

Case Study Summary:

This simple sales discount strategy turned buying products into a game for the visitors. It takes advantage of the commitment bias as well. Here’s how this sales hack worked:

Created 2-step discount tier strategy. Discount tier 1: Offers visitors 10% off any order over \$45. Discount tier 2: Offers visitors 20% off any order over \$90 (after the visitor has added >\$45 of products to their cart).

Once a visitor adds over \$45 worth of products to their cart, the notification bar on the site updates to let them know the 10% off has been applied to their order. Then, it let the visitors know how much more money they needed to spend to get more savings.

By gamifying sales, you're making spending more money with your business fun. When customers see the progress bar progress, they're more likely to spend more on your eCommerce store to reach the next level. Check out the full [eCommerce average order value case study](#) for more info and which plugin they used.

And check out our 99+ [eCommerce hacks to boost your sales](#) for more quick hacks like this one that can instantly boost your sales.

29. Koala – From 0 to \$13M in 12 Months Through Unique and Out of the Box Marketing to Break Through the Noise

Results:

Generated \$13M in sales in their first 12 months.

Used some unique and out-of-the-box marketing tactics and strategies to sell high-quality mattresses.

Case Study Summary:

Koala is an Australian-made eCommerce company that sells high-quality mattresses. It's hard to communicate with potential customers what a mattress feels like. Here's what Koala did:

Created an incredibly high-quality product with a STRONG, risk-free offer (free shipping, 120 nights trial period, return warranty, \$100 off your first purchase). Started creating high-quality content around their products (e.g. how to unbox the mattress) and made it easy for customers to buy by adding an Afterpay option.

Invested heavily into Facebook ads and unique video content that showed off their mattress with a 'Zero Disturbance Test'. Starting running Google Ads Words on branded campaigns, competitor campaigns, and product campaign keywords.

Used persistent email marketing (4-6 follow-ups) to push customers to the first purchase.

Here's where the out-of-the-box marketing tactics kick in. They used offline marketing tactics to break through the noise in a crowded market through billboards to communicate a mass-market message.

Used podcast advertising and sponsoring to push their product in front of their target audience.

Ran a 'Snooze Cruise' campaign in which customers could book a time and then, a van with the mattress came to their location so that they could try it out for free.

They also thoroughly optimized their eCommerce website, checkout process, post-purchase follow-up flow campaign, committed to a good cause (helping Koalas charity), and MORE. This is one incredibly in-depth case study and they really pushed the boundaries to sell a unique product.

Check out the full [Koala growth case study](#) here.

30. Sleeknote – Increasing eCommerce Website Traffic by 63% Through Pinterest Ads

<input type="checkbox"/>	Source ?	Sessions ? ↓	% New Sessions ?	New Users ?
		63.21% ↑ 	1.92% ↑ 90.28% vs 88.58%	66.35% ↑
<input type="checkbox"/>	1. pinterest.com			
	01-Mar-2017 - 31-Mar-2017		92.64%	
	01-Feb-2017 - 28-Feb-2017		92.06%	

Results:

Increased Pinterest referral traffic from ads (Buyable Pins) by 63%

Case Study Summary:

Here, Sleeknote realized the potential of Buyable Pins on Pinterest, and because most of their target market was on the platform anyway, they decided to experiment further.

Chose the 'boost engagement' advertising goal to grow their following.

Created own, custom audience based on women's fashion interests and trends.

Set up targeting to advertise to American consumers and set the maximum CPE bid to \$0.95. Added UTM code to the destination URL for their Promoted Pin to track the results and analytics.

Simple campaign, but strong results. Pinterest is often underrated in eCommerce. Check out the full [Pinterest ads](#) case study to learn how to use Pinterest to grow your traffic.

31. Bellroy – 7 Million-Dollar Growth Secrets of an eCommerce Innovator



Results:

Disrupted the wallet industry by creating a new and better product that bridged the gap between style and functionality.

Used 7 unconventional strategies to get more traffic and higher conversions.

Case Study Summary:

Bellroy is an Australian-based, accessories eCommerce brand for all things carrying goods, men's wallets, cases, and more. They gained a reputation for being "the best men's wallet you can buy".

This case study is a bit different from the other ones covered, but it's definitely worth reading.

Here are some of the many marketing strategies they used to grow the brand.

For Black Friday – created a subscriber-exclusive promotion list for customers to receive the discount (building FOMO through email creatives, copywriting, UX, and more).

Used "The Life Force 8" (concept from Cashvertising) to maximize their ad conversions. Which are as follows: 1. Survival, enjoyment of life, life extension. 2. Enjoyment of food and beverages. 3. Freedom from fear, pain, and danger. 4. Sexual companionship. 5. Comfortable living conditions. 6.

Being superior, winning, keeping up with the Joneses. 7. Care and protection of loved ones. 8. Social proof.

Created unique offerings to market to the affluent (e.g. corporate gifting solutions and customized wallets to reward your team or clients). Played on the social approval angle and used clever copywriting for their buyer persona's upsell.

Translated their website and ads into other languages to reach other countries (started with Germany).

Partnered with brands in similar vertices (ideally those with a wider reach than Bellroy) to create new products. E.g. partnered with Google to develop a sleeve for Google's Pixelbook. Played on the social proof and exclusivity angles.

Bellroy is a very interesting brand to study and replicate their marketing tactics from. Check out the full [Bellroy marketing](#) case study to learn what else they did to generate more conversions.

32. GrowthRock – Increasing eCommerce Product Page Conversion Rate By 13.9% Through Benefits-Centric Copy

VARIATION	CONVERSION RATE (RANGE)	RELATIVE IMPROVEMENT VS A: ORIGINAL	ABSOLUTE POTENTIAL LOSS VS A: ALL	CHANCE TO BEAT A: ORIGINAL	CONVERSIONS / VISITORS
BASE C A: Original http://www.amerislep.com/		-	0.53%	-	488 /
V1 B: Variation http://www.amerislep.com/		+1.1-31.7%	0.00%	98%	526 /

Results:

Achieved multi-million dollar increase in annual revenues by rewriting product details page.

Increased checkout conversion rate by 13.9% rate.

Case Study Summary:

GrowthRock used 3 advanced copywriting tactics to increase the conversion rate for their direct-to-consumer mattress eCommerce brand.

Went way deeper into the 'Why' of the product benefit. Instead of buying a drill, people don't buy a "hole in the wall", they buy the ability to hang family portraits in their house to make it feel like home. Realized that the more expensive, complicated, or important your offer is for the reader, the more your copy needs to connect with their deepest hopes and fears.

Focused on the customer gaining more energy and less pain as the main mattress benefit (instead of just “better sleep”).

Overcame customer inaction by painting the picture that doing nothing would lead them to be worse off. Positioned themselves as the market leader using comparative statements to deposition competitors.

It’s usually the little things that result in big change. This [eCommerce copywriting](#) goes way beyond than basic bush-league ‘features to benefit’ tactic. Check out the full guide to learn how to take your copywriting to the next level.

33. Sunski – From Vintage Pair Sunglasses into a \$2M eCommerce Business Through Highly Engaging Marketing

Results:

Launched the company with a Kickstarter goal of \$9800. Later scaled to a \$2M brand that redefined quality sunglasses for outdoor enthusiasts.

Case Study Summary:

Sunski created sustainable and high-quality sunglasses designed for modern style and outdoor performance. Here are some of the highly engaging marketing strategies they used to scale the company:

Created a virtual ‘try-before-you-buy’ feature on their website and made it so that customers could narrow down their products based on gender, head size, and face type.

Made a fun and unique FAQ page to answer visitors’ most pressing questions – using comedy, humor, and singing. This style of communication matched their brand and allowed them to stand out and be memorable.

Retained existing customers with an admirable loyalty club. Whenever customers took action, they were rewarded for doing so. Customers got \$5 for joining, reviewing a product, sharing something on social media, and so on. Customers would also get a \$5 cart abandonment email if they didn’t finish their purchase.

