

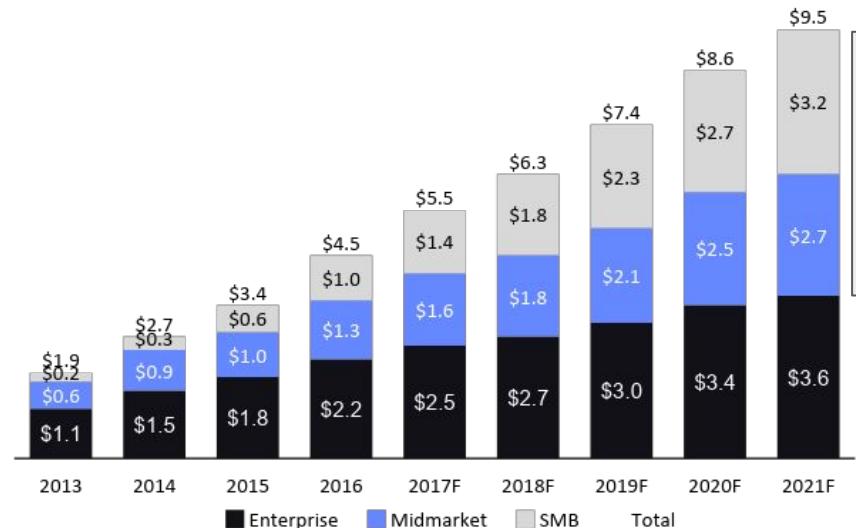
# The State of Ecommerce

DNVBs, CPG & Beyond



# Global ecommerce platform spending forecast to grow from \$5.5B in 2017 to \$9.6B in 2021

Global commerce platform technology spending  
(US\$ billions)



Global commerce platform technology spending, B2B vs. B2C  
(US\$ billions)



F = Forecast

Source: Forrester Data Commerce Platform Technology Forecast, 2016 to 2021 (Global)

# The Buyer: Evolving CX

- Gartner's Digital Commerce State of the Union Survey found that MM/E brands view delivering the experience their customers desire as their #1 challenge.
- The survey also highlights that commerce experiences that focus on transactional efficiency are no longer perceived differentiators. Conversely, solving customer problems and developing a trusted customer relationship are now seen as critical for success.
- More than one-third of survey respondents say their organizations are using or piloting emerging technologies such as AI/ML (35%), subscription services (40%) and API-based commerce (38%), all of which Gartner views as critical for successful commerce experiences in the future.

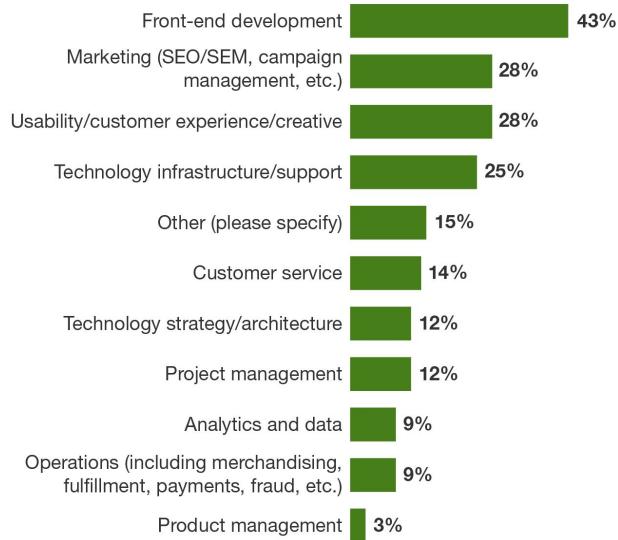
FORRESTER® RESEARCH

## Technology And Marketing Functions Are The Most Outsourced Capabilities For Digital Teams

*Five Practices To Succeed With Your Retail eCommerce Strategy*

**“Are the following functional areas predominantly located in-house or outsourced?”**

(Only “outsourced” responses shown below)

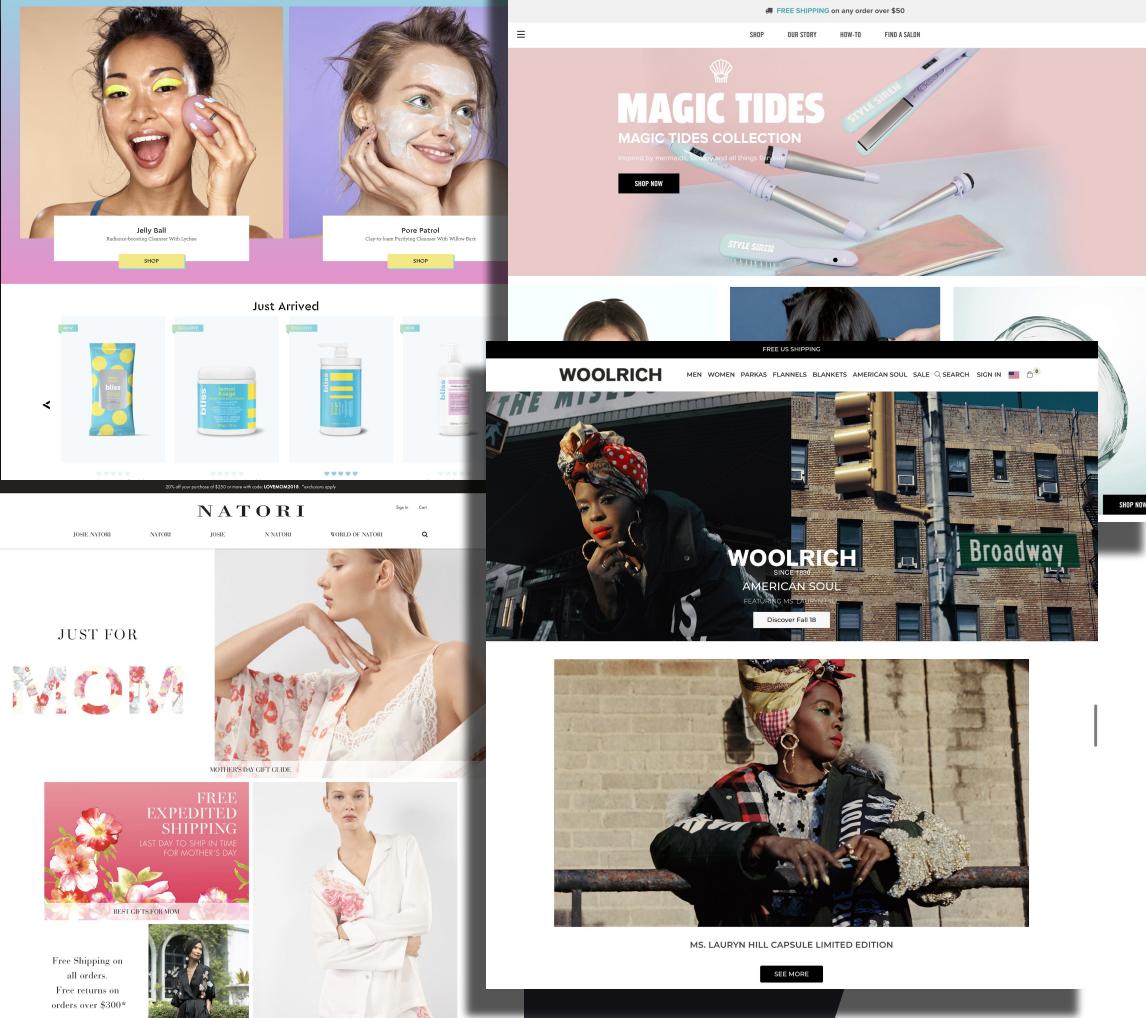


Base: 109 digital executives

Source: Forrester's Q1 2018 Global Digital Business And Experience Online Panel Survey

“ People don’t know what they want until you show it to them.

**Steve Jobs**



The right BigCommerce customers aren't looking for help on how to build a website.

They've hired an agency for that.

The right BigCommerce customer is looking to build a (or upon a) legacy.



At the heart, BigCommerce is a SaaS for customers who want **more end to end control over what the consumer experiences.**

Elite creators share a commonality – they each wanted to own 100% of the build process and they wanted to be proud of their unique outcome.

The right BigCommerce customer seeks:

- Full autonomy
- Complete customization
- Their own special touch
- Anti-conformity

JOHN PAUL MITCHELL SYSTEMS.

 FREE SHIPPING on any order over \$50



SHOP

OUR STORY

HOW-TO

FIND A SALON



  
**MAGIC TIDES**  
MAGIC TIDES COLLECTION

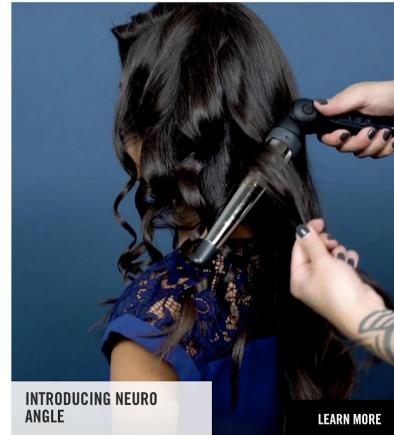
Inspired by mermaids, fairies and all things fairytale.

SHOP NOW



PM VIRTUAL STYLIST  
How-To Videos

WATCH NOW



INTRODUCING NEURO  
ANGLE

LEARN MORE



#1 BESTSELLER  
Tea Tree Special Shampoo

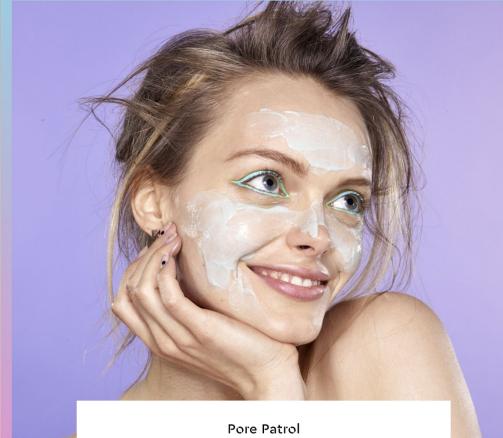
SHOP NOW



Jelly Ball

Radiance-boosting Cleanser With Lychee

SHOP



Pore Patrol

Clay-to-foam Purifying Cleanser With Willow Bark

SHOP

## Just Arrived

NEW



Lemon & Sage Refreshing  
Body Wipes

With Natural Deodorant

\$8.00

EXCLUSIVE



Lemon & Sage Satin-Skin  
Body Polish Pro Size

With Shea Butter & Coconut Oil

\$25.00

EXCLUSIVE



Lemon & Sage Soapy  
Suds™ Pro Size

Body Wash

\$18.00

NEW



Makeup Melt™ Cleanser  
Pro Size

Dry/wet Gentle Jelly Cleanser With  
Rose Flower

\$25.00

ADD TO BAG

ADD TO BAG

ADD TO BAG

ADD TO BAG

JUST FOR  
**MOM**



MOTHER'S DAY GIFT GUIDE



Free Shipping on  
all orders.

Free returns on  
orders over \$300\*





# SHORTLINE MARKETPLACE

EXPLORE YOUR LOCOMOTIVE SOLUTIONS

Feedback





Get your First Bottle Free\* and Free 2-day shipping on all orders

Cart

Account



FIRST BOTTLE FREE

REORDER NOW

HOW IT WORKS

FAQS

LOG IN



Privacy

Terms and Conditions

Store Policy





SHOP WHITESTRIPS

HOW IT WORKS

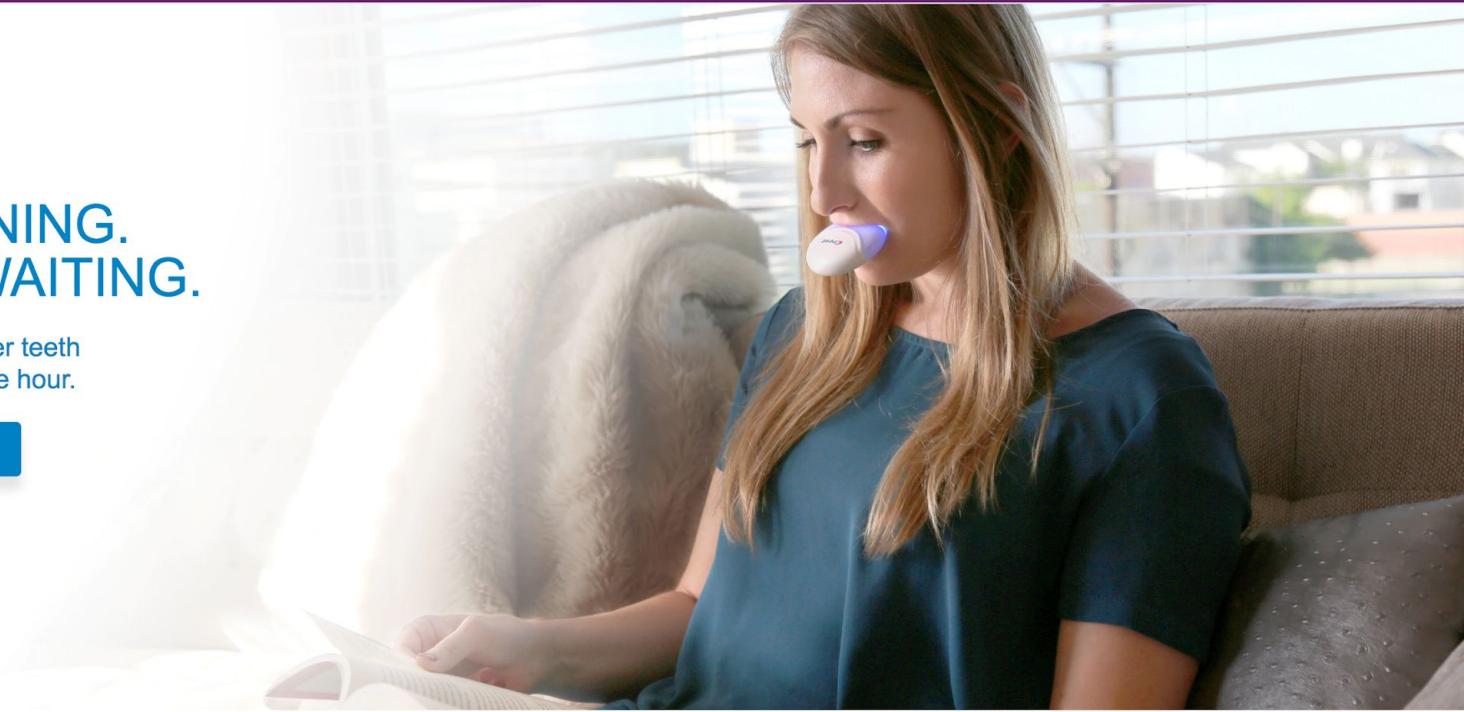
\$0.00

EXCLUSIVE OFFERS + FREE SHIPPING

# MORE WHITENING. LESS WAITING.

Noticeably whiter teeth  
in as little as one hour.

Start Whitening





Shop

Search

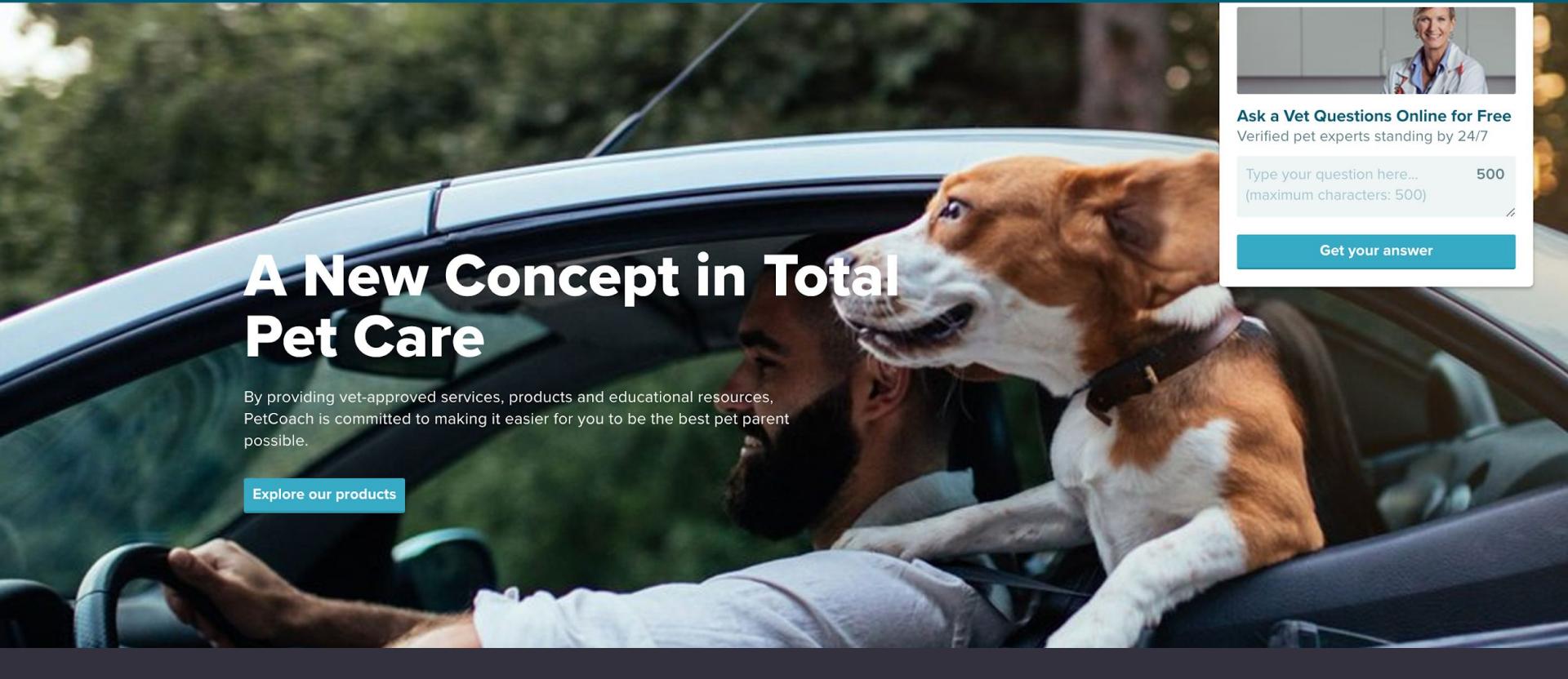


Ask a Vet

Shop

Membership

Educational Center



# A New Concept in Total Pet Care

By providing vet-approved services, products and educational resources, PetCoach is committed to making it easier for you to be the best pet parent possible.

[Explore our products](#)

**Ask a Vet Questions Online for Free**  
Verified pet experts standing by 24/7

Type your question here...  
(maximum characters: 500)

500

[Get your answer](#)



GET  
STARTED

WHY VENUS  
DIRECT

FAQ

MY ACCOUNT



Free Shipping!



*Finally, a shave plan  
your curves deserve.*

MIX & MATCH YOUR FAVORITE HANDLE &  
BLADE REFILLS TO CREATE A CUSTOM  
SHAVE PLAN.

DESIGN YOUR PLAN

Remi Cruz  
 @missremiashten

# Rev up your business with our marketing machine

Get customers finding you instead of you chasing them.  
We've got smart, cost-effective solutions that work hard  
for your business.

[START HERE](#)

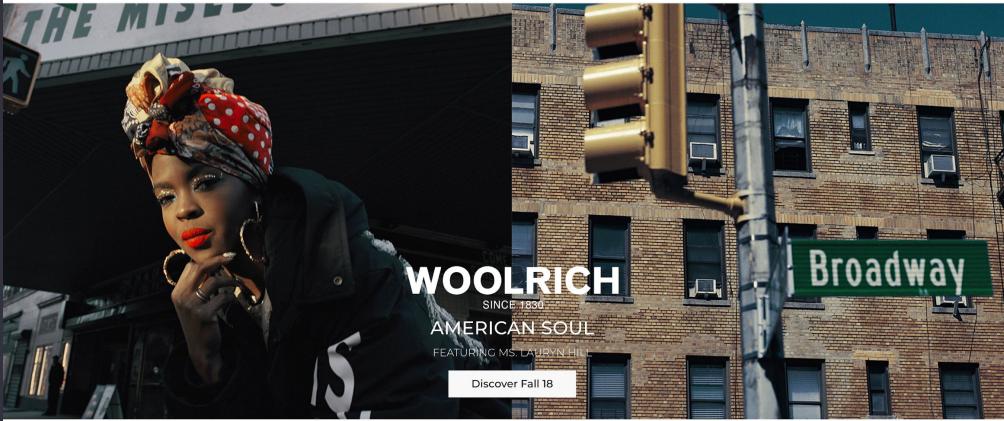
Call the machine operator **0800 030 131**



FREE US SHIPPING

WOOLRICH

MEN WOMEN PARKAS FLANNELS BLANKETS AMERICAN SOUL SALE  SEARCH SIGN IN  



MS. LAURYN HILL CAPSULE LIMITED EDITION

SEE MORE

COLLECTION ONE

COLLECTION TWO



FREE SHIPPING + FREE RETURNS IN THE USA



WOMENS MENS



ABOUT

HELP

BAG ITEMS 0



4.8/5



based on  
Customer Feedback

Have a Question?



# What's happening in retail right now



Amazon

**Amazon owns the commodity market**



Traditional Retail

**Traditional retailers struggle with tech debt and to keep pace**



DNVBs

**More than 400+ DNVBs disrupting traditional markets**



## What are DNVBs?

Outdoor Voices

AWAY

THINX

HARRY'S

*Me Undies.com* Glossier.

Casper

allbirds

H U B B L E

WARBY PARKER  
eyewear

DNVB stands for Digitally-native vertical brand.

- Leading American DNVBs make \$20M+ annually.
- DNVBs are quickly disrupting older retail business models.
- DNVBs are quickly going public or being acquired by existing CPG brands.
- The technology choices of DNVB brands affects the entire market as these groups are seen to be fast, innovative and effective.
- As CX becomes increasing important for success, these brands are outgrowing starter platforms and seeking more flexible SaaS solutions.

## DNVBs Are Retail Influencers

Walmart

OREO

amazon

Office  
DEPOT

Kroger

### Examples:

- Office Depot launches services arm and co-working spaces to build community (DNVBs are experts at community)
- Walmart acquires Jet.com, Bonobos and more DNVBs to compete in the space and win mindshare against Amazon (DNVBs offer unique shopping value props over Amazon)
- Oreo and Amazon partner to create 3-tiered subscription box for the cookies (DNVBs made subscription selling incredibly popular)
- Kroger launches DTC shipping service, Albertson's tries to acquire Boxed.com – Boxed said no thanks. (DNVBs popularized DTC, and Boxed, a DNVB, doesn't want a big name associated with it...not an old, stodgy one at least.)

# An old blue chip – Procter and Gamble – is a mess these days.

Over the last 40 years the stock has always recovered from bear markets with all-time high prices. This recovery has left \$PG behind (it never hit a new all-time high) and the stock is now reeling.

They are under assault from Amazon and the rise of the microbrands.

I believe it is overdone, but have not put on a trade here.

Amazon does not want to kill Procter & Gamble...at least quickly. There are a lot of advertising and promotional dollars Amazon would like to extract from them marketing inside/on Amazon.

Over the next 10 years, the Company can also buy 1,000 rising microbrands and go directly to the customers themselves.

The whole CPG (Consumer Product Goods) sector is going to see explosive deal action and volatility for the foreseeable future.

- *Howard Lindzon, Financial & Technical Analyst*

# Retailers are being clubbed by the almighty Amazon...

While being subjected to the death of a thousand cuts from new brands that are chipping away at every conceivable niche and micro-niche.

Not surprisingly, the number of retail bankruptcy filings has increased significantly and is unlikely to subside any time soon.

At the time of writing in 2018, there have already been 6 retail bankruptcies.

The dynamics causing this are not short-term disruptions to an otherwise healthy market. They are significant and long-lasting changes that will require wholesale changes in operating tactics, channel strategies and financial levers.

Historically, change of this scale works out poorly for the incumbents.

- *John Lott, CFO, Spearmint LOVE*

# Traditional vs. Microbrand

PAUL MITCHELL

bliss®

KOHLER®

**COSTCO**  
WHOLESALE

NATIVE  
UNION



*jenis*  
SPLENDID ICE CREAMS

# How brands plan to compete

UX Experience  
Flows

Product  
Personalization

Community /  
Offline  
Experiences

Merchandise

Content

# UX Experience Flows



NEWCHAPTER.<sup>®</sup>

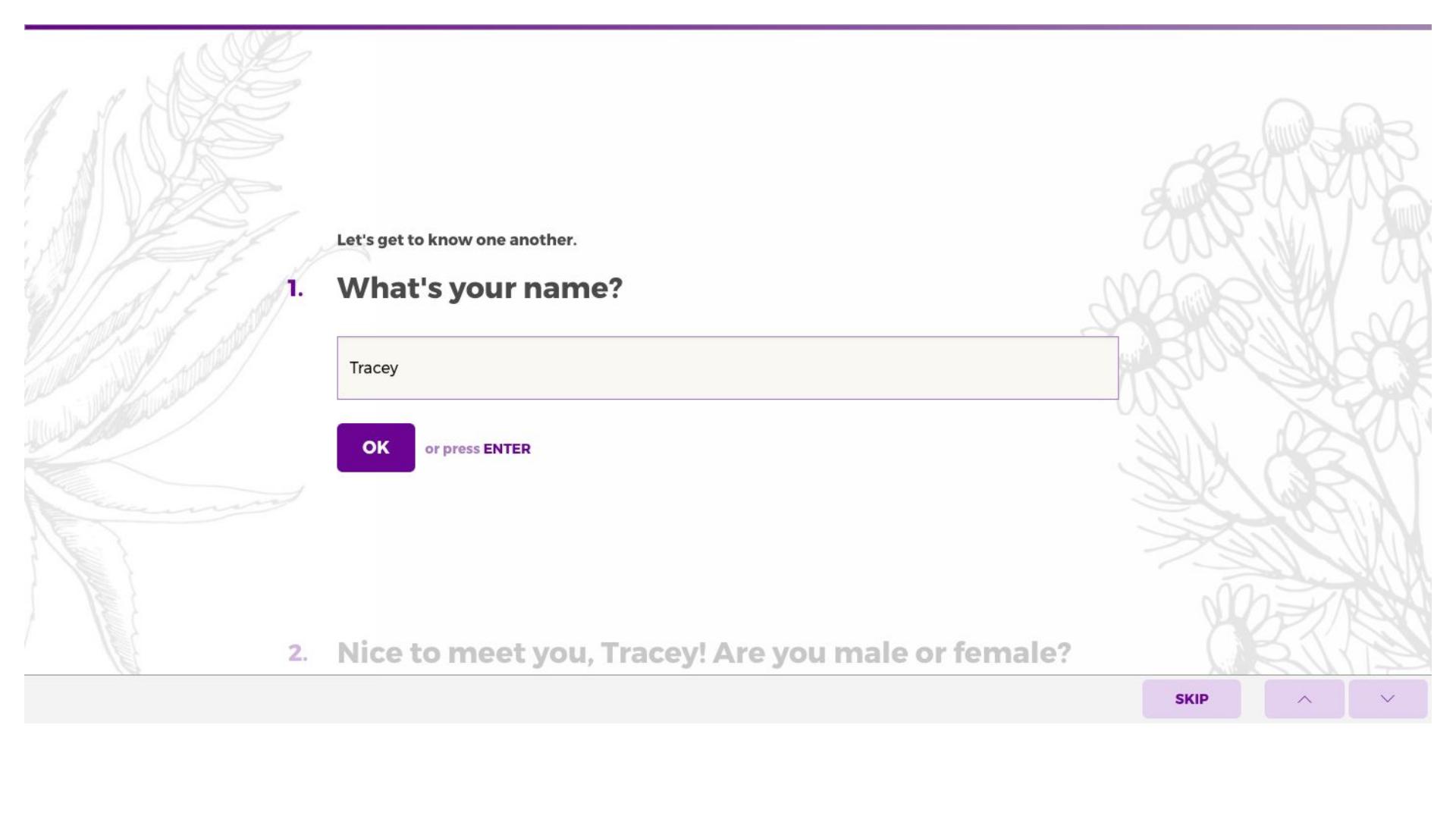
Not sure what you're looking for?

**Let us find supplements that are right for you!**



**TAKE THE QUIZ**

This should take less than a minute.



Let's get to know one another.

**1. What's your name?**

Tracey

OK

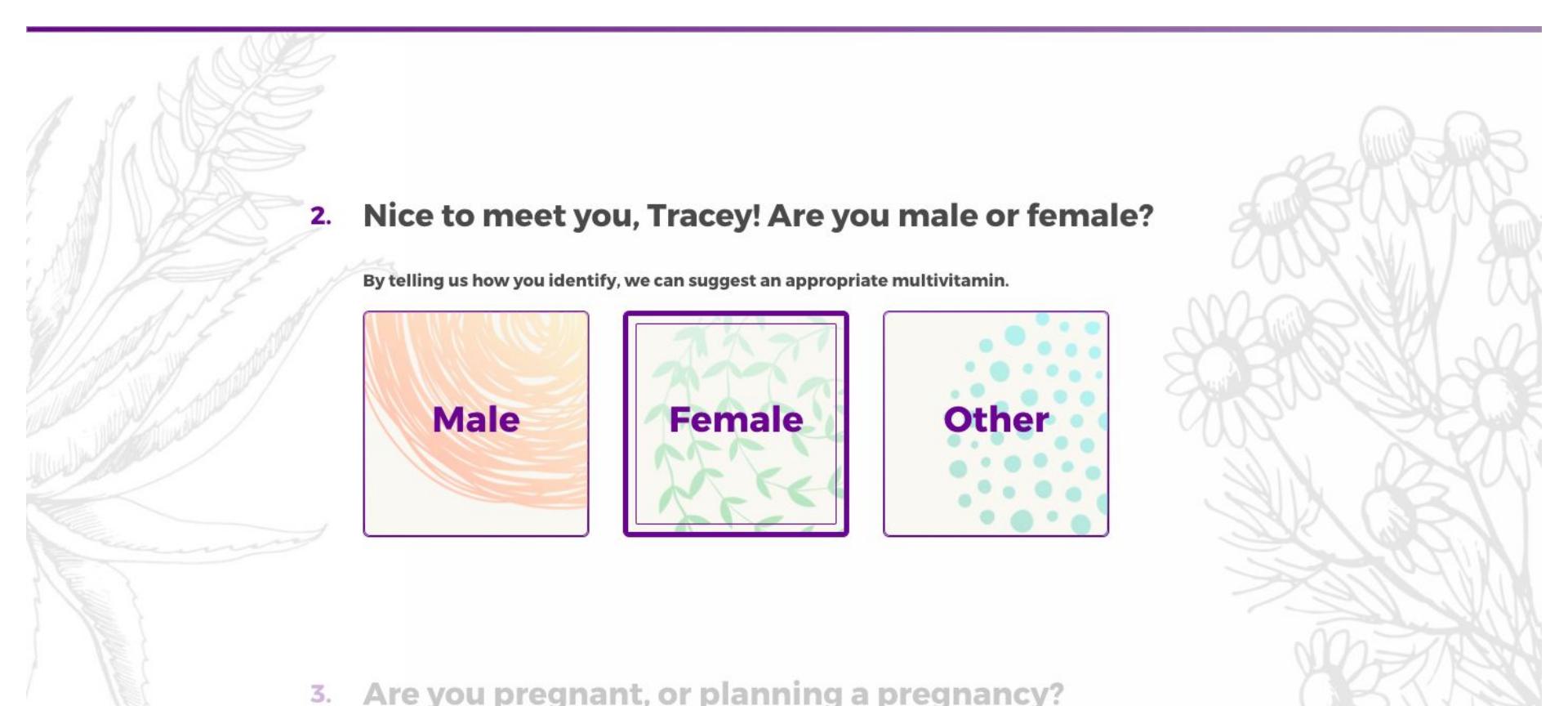
or press ENTER

**2. Nice to meet you, Tracey! Are you male or female?**

SKIP

^

▼

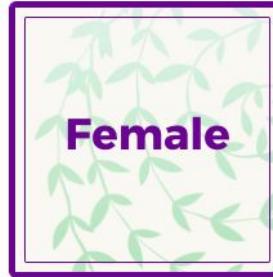


## 2. Nice to meet you, Tracey! Are you male or female?

By telling us how you identify, we can suggest an appropriate multivitamin.



Male



Female



Other

## 3. Are you pregnant, or planning a pregnancy?



SKIP

^

▼

### 3. Are you pregnant, or planning a pregnancy?

Special prenatal supplements are available if you are pregnant or planning a pregnancy.

Yes

No

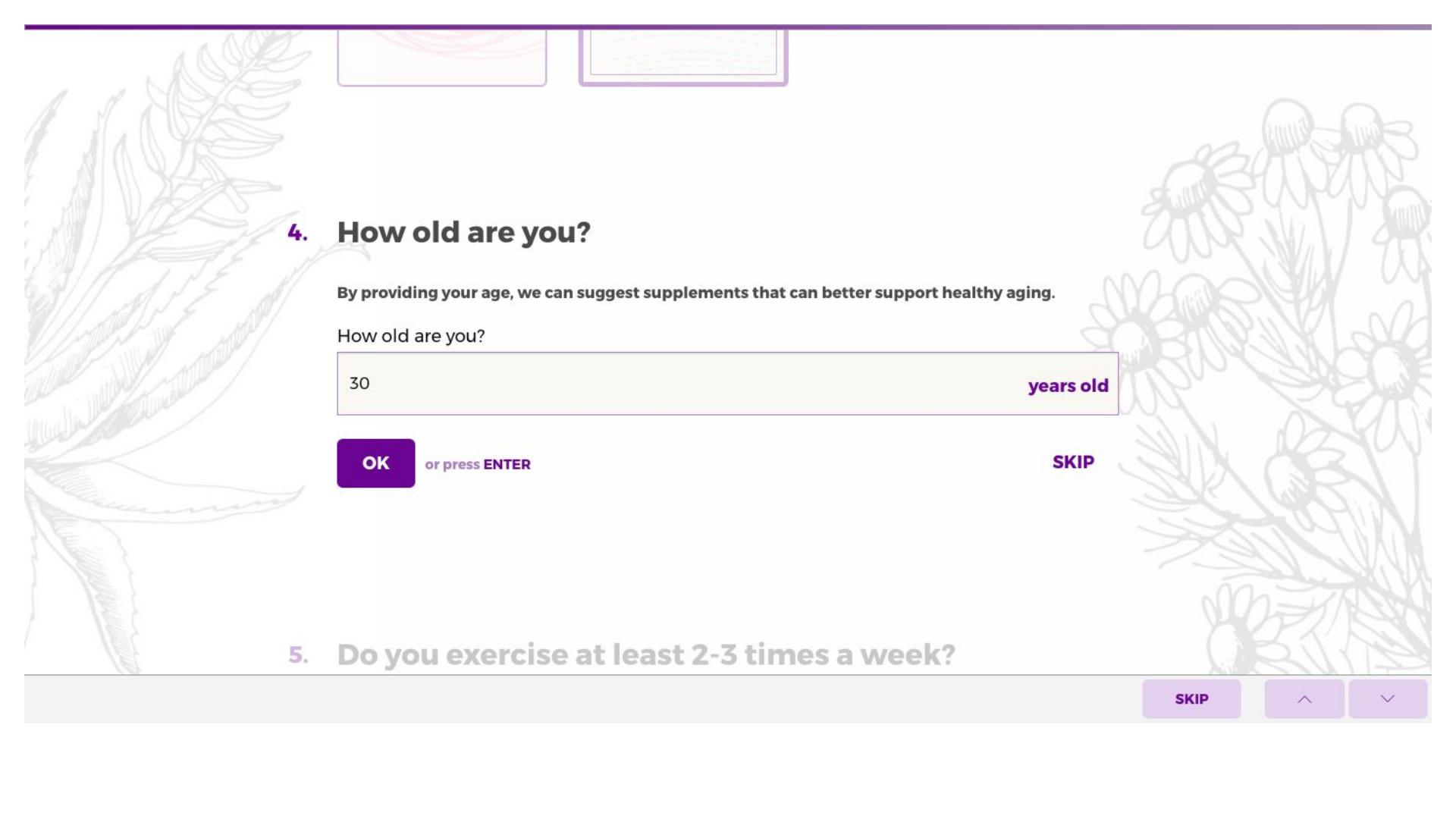
### 3. How old are you?

By providing your age, we can suggest supplements that can better support healthy aging.

SKIP

^

▼



## 4. How old are you?

By providing your age, we can suggest supplements that can better support healthy aging.

How old are you?

30

years old

OK

or press ENTER

SKIP

## 5. Do you exercise at least 2-3 times a week?

SKIP

^

▼

## 5. Do you exercise at least 2-3 times a week?

We have supplements to keep you going and help you recover after exercise.

Yes

No

## 6. Which areas of health interest you?

## 6. Which areas of health interest you?

Don't worry if you feel unsure, you can select up to 5 areas. Go with what feels right.

**Beauty**

**Bones**

**Cognition**

**Digestion**

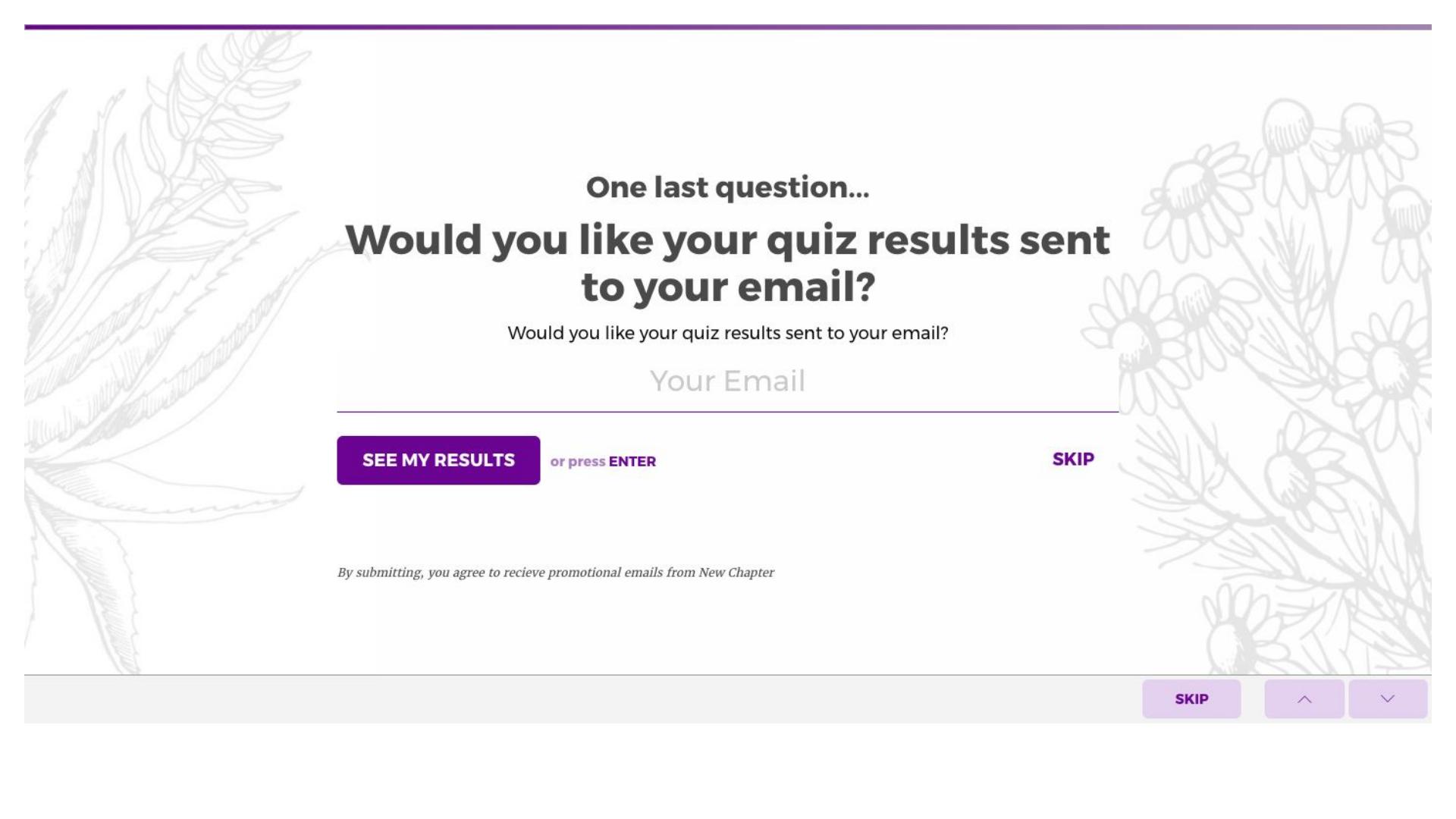
**Energy**

**Heart**

**Skip**

**^**

**▼**



One last question...

## Would you like your quiz results sent to your email?

Would you like your quiz results sent to your email?

Your Email

---

**SEE MY RESULTS**

or press **ENTER**

**SKIP**

*By submitting, you agree to receive promotional emails from New Chapter*

**SKIP**

^

▼

Perfect, Tracey

**Please wait while we put together  
suggested products.**



**BON BON BON**    [OUR STORY](#)    [SHOP BONLINE](#)    [LOCATIONS](#)    [BLOG](#)    [CONTACT & FAQS](#)    [HELP](#)    [ACCOUNT](#)    [CART](#)

FILTER: [ALL](#) [MILK](#) [DARK](#) [CARAMEL](#) [AVOIDS GLUTEN](#) [NUTS](#) [VEGAN](#)

The screenshot shows the Bon Bon Bon website's "BONS IN YOUR BOX" section. At the top, there are navigation links for the main menu, account, and cart. Below that is a filter bar with categories like All, Milk, Dark, Caramel, Avoids Gluten, Nuts, and Vegan. The main area displays six bonbons in boxes, each with a "VIEW DETAILS" link, a small image, and an "ADD TO BOX" button. To the right, a large brown box contains the heading "BONS IN YOUR BOX BOX BOX" and a welcome message about building a box around a person, not putting a person in a box. It also mentions that boxes can be up to 32 pieces long and \$3 each. There are buttons for adding one random bonbon or specifying a price point, and a large orange "REVIEW ORDER" button at the bottom.

**BONS IN YOUR BOX BOX BOX**

**Bon-jour!** Welcome to Bon Bon Bon's Box Box Box Builder! We believe that you should build the box around a person, and not put a person in a box. Maybe that sounds a little silly, but we're pretty serious about it!

What we mean is, as you build the box, it will keep getting longer...up to 32 pieces. They're \$3 each, by the way. To get started, add any Bon from the left.

+ ADD ONE RANDOM BON!  
PRICEPOINT IN MIND? ▶

**COST** **\$0**

**REVIEW ORDER** ▶

# BonBonBon

***Not using product options...***

All possible boxes are SKUs in the catalog (not visible).

This is why they can do “Price point in mind?”

Go check it out:

<https://bonbonbon.com/bon-builder/>

**BON BON BON**

OUR STORY   SHOP BONLINE   LOCATIONS   BLOG   CONTACT & FAQS   HELP   ACCOUNT   CART

FILTER   ALL   MILK   DARK   CARAMEL   AVOIDS GLUTEN   NUTS   VEGAN

**VIEW DETAILS**   **VIEW DETAILS**   **VIEW DETAILS**

#3 **HAZEL-WHAT?**   #15 **BETTER BUTTER CRUNCH**   #17 **KILLER CEREAL**

**+ ADD TO BOX**   **+ ADD TO BOX**   **+ ADD TO BOX**

**VIEW DETAILS**   **VIEW DETAILS**   **VIEW DETAILS**

**THE BABES' FAVES**   **THE BABES' FAVES**   **THE BABES' FAVES**

**BONS IN YOUR BOX BOX BOX**

**Bon-jour!** Welcome to Bon Bon Bon's Box Box Box Builder! We believe that you should build the box around a person, and not put a person in a box. Maybe that sounds a little silly, but we're pretty serious about it!

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**+ ADD ONE RANDOM BON!**  
**PRICEPOINT IN MIND? ▶**

**COST**   **\$0**

**REVIEW ORDER** ▶

# Product Personalization

*Old Spice*



# BUILD YOUR OWN BODY WASH

Use this body wash ol'factory to personalize your body wash with custom label, scent and text.

Click on a bottle below to get started.





Old Spice



## BUILD YOUR OWN BODY WASH IN THREE STEPS

- 1 SCENT PREFERENCE
- 2 CUSTOM LABEL
- 3 NAME IT

GET STARTED

GO!



Old Spice



Smells like wood creams, a blend of spices, and warmth.

Old Spice  
SMELL LIKE VICTORY  
BODY WASH  
**PATRIOTS**

SCENT

Timber

BUY IT

\$ 9 . 9 9

FREE SHIPPING





Old Spice



Old Spice

TIMBER

SMELL LIKE VICTORY

BODY WASH

\$ 9.99

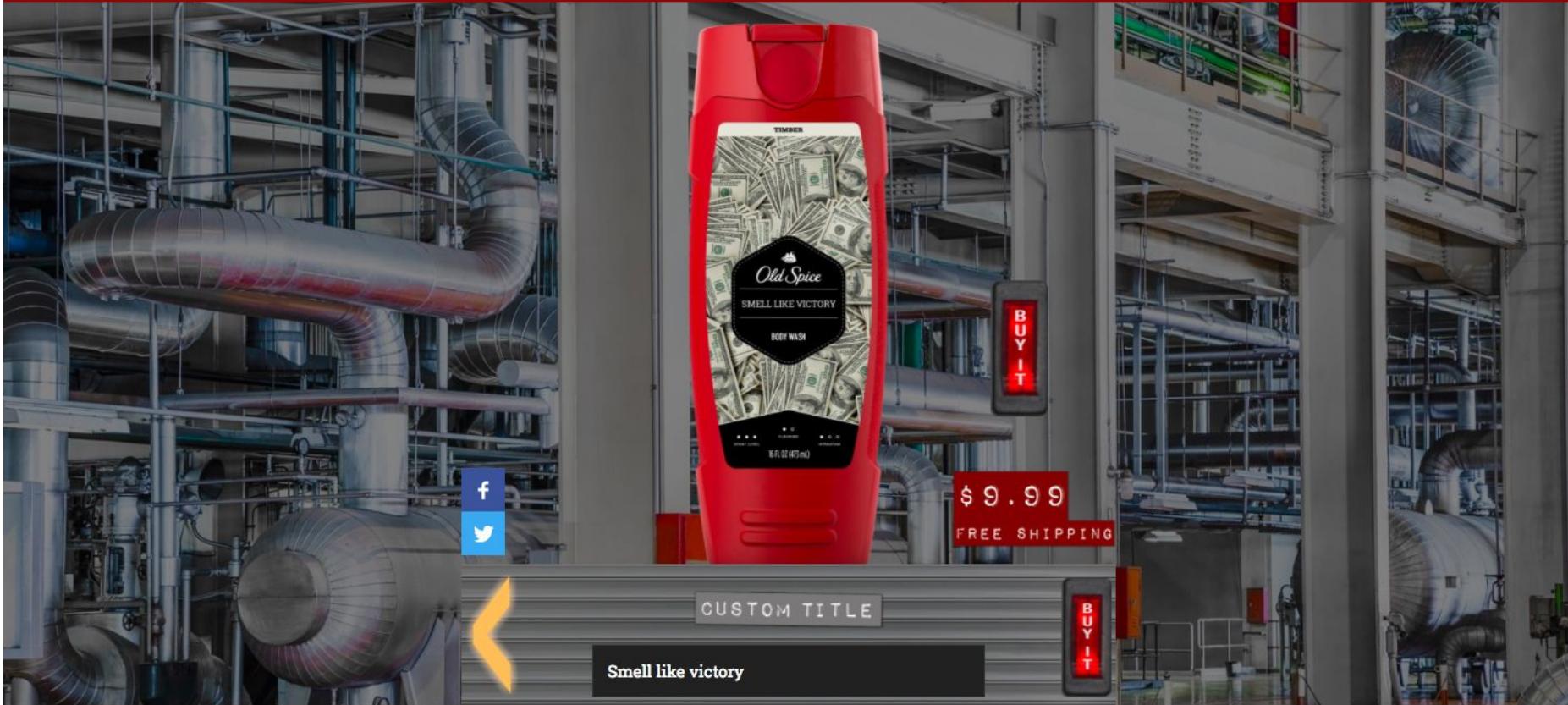
FREE SHIPPING

CUSTOM LABEL

Bazillionnaire



Old Spice



A large industrial facility with complex steel structures, pipes, and machinery in the background.

**Old Spice**

**TIMBER**  
**SMELL LIKE VICTORY**  
**BODY WASH**  
16 FL OZ (473mL)

**\$ 9 . 9 9**  
**FREE SHIPPING**

**CUSTOM TITLE**

**Smell like victory**

**BUY IT**

**BUY IT**

**f**  
**Twitter icon**

**Yellow arrow pointing right**

# Cart

---

1 Pcs Patriots      [×](#) [+](#)

\$9.99

---

Subtotal: \$9.99

Shipping [Estimate](#)  
Coupon Code [Add Code](#)

There is a real person in a real factory  
building your body wash now and it will  
take about two weeks to get to you.

---

Total: \$9.99

[CHECKOUT NOW](#)





*Finally, a shave plan  
your curves deserve.*

MIX & MATCH YOUR FAVORITE HANDLE &  
BLADE REFILLS TO CREATE A CUSTOM  
SHAVE PLAN.

DESIGN YOUR PLAN

Remi Cruz  
@missremiashten

## STEP 1 CHOOSE YOUR FAVORITE RAZOR



### Sensitive Disposable

- 3 bladed
- Great for sensitive skin
- Just use and toss!

**\$12**

\$2 per razor

**what's included?**

6 disposable razors  
Free shipping



### The Original

- 3 bladed
- Lubrication strips
- Refillable blades

**\$10**

\$2.50 per blade refill

**what's included?**

4 blade refills  
1 free handle  
Free shipping

OUR FAVORITE



### Extra Smooth

- 5 bladed
- Ribbon of moisture
- Advance skin guard
- Refillable blades

**\$18**

\$4.50 per blade refill

**what's included?**

4 blade refills  
1 free handle  
Free shipping

Subscribe now.  
**Cancel or skip anytime!**

NEXT

## STEP 2 CUSTOMIZE YOUR RAZOR WITH OPTIONAL UPGRADES

1 — 2 — 3 —



### Choose Blade



#### *The Original*

##### Included

Three spring mounted blades, lubrication strip and rounded cartridge that fits all Venus handles.



#### White Tea

\$3.00 per order

Three blades and flexible moisture bars with built-in body butter and a white tea scent.

[See Ingredients](#)

### Choose Handle

### Choose Add-ons

SHIPS TODAY  
**The Original**

4 Original Blade Refills  
1 Original Handle

TOTAL  
**\$10**

RECURRING  
REFILLS  
4 Original Blade Refills

TOTAL  
**\$10**

NEXT

## STEP 3 HOW OFTEN DO YOU SHAVE?

1 — 2 — 3 —



CLICK TO FLIP

Everyday

Delivers once a month

A Few Times A Week

Delivers every two months

Once A Week

Delivers every three months

SHIPS TODAY  
The  
Original

4 White Tea Blade Refills  
1 Swirl Handle  
1 Snap Handle

TOTAL  
\$20

DELIVERS EVERY  
THREE MONTHS  
4 White Tea Blade Refills

TOTAL  
\$13

NEXT

## SUMMARY



SHIPS TODAY  
**The Original**

4 White Tea Blade Refills  
1 Swirl Handle  
1 Snap Handle

**TOTAL \$20**



DELIVERS EVERY  
THREE MONTHS

4 White Tea Blade Refills

**TOTAL \$13**

CHECKOUT

marucci

SHOP BASEBALL · SHOP FASTPITCH · EXPERIENCE

FREE 2ND DAY AIR SHIPPING ON ALL ALUMINUM/COMPOSITE BATS & FIELDING GLOVES [Learn More](#)

ACCOUNT CART 0



**JR7 CUSTOM PRO**

\$159.99

★★★★★ (2 reviews) · Write a Review

HANDLE TONE: Required



HANDLE FINISH: Required

Glossy   Matte   Metallic    Smooth

BARREL TONE: Required



BARREL FINISH: Required

Glossy   Matte   Metallic    Smooth

Chat With Us

# How Many Product Options Did You See...

**14 product options!**

**1 ruled based (which populates to an upsell item!)**

Go see for yourself:  
<https://maruccisports.com/jr7-custom-pro/>



The image shows a Marucci baseball bat with a red knob and a black handle. The bat has a wood grain finish and features the Marucci logo. Text on the bat reads "Handcrafted for YOUR NAME HERE JR7 Pro Model".

**Upsell!** →

**ARE YOU SURE?**

**What is a Smart-Ready Knob?**

Marucci's Smart Bat technology allows Diamond Kinetics' SwingTracker sensor to be securely fitted inside of the standard knob of a Custom Pro Model bat. By selecting Smart-Ready knob, you're authorizing Marucci's wood production team to carve out part of the knob and install a dual-locking mechanism to firmly hold your SwingTracker sensor in place, allowing for the most accurate data possible.

**Don't forget the sensor!**

The Diamond Kinetics SwingTracker sensor captures your most precise swing data using 11 different metrics in four core swing categories: speed, power, quickness, and control, then sends it to the SwingTracker app through a paired iOS device via Bluetooth. View metrics in easy-to-read graphics and charts or sync with a unique 3D image or video of your swing.

**GET A SENSOR**

**Chat With Us**

Community / Offline  
Experiences





**A7XEntertainment** 2 weeks ago

I am going to save up for the next available guitar/experience!



1



REPLY



**catinaonesie** 1 week ago

Now THIS is something to save up for!



1



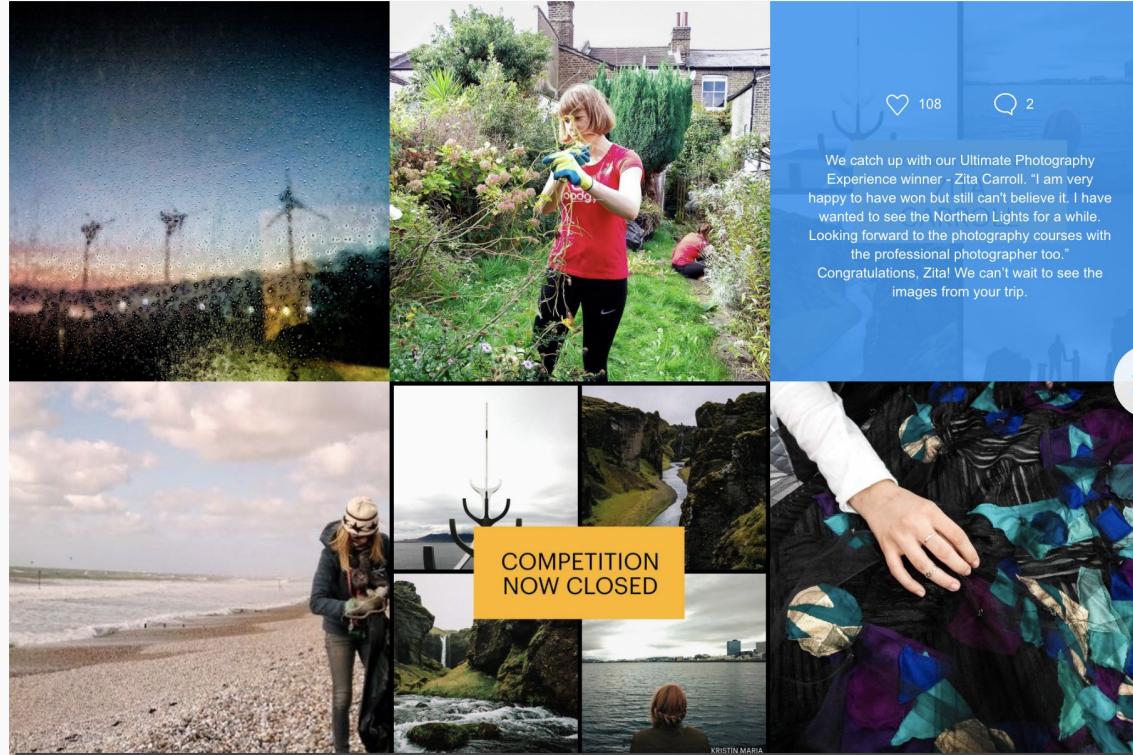
REPLY



Products ▾ Shop ▾ Stories Support ▾

United States ▾ Basket

Created with #KodakEktra





HELP ACCOUNT CART

OUR STORY SHOP BONLINE LOCATIONS BLOG CONTACT & FAQS

HOME / WORKSHOPS

# WORKSHOPS



# Merchandise



## Fan Club

While our main focus is on the personal care products we use everyday, we also make some stuff just for the fun of it.



Sonny Black Label Hat  
\$26.99



"Beers" Trucker Hat Brown  
\$22.99



"Sonny" Trucker Hat Dijon  
\$22.99

0 (0)

- 1 + Add To Cart

0 (0)

- 1 + Add To Cart

0 (0)

- 1 + Add To Cart

0 (0)

Sold Out - Check Back Soon

0 (0)

- 1 + Add To Cart

5 (1)

- 1 + Add To Cart



Sonny Lifeguard Hat  
\$29.99



Sonny Black Logo Tee  
\$24.99



Sonny Off-White Logo Tee  
\$24.99

## I AM FEARLESS

LIMITED EDITION TEES

> SHOP



•

•

•



**AUGUST MCGREGOR**  
DROP 1 LOOKBOOK

> VIEW

I am looking for... 

NEW

JERSEYS

MEN'S

WOMEN'S

KIDS'

HATS

SIDELINE

ACCESSORIES

CLEARANCE



FREE LOCKER PICKUP  
24/7 or Gameday locker

## CRUCIAL CATCH INTERCEPT CANCER



SHIPPING OPTIONS  
standard & express

HASSLE FREE RETURNS  
within 60 days

4.8 ★★★★  
Google Customer Reviews



SHOP CUSTOM JERSEY ➡



SALUTE TO SERVICE  
YOUR TEAM, OUR COUNTRY

SHOP



SHOP MEN'S POLOS ➡



SHOP WOMEN'S ➡

# Content + Commerce



**NATURALLYCurly**  
20 years OF BRINGING CURLS TO LIFE!

MY CURLS CURL ARTICLES STYLES PRODUCTS COMMUNITY LIFESTYLE SALONS **SHOP**    



**BEAUTY**  
Beauty Hacks for Fall

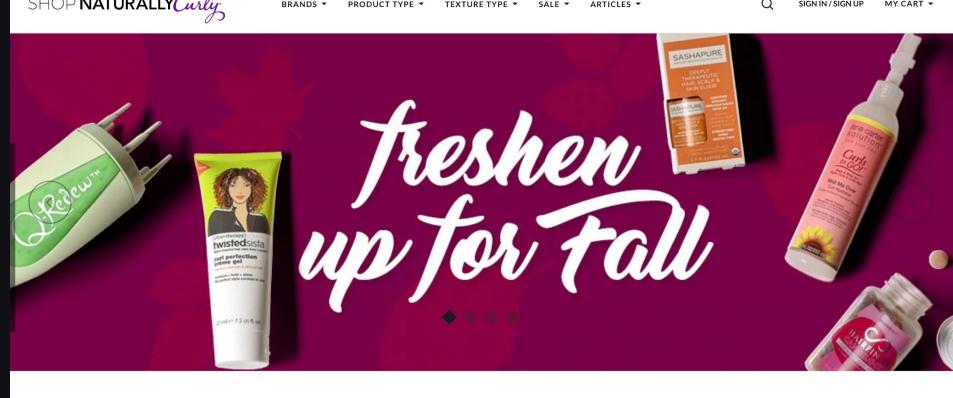
How to Fix Severely Heat Damaged Hair  
Used the flat iron one too many times?  
Here is what you should consider to get your hair back healthy.

Top 5 Curly Hairstyles for Fall  
They're mesmerizing and effortless.

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FREE SAMPLES WITH EVERY ORDER + FREE US SHIPPING OVER \$60

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NOW  
FEEL  
THIS.

LIVE STREAM  
CONCERT  
SERIES

LEARN MORE

COMING  
SOON  
10.23  
DUCKWRTH

LIVE STREAM 10.23.18  
GET TO KNOW DUCKWRTH

Past Show  
**JAY PRINCE**  
PLAYED 09.28.18  
WATCH NOW



Past Show  
**PRINCESS NOKIA**  
PLAYED 09.23.18  
WATCH NOW



Past Show  
**YUNO**  
PLAYED 09.26.18  
WATCH NOW



Past Show  
**SUPERORGANISM**  
PLAYED 09.27.18  
WATCH NOW



Past Show  
**SMINO**  
PLAYED 08.31.18  
WATCH NOW



Past Show  
**IVY SOLE**  
PLAYED 08.31.18  
WATCH NOW



Past Show  
**NOW, NOW**  
PLAYED 07.28.18  
EXPERIENCE THE SHOW

Episode 8

# TOPAZ JONES

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## Episode 14: Lil Zubin

Philly singer-rapper Lil Zubin talks Post Emo, accidentally becoming a singer, and his underground hit Misery EP.

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## Episode 13: Ivy Sole

Ivy Sole talks her new record Overgrown, balancing work with independent artistry, and where to get the right cheesesteak in Philly.

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## Episode 12: Smino

Smino talks St. Louis in the 2000's, growing up with musical parents, and recites a rap he wrote at age 7.

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## Episode 11: Kyrie Irving

Kyrie Irving talks about how he sneakily quit playing the baritone as a kid, his early introduction to the musical Rent, and self-actualization outside of basketball.

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## Episode 10: Now, Now

Cacie and Bradley of Now, Now talk meeting as awkward 15-year-olds, their first international tour with Paramore, and this one time at band camp.

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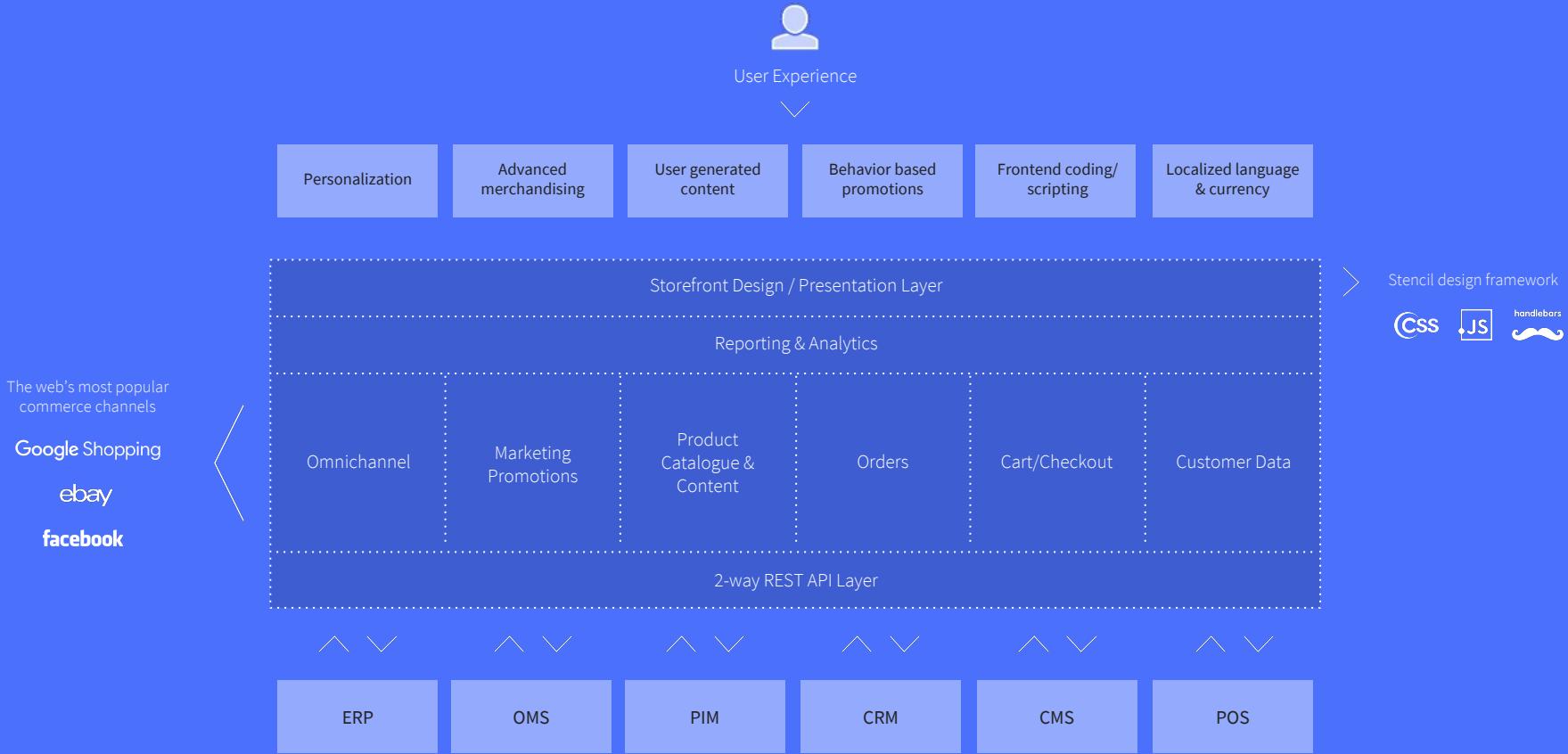


## Episode 9: Bohan Phoenix

Bohan Phoenix talks about his Chinese roots, discovering Eminem, and appropriation in hip-hop.

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Commerce as You Intend  
It



BRAND POSITIONING

# OUR PROMISE

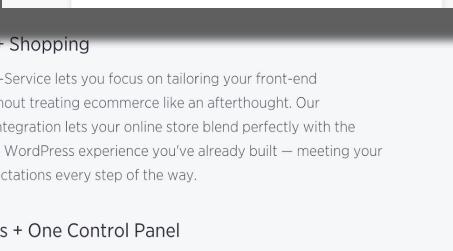
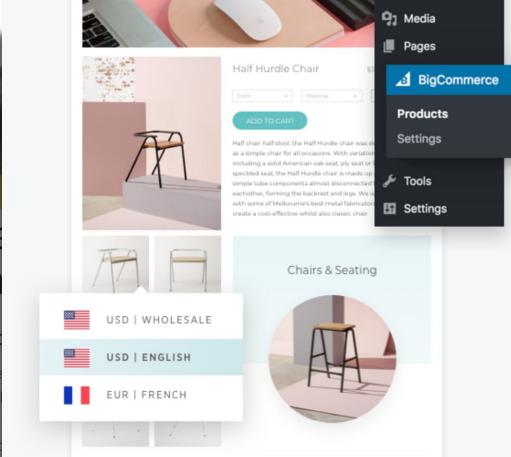
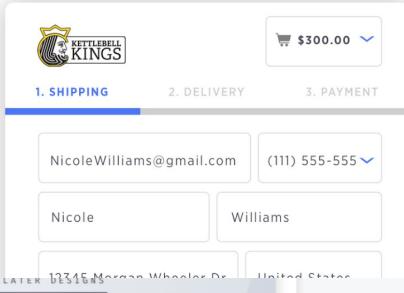
BigCommerce delivers ecommerce without compromise.

Through our native suite of ecommerce tools, flexible architecture and powerful APIs, brands can rapidly build and launch cutting-edge commerce experiences across channels.



# Raising the stakes for customization possibilities on SaaS

The BigCommerce Checkout SDK gives agencies, developers and brands unparalleled end-to-end cart and checkout customization capabilities.



## Freedom to focus on conversion

The BigCommerce Checkout SDK handles the complex business logic

Commerce-as-a-Service brings you the best of both worlds

### Content + customization

Integrate commerce with your most beautiful work. You don't have to compromise the content you've created -- from highly customized sites to a CMS -- to combine it with a fully customizable store.

### Experience + shopping

High-touch customer experiences? Perfected your UX? Good. Tap into our APIs to deliver commerce seamlessly into the systems and experiences you've built for your shoppers. You bring the wow factor. We'll bring a robust ecommerce engine to enhance it.

Multiple Sites + One Control Panel