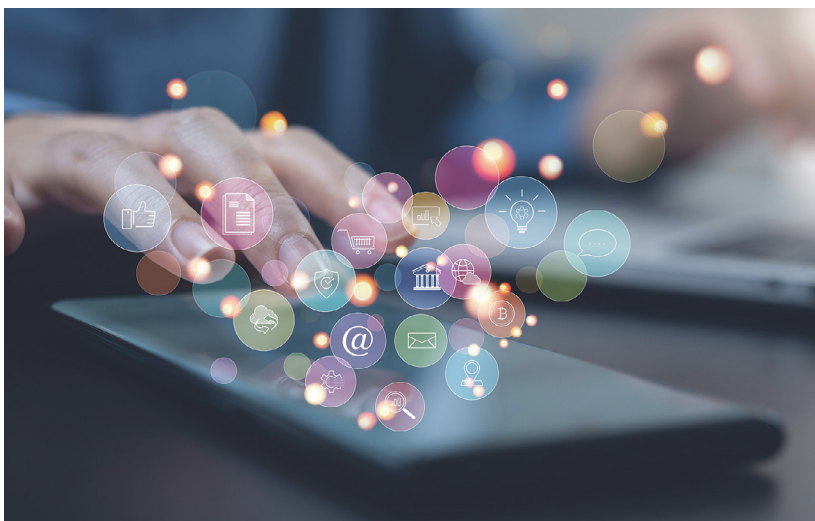


2022 LEADING VENDORS TO THE TOP 1000 RETAILERS

Ranking, data and analysis of the
top ecommerce technology providers



OVERVIEW

As technology evolves and more shoppers are spending their dollars online amid the lingering pandemic, retailers are seeing the benefits of utilizing the services of a vendor rather than running all parts of their ecommerce operations themselves.

In fact, 63% of retailer respondents choose to use a vendor when implementing a new technology, according to an August-October 2021 Digital Commerce 360 Digital Technology survey of 93 retailer respondents. 75% of those retailers turn to a vendor because they lack the expertise in-house, while 47% of retailers' staff are too busy to focus on implementing technology, and 36% find using a vendor's

services cheaper than building something from the ground up.

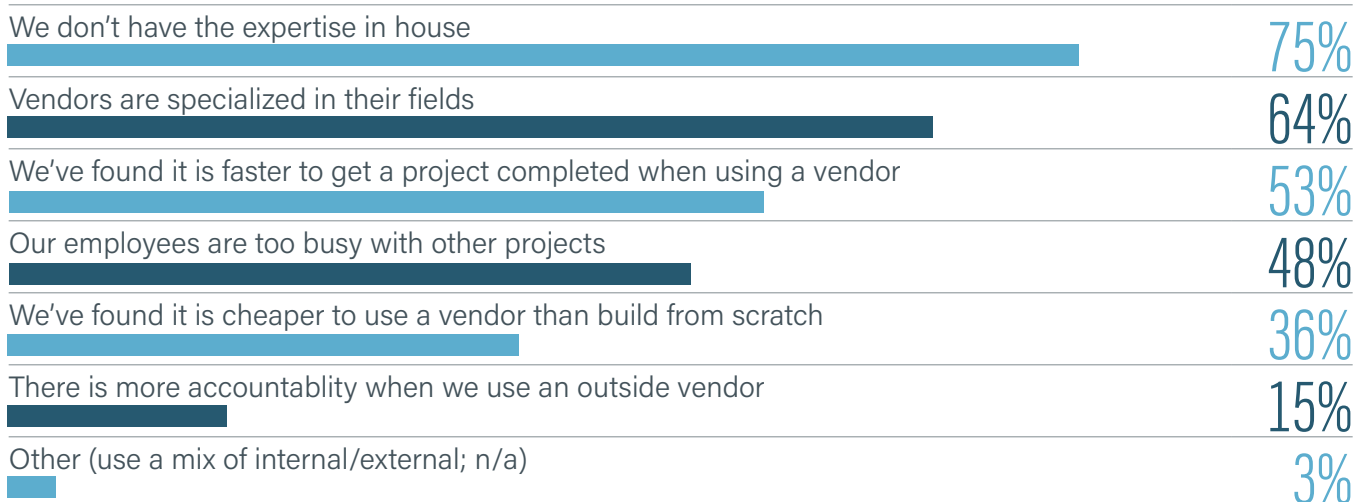
Plus, 64% of retailers surveyed believe that vendors are specialized in their fields, so they trust vendors to get the job done—and 53% say it's faster to use a vendor for projects.

Just in 2021, retailers have been busy adding new technologies. 47% of retailers implemented or upgraded their ecommerce platform, 33% added email marketing services, and 28% focused on adding mobile commerce technology.

From digital marketing to web design to supply chain management and more, vendors offer

WHAT ARE YOUR REASONS FOR USING A VENDOR?

Please select all that apply.

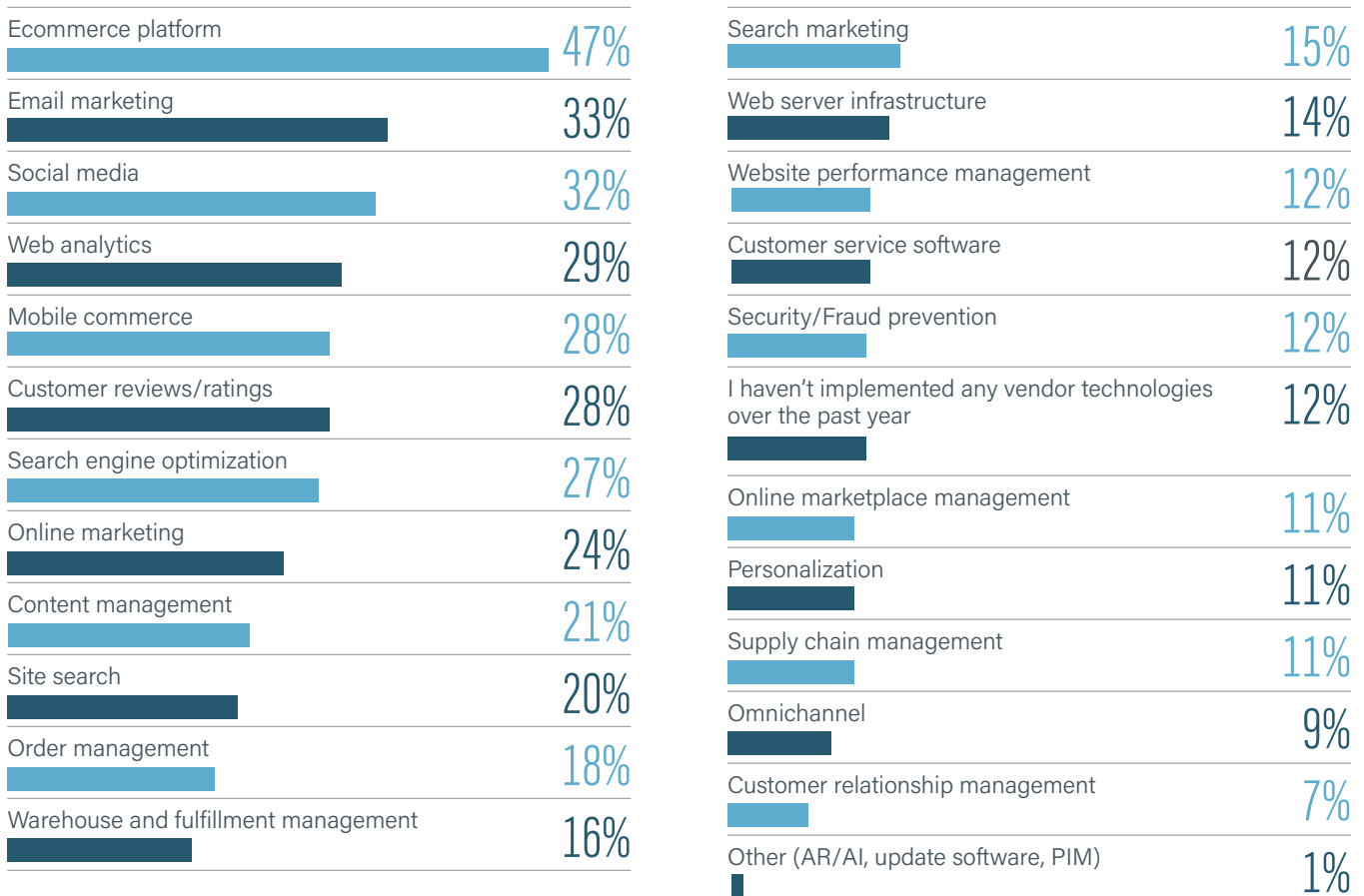


Source: Digital Commerce 360 digital technology survey, 93 respondents, August-October 2021

a slate of services to give retailers everything they need to get their ecommerce operations up and running. This includes upgrades to existing services with more advanced features. And after stores were temporarily shuttered during the height of the pandemic in 2020, prompting more shoppers to shop online, retailers had to upgrade their ecommerce sites to keep up and stay top-of-mind to consumers.