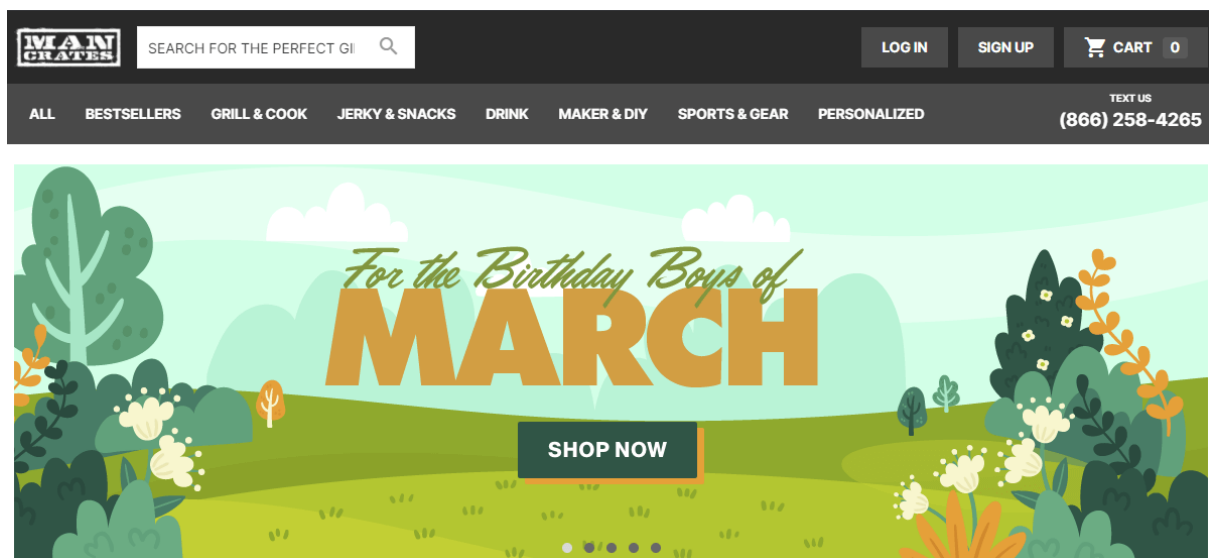
Because Sunski wanted to associate their products with quality and prestige, they added a lifetime warranty and made sure it was everywhere (banner, FAQ, product description, etc.). Made sure to also communicate their other values (environmental responsibility, product quality, recyclable packaging, etc.).

Leveraged package marketing to increase customer engagement. Used fun copy, thanked the customer for shopping with them, and used other engaging packaging.

Increased their reach with a replicable referral engine. Enriched reviews and increased credibility with a multistep review sequence. For posting a review, customers would get a 20% discount code.

Check out the full [Sunki marketing](#) case study for a more detailed breakdown of their 9 engaging marketing strategies.

34. ManCrates – Turning \$1000 into \$10M+ Through Clever Storytelling, Content, and Branding



Results:

Turned a \$1000 loan into \$10M+ worth eCommerce company.

Scaled from a 3 team operation running out of a garage to a 50+ person company with multiple distribution centers across the U.S. At a staggering growth rate of 4900%

Case Study Summary:

ManCrates is a unique brand dedicated to redefining what it means to buy the perfect gift for a loved one. When it comes to gift-giving, ManCrates focuses on the buyer's anticipation for finding (and buying) the perfect gift.

Used SEO search intent and optimized their main landing page for variations of "gifts for men" and "man crates" keywords. Optimized the landing page around finding the perfect gift as the main CTA – instead of making a purchase straightaway.

Used visual storytelling to build anticipation and clever copywriting to convince prospects that they've found the perfect gift through product descriptions.

Teased the product unboxing experience to reduce cart abandonment and used anticipation throughout the entire funnel to turn visitors into customers. By showing prospects what the package would look like upon delivery, they reduced the likelihood of cart abandonment.

Personalized the buying experience with pre-written, personal note notes. Created a share-worthy unboxing experience through fun packaging and copy.

Improved customer retention with personalized gift reminders. They encouraged customers to mark special occasions (e.g. gift for father, husband, brother, etc.) to encourage more purchases and increase retention. This way, they would have more purchases throughout the entire year, not just during gift-giving seasons.

Used gift guides, reviews, and other nudges to reduce decision fatigue and encourage on-the-fence buyers.

ManCrates is a perfect example of successful storytelling and brand awareness within eCommerce. See the full [marketing case study](#) for more info and examples.

Value Added Network(VAN):

Definition: A VAN (value added network) is a private network provider that focuses on offering network services such as [secure email, message encryption](#) and management reporting. Their goal is to facilitate EDI (electronic data interchange) among online companies, providing a convenient way for ecommerce businesses to securely communicate and share data.

How a VAN is created

When a common carrier such as a telecom company leases communication lines to a network provider and that provider then enhances those lines by adding additional services, it has created a Value Added Network. While EDI is the primary focus of VANs, the improvements or enhancements a network chooses to add is what differentiates networks.

What VANs do for online businesses

When it comes to sharing standard based or proprietary data, VANs make it easier for online businesses to share by becoming the one point of contact for them. They then ensure all of the necessary information is shared with the intended receivers, reducing the number of direct contacts the business has to make on their own.

Value-added networks act as the middle man between business entities and work in a system very similar to email. However, unlike email that transmits unstructured text, VANs are used to transfer structured, standardized data. They are most often operated by larger companies such as telecom conglomerates but can also be operated by smaller firms. Companies are typically charged either a monthly fee or a per-character charge for VAN contracts.

Value Added Networks solidify the supply chain

Whether an ecommerce enterprise is a new start-up or has a well established online presence, they undoubtedly have a variety of daily tasks that require communication between teams and companies. Sharing information and facilitating communication between companies, retailers and suppliers in real time is key for efficient supply chain management.

A value added network helps to simplify the process by securely facilitating communication and the sharing of data between trading partners. Reducing the number of parties a company needs to communicate with frees up time for managers, executives and online business owners to focus on other important details.

A secure, real-time value-added network can help online businesses achieve:

Increased automation - such as receipt notifications when an order is placed

Closer business relationships - frees time to focus on building closer relationships

Shorter sales cycle leading to more sales - automation allows for faster order processing times

Value-Added Networks Today

With the proliferation of online commerce, businesses are presented with cost-effective supply chain management options. VANs have had to adapt to maintain a place in the ever-growing online business arena; they have done so by focusing on specific industries and expanding their range of services. From humble beginnings, VANs now offer translation, document mapping and a wide range of customized packages to suit any business or industry.

BigCommerce helps growing businesses, enterprise brands, and everything in-between sell more online.

Short Questions

- 1.What are E-payment Systems?
- 2.What are the differences between credit and debit cards?
- 3.Write about EDI?

Long Questions

- 1.Explain briefly about E-Payment System and its types?
- 2.Write about EDI and MIME?
- 3.Explain briefly about VAN?

Unit-4

E-Commerce mail Marketing

Ecommerce email marketing is a strategy that involves sending marketing emails to potential customers through their inboxes. This strategy involves putting forms on your website where users can sign up for your emails voluntarily, and then sending emails to the people on that list.

Why do you need email marketing for ecommerce?

There are numerous benefits to using email marketing to reach your target audience. Here are a few of the biggest ones!

1. People use email regularly

To start with, email is an extremely reliable way to reach users. People spend [between 10 and 60 minutes a week](#) looking at emails. That means they're bound to see whatever you send them.

2. Email helps you reach interested users

Additionally, email is a fantastic way to reach people who are already interested in your company. [Paid ads](#) or [social media posts](#) might sometimes fall on some deaf ears, but if people are getting your emails, it's because they signed up for them voluntarily.

That means everyone getting your ecommerce marketing emails is already invested in what your ecommerce site has to offer.

3. Email lets you counteract cart abandonment

[Cart abandonment](#) — the act of people putting items in carts and not going through with their purchases — is a problem for every ecommerce site. However, you can counteract it by simply sending emails to people who abandon their carts, encouraging them to return and complete their purchases.

4. You can tailor emails to subscribers

Finally, email marketing is an optimal strategy because it lets you tailor your emails to individual users. Not every recipient will see the exact same email, so you can personalize them somewhat to make them more effective. We'll touch more on that later!

WebFX campaigns have delivered more than 12,936,451 ecommerce transactions in the last 5 years

[Read the Case Studies](#) →



5 effective ecommerce email marketing tips

Email marketing isn't a complicated strategy, but there are still some things you can do to drive better results. Here are five tips for improving your ecommerce email strategy!

1. Segment your audience

Not every user who visits your site is the same. Different people will be there for different reasons — some might just come to learn a bit about your business, while others might hold an interest in one very specific product.

Your emails should reflect those differences. Rather than sending out catch-all emails to every single person that visits your site, consider [segmenting your email lists](#) — that is, dividing your subscribers into groups based on their interests or where they are in the [marketing funnel](#).

So, you could send a product-focused email to someone who shopped around your store, while someone who only looked at your home or “About” page might receive a more general email promoting the different areas of your store.

2. Offer compelling lead magnets

As we covered earlier, the way to build out an email list is to get users to sign up voluntarily. But how do you do that? Ultimately, the best method is to offer different [lead magnets](#) to draw users’ interest in receiving your emails.

For example, you could feature a [call to action \(CTA\)](#) on your website that tells users they can receive special offers from your online store if they sign up for your emails. Since you’re offering a specific incentive, it will make more people want to subscribe.

Other possible lead magnets include:

[Ebooks](#)

Newsletters

Free product trials

Coupons off users’ first purchase

And more!

Be sure that whatever lead magnet you offer, you send it out to the users who sign up for it.

3. Practice email personalization

[Personalization](#) is one of the best marketing tactics for boosting user engagement. People respond positively to marketing materials that are customized to their unique identities or interests, since that makes them feel more valued by you.

There are many ways you can personalize your emails. For starters, you can address users by name. Use [email management software](#) to easily set that up. You can send out a single email to multiple people, and the software will automatically add each subscriber's name to the beginning.

You can also target users based on interest. For an ecommerce site, email marketing is a great tool for targeting people who have started to make a purchase without completing it. That means you can send remarketing emails that focus on the specific items people left in their carts.

4. Center your emails around specific CTAs

Two things that are sure to hurt your ecommerce email strategy are disorganization and clutter. An email that lacks structure or is packed to the brim with content will overwhelm users and cause them not to click anything. For your emails to drive results, they need to be structured and organized.

To be more precise, you should structure your emails around specific CTAs that push users toward particular actions. Each email should have a clear purpose — an email that doesn't make it clear what it wants users to do will only end up confusing them.

For example, you could have a CTA that says, "Visit our online store for all your kitchenware needs!" with a button beneath it that reads, "Browse kitchenware" and takes users to the kitchenware section of your online store.

5. Write engaging subject lines

It's critical to write [subject lines](#) for your emails that will draw in users. No one will see your full email copy without first clicking on the subject line, so it needs to say something compelling to entice their clicks. Try to summarize the content of the email attractively.

Supply Chain Management:

Running an [eCommerce business](#) is not just confined to setting up a digital store and selling products online. It also includes managing a whole lot of other essential components such as logistics, product configuration, infrastructure, secured payment gateway, and supply chain management. We will be discussing all these components in detail in our upcoming topics.

While there are a number of activities running parallelly in the backend, following are the key areas of focus for supply chain management in eCommerce:

Raw material procurement

Managing demand and supply

Inventory tracking

Manufacturing

Distribution and delivery of the right product to the customer

Order management

Order entry

A systematic and well-organized supply chain speeds up pretty much all the major e-commerce operations and distribution processes ensuring that the customers' expectations are constantly met.

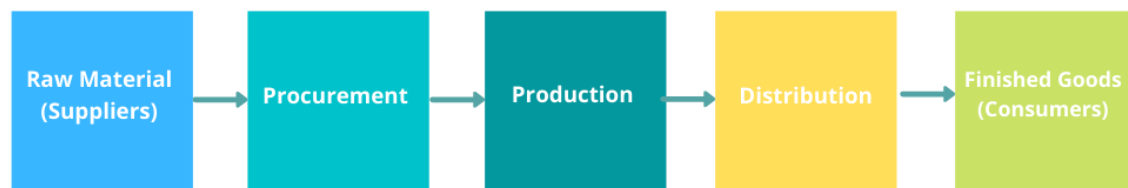
Supply Chain

Consumers today utilize products/services more than ever and everything and everyone that is involved in getting those services and products to the consumers go into a supply chain. These include resources, a system of activities, organizations, information, and the people involved.

Let's understand this with a simple example. Consider fresh apples! For these apples to arrive at your breakfast table, a plethora of activities, transactions, and people are in the motion at the backdrop. All these are connected through the internal chain and are involved in planting, cultivating, delivering, and consuming apples. The internal chain connecting people, establishments, and activities ensures a timely delivery of apples to your doorstep.

Besides the proper flow of physical products like apples, a well-structured works the same way while availing virtual elements such as information and communication.

These related activities, functions, people and organizations when together make a supply chain, which comprises four primary activities including **production, sales, distribution, and fulfillment process**. Essentially, the supply chain is a value chain. To attain maximum value, every member of the chain must coordinate and carry out its function efficiently.



Process of supply chain management in ecommerce.

Supply Chain Management (SCM)

The supply chain is what keeps your business running competently. A proper supply chain management ensures an efficient movement of raw materials and optimized finished goods inventory. It offers an oversight from the point of production to getting goods in the hands of the consumer.

Simply put, supply chain management refers to a spectrum of activities that are required to plan, control, and execute procurement, manufacturing, and distribution of the goods to the end consumer.

Benefits of E-commerce Supply Chain Management

There are an estimated [12 to 20 million eCommerce businesses](#) as of today, with more being created every day. This has led to a surge of competitiveness among eCommerce businesses. For long term success, businesses not only require a user-friendly eCommerce platform but a well-connected supply chain as well.

eCommerce supply chains do not operate in silos. For them, proper supply chain connectivity during the entire process, from procuring to delivering, is necessary to generate more leads, build relationships, and grow sales.

With a pandemic looming at large, we have seen strong demand for eCommerce and online retail goods over the past few months. The aftermath of online shopping skyrocketing has laid the foundations for a whole new buyers' journey and the sellers have to adapt to the rising demands and increasing expectations of the consumers. However, during the lockdown, many sellers saw long delivery delays, higher-order cancellation rates, and were stuck with dependencies from single logistics providers and services from Amazon. These findings reveal a good understanding of what has been happening to supply chains and distribution. As a result, merchants and eCommerce businesses of all sectors need to find some reliable supply chains and logistic partners to deliver their products on time.

The following are the major advantages of supply chain management in eCommerce:

Visibility across the entire network

Supply chain management brings transparency in the network and helps oversee the status of all the activities happening across supply, production, warehousing, and distribution. This ensures a more comprehensive tracking and management of all processes from procuring to shipping of finished goods to the end consumer.

Enhanced Customer Relationships

Effective supply chain management ensures on-time deliveries, which makes a direct impact on strengthening customer relationships. Furthermore, SCM aids the brands to keep an eye on customer requirements. It makes sure that the business is attuned to the changes in the demands of the products and services. An eCommerce integrated supply chain helps businesses get feedback and requirements about their products directly from the consumers.

Cost reduction

One of the principal reasons due to which the customers invest their time and money in eCommerce is reduced costs. Probably, there are a lot of areas where business invests more than required. Some of such areas could definitely be streamlined. It's worth taking a look at your supply chain to recognize areas where the costs could be cut down.

eCommerce based SCM can significantly reduce costs in the supply, production, and distribution processes, which, in turn, leads to higher profits.

Minimized Delivery Delays

Delayed shipment from vendors, holdups during production, and logistic errors in distribution channels massively impact brand reputation in the market. With an effective SCM, all activities can

be coordinated and executed from top to bottom. Minimizing delivery delays can prevent losing out on business and streamline your image and relationships with the customer.

Scaling omnichannel practices

A well-structured supply chain management in eCommerce facilitates omnichannel engagement that ultimately leads to increased customer engagement on all major platforms.

eCommerce businesses in an omnichannel environment pretty much conclude the new shopping touchpoints of the majority of consumers today. It is incredibly crucial for brands to consider customer convenience and expectations first. And, it starts from the very first step of the supply chain. An adequately managed eCommerce supply chain assists brands with an omnichannel scaling of their businesses and expands their selling horizons with content customers spread across channels.

End-to-End Supply Chain Self-Assessment

Determining the best practices for your eCommerce business starts by **assessing and auditing your supply chain management** and warehouse operations.

To come up with best practices, first assess your distribution center's processes and costs, then ask yourself these following questions:

Will you keep stock?

How will you ship to the customers in limited time and expense?

The quantity you will be dealing with on a daily basis

Will to resell or manufacture your items?

How much are you willing to spend on labor in your warehouse?

The answers to these questions help you determine the best approach for a capable supply chain model for your eCommerce.

Best Practices for Effective Supply Chain Management in eCommerce

How can you prepare your eCommerce business to avoid supply shortages, shipping delays, excess inventory, and still maintain fully functional products for the long run? Besides doing our own reports from external market insights and analysis, we dug even deeper and consulted with the logistics network of several established businesses to learn from their experience. Based on this intense analysis, we came up with five best practices and learnings that will help you to harness and maximize your business values in the short- and long-run.

Here are the following takeaways for managing an eCommerce supply chain:

Diversify and use Flexible Warehouses as well as Suppliers

Having a central distribution point from only one provider creates a dependency that might shake up your business if anything goes wrong. It is always a good idea to rely on multiple suppliers and a higher number of locally maintained distribution points. In case anything goes wrong with one of your suppliers, you can easily source products from a different supplier.

For example, Nykaa, an online cosmetics company co-operates with other cosmetic brands and attracts high-quality suppliers to sell their products on their platform. When a customer places an order on Nykaa, it might be picked from Nykaa's warehouse or another supplier's warehouse. Doing this will ensure you don't have to worry about your business and still retain your customers.

Improve your Sales Forecasting

With an increase in demands, products are going to be moved from one location to another. To meet these demands, eCommerce businesses make the mistake of increasing their inventory drastically. At this stage time as well as sales forecasting is very critical.

Buying too much inventory would mean creeping costs, obsolete stock, and additional overload in the form of warehousing. As a merchant, using real-time data transparency will help you to control supply chains and react timely to changing demands.

By using a proper sales channel and management system, you can optimize their supply chains and stocks by receiving direct notifications when their supply reaches minimum thresholds.

Leverage and Embrace Supply Chain Software

Knowing that there are multitudes of tools to manage supply chains is good, but not taking advantage of them is like shooting yourself in the foot.

You can use various software dedicated to handling supply chains that can properly track and manage your inventory, process orders, manage suppliers, and more. Having said that, you can also use an inventory management software like [EasyEcom](#) to handle these operations and manage your B2B processes. Technologies such as data analytics, big data, warehouse management systems as well as inventory and logistics management can help you to increase your supply chain efficiency.

Alternatively, you can also pick a single platform such as an ERP system like [SAP](#), [Oracle](#), [Navision](#), etc. to manage most of the activities under one roof. This will support you to deliver your orders faster with a lesser chance of making any errors.

Decrease Processing Time by Managing Labor Effectively

Making use of barcode technology for [warehouse systems](#) and automation will gain efficiency in material handling, storage, product flow, and labor productivity. Try to implement barcode technology in areas such as picking, packing, receiving, put away, shipping, returns, labor tracking, and replenishment. If you don't achieve a favorable outcome on applying such technology automation, shift your strategic goal to managing labor more effectively.

Embrace Drop Shipping for your Ecommerce

In simple words, dropshipping is referred to as finding low-cost products in wholesale and selling them at a higher price. So essentially, you find and procure products from a supplier with a low wholesale price. You then place that product in your store with a higher retail price. It is a very popular practice on eCommerce platforms like Amazon, eBay, and Shopify.

Amazon's drop shipping model is quite simple to understand and practice. When a consumer shows interest in a product you've listed on Amazon, wait for the transaction to finalize and then buy this product directly from the supplier after you receive the funds. You then provide the consumer information to the supplier and then they send the product to the consumer on their own.

Benefits of dropshipping:

Keeping stock or buying inventory not necessary

No prior redundant investment in stock

Takes lesser time for delivery

Add or change your range of products without any risk or investment

Set up a start-up store at a low cost

However, finding reliable suppliers and quality products is the hardest part of drop shipping. Using drop shipping wisely can be the real revolution of your eCommerce business.

Outsourcing to 3PL and 4PL

Using 3PL and 4PL companies like UPS, DHL, Deloitte to optimize your supply chain management (SCM) is fairly common yet one of the most effective eCommerce supply chain management strategies. A 3PL company can enhance your customer service offerings with its already established distribution network or you can choose to go to a 4PL company that could offer you the best supply chain management solution for your eCommerce business using 3PL providers.

The logistics functions that can be outsourced may vary from business to business but they usually involve warehousing, distribution, and [order fulfillment](#). Handling these activities constantly can be a daunting task and can get unmanageable for more complicated and critical supply chains.

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Implementing a Management Software

Forget about eCommerce supply chain management strategies, investing in management software is always a good idea for a growing eCommerce business. An [inventory management](#) software, a [WMS](#), or an OMS automate a lot of crucial business operations that you can't do manually, and supply chain management is one such operation. Although, optimizing it requires much more than an automating software, implementing one is still a step in the right direction.

The e-commerce companies that are closely interconnected with supply chain management can readily customize their store with new products, launch new digital stores, and branch out to additional regions.

Even new technologies like Big data analytics, the Internet of Things (IoT), and cloud computing can be adopted to enhance the processes in terms of production level, system level, operational level, and decision-making level. A lot of management softwares come equipped with these technologies to make it easier for you to handle a range of activities in the chain. An integrated and clearly established SCM will help you gain an edge over your competitors.



Looking to Improve Supply Chain Management for your eCommerce Business?

We have listed the best practices for you.
Check them out.

Multi-warehouse Management and Suppliers

01

Having a central distribution point and/or relying on a single seller creates dependency and hampers supply chain operations.

02

You could source products from multiple suppliers and local distribution points to have adequate inventory availability at all times, ensure fast order fulfillment and reduced shipping costs.

Improve your Sales Forecasting

01

With business growth and increased product demand, it is imperative to have an efficient sales forecasting process to have optimal stock availability at the lowest cost possible.

02

An easy access to real-time inventory data can help you improve warehouse management and streamline the supply chain.

Invest in a Supply Chain Management Software

01

Invest in a robust software that can streamline your multi-channel inventory management and order management, supplier management, etc.

Improve Labor Management

01

Implement barcode technology in the warehouse system to improve activities like pick-pack-ship, put away, replenishment, return tracking, etc.

Try Dropshipping

01

In a dropshipping business model, you do not keep a stock of the products. Once a customer places an order, you directly purchase the products from a third party and have it shipped to the customers.

What's
in it for
you?

Keeping stock or buying inventory not necessary

No prior redundant investment in stock

Takes lesser time for delivery

Add or change your range of products without any risk or investment

Set up a start-up store at a low cost

Outsource to 3PL and 4PL

01

A 3PL company can enhance your customer service offerings with its already established distribution network.

02

A 4PL company partners with multiple 3PL providers to significantly optimize order fulfillment.

Workflow Automation and Coordination

Workflow Automation is a method of automating routine processes that would otherwise consume hours to be done manually.

In brief, companies must conduct a variety of sales and marketing activities on a regular basis.

Workflow automation is also the idea of using tools and software to create and automate workflows. This will relieve the staff of some of their responsibilities and make the objectives easier to achieve with fewer mistakes.

That was merely a brief overview of workflow automation. Let's take a look at why you should use it in your e-commerce business, or in other words, the advantages of workflow automation.

People have been motivated by the sudden increase of [Software as a Service \(SaaS\)](#) which has provided them with affordable access to sophisticated technology. However, an e-commerce business involves several activities, the majority of which must occur in real-time.

E-commerce Workflow Management and Automation

In this regard, you may find this e-commerce automation article helpful. Once you put those systems in place, you can take advantage of the applications you are using by creating efficient workflows that improve your e-commerce.

To get you started, here are a few essential opinions on workflow automation in e-commerce:

1. Inventory Workflow Automation

No business can survive without a well-organized inventory workflow. Although you'll almost certainly be using an inventory management system, manually entering data for each order isn't realistic.

As a result, having an alignment between your e-commerce store and your [inventory management system](#) is critical.

It should be two-way sync, so that whenever a sale is made in your store, a sales order is generated in your inventory management system, and the item's stock is modified accordingly.

The revised stock quantity must also be reflected on your website. Another valuable feature of the integration is the ability to collect customer information when they fulfill an order.

Maintaining a list of customers who have purchased from you not only simplifies the refund process, but it also facilitates the marketing efforts of your company. You can then use the information to deliver discounts based on your customers' buying history.

📖 Don't miss our newest article: [Plan Your Next Ramadan Marketing Season: Ideas for Successful Campaigns in 2021](#)

💡 [Multiorders](#) is a good example of an inventory automation system.

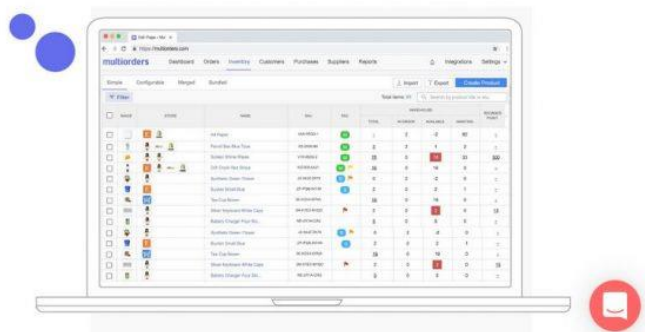
Work with Multiorders

Make eCommerce easier for yourself

- **Multichannel inventory**

Connect your sales channels, merge your inventory from different stores. Do you sell bundles? Manage them easily with Multiorders. Add Amazon FBA and sync it with your physical stores. It's time to optimize and streamline your inventory operations!

[read more](#)



2. Accounting Workflow Automation

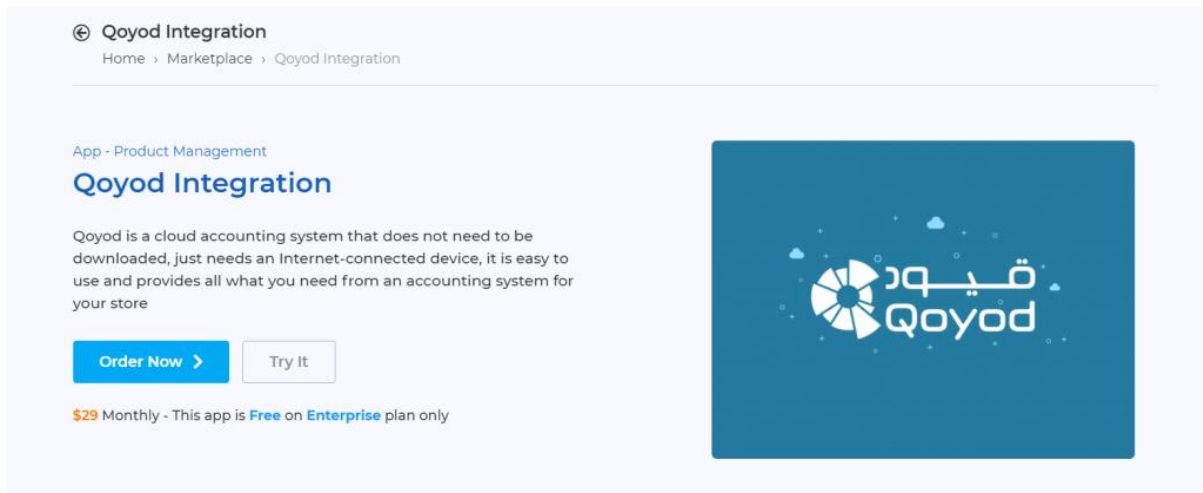
Accounting, like inventory, must be done automatically if a transaction occurs. Your inventory management system must send customer and purchase details to your accounting application.

Each sale can be accounted for as revenue, while each supply order to your vendor can be accounted for as a cost. Customers can obtain a credit note for refunds, which they can use the next time they make a purchase.

Both of these operations will happen automatically, without any manual interference, thanks to a seamless integration between your e-commerce store and your inventory management and accounting applications.

💡 ExpandCart online store can be easily integrated with the [Qoyod cloud accounting system](#). Stay on top of your finances with this online accounting service.

Qoyod provides quotations and purchase orders and converts them to bills, all with the click of a button. The system updates accounting operations automatically.



3. Restocking Supplies

You can set up a workflow with your inventory management app to systematically submit a purchasing order to the retailer when the item's stock is low for products with predictable demand.

You can set up a workflow for things you can't foresee where a job is generated in your project management framework as soon as an item's stock exceeds a certain number.

The assignment will then be discussed with your teammates, and you can decide how much to order.

💡 ExpandCart online store is integrated with one of the most powerful stock automation systems: [Zoho inventory](#).

Zoho helps store owners increase sales and keep track of every unit with powerful stock management, order fulfillment, and inventory control software.

The system allows online store owners to auto-export new products, product updates, and new orders to Zoho Inventory, in addition to the ability to import products with a single click.

4. Order Closure

When you receive an order and discover that you are nearly out of stock, you have three options to select from:

Dropshipping the order.

Place a backorder (sell without stock.)

Assign that order to another store.

When you receive an order for an item that is out of stock, you can set up the desired action in the workflow page of your inventory management app. For instance, you could try moving the order to another store first. If they don't

This app is free on some plans on ExpandCart.

5. Leads Capturing through CRM

Communications with prospective customers can take place across a variety of channels, including social media, live chat, and even a simple lead capture form at a website.

These potential customers will be added to your integrated Customer Relation Management (CRM) as leads. This means that you will not miss any chance to interact with people who have expressed interest in your content.

[Zoho](#) is a good example of a CRM system.

6. Abandoned Cart

People who add products to their cart but do not fulfill the transaction are a common occurrence; in 2018, the global cart abandonment rate was over 75%.

What's more surprising is that an email telling people that they have products in their cart has twice the open rate of a traditional marketing email.

People can leave your store without making a purchase for a variety of reasons, including a convoluted checkout method, long loading times, or declined payments.

While the problems that cause visitors to leave your online store must be resolved in the first place, a successful abandoned cart software will carry a sizable portion of those visitors back.

💡 [MailChimp](#) is a good example of an email automation system.

7. Welcome Email

Welcome emails have an open rate of almost 85%, which is considerably higher than daily email marketing that only addresses the reader(s) by their first name and has little value other than

reminding them that their subscription has been verified. A notification email is required in cases like order status, but your welcome email should be longer.

Consider using the marketing automation tools to figure out how they got to the subscription page, or which website or product they spent the most time looking at, so you can tailor the content to their particular interests.

If the visitor is a first-time purchaser rather than a newsletter or blog reader, it may be a smart idea to include a special offer in their welcome email.

Types of Digital Documents:

A digital document is one that is paperless in its original form, like an invoice that's sent as a PDF file (via email). [Digital document solutions](#) allow both the sender and the recipient to easily access whatever insights are being shared, which means it's also easier to enter relevant information into your agency's preferred ERP system or other business software.

Digital document vs electronic document: what's the difference?

Although 'digital documents' and 'electronic documents' might seem like the same thing, these two aren't actually synonymous. Simply put, an electronic document contains static data that's transferred from one computer to the next (without any edits or changes made in the process). Examples of electronic documents include emails, digital purchase receipts, and digital images.

Digital documents, on the other hand, are more collaborative in nature. Think of digital documents as 'living' files, in that they can be edited, updated, and moved through workplace processes with ease. The flexibility of digital documents — like invoices and personnel records — gives them a leg up as compared to electronic documents, and makes them cleaner to work with than one-dimensional paper files.

5 examples of digital documents

Digital documents serve a variety of purposes, though some of the most common examples include personnel records, legal documents, internal communications, applications, and invoices. Each of these files has its own specific features and functionality, all of which are made more accessible (and less complex) when they're converted into a digital format.

1. Personnel records

[Personnel records](#) are files that pertain to the employees at your organization, and are typically managed by the HR department. In general, personnel records include details about an employee's application, job description, and their unique salary data. Specific examples include hiring

documents, performance reviews, and compensation records (like W-4s, beneficiary forms, and so on). The best way to maintain your agency's personnel records is through digital documentation, as this method makes sure all private employee information is well-protected.

2. Legal documents

The truth is, personnel records and legal documents are likely to overlap at some point. That's because items like non-disclosure agreements, background checks, and medical records are all employee-related, while also being legal in nature. The benefits to digitizing these records are wide-reaching, but they include: increased efficiency (since digital records are stored in a searchable database), reduced costs (thanks to significantly less storage space), and a more seamless experience for the client (which they've come to expect from the legal industry).

3. Internal communications

Internal communications is a bit of a 'catch-all' phrase that's used to describe a number of team connections and collaboration within your office place. Examples of internal information exchange can range from employee handbooks, to top-down memos, to crisis communications, and more. [Digital document management](#) helps nurture and promote your agency's greater internal communication strategy, by streamlining intra-office communications and being able to share information with fellow employees in mere seconds.

4. Applications

As a potential employer, you should aim to make the employment application process as straightforward as possible. This means prospective employees know exactly how and where to apply, while at the same time, your HR department has an easy time filtering the incoming applications (and finding the best person for the job). Digital application forms really upgrade this entire process, by making it much simpler for the HR team to find qualified individuals, and making it quicker for job seekers to find roles that are suited to their skillset.

5. Invoices

With digital invoicing, there's no need to scan individual documents into your system, translating to notable time saved to be used on other value-added projects. In addition, digital invoices ensure all details — such as invoice number, due date, and amount — are always correct. And as for cost savings, with digital invoicing you no longer need to spend money on printing, packaging, and postage, which also means you're likely to receive payment faster (since the invoices go directly to the recipient's online bank or similar financial account).

Manage digital documents using the cloud

Cloud-based document management helps agencies organize their digital content in a more efficient manner. With cloud solutions, all your digital files are stored in one centralized location, and can be accessed in the cloud at any time, from anywhere you are. On top of that, utilizing cloud technology helps your agency readily comply with all of its ongoing retention schedules.

[Image API](#)'s cloud content management, digital imaging services, and [digital process automation](#) is designed to deliver measurable value and sustainable results at the speed of digital. And with your most important documents conveniently uploaded to the [cloud](#), you'll find yourself in great company, since many agree cloud services are the safest, most effective way to manage all of your past, present, and future documents.

By teaming up with Image API, your agency can do away with its stacks of paperwork and clunky filing cabinets, and instead enjoy all the advantages of the modern, digital landscape.

Digital Document FAQs

Why use digital documents?

Upgrading to digital documents allows all of your records to be searched instantly, which ultimately saves your business valuable time and money. By digitizing your files, your agency opens up for better communication among your team, and helps guarantee your most confidential data remains secure. What's more, with digital documents you know where your information is at all times, and you can access or track your files from virtually anywhere.

Should you use a digital document management system?

Document management systems make record maintenance and organization much faster, easier, and more efficient. Not only do these programs eliminate the need for physically filing paper documents, but they reduce errors and alleviate concerns over lost documents, as well. Agencies who still rely on older, more 'traditional' means of record-keeping are encouraged to digitize their files to make light work of their most repetitive and time-consuming tasks.

How can I ensure security for my digital documents?

Protecting digital documents should be a top priority for agencies who have completed the digitization process. A data breach can have a negative impact on your bottom line, damage your agency's reputation, or even bring about legal repercussions. That's why it's so necessary to submit to a security audit and encrypt your data as soon as possible. In addition, private documents can be password-protected, or kept safe by way of automatic, online backups.

Issues on Email Marketing:

The 22 Most Common Email Marketing Mistakes

From simple typos no one noticed to mishaps that generated letters from lawyers, here are the sometimes harmless, sometimes detrimental mistakes our respondents have either made or witnessed.

1. Wrong Links, Broken Links, or No Links at All

“One of the most common email marketing mistakes is sending out an email with the wrong link,” says Ashleigh Peregoy, [Marketing and Business Success Coach](#). “You create the email, send it out, and it looks beautiful. But then you realize you forgot to include the link in your call to action or you used the wrong link.”

[Liz Theresa](#) once had a client send an email that was supposed to link to a blog post but actually pointed to “a Google document that was clearly marked for internal use only (for use with one of their clients). I advised her to delete the document to break the link that was sent out and send a correction.”

And Lizzy Malmquist of [dmageli media](#) says that once “when setting up our offer landing pages, we created a ‘Thank You’ email that let people download the offer. Unfortunately, the email linked to a different offer than the one people had requested.”

Here are some [thank you email](#) ideas you can send to your business partners and colleagues.

2. Personalization Errors

Another common email marketing mistake, as Jonathan Merry of [MoneyTransfers.com](#) explains, is “failing to properly format the variables for customer information and sending the email campaign.”

“When I draft emails, I will often put [FNAME] as a placeholder for the personalization tag,” says [Penguin Strategies’](#) Nili Zaharony. “In an admittedly failed QA process, we sent an email out that said “Hi FNAME,” as we had failed to actually insert the tag.”

And [ClearPivot’s](#) Chantelle Stevenson once noticed that “an affiliate email had been sent where the personalization tokens weren’t working. This meant that the email had essentially been sent for no reason, as affiliates were not able to have their own unique ID associated with the links provided in that email.”

3. Failing to Check for Display Issues

“One of the mistakes many people make is forgetting about mobile users,” says Priyanka Mehra of Signity Solutions. “70% of people use their mobile phones to read emails, so if you forget about optimizing your email for mobile users, you’re making a huge mistake.”

Mehra’s colleague at Signity Solutions, Hima Pujara, has made this mistake: “I sent an email without thoroughly checking it on mobile, and later, we found the images were not responsive.”

4. Sending the Wrong Email

“We once sent out a template to a few potential partners during an outreach campaign,” says Colibri Digital Marketing’s Andrew McLoughlin. “It was the sort of template with blank spaces for names and links and a skeleton structure that we would tailor for each contact.”

“While our emails were always individualized, it was a little impolite to call attention to the fact that they were often sent out in bulk.”

5. Sending Out an Unfinished Email

“I accidentally sent out a list of emails before I was finished editing them, thus sending an unfinished rough draft to all my recipients,” says Best Company’s McCall Robison. “It was clear the email was unfinished, and I was obviously extremely embarrassed.”

Red Olive’s Paul Larsen made a similar mistake: “I think the biggest mistake I’ve made was sending out an eblast with blank content. We took the time to prepare the eblast—formatting the email, preparing the contact list, and adding a subject line—but we never actually copied the content into the email before hitting send.”

6. Typos

“I was the email marketing manager for a multimillion-dollar ecommerce store, and we had a promotion schedule and sales numbers we had to hit,” says Daniel Deyette of MailerSkills. “In the middle of the day, we were only at \$5,000, and I knew a reminder would help us hit at least \$10,000 that day.”

“I quickly built an email, added graphics and wrote the headline ‘This Gerat Deal Ends Tonight!’ Then, I sent it to 120,000 people. I got an email a few hours later from the client that said ‘Our audience hates spelling mistakes!’ It goes without saying, but they were not happy.”

7. Sending an Email to the Wrong Person/List

Jonathan Aufray says that Growth Hackers' once sent a discount to the wrong list. "The recipients were not supposed to receive this offer, but because it was our mistake, we acknowledged it and let them redeem the discount."

And Pedro Copelmayer, Digital Marketing Consultant at Emprendomina, once sent an email to the wrong contact and got letters from a lawyer in response:

"I was running marketing for an ecommerce company on my own, and that involved Instagram and Facebook ads, Google Ads, and email marketing. One afternoon, I was really tired, and I configured an email wrong. It was a transaction confirmation email, but I sent it to a woman who should have gotten a welcome email."

"The purchase was for nearly \$1,000 on digital services provided by my company. She got back to us immediately, but I didn't know that because I went to sleep after sending it. I woke up to 10 emails in total, seven from her and three from her lawyer."

"Long story short, she almost sued us for the stress we generated," Copelmayer says.

8. Failing to Add Suppression Lists

"Marketing had built a set of nurture workflows that were supposed to send out emails to a specific set of MQLs," says Avidly's Karl Köllner. "However, they forgot to add a suppression list to one of the workflows, and some prospects received emails that they weren't supposed to."

9. Copy-Paste Issues

"Many people get into the habit of copy and pasting content into multiple emails, so one of the most common mistakes is to also copy the name of the initial addressee," says Mailbird's Andrea Loubier.

Another copy-paste issue: incorrect formatting. "One mistake I made in the past was copying and pasting message templates from other sources or from previous emails," says Medical Marijuana's Michael Coleman. "Unfortunately, this alters the formatting of the email."

"While the message may look fine in your browser, it's likely the formatting is completely different for the person receiving the email in his/her inbox. For example, they may see the text with inconsistent fonts, sizes, and colors," Coleman says.

10. Sending Placeholder Text

SmartBug Media's Mallory Fetchu once "sent an email with the subject line, 'MQLs – [NEED TITLE]'. It was sent to over 10,000 people, and I was mortified."

11. Sending to Purchased Email Lists

"One email marketing mistake we've made and seen countless people make is purchasing an email list to market to," says Jacqueline Basulto of SeedX.

"When you buy an email list, you're reaching out to a large number of people who may or may not (usually not) want to receive emails from a company or brand they're unfamiliar with."

"This puts you at risk for having your email account shut down because too many recipients mark you as spam, and it populates your email list with dead-weight subscribers who aren't engaged or adding to your community."

"Buying an email list puts you at risk for having your account shut down because too many recipients mark you as spam, and it populates your email list with dead-weight subscribers who aren't engaged."

Jacqueline Basulto, SeedX



12. Sending Outdated Images/Information

"In a recent campaign cycle, our email marketing team sent out an email with the wrong (outdated) visual in the body," says COFORGE's Eric Melillo. "The old visual had been since retired and was no longer approved for usage."

13. Emailing from the Wrong Account

“I’ve emailed from the wrong account before,” says Nextiva’s Yaniv Masjedi. “Luckily, it was an instance where I could reach out to the person from the correct account and acknowledge that as part of my duties I do send emails from a colleague’s account.”

“Most business people understand that emails can be ghostwritten at times, so I was able to scrape by with that one.”

14. Sending Nothing

“When using automation, it’s really easy to make mistakes because you assume automated emails are making your life easier,” says Iron paper’s Brian Casey

Short Questions

- 1.What is Intra organization Electronic Commerce?
- 2.What is Work-Flow Automation?
- 3.What are the types of Digital Documents?
- 4.What is Email Marketing?

Long Questions

- 1.Write briefly about SCM?
- 2.Write about Macro forces and Internal commerce?
- 3.What are the different types of Digital Documents and explain?
- 4.Explain briefly about Work-Flow Automation and Coordination?

Unit-5

Role of Mobile commerce in E-Commerce

M-Commerce

Before we get into the details of why m-commerce is crucial for the success of online businesses, let's start by defining what it is.

M-commerce combines the words mobile and commerce. It refers to the process whereby people buy and sell products and services from their mobile devices. It also provides customers with information about products and services they could buy. M-commerce is a sub-branch of e-commerce rather than a separate platform.

M-commerce provides convenient shopping options for people who have smaller screens (mostly smartphones but tablets too.) Online businesses that want to sell successfully online must have mobile-friendly versions of their websites and apps. User experience is crucial in m-commerce. Therefore, online stores need responsive designs that are friendly to smaller screens.

What Does Mobile Commerce Include?

Many people think that mobile commerce is about online stores selling their products to customers and nothing else. However, there are some lesser-known parts of the M-Commerce space. Let's break down the components of mobile commerce. How many types of M-Commerce exist?

Mobile Banking

Mobile banking apps are closely related to online banking websites. However, the mobile versions might not have all the functionality present in their online counterparts. Some mobile banking apps are incorporating chat features to improve communication with customers.

Mobile Shopping

It is very similar to e-commerce but works on mobile devices. M-Commerce is a sub-category of e-commerce. The two platforms differ in the way people access the shopping sites. Mobile websites also work differently.

Mobile shopping uses websites optimised for phones. It also leverages smartphone apps to sell products to potential customers.

Mobile Payments

Mobile payments are taking a more central role in the world of e-commerce. There are numerous implementations of mobile payments designed to streamline the payment process. They include popular platforms like Google Pay, Apple Pay, and Samsung Pay. Other platforms have been around longer like PayPal.

Advantages of M-Commerce for Online Businesses

Mobile shopping apps used to be a preserve of the biggest online retailers. However, since making [e-commerce apps](#) became cheaper, even small businesses can now sell to their customers using

mobile apps. More than half of all online sales now come from mobile devices. What are the benefits of m-commerce for business?

1. Accelerated shopping

Mobile devices allow a person to shorten the time between finding an item online and buying it. Mobile websites are intuitive and enable customers to get to the products they want to buy without wasting time.

2. Wider reach

Thanks to m-commerce, companies can now reach markets they were previously unable to. There is almost one smartphone for every person in the world. Each of these devices connects a potential customer to companies.

Mobile devices not only help you to sell items--they are also excellent lead-generation tools. When potential customers stumble across your products online, you can get notified about them and engage with them to convince them to buy your products.

3. Reach Customers In Real-Time

When people use computers to access the Internet, they cannot be online all the time. Sometimes you need to go out to fetch the groceries or fill up the car. You cannot carry your computer with you.

Mobile phones provide users with different use cases. People carry their phones everywhere and are almost always online.

Businesses can take advantage of this seamless connectivity by sending push notifications to users of their apps. These notifications can include anything from price reductions to changes in product availability status. Mobile apps also help you analyze the behavior of your customers.

You can send them customised deals to increase their chances of buying items. Upselling customers is also possible when you know their shopping behavior.

4. New Marketing Opportunity

The potential to market to your target customers is huge with M-Commerce. You enjoy incredible scalability because of the sheer number of customers you can reach.

Mobile apps make it convenient to identify marketing opportunities by monitoring traffic statistics. You can schedule marketing activities to reach as many users as possible. When visitors reduce, you can scale down the marketing to optimise your resource usage.

If you integrate your app with social media platforms, you could encourage your customers to spread the word about your products.

5. You Get to Collect Useful Data About Your Customers

When you operate a physical shop, people come to buy items and leave without giving you any data. You cannot tell what made them choose the products or if they are first-time buyers or returning customers. This lack of information makes it challenging to make your store responsive to customers' needs.

M-Commerce provides you with numerous opportunities to get answers to your questions. Mobile apps contain analytics that can gather data from the moment a customer discovers a product to when they buy it. A mobile app lets you know about purchase signals and the habits of your target customers.

Mobile commerce also provides you with a wealth of historical data. The data helps you make forecasts or modify your operation to increase your selling efficiency.

6. Improves Customer Experience

Online businesses are fighting tooth and nail to increase their customer numbers. It is more important than ever to provide customers with tailor-made experiences to make them want to return to your store. The quality of mobile apps has increased dramatically. Customers have grown to expect higher standards when they use mobile apps.

How do M-Commerce apps improve your customers' experience?

First, they make it easier for people to navigate to their desired products. When you develop an app with an intuitive user interface, it will make customers stay longer. Your chances of selling items also increase.

Secondly, people do not like to hear about products from in-store sales representatives. The majority of people now prefer to review products on their phones before making purchase decisions.

7. M-Commerce Enables you to Deliver Personalized Content

Traditional marketing strategies target broad audiences. Unfortunately, you have no option but to use generic marketing messages because the target audience is too diverse. Mobile commerce gives you more flexibility than traditional marketing.

Consumers are more likely to respond to personalised messages. You can personalise messages based on the customer data you collect with mobile analytics. Data you collect can help you segment

your customers based on their behaviors. You can later develop promotional material for each segment to maximise customer engagement.

8. Lower Costs and Increased Productivity

Traditional marketing campaigns could cost you a lot of money while yielding meager returns. When you use mobile apps to connect with customers, you spend less money on promotions. Furthermore, satisfied customers can help you spread awareness about your brand if you include social media integration in your app.

Another reason to go with mobile commerce is that it is now cheaper to create mobile apps than to pay for traditional e-commerce platforms.

How Businesses can optimize for Mobile Commerce:

Well-implemented M-commerce apps and websites attract potential customers and make them more likely to buy. Here are some tips for optimising your business for M-Commerce.

1) Mobile friendly web design

Do not assume that your existing website will look well on mobile devices. You might need to adjust most user interface elements of traditional websites to be easy to interact with on a mobile phone. You can hire a web designer to tell you if you can repurpose your website or if you need to rebuild it.

2) Shorten your content

People visiting your site on computers can easily read large blocks of text. However, mobile phones have small screens, and people don't like to scroll endlessly when reading text. You might want to consider shortening some of your longer content.

3) Improve load times

People are very impatient when loading online content. If a page takes longer than three seconds to load, they might hit the refresh button. If it is still slow, they might take their business elsewhere.

You can improve load times by loading the page progressively. You can make pages that load text content first and heavier elements later.

4) Streamline the checkout process

Customers expect their smartphones to make their work easier. It could be ironic if they breeze through the product selection stage and run into roadblocks during checkout.

A proper checkout process should not be more than three pages long.

5) Eliminate pop-ups and ads

When creating a mobile app or website, you might want to monetise it by putting ads on it. However, the extra money you might make from it might not be worth the annoyance to customers.

Wrapping Up

Mobile commerce is one of the fastest emerging consumer trends. Old and new businesses alike need to take advantage of the huge potential customer base on tap.

Apart from providing a place to sell, mobile apps also gather vital data that enables companies to tailor their services for customers.

Businesses that learn to harness the power of mobile commerce gain valuable customers and strengthen the loyalty of existing ones.

2. Write the Case Study on Mobile App Marketing?

What is M-Commerce?

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When creating a mobile app or website, you might want to monetise it by putting ads on it. However, the extra money you might make from it might not be worth the annoyance to customers.

3. What are Advantages and Disadvantages of M-Commerce also known as mobile commerce, is the way of dealing with purchasing, selling, and making payments through mobile devices.

According to this [report](#), the share of m-commerce in entire e-commerce is going to rise to 72.9% by 2021. As you can see, m-commerce is supported by most purchasers as it gives a wide extent of things and has a serious cost when contrasted with offline stores. Before discussing the pros and cons understand [what are the types of services in m-commerce](#). As it influences the life of shoppers.

Pros of M-commerce

Large Customer Base

If an individual has a mobile phone and internet connection, by then, they are the normal client at any stage. Advantageously as indicated by their necessities or requirements, they can purchase any items they need.

Being in one piece of the world, you can pick, select, and purchase anything from any place you need. Not simply that you can even pre-request anything or thing for an event early. Aiding both the buyer and the seller urges them to connect well in fact.

Accessibility

With m-commerce, you're making your items, merchandise, and administrations more available to your shoppers. By upgrading your content for mobile viewing and getting a responsive design, you're going to them. Mobile online business permits you to get before your intended interest group on the foundation based on their personal preference. By being accessible on a mobile commerce stage, you're expanding brand mindfulness and showing your clients that you comprehend where they're investing their energy.

Effortless Stock Management

You can supervise and keep up your stock levels paying little regard to how little it is. Saving all the thing data sets you can without quite a bit of work to understand what thing is available or not.

Development and Expansion of Business

You can utilize your recently discovered crowds for business improvement and development. For instance, with mobile web-based business instruments, you can run diverse A/B tests like your standard advanced advertising system and see what sorts of substance or potentially items and administrations provoke your clients' advantages on portable. With that data, you can decide to grow or test various regions of your image.

Invaluable Data

Arriving at clients and crowds you never thought conceivable is significant in addition to for mobile-commerce, and a special bonus comes from the data about your intended interest group you acquire all the while.

For instance, by running A/B tests on versatile buyers, each exchange implies your image finds out increasingly more about their online mobile purchasing propensities. You can contrast that data and the foundation information you as of now have about their buy history and make more specific and customized advertising efforts.

Cons of M-commerce

Security

To complete your exchanges generally pick the online installment elective. Entering every one of the nuances of your bank and security codes. This at times can hurt you, furthermore coordinating up of data or interfacing with dark WiFi frameworks may appear to be risky by hacking or bypassing your information to others.

Guarantee that your clients are protected while utilizing your site by getting a SSL endorsement or utilizing broadly perceived organizations like PayPal to deal with your exchanges. Making these strides merit the push to cause your buyers to have a sense of security while they're making an online versatile buy on your webpage.

Shipping Company

During the time spent buying and selling one thing that joins both the buyer and merchant is the shipment association. You should tie-up with a nice shipment organization for conveying your things on the ideal opportunity to the clients. In case they don't show up at the clients on schedule, it's your name who will get demolished and not the shipment.

Competition

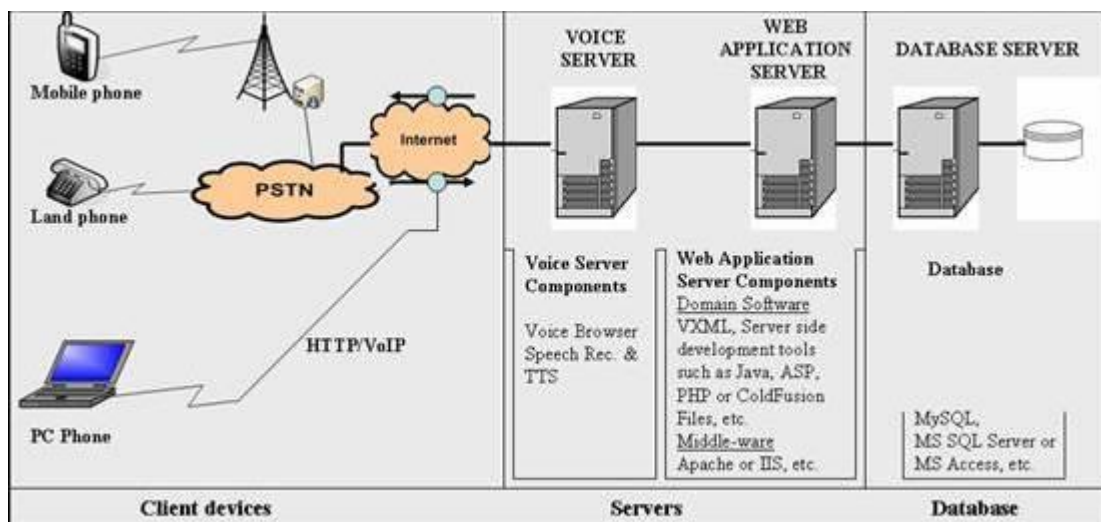
Organizations across enterprises are moving their thoughtfulness regarding the mobile marketplace. That implies while there may be a huge number of clients entering this road, there are likewise a great many contenders doing likewise. Brands need to discover a specialty or market to zero in on to acquire the upper hand.

Unexpected Fees

Surprising elements are standard for all parts of the business, regardless of whether they are online or on mobile. One of the demerits of mobile commerce, explicitly, is that you could be hit with startling expenses.

This could be anything from global delivery to upkeep for your versatile application, or in any event, updating your site.

Architecture of M-Commerce



Advantages and Disadvantages of M-Commerce

Mobile commerce or M-commerce refers to the business platform where you can buy and sell products and services with the help of your smartphones (wireless handheld devices). With the advances in technology, smartphones and tablets are equipped with various new features, and shopping software applications are among the most popular features of them all. In this article, you will read about the core concepts of M-commerce, its advantages, and the limitations that you might face when trying to build your own M-commerce platform.

You might be surprised, but different M-commerce categories serve different purposes. You have mobile shopping, mobile banking, and mobile payments. The M-commerce applications that use mobile shopping functionality allow customers to view and purchase products from their mobile devices. On the other hand, mobile banking allows you to make financial transactions using handheld devices, such as smartphones. This type of M-commerce transaction is carried out over a secure network, and the banks provide dedicated apps for these transfers.

(A man purchasing a product using mobile commerce platform on his phone)

Lastly, we have mobile payments, such as Google Pay, Paypal, and other digital wallets that allow customers to purchase a product without asking them to swipe the card. Samsung has integrated Samsung Pay in its mobile phones where you once scan your credit or debit card, and then you only need to put your phone on the payment terminal, and the transaction will be done successfully.

Advantages of M-commerce

One of the most significant advantages of mobile commerce is retaining the customer with increased accessibility. According to one survey done in 2017, M-commerce is accountable for 34.5% of sales in all E-commerce. You can open an M-commerce app on your mobile phone whenever you want and browse through different products.

It is easier to compare the different prices of products on the same platform. Customer reviews have never been accessible before. At the same time, you can purchase products straight from your mobile phone while you are on a commute or in your bed.

Other benefits of m-commerce include a wide variety of product options and services for the customers. Also, the whole process becomes automated when you are trying to sell products on an M-commerce platform.

Likewise, mobile commerce gives a sense of safety to newcomers. As a result, customers are likely to come back again after making their first purchase. M-commerce has made online purchases more accessible to people living in rural areas where laptops and desktops are not common in sight.

Imagewillbeuploadedsoon

(Women purchasing stocks using M-commerce platform)

In addition to this, some companies are bringing in cutting edge technology like augmented reality with M-commerce platforms to give better user experience to their customers. One of the great examples of this technique is IKEA, which is using AR to showcase its product's real-time dimension and looks, to a potential customer in their own space without leaving their homes.

If you have purchased products via an M-commerce store, you know they provide several payment options to make purchases easier for you. You can go with EMI, credit, debit, E-wallets, and cash on delivery payment methods.

M-commerce gives sellers a better way to measure their stats, finding out the best and worst products. Not only this, but you can also find out the products which interest the particular customers, and you can start remarketing campaigns and send them notification for special offers to increase your sales.

Lastly, M-commerce is a whole new platform for marketing products. Many big companies like Samsung, Sony, and Motorola are launching their new products on specific M-commerce platforms to give customers certain advantages.

Disadvantages of M-commerce

M-commerce has both advantages and disadvantages. We have discussed the advantages earlier. Now it's time to highlight some of its issues.

When it comes to making an M-commerce platform from scratch, you end up investing a lot of money in the development process. The app development is not something you can do overnight. It takes both time, money, and research.

Besides, one needs to have a smartphone if they want to purchase products using an M-commerce platform. If you don't have a smartphone, you can't download the applications in the first place.

Keeping data safe and preventing data leaks is one of the main concerns of the M-commerce platforms. Even multi-billionaire companies like Amazon are putting lots of effort into making their M-commerce platform safe for transactions.

Short Questions

1. What is M-Commerce?
2. What are the limitations of M-Commerce?
3. What are the applications of M-Commerce?
4. How many types of M-payment methods and what are they?

Long Questions

1. Write briefly about M-Commerce and its types?
2. Explain different types of Mobile payment methods?
3. Write about advantages and disadvantages of M-Commerce?

Question papers for Sample:

S.V.U. COLLEGE OF COMMERCE MANAGEMENT AND COMPUTER SCIENCE :: TIRUPATHI

DEPARTMENT OF COMPUTER SCIENCE

Time: 2 hours INTERNAL EXAMINATIONS -I MAX MARKS: 30

Section-A

Answer any five from the following 5*2=10m

1. What are the activities of e-commerce?
2. Define the types of E-commerce?
3. What are the e-business applications?
4. How is E-commerce used in the real world?
5. What is the source of E-commerce?
6. What is e-commerce organization application?
7. What is the architecture of e-commerce?
8. Define the global information Distribution Networks?

Section-B

Answer any one Question from each unit 2*10=20marks

Unit-1

9. a) Is internet a network Infrastructure in E-commerce?
b) Explain e-commerce and media convergence with some Examples.

(Or)

10. a) Define the Societal Impacts of E-Commerce?

b) Explain the E-commerce marketing forces Influencing to increase sales and growing business?

Unit-2

11. a) Describe briefly the mercantile process models on short note on online mercantile process?

b) Describe briefly about the mercantile process using the digital cash.

(OR)

12. a) What are the new Technologies of E-Commerce?

b) What are the phases of E-Commerce and its Functions?

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TIME:2 Hours **INTERNAL EXAMINATIONS-II** Max.Marks:30

SECTION-A

Answer any five of the following 5*2=10M

1.What are the Ways of Electronic Payment Systems?

2.Define Supply Chain Management System?

3.Write any two Advantages of M-Commerce?

4.What are the Privacy and Security issues raised on Electronic Payment Systems?

5.What are the Cards used in the E-Payment Systems?

6.Define M-Commerce?

7.What are the Different Types of Digital Documents?

8.Is E-Payment Services are safe ?

SECTION-B

Answer any one question from each unit 2*10=20M

UNIT-1

9.a) Describe the different Cards that are being used in E-Payment Services in Detail?

b) Explain the Workflow automation and coordination?

(or)

10.a) Explain about Supply Chain Management in Detail?

b) What is Mobile Commerce and its Architecture?

UNIT-2

11. Write the Case Study about the Mobile App Development?

(or)

12. Write the Case Study on E-mail Marketing?

MASTER OF COMPUTER APPLICATIONS DEGREE EXAMINATION

SECOND SEMESTER

Paper MCA 205A: E-COMMERCE

(Under C.B.S.C Revised Regulations w.e.f.2021-2023)

(Common paper to University and all Affiliated Colleges)

Time:3 hours

Max.Marks:70

PART-A

(Compulsory)

Answer any five of the following questions each question carries 2 marks(5*2=10)

1. a) Define E-Commerce?

b) write any three applications of E-Commerce?

- c) write the components of one way?
- d) what are the components of E-Commerce?
- e) Explain VANs?
- f) Write a short note on case study E-Commerce ?
- g) Differentiate between E-Commerce and M-Commerce?
- h) write a short note on Supply chain management?
- i) What are the limitations of M-Commerce?
- j) What are the advantages and disadvantages of E-Commerce?

PART-B

Answer any ONE full question from each unit

Each question carries 12 Marks (5*12=60)

UNIT-1

2. Explain the Network infrastructure in E-Commerce?

(or)

3. Write a short note on limitations of M-Commerce?

UNIT-2

4. write a short note on the Chronological history of NSFNET?

(or)

5. how does the Hypertext publishing works on E-Commerce?

UNIT-3

6. What are the types of E-payment Systems?

(Or)

7. write a case study based on Social Media Marketing?

UNIT-4

8.Explain about Supply Chain Management in E-Commerce?

(Or)

9.what are the different types of Digital document and explain about E-Mail Marketing?

UNIT-5

10.Explain about history and applications of M-Commerce ?

(or)

11.Write a case study on Mobile Marketing?