These retailers are ready to invest in even more technologies: 71% of survey respondents said they plan to increase their spending on ecommerce technology and services in the next year. And six in 10 retailers anticipate increasing their technology investment spending about 15% or less. So, it's a good opportunity for vendors to capitalize on retailers who are ready to add new features or upgrade their current site offerings.

WHAT TECHNOLOGIES FROM VENDORS HAVE YOU IMPLEMENTED OVER THE PAST YEAR? Please select all that apply.



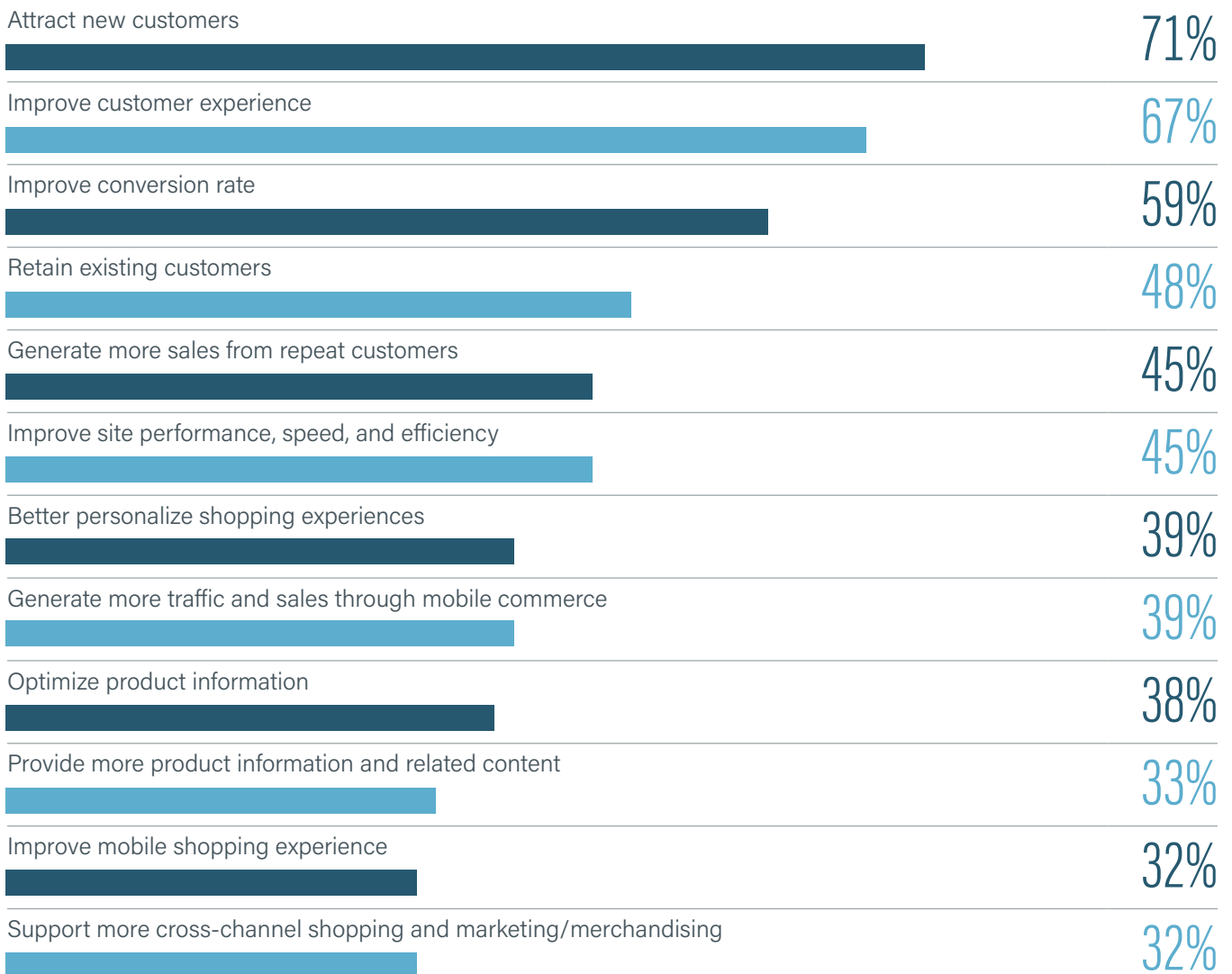
Source: Digital Commerce 360 digital technology survey, 93 respondents, August-October 2021

One of the main reasons online merchants want to increase spending in ecommerce technology is to attract new customers, according to 71% of retail respondents. Other top reasons to increase spending include the following: improving the customer experience (67%), improving conversion rate (59%), retain existing

customers (48%), improve site performance, speed and efficiency (45%), among others.

Once retailers figure out what they want to invest in, the next challenge is finding a vendor that best fits their needs and budget—but it's not that

WHAT ARE YOUR MAIN REASONS FOR SPENDING MORE ON ECOMMERCE TECHNOLOGY OVER THE NEXT YEAR? Please select all that apply.



Source: Digital Commerce 360 digital technology survey, 93 respondents, August-October 2021

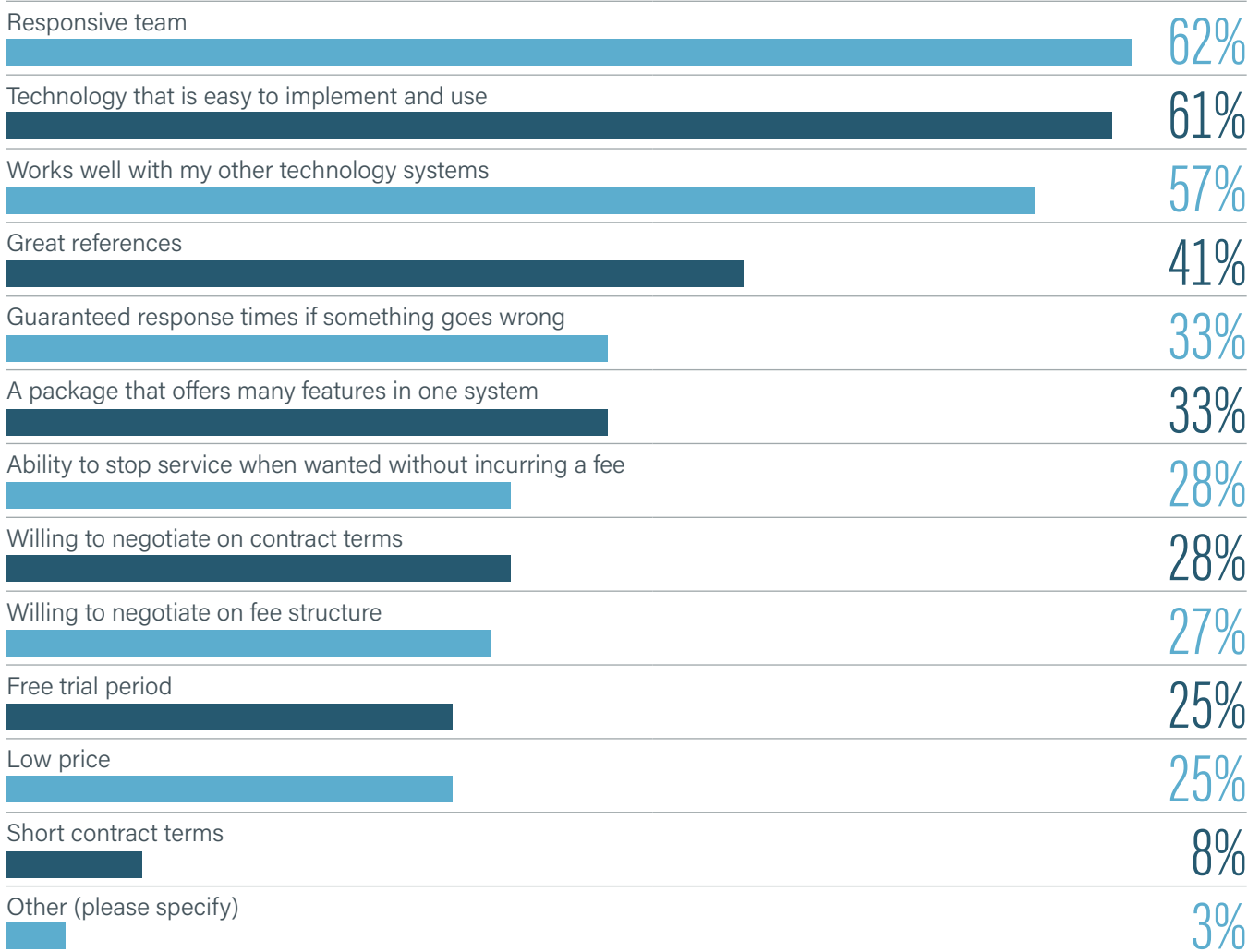
simple. 62% of retailer respondents seek out vendors who are responsive, 61% want to deploy a technology that's easy to implement and use, and 57% want a technology that integrates with their other technologies. Retailers also care about the flexibility of services offered: 33% want

a technology package that offers many features in one system, 25% want a free trial period, and 8% want short contract terms.

The good news is that half of retailers' vendor experiences were positive: 41% of retailers said

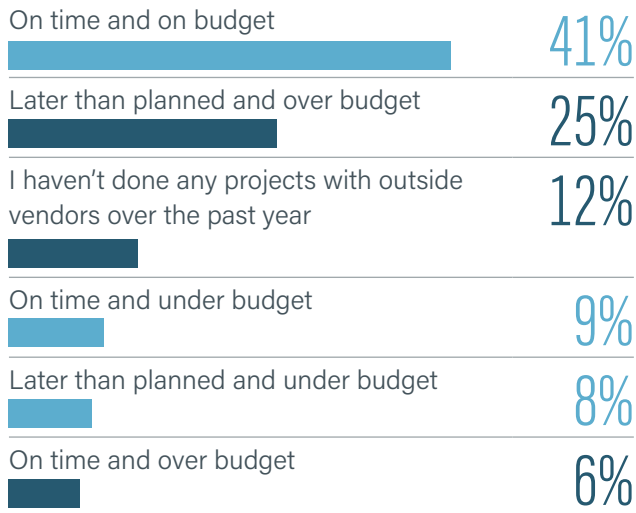
WHAT ARE THE MAIN THINGS YOU LOOK FOR WHEN CHOOSING WHICH VENDOR TO WORK WITH?

Select all that apply.



Source: Digital Commerce 360 digital technology survey, 93 respondents, August-October 2021

THINKING OF YOUR LAST PROJECT WITH A VENDOR OVER THE PAST YEAR, HOW DID IT GO IN TERMS OF TIMELINES AND BUDGET?



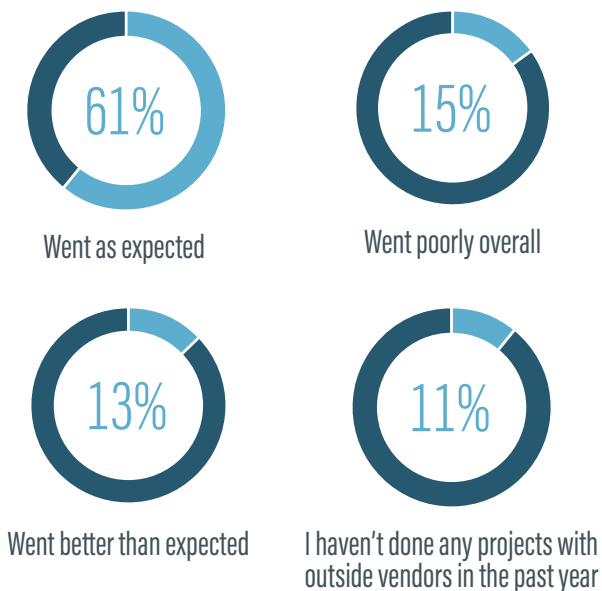
Source: Digital Commerce 360 digital technology survey, 93 respondents, August-October 2021

their past vendor-related projects were on time and on budget, while 9% said their projects were on time and under budget. Plus, 6 in 10 retailers reported their technology projects went as expected (61%) or better than expected (13%).

The message is clear: online merchants want better-performing sites on whatever device the shopper is using, they want to reach more customers, convert more shoppers to buyers and encourage those shoppers to come back by providing fast shipping and top-tier customer service. But achieving these goals may seem insurmountable to some.

Vendors can take over some, if not all, of those tasks to deliver a seamless shopping, shipping and customer service experience for retailers' customers. **LV**

THINKING OF YOUR LAST PROJECT WITH A VENDOR OVER THE PAST YEAR, HOW DID IT GO?



Source: Digital Commerce 360 digital technology survey, 93 respondents, August-October 2021

ECOMMERCE PLATFORMS

Ecommerce platforms are the backbone of an ecommerce site. But the once-simple tools have become more complex by integrating with online marketplaces, offering fulfillment help and bolstering retailers' mobile commerce offerings. And with good reason: Ecommerce is surging, and that's driving shoppers to demand more from online retailers, especially during the pandemic. In turn, that's leading merchants to expect more from their ecommerce platforms.

The majority of retailers graded their ecommerce platform an eight or higher out of 10 during the COVID-19 pandemic, according to the August-October 2021 Digital Commerce 360 Digital Technology survey of 93 retailers. Thus, 82% of retailers are not looking to switch ecommerce platforms.

But overwhelmingly, ecommerce platforms are the top tech budget priority over the next



year. Perhaps this is due to upgrades and advancements to ensure their platforms continue operating at peak performance should another crisis arrive or to keep up with the annual holiday demand.

This section shares examples from two retailers—one that migrated its ecommerce platform and another that moved to a headless commerce-based platform.

HOW RAINBOW SHOPS RETAINED ITS FULL SPECTRUM OF CUSTOMER DATA AFTER ITS PLATFORM MIGRATION

When Brooklyn-based fast-fashion retailer Rainbow Shops decided to switch its ecommerce platform from Salesforce Inc. to Shopify Plus, the enterprise version of Shopify, it didn't immediately consider one extremely important fact about making the move, says David Cost, vice president of digital and ecommerce at the retailer.

"We had eight years' worth of sales history trapped in Salesforce," Cost says. "And we'd be accepting orders on Salesforce until the moment we switched to Shopify."

That meant when Rainbow Shops lost access to Salesforce, it would lose eight years of sales and customer data—extremely valuable data—including order values, SKUs sold per order, order numbers and vital customer information

like email addresses and phone numbers, to name just a few.

And the retailer, which was founded in 1935 and operates more than 1,000 locations in the United States, Puerto Rico, and the U.S. Virgin Islands, had a lot of online data that it needed to access. Rainbow Shops' ecommerce business has grown almost 900% in six years, achieving a 44% compound annual growth rate, the retailer says.

Cost has been with Rainbow Shops since 2015, three years after the merchant began selling online. He says COVID-19 "accelerated everything ecommerce" without being more specific, and Rainbow Shops had to add a second shift in its ecommerce fulfillment center to keep up with the pandemic-fueled ecommerce demand.

"We realized we'd be losing important data like customer lifetime value—everything," Cost says. "For financial reporting, you need to be able to look at last year's numbers versus this year's numbers. How would we do financial comps?"

To solve the issue, Rainbow Shops implemented a service from data warehousing vendor SoundCommerce that pulled data from its Salesforce Commerce Cloud platform and placed it into a cloud-based data warehouse. SoundCommerce used an application programming interface (API) to integrate with Salesforce and move all eight years' worth of

data into a separate data center hosted in Google Cloud. Shopper data from Salesforce continued to flow into the warehouse until the migration.

And, once the retailer migrated to Shopify on July 27, it began doing the same with its Shopify data. The end result is a cloud-based data warehouse that consolidates order and customer data from both systems. The new data warehouse also provides query and reporting tools that enable Rainbow Shops to track and analyze revenue, discounts and costs, customer lifetime value, marketing and merchandising, shipment data, and more. SoundCommerce charges a fixed monthly subscription fee for its service.

“It basically allows us to do all of the things that we need to do that require a real-time data warehouse,” Cost says. “It combines years of data across both Salesforce Commerce Cloud

and Shopify. It helped us not lose any sales history and we now feed all new data into it.”

Cost says Rainbow Shops’ challenge is becoming more common with the shift to retailers running ecommerce platforms in the cloud rather than on their own in-house servers. Because data in cloud-based platforms such as Shopify and Salesforce isn’t stored in-house but in the cloud, a retailer needs to find a way to extract its data if it wants to access it when it decides to move to a new platform. While some retailers may do this manually themselves, it requires extensive IT expertise and time, Cost says.

Indeed, cloud hosting, also known as software-as-a-service or SaaS, is a popular platform choice for retailers. According to an August and September 2020 Digital Commerce 360 survey of 121 retailers, 82% were looking to switch ecommerce platforms. And of those looking to make a switch, 32% said they were most likely to select a multi-tenant SaaS platform where a vendor hosts software in the cloud that is used by many retailers, the No. 1 choice.

Many retailers use software-as-a-service ecommerce platforms in part because they don’t have the expertise or infrastructure in-house to run and manage an ecommerce platform on their own servers, and that means they also probably don’t have the resources to operate their own data centers. SoundCommerce does this for retailers.



Cost says setting up the data warehouse with SoundCommerce took less than two months. SoundCommerce did most of the work to implement its service. The Rainbow Shops team mainly gave SoundCommerce access to its Salesforce and Shopify platforms, Cost says.

“Anybody considering a migration would be well served to make sure they have a data center in place to bridge the old and new system. Thankfully we had it in place,” Cost says. “We value it a lot more today than we did when we first implemented it. It’s an essential infrastructure needed to run a modern ecommerce business, like air conditioning in a brick-and-mortar store.”

While migrating ecommerce platforms often presents complexities like moving data around, Cost says the move to Shopify is paying off. He says Rainbow Shops selected Shopify Plus because it has more flexible contract terms than Salesforce—requiring it to sign a one-year contract upfront and then allowing it to go month to month afterward, whereas Salesforce required it to sign three-year contracts. Shopify Plus is also significantly cheaper. Cost says Rainbow Shops is paying 25% of the price for Shopify Plus that it paid for Salesforce.

He also was attracted to Shopify’s fast-paced innovation, such as its shopping integrations with social media platform TikTok and its deal

with Google that allows Shopify merchants to sign up to have their products appear across Google web properties such as Search, Maps, Images and YouTube. Cost also is impressed with its Shop Pay payment method, which allows consumers to save credit card and shipping information to check out quickly with any Shopify merchant.

“The day we went live with Shopify, over 18% of our sales went through Shop Pay,” Cost says.

BED TENT RETAILER PRIVACY POP LAYS OUT THE BENEFITS OF MOVING TO HEADLESS COMMERCE

When customers would get on PrivacyPop.com, they experienced excruciatingly slow page load speeds, says Danny Ninete, CEO.

The retailer sells bed tents designed to give sleepers more privacy and quiet for a better night’s rest. It provides a wide selection of product colors and patterns, but Privacy Pop’s product pages would load so slowly, many customers would leave before even browsing the site’s inventory. Privacy Pop’s bounce rate was 80%, meaning 80% of site visitors would leave the site without navigating to another page beyond the retailer’s homepage.

“Page loads were sometimes taking up to 15 seconds,” Ninete says. The back and forth from

the server to fetch the HTML files to load all the elements of a page took longer than many consumers were willing to wait, he says. By comparison, average page load time for retailers in the Digital Commerce 360 Top 1000 is 3.76 seconds.

Out of frustration, Ninete began researching how to increase page load speeds and the direct correlation among site speed, conversion rates and average order value.

Soon, he came across headless commerce and ecommerce technology vendor Nacelle. Nacelle uses headless commerce functionality and works with many retailers' existing ecommerce platforms and technologies such as the Shopify ecommerce platform Ninete was already using.

The key difference between headless commerce and traditional online stores is that, with headless, the front-end shopping interface consumers see is separated from the back-end data and systems. This allows merchants to update their customer-facing store without back-end coding or system updates. And similarly, they can update their back-end functionality without disrupting their front-end customer experience. The main advantages of headless commerce are easier customization and a faster site, experts say.

Nacelle also uses progressive web app or PWA functionality for its website. Built using web technologies such as JavaScript, HTML, and Cascading Style Sheets, PWAs function as websites viewed through a browser yet look and feel like a mobile app. Nacelle uses advanced PWA functionality that loads an entire site at once, when a visitor first arrives. Unlike traditional websites, with PWAs there's no delay created by the back and forth of data between browser and web server each time a shopper moves to a new page. This creates a smooth, app-like experience and fast page loads.

"While headless PWAs are mobile-first (meaning they are designed for a mobile browser and scale up for larger screens), they work exceptionally well across all devices," Ninete says. "So, for Privacy Pop there is no separate site for mobile—it's all one codebase."



80% of traffic to Privacy Pop is mobile, 18% is desktop and 2% is tablet, he says.

Ninete worked with system integrator Coldsmove Creative to deploy Nacelle's headless PWA as well as a headless content management system from Contentful while still using its existing ecommerce platform, Shopify Plus.

The new headless PWA from Nacelle only took 30 business days for Privacy Pop to launch and went live in September 2020, in time for the busy holiday season, Ninete says.

As a result of the changes, the retailer's homepage now loads in two seconds on average, and consecutive page loads only take 38 milliseconds on average to load, Ninete says.

Privacy Pop also experienced a 21% increase in conversion rates after moving to headless and

Nacelle, as well as an 8.7% increase in average order value and a 190% uptick in the number of pages consumers visit on average during a session. The average time spent on site also increased 49.46% and the retailer's bounce rate fell by 30.42% to 50%.

Nacelle CEO and founder Brian Anderson previously ran a Shopify Plus agency that specialized in custom headless commerce builds for Shopify Plus merchants, including building PWAs. In that role, Anderson and his team ran into many of the complexities and challenges of custom headless builds, which led him to him launch Nacelle. Nacelle aims to reduce the complexity of rolling out headless commerce functionality by working with retailers' existing ecommerce platforms and technologies. [LV](#)

FULFILLMENT & OMNICHANNEL STRATEGY

2020 and 2021 transformed how retailers fulfill online orders. Consumers embraced omnichannel services—especially curbside pickup—during the COVID-19 pandemic. Meanwhile, to protect their margins, retailers have hiked free shipping thresholds—the amount customers must spend to qualify for free shipping—for orders that shoppers want delivered to their homes.

According to Digital Commerce 360 data, 170 Top 1000 retailers offered curbside pickup in 2021, up from just 25 in 2020—a 580.0% increase.

More Top 1000 retailers also began offering buy online, pick up in store (BOPIS). In 2021, 232 Top 1000 retailers offered BOPIS, up 15.4% from 201 retailers in 2020.

Some larger, deep-pocketed retailers like Amazon.com Inc. and Walmart Inc. have invested in warehouse automation and robotics to make fulfillment more efficient. But others are taking less capital-intensive approaches to make shipping and returns more cost-effective, including cutting down on merchandise returns,



implementing higher free shipping thresholds and making sure packages are delivered to the right place on the first attempt.

TYLER'S SHIFTS ITS FULFILLMENT STRATEGY

Texas-based athletic and lifestyle apparel and accessories retailer Tyler's is one small chain actively working to fulfill more orders from its one warehouse instead of its six physical shops, says Justin Dermit, director of ecommerce. The retailer opened its first store in 1978 in Tyler, Texas, under the name Racquet and Jog, selling running shoes and tennis racquets in the local community. Now, it operates six Texas-based stores and an ecommerce site.

While online sales are up significantly, thanks in part to a boost from COVID-19, they still only account for about 10% of total sales, Dermit says. Ecommerce sales have grown about 70% since 2019, but with stores still accounting for most of the revenue for the retailer, Tyler's wants to ensure its large base of loyal store shoppers can find what they want when they walk into a shop.

"Basically, because of the growth in ecommerce, we ended up pulling inventory from stores that we know we would have been able to sell there," he says.

Tyler's example illustrates that there is no one-size-fits-all approach to omnichannel fulfillment.

For some retailers, like Tyler's, it might make sense to lean more heavily on warehouses for web orders and pull from stores only when necessary. Other retailers might set up a rules-based online order fulfillment system and pull orders from the closest spot to the consumer that has the item in stock—be it warehouse or store. And some might send online orders to a specific store depending on what's in the order.

For example, if an order contains products that don't sell well at a particular shop and will likely need to be discounted, a retailer might route that online order to that store for fulfillment. But no matter the strategy, omnichannel fulfillment can make all inventory a retailer has available to all online shoppers all the time. And that means more satisfied customers and fewer lost sales.

When implementing omnichannel technology, retailers should be prepared to spend ample money to get it right, says Brendan Witcher, vice president, principal analyst, digital business strategy at Forrester Research Inc.

"Stores are not designed to be warehouses. When retailers skip the step of making the investments needed to get the store closer to a warehouse-like operation, that's when these programs cause customer service issues and disruption to operations," he says. "When retailers build warehouses, they put millions of dollars of technology in place to make sure packages ship

in the right containers, with the right packing materials and packed in ways that will protect the items from damage. A store typically has none of that technology in place, so any issues that arise with multi-item, ship-from-store orders should not come as a surprise.”

Tyler’s strategy to try and fulfill from its Texas warehouse makes sense as about 65% of its web orders are shipped to locations in Texas, Dermit says. That means Tyler’s doesn’t ship a significant number of orders across the U.S. Tyler’s launched its ecommerce site about six years ago but didn’t invest significant resources in digital commerce until 2018 when Dermit joined, he says.

Currently, when an online shopper places an order, Tyler’s inventory software system ensures it has the products in stock. Then, after checkout, Tyler’s staff manually decides if a store or the warehouse should fulfill the order. The stores that bring in the most revenue fulfill fewer online orders, Dermit says. And there are other considerations as well, he says.

“Our original Racket and Jug store in Tyler sells more running shoes and athletic clothes, so we try to make sure not to fulfill those kinds of online orders from there,” Dermit says. “Our Hyland Park store in Dallas tends to sell more kids clothing, so we try and make sure they have plenty of that in stock.”



Currently, 75% of web orders at Tyler's are fulfilled from stores and 25% from its Texas warehouse. But the retailer is working to swap those percentages.

Meanwhile, the retailer is working to "double down" on building up inventory in its warehouse and is in the beginning stages of implementing an order management system that will automate where it makes the most sense for Tyler's to fulfill an order from.

While it is in the middle of shifting its online fulfillment strategy to lean more heavily on the warehouse, Dermit says stores have been helpful to meet growing ecommerce sales demands. Leveraging store inventory and associates to fulfill web orders has helped Tyler's keep up with the chain's rapid web sales growth over the past two years, he says.

"We run a pretty lean ecommerce team and being able to use stores has helped us get [online] orders out," Dermit says. "But stores are our No. 1 revenue generator. They are really where we excel right now, and we don't want to take that inventory away."

To keep up with store fulfillment of online orders, Tyler's has hired between one and two additional store employees on average per store. And its store stockroom workers have added picking, packing and shipping of web orders to their job

descriptions. The retailer uses ShipStation, an app available through its BigCommerce ecommerce platform, for help with managing, shipping and tracking orders. ShipStation's software sends web orders to each store for fulfillment. And Tyler's uses UPS and FedEx for shipping.

A MORE ADVANCED APPROACH TO OMNICHANNEL FULFILLMENT

Unified Commerce Group, which just launched last year, is in the midst of acquiring a portfolio of direct-to-consumer brands. In late 2020, it made its first acquisition of Canadian sustainable fashion brand Frank and Oak. The retailer operates 11 Canadian stores, yet 80% of its sales stem from its ecommerce site. Through UCG, Frank and Oak is in the process of implementing omnichannel technology from vendor NewStore.

Under that deal, NewStore will provide Frank and Oak with mobile point of sale at its stores, enable stores to facilitate online orders if a product is out of stock in the shop, provide store fulfillment of web orders and offer inventory management software. It will also replace the existing order management system to integrate ecommerce and store inventory, enabling Frank and Oak to offer all inventory to customers regardless of location or purchase channel. In stores, store managers and associates will use iPhone apps to check out shoppers or help them find products

online that aren't in stock in stores, Dustin Jones, co-founder and CEO of Unified Commerce Group. The offerings are slated to launch in July.

Enabling shoppers to purchase easily across all channels pays off, Jones says. For example, at Frank and Oak, an omnichannel shopper is three times more valuable than a shopper who only purchases in one channel, Jones says. And, while 80% of Frank and Oak's sale is online, stores are still essential. Jones draws on his career experience which includes 14 years leading omnichannel initiatives at Macy's Inc. He also served as managing director at Hong Kong-based Fung Retailing Group, which owns a portfolio of companies spanning logistics, distribution and retail.

According to Jones, the average online conversion rate for fashion retailers is 2-3% but the store conversion rate for apparel retailers hovers around a much higher 30%.

What's more, pleasing online shoppers by consistently providing access to the products, colors and sizes they want means they are more likely to come back to shop with Frank and Oak. And that also pays off. Frank and Oak's cost to acquire a new customer is 42 Canadian dollars (US \$34.57), but its cost to keep a current one—or to entice an existing customer to purchase again—is just 7 Canadian dollars (US \$5.76). Jones says Unified Commerce Group is investing

heavily in omnichannel technology and that all the brands it acquires will get access to NewStore and other technology from UCG.

"Technology is not cheap to build," he says. "You need great vendors to help you. UCG is building omnichannel solutions that will be a gift with purchase for all the brands we acquire." UCG will be announcing two more DTC acquisitions in the next few months, Jones says.

AMERICAN EAGLE BUYS A LOGISTICS STARTUP

In a move intended to improve its fulfillment and logistic operations, American Eagle Outfitters Inc., a specialty apparel retailer, acquired logistics and shipping startup AirTerra in August 2021.

The goal of the acquisition is to help American Eagle get products to consumers more quickly, Shekar Natarajan, chief supply chain officer at American Eagle, told Digital Commerce 360 in an emailed statement.

AirTerra, which launched in the spring of 2020, offers shipping and other fulfillment-related services. In a Sept. 2 conference call to discuss American Eagle's fiscal second quarter earnings, Michael Rempell, chief operating officer for American Eagle, called the AirTerra acquisition "a relatively small purchase that has huge potential for us."

Because AirTerra focused on “middle-mile” delivery—which refers to moving goods from a distant warehouse to a store or fulfillment center—the startup offers benefits to small shippers that previously were available only “to the largest shippers, to the Amazon’s or Target’s or Walmart,” Rempell said, according to a Seeking Alpha transcript.

AirTerra fits the retailer’s overall strategy of leveraging scale and innovation to manage costs and improve customer service, Rempell added.

AirTerra says it saves shippers money by aggregating parcel volume from many shippers in the same area. It then uses a “point-to-point network to ship parcels directly to major metro markets, cutting time, cost, and unpredictability.”

In a note to investors, Oliver Chen, a retail analyst at Cowen Inc., an investment firm, praised the AirTerra acquisition, calling it indicative of American Eagle’s “growing investment for more agile and faster operations.”

Shipping rates and the state of the global supply chain may be out of retailers’ control. But retailers can pull levers to make shipping and fulfillment more efficient and affordable. These include re-evaluating free shipping thresholds, implementing online sizing tools, taking steps to minimize returns, and improving the quality of address data so packages arrive at the right places and on time—on the first try. **LV**

CUSTOMER EXPERIENCE

As technology evolves and shoppers want more out of their online shopping experience, retailers need to keep up. There's the desire for more personalized experiences, more features like augmented reality, a robust on-site search function, and a flawless customer service experience—to name just a few. And for retailers, they want to find more ways to reach and keep shoppers.

But it can be challenging for retailers to evoke the same level of confidence in online shoppers to make their purchase or get their questions answered in a timely manner compared with consumers shopping in a physical store—where they can find a store associate and get answers immediately. And that's where vendors come in to provide advanced technology to bridge the offline and online divide.



CATCH CO. HOOKS SHOPPERS WITH CONTENT RECOMMENDATIONS

With many teams-based recreational activities on hold amid the COVID-19 pandemic, some consumers picked up fishing—a hobby they could enjoy alone or with their families.

And Catch Co.—which is a consumer brand manufacturer and parent company to online merchants fishing gear e-retailer Karl's Bait & Tackle Shop and fishing supplies subscription box retailer Mystery Tackle Box—quickly noticed an increase in online sales for its own ecommerce sites when stores shuttered in spring 2020.

But consumer demand for its products has tapered in 2021, causing Catch Co.'s online sales and traffic to drop compared with the surges during 2020, says Geoffrey Champlin, chief strategy officer for Catch Co.

“We’re seeing a lot of the COVID newcomers stick with the sport, but people are going to restaurants and the movies again while fishing was a more isolated activity,” Champlin says. “The retention is strong for the COVID cohort but we’re seeing a dip in [traffic and sales].”

Thus, the fishing supplies company wanted to find a way to draw shoppers back in and keep them on its site. To do that, Catch Co. needed to strengthen its personalization strategy. “Modern

ecommerce requires personalization; it’s beginning to be the status quo,” Champlin says.

And shoppers agree—they now expect some form of personalization when they’re shopping online, according to a September 2021 survey of 1,000 online shoppers conducted by Digital Commerce 360 and Bizrate Insights. 59% of respondents want to quickly access their recently viewed products and 55% want their information stored on a retailer’s website and updated when they place orders.

Retailers aim to deliver shopping experiences tailored to the individual shopper. For example: 32% of shoppers want to see products recommended to them based on their browsing and buying history, while 23% want to see products based on other shoppers buying similar products. And some shoppers want to be tracked across all devices and sites. 30% want to have access to a cart across desktop, mobile app and mobile web, and 19% want to see products recommended to them based on shopping history on other ecommerce sites.

“In the best personalized experiences, retailers make the customer part of the dialogue and leverage data to create one-to-one personalization,” says Helene Trontz, partner at business consulting firm Columbus Consulting. “The ultimate goal of personalization in retail is to make shoppers feel unique, special and emotionally connected.”

Catch Co. found that having personalization on its ecommerce sites is especially important in the fishing industry. When shoppers are browsing its ecommerce site Karl's Bait & Tackle, it's important for them to be able to browse by the species of fish they're planning to catch, the region in which they're fishing and personal fishing supplies preferences.

"Some anglers want fast-moving bait or lures or finesse-style baits that you let sit there," Champlin says. "When you're dealing with a plethora of consumer preferences, we think that personalization is the only way to [cater to consumer preferences] at scale."

Catch Co. implemented software from personalization technology platform Dynamic Yield onto its sites in November 2019 and

increased its personalization efforts in early 2021 with product and content recommendations from its informative blogs and videos that link back to products it sells. The retailer declined to share the costs of the Dynamic Yield platform. It also works with influencers in the fishing community to create additional content.

Using Dynamic Yield, Catch Co. can recommend blogs and videos alongside products. For example, when a shopper is browsing for fishing lures and lands on a product detail page, Catch.com shows recommendations for blog posts related to fishing lures to learn more about them, as well as product recommendations for related lures.

Catch Co. says its content recommendations generate 5-15% of overall onsite revenue on



average per month, Champlin says, noting this varies by seasonality since its peak season is February through September. And in general, the onsite recommendations generate a 35% lift in revenue per user, he says. This is compared with shoppers who are not served the content recommendations. Champlin says it does not show recommendations to consumers who have never bought anything from the retailer.

“We’ve seen a rapid increase in engagement and seen an increase in purchasing as content gives the customers confidence they will have success with the product,” he says.

Catch Co. also uses Dynamic Yield’s recommendations in emails, specifically its post-purchase emails. When the product is en route, Catch Co. sends the customer an email with content related to the product that he just purchased, such as a how-to video or article, as well as related products. So far, this has resulted in a 25% click-through rate for its post-purchase emails.

As the holidays approach, content remains key, and Catch Co. says it will continue to invest in its blog posts, videos and influencer partnerships.

“When someone goes online, they’re not necessarily looking to make a purchase,” Champlin says. “In our industry, they want to learn something, and they’re online because they can’t go out fishing. If you want to engage

with fishing content, we want to be involved with that. And when [consumers] want to gear up, we will be right there.

“They’ve seen the videos we’ve made and the influencers using our products. So, a lot of our customer acquisition centers around the content and being that community fishing hub,” he adds.

LADY GAGA’S HAUS LABORATORIES TAPS INTO EMAIL TO WOO CUSTOMERS

Founded by singer/songwriter Lady Gaga, Haus Laboratories is a beauty brand that debuted on Amazon.com Inc.’s Prime Day on July 15, 2019. The cosmetics brand launched both on Amazon.com as well as its direct-to-consumer site HausLabs.com at the same time.

Lady Gaga chose Amazon because of its global reach, says Katrina DeChance, director of digital



at Haus Laboratories. “We’re available in many countries, which was a critical requirement for Gaga when we launched. ‘I have fans everywhere, and I want as many of them to have access to our products as possible,’” DeChance says of Gaga’s rationale. “Our scale and reach were important.”

The direct-to-consumer site also sells to more than 200 countries. What’s more, it offers free shipping for orders over \$75 for international shoppers. “That’s pretty unusual given the cost of international shipping, but we have a wide international audience,” she says.

While it had a successful launch, DeChance says, without revealing more, it also had only a few months to grow before the COVID-19 pandemic

struck. 2020 was a challenging year for cosmetics retailers as consumers were wearing masks and not wearing much makeup. According to a Digital Commerce 360 and Bizrate Insights survey of 1,000 U.S. consumers conducted in August 2020, 25% of online shoppers purchased fewer beauty products online due to decreased need amid the pandemic. But, 70% of online shoppers in the same survey said they purchase beauty products online and 34% buy beauty products online at least monthly.

Online merchants tracked by Digital Commerce 360 in the health/beauty category collectively grew online sales 38.7% in 2020 year over year. While that is an increase over 2019, it is still lower than the collective sales growth of the Top 1000 at 44.5% growth for 2020.



Additionally, 28% of online shoppers surveyed said they bought cosmetics products on Amazon.com in 2020, which could have proved beneficial for Haus Laboratories.

“We are digitally driven, and you can only buy our products online,” DeChance says. “So, it was really favorable for us. We didn’t see the missing revenue or loss that other brands [who also run brick-and-mortar stores] saw.”

Haus Laboratories grew in 2020 over 2019—although it only had six months of revenue to compare—and it continues to grow in 2021, DeChance says, without revealing specifics. She also declined to reveal the percentage of sales from Amazon.com versus its direct-to-consumer site.

The cosmetics retailer uses Shopify Plus as its ecommerce platform and has been working with marketing automation vendor Klaviyo for its marketing strategy—mainly email marketing—since before its July 2019 launch.

“Email marketing is now our biggest revenue-driving channel,” DeChance says, without revealing more. Haus Laboratories worked with Klaviyo to develop its brand story and how to connect with shoppers through its email messaging by analyzing and testing different campaigns. Klaviyo’s email program also enabled Haus Laboratories to scale as it

gathered more emails and customers. Haus Laboratories declined to reveal how many consumers it has on its email list.

Klaviyo has a price calculator on its site so brands can determine the cost of using its services. The vendor has a free tier in which a brand can send a maximum of 500 total emails to up to 250 contacts. Once a brand reaches the free limit, Klaviyo moves the brand to a paid program. For example, if a retailer has 150,000 contacts to target, that will cost about \$1,700 per month. Haus Laboratories declined to share how much it pays per month for Klaviyo.

The cosmetics retailer also uses Klaviyo’s website integration to encourage more shoppers to give Haus Laboratories their email address. Haus Laboratories offers an incentive, such as a discount code or some other promotion, when a customer gives her email address to the retailer.

“A critical point in the journey is capturing emails,” DeChance says. “We get their contact info in an authentic and mutually beneficial way.”

Gathering emails allows Haus Laboratories to collect more customer information to surface more relevant products.

“This ensures customers can truly personalize their own experience and get the emails they’re most interested in,” DeChance says. “It’s

mutually beneficial as customers get to see what is most relevant to them and own their experience, and in return brands get a better understanding of who their customer is.”

In addition, Haus Laboratories will soon be introducing Klaviyo’s price-drop trigger coming into the holidays. So, when a customer views a product and signs up with her email on the product detail page, she will get an alert via email or text that automatically lets her know the price has dropped without Haus Laboratories’ marketing team having to do anything.

“Anything that can be automated is so helpful for us,” DeChance says. “We’re excited to convert those window shoppers when it’s the right time or if they need a nudge.”

Haus Laboratories also makes decisions based on the data it gathers from customer data—from what they’re browsing and what they’ve purchased to what they’re saying on social media by reading the comments on its social media posts.

Haus Laboratories uses the data it collects from shoppers to inform the sales it runs and the kinds of products it carries, DeChance says. For example, if customers really love a certain eyeliner based on what they’re opting in to hear about via email, plus what they’re saying on

social media, then it will add more stock of that eyeliner or bring in more colors and types, she says.

“We take everything into account to figure out what we’re doing in the future,” she says.

It also takes this a step further with cross-selling. For example, if a customer adds that eyeliner to her basket, Haus Laboratories wants to be able to suggest she buy an eyeshadow that will go with it. “How can we do that in a not-creepy way?” DeChance wonders.

MY SUPPLEMENT STORE LIFTS CONVERSION WITH LIVE CHAT

While vitamins and supplements retailer My Supplement Store didn’t add a virtual boutique to its ecommerce site, it still introduced a human element to its online services via live chat when it noticed an uptick of sales in the early months of the pandemic when people were purchasing a plethora of vitamins.

My Supplement Store sells both online and in retail stores, but online sales represent about 70% of its business, according to Jeff Brian Anderson, the retailer’s marketing manager and director.

“After last year, we had a really big spike in sales and visits, and those have continued with people shopping with us more,” Anderson says.

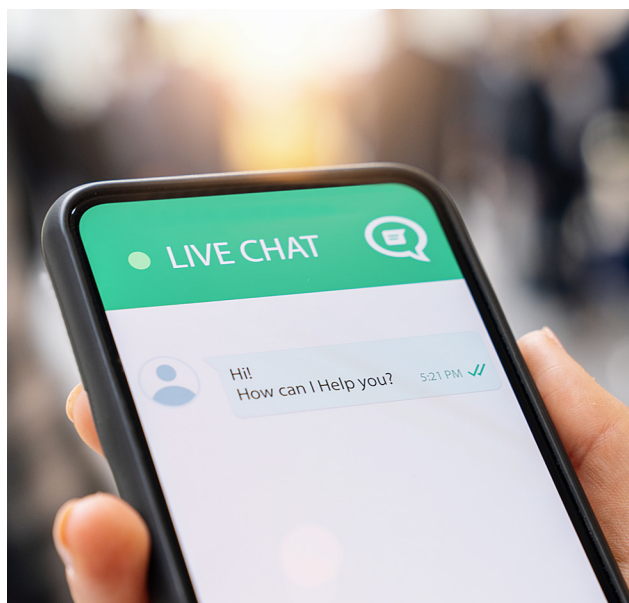
To help it manage this boost in online sales, My Supplement Store had to increase its customer service staff and services but did not reply to a request for how much it increased its staff. It also integrated live chat in February 2021 onto its ecommerce site through live chat vendor Gorgias. Anderson says it took about a week to integrate the live chat platform onto its site and then another two to three weeks to have the retailer's customer service team feel comfortable using it on their own.

Although My Supplement Store did not share which plan it is on, Gorgias's basic plan is \$60 per month for up to 350 customer service tickets, its pro plan is \$300 per month for up to 2,000 customer service tickets, and its advanced plan is \$750 per month for up to 6,000 tickets. It charges a fee for additional tickets in each plan, and it also offers a custom plan.

"In the past, we were reactive, now we're being proactive with customer service," Anderson says. "People just want instant gratification and to talk to us right away."

That rings true with consumer preferences as 36% of online shoppers say having a live chat function is the most important factor for customer service, according to the September 2021 Digital Commerce 360/Bizrate Insights survey of 1,000 consumers. Plus, 79% of online shoppers prefer to interact with a human via live chat. That's a huge number compared with 16% who prefer to communicate with a chatbot. Thus, the human touch plays an important factor, as the following most preferred ways to communicate with customer service was by email (67%) and by phone (58%).

Gorgias enables My Supplement Store to set up automations and triggers for when live chats surface on the site. If a shopper is on a product detail page, for example, for longer than 20 seconds, a live chat pop-up appears asking if the retailer can answer any questions about the product. Or if a shopper is browsing three or more similar products, the live chat system assumes it is comparing products, so a live chat box launches asking if they're looking for a certain product. And in the checkout, if a shopper is there longer than one minute, the chat box will launch asking if he is having issues, needs a coupon or any other checkout-related issues, Anderson says.



“The checkout one has really helped the conversion rate through the funnel and checkout,” he says. “Plus, it has helped reduce the number of customer service calls we have gotten.”

My Supplement Store tracks conversion rate for consumers who use the live chat versus those who don't. It found the difference was a 0.35% lift in conversion rate for those who used live chat. Anderson says that doesn't sound like a lot, but every little bit helps for conversion. “We can clearly see that when using live chat, the chances of it turning into a sale are much higher,” he says.

One of the benefits of My Supplement Store's live chat service is that it can be turned off when the customer service staff is overwhelmed, such as during peak sales times. With the holidays approaching, the vitamins retailer does the most sales during Black Friday and Cyber Monday, more than any other time of year, Anderson says. “The Cyber 5 time is definitely tremendous in terms of sales and volume and engagement of visits on the site,” he says.

Despite hiring seasonal customer staff, My Supplement Store experiences an influx of customer service inquiries during peak sales times. With the “flip of a switch,” the retailer can turn off the proactive chat box so its customer service staff can catch up.

Anderson says the most important part of live chat for My Supplement Store is the instant gratification for shoppers. “If they send in an email or use a contact form, who knows when they're going to hear back,” he says. “Having a live chat function, they're going to hear back from us in less than a minute or a couple minutes. They'll get their answer right away on their phone or computer.”

BETTER SEARCH RESULTS DRIVE CONVERSION FOR CABIN PLACE

Escaping to a cabin in the wilderness away from people seemed to be appealing for some consumers in the midst of a pandemic. At least that's what cabin furnishings retailer Cabin Place



found. Its online sales picked up significantly in 2020 compared with 2019, says Andrew Scherr, vice president of ecommerce.

“We did well, better than expected even. And demand never slowed down,” he says without revealing exact figures. For example, site visits skyrocketed 200.3% to 79,354 visits in July 2020 from 26,424 visits in February 2020, according to data from web measurement firm Similarweb. Since then, visits remain elevated, never dropping below 57,000.

Cabin Place, which sells “everything but the floors and walls” for a cabin, does 100% of its business online. But there’s just a small team behind the retailer, and it can’t execute all its ideas alone, Scherr says.

As 2020 progressed, Cabin Place discovered it had two different types of customers and its site needed to cater to both. For example, it found that one type of shopper is browsing for a few smaller products, such as kitchen towels, throw pillows or bedding, while the other type is looking to outfit his entire cabin from scratch with bunk beds, a dining room table set and area rugs.

To better cater to its shoppers, Cabin Place wanted to upgrade its search function, modify its product listing pages and categories, and add product recommendations. The retailer had been using on-site search vendor Searchspring

for a few years for its site search functionality, but chose to add additional features in mid-2020, Scherr says.

BEFORE ADDING THE ADDITIONAL FEATURES VERSUS AFTER:

Search: Cabin Place would have to comb through all search queries and determine what to show for each search term. Now, the retailer identifies the most popular queries and gives Searchspring a list of which products to surface based on these search terms.

Product categories: Cabin Place would have to manually sort the categories and position where to show certain products. It would use spreadsheets and assign numbers to products to determine where they should go. And if the product placed in the top position didn’t sell, it would stay there unless the retailer manually moved it down the page. Now, it uses Searchspring’s category sorting tool, which displays the most popular categories on top, and the retailer can organize those pages with a drag-and-drop tool. “We set up boost rules for those pages accordingly, so we’re not spending hours on a category page that only gets a few views. And we let the algorithm do the rest,” Scherr says.

Filtering: Cabin Place didn’t offer shoppers filtering options, but now shoppers can filter search results and product listing pages based on color, fabrics and price.

Product recommendations: Cabin Place used to manually code which products it should recommend based on what the shopper is browsing, but now the Searchspring algorithm updates over time and shows the related products to shoppers as it learns about trends across the site.

Before adding these features, everything was very hands-on and manual for Cabin Space, but now it can take just a couple hours a day to check in on these features rather than dedicating an employee to doing it, Scherr says. He declined to reveal the cost of Searchspring's tools.

"Now, we can operate like a gigantic ecommerce company with a small team," he says.

After adding these features in mid-2020, Cabin Place had 8% of shoppers use its upgraded search. And that 8% generated 30% of its overall revenue. Plus, those shoppers converted five times more than shoppers who did not use search. The retailer declined to reveal figures from before adding the upgraded features.

"Revenue and conversion looked really good right away," Scherr says. "We've created a way better shopping experience, so we can focus on other things."

Cabin Place also found new ways to analyze data and use it to its advantage. For example, the retailer would have to guess which categories and products were most popular for its customers based on traffic and revenue. But now it can see exactly what shoppers are searching and browsing. It can also see what search queries are returning zero results so it can add products in its inventory to that query result.

In the future, Cabin Place plans to use search queries to source products. "We have a large list of query results that show nothing. So that's an insight we can use that we might need to get that product in the future," Scherr says. "We have a niche product set, and our goal is to be a one-stop-shop for [the products we sell.] We have some gaps to fill for that." **LV**

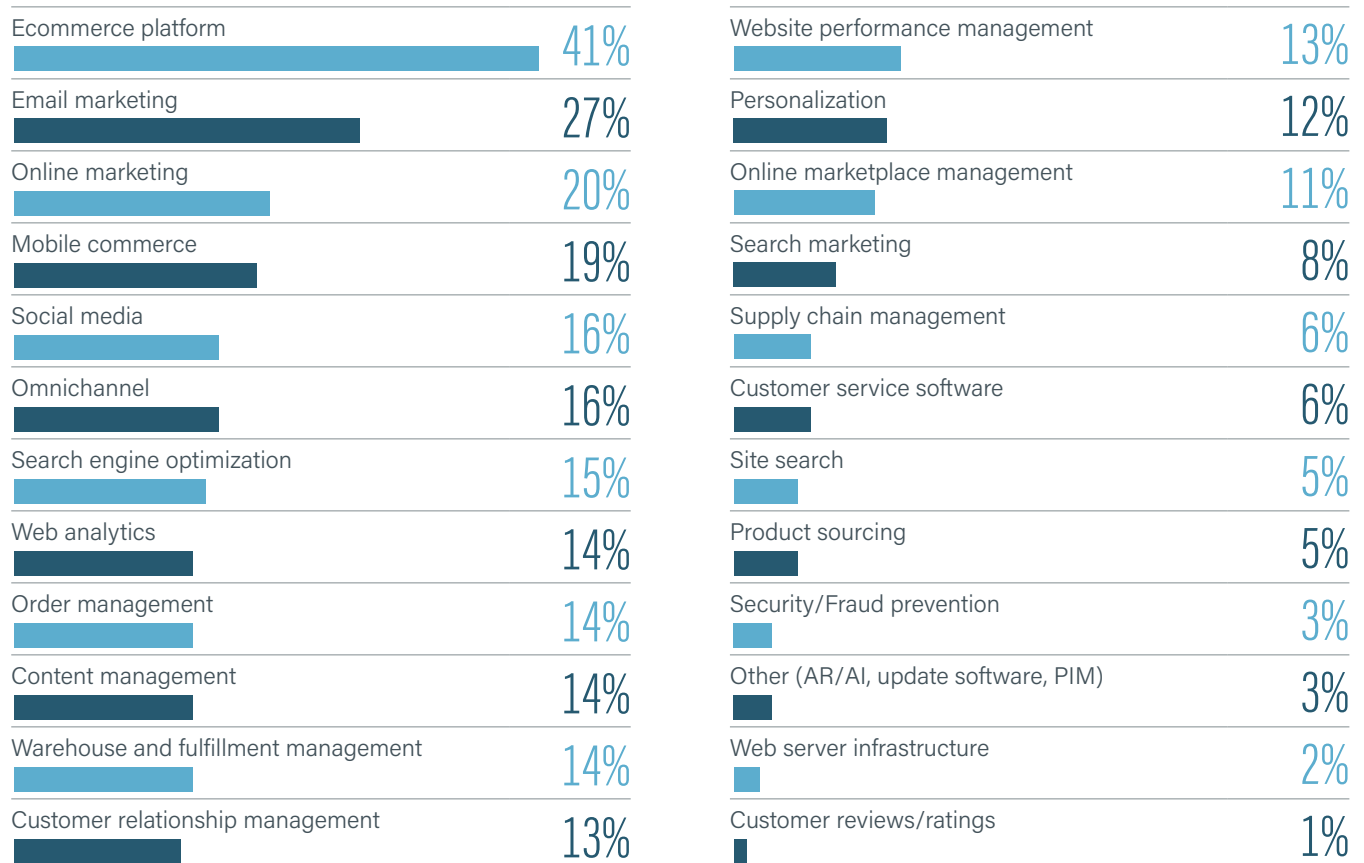
CONCLUSION

Given the examples above, it's clear that vendors play a key role in the success of many retailers. Whether it's an increase in conversion rates and sales, more email opens and personalized experiences, or a better fulfillment network, vendors are providing valuable services and expertise retailers might otherwise lack in house.

Even though many (41%) retailer respondents to the August-October 2021 digital technology survey by Digital Commerce 360 said that ecommerce platforms are their top budget priority over the next year, there are several others: 27% find email marketing a top budget priority, 20% will focus on online marketing, 19% on mobile commerce, and 16% on

WHAT ARE YOUR TOP THREE ECOMMERCE TECHNOLOGY BUDGET PRIORITIES OVER THE NEXT YEAR?

Please select only three.



Source: Digital Commerce 360

omnichannel capabilities. (Survey respondents could select three.)

Vendors continue to bolster their tools and features to help online retailers sell more—and more easily. Retailers who take a critical

look at the offerings of various ecommerce technology providers and take advantage of the ones that make sense for their business stand to gain more sales and convert more shoppers by providing a seamless, easy shopping experience. [LV](#)

Digital Commerce 360 staff contributed to the content of this report.

2022 LEADING VENDORS TO THE TOP 1000

METHODOLOGY

The coming pages identify the Leading Vendors to the Top 1000, a ranking of the ecommerce technology and service companies that the Top 1000 e-retailers in North America rely on the most. To determine each vendor's ranking, Digital Commerce 360 compiled a list of clients each vendor serves among the retailers ranked in the 2021 Digital Commerce 360 Top 1000, totaling the number of clients across 24 categories. Rankings are based on the number of Top 1000 clients held by each company in each technology category and include both technology platforms and agencies. Only parent companies of retailers are included.

Digital Commerce 360 identifies merchants' technology providers by confirming them

directly with retailers, through a third-party data source such as BuiltWith or Ghostery, or via the vendor.

Charts and rankings take into account consolidation among ecommerce technology providers, unless otherwise noted. Client counts for some vendors in the rankings include the services provided by companies they've acquired or merged with in recent years.

Full-page company profiles are paid by advertisers and the rankings and were compiled by Digital Commerce 360 researchers and editors. **LV**

FULFILLMENT SERVICES

■ Indicates a ranking tie

Responding to the precedents set by ecommerce powerhouses, such as Amazon and Walmart, retailers are working hard to meet consumers' expectations for merchants to deliver products quickly and efficiently. Vendors that offer fulfillment services can help merchants meet shoppers' demands. Some vendors will house inventory for retailers, as well as handle the entire supply chain of fulfilling products all the way to delivering them to the customer's doorstep. Some fulfillment vendors provide retailers with the necessary technologies—such as conveyor belts, robotics or picking services—to enhance their own warehouse operations.

1	Radial ¹
2	Pitney Bowes
3	Saddle Creek Logistics Services
3	UPS
3	Amazon Web Services
6	GEODIS
6	PFSweb
8	Bastian Solutions ²
8	ID Logistics
8	Dotcom Distribution

Source: Digital Commerce 360 2022 Leading Vendors to the Top 1000.

Note: Category leaders are ranked on the total number of clients they have in the 2021 Digital Commerce 360 Top 1000. Only parent companies of retailers are included.

1. Radial is owned by bpost. 2. Bastian Solutions is owned by Toyota Advanced Logistics.

ORDER MANAGEMENT

■ Indicates a ranking tie

Radial is an ecommerce omnichannel technology company that offers retailers services for omnichannel technology, fulfillment and supply chain services, customer service, and payments and fraud. The order management vendor enables retailers to remove bottlenecks and improve customer experience with Radial Order Management (ROM). Backed by over 30 years of direct-to-consumer expertise, this flexible order management system offers pre-integration with other technologies like Salesforce Cloud, Shopify and Magento, in addition to our entire suite of technology and services. With ROM, retailers can orchestrate complex sourcing and fulfillment scenarios to fulfill orders quickly, from the best and most profitable locations, using an enterprise-wide view of inventory, as well as Gain full supply chain visibility to track and allocate in-transit inventory. And its returns program offers a full suite of reverse-logistics solutions, including buy online, return in store, eligibility checks, RMA ID Generation, and return label services.

Source: Digital Commerce 360 2022 Leading Vendors to the Top 1000.

Note: Category leaders are ranked on the total number of clients they have in the 2021 Digital Commerce 360 Top 1000. Only parent companies of retailers are included.

1	Radial ¹	
2	Oracle	
3	Blue Yonder	
4	Oracle NetSuite ²	
5	IBM	
6	Manhattan Associates	
7	Microsoft	
7	Kibo	
9	SAP	
9	Monsoon	

1. Radial is owned by bpost. 2. In November 2016 Oracle acquired NetSuite; their solutions continue to operate independently.

RADIAL

RANK IN
CATEGORY

1

**Radial**
a bpost company2021
TOP 1000
RETAIL
CLIENTS

38

Radial is a provider of omnichannel commerce technologies and operations that offers retailers omnichannel technology including order management, fulfillments and shipping, customer care, and payments and fraud management. Its suite of services enables retailers to profitably exceed customer expectations by transforming the complexity of an omnichannel retail business into a seamlessly orchestrated customer experience. Their scalable technology is fit for retailers and brands looking for a partner to help them grow.

PRIMARY URL

Radial.com

YEAR
LAUNCHED

1999

TOTAL 2021 TOP 1000
CLIENT WEB SALES

\$25.56 BILLION

TOP 1000 CLIENTS BY CATEGORY

Web Only: 4 Chain: 15 Manufacturer: 14 Direct Marketer 5



TOP 1000 CLIENTS BY WEB SALES

\$40M or less: 0 \$40-125M: 15 \$125-500M: 12 \$500M or more: 11



KEY CLIENTS

Lucky Brand
Gymshark
Morphe
Godiva
GameStop
Hibbett | City Gear

PRODUCTS & SERVICES

Omnichannel technology, order management, supply chain services, transportation, payments, fraud and customer care services.

Pricing: Pricing and fees vary.

Source: Digital Commerce 360 2022 Leading Vendors to the Top 1000.

Note: Category leaders are ranked on the total number of clients they have in the 2021 Digital Commerce 360 Top 1000. Only parent companies of retailers are included.

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Laura Ritchey, COO
Gary Crowe, CFO
Devang Patel, CIO

Q&A

Order management drives profitable fulfillment operations and consistent experiences

An executive conversation
with **Vikas Aron**,
vice president of
omnichannel solutions, Radial



Ecommerce continues to boom, and there's no end in sight. Right now, retailers are in the thick of the holiday shopping season, trying to navigate supply chain disruptions while still meeting customers' rising expectations—making timely delivery of orders and profitable fulfillment more challenging than ever. To discuss how order management is now a key lever for retailers to drive predictive and profitable fulfillment operations and deliver consistent brand experiences, Digital Commerce 360 spoke with Vikas Aron, vice president of omnichannel solutions at Radial.

What are retailers' biggest challenges around order management?

The biggest challenge continues to be the fundamental goal of fulfilling every customer order on time and profitably. On the outside, every customer order may seem the same. However, multiple variables could get that order stuck or delayed in its journey. These might include the order's destination, method of delivery, services required, number of items in an order or payment methodology. Other factors could include inventory availability, fulfillment capacity, fulfillment options, carrier availability and labor availability. Therefore, order management is so simple in its goal but highly complex in its execution.

What are some order management trends retailers should have on their radars?

There are a few they should keep an eye on:

- Fulfillment, delivery and return convenience options will continue to evolve. Retailers and carriers are increasingly open to sharing their IT, operational and logistics networks to reduce operational redundancy and improve customer experience.
- Innovations in the payments space mean there are new forms of payment and credit options. Physical and digital payment infrastructures are converging, opening the door for a new set of omnichannel experiences.
- And with the modernization of store systems, there's a greater confluence of in-store and digital experiences.

What strategies should they implement to address trends and overcome challenges?

It's critical to have an omnichannel (unified) approach to developing the IT and operational infrastructure. Order management systems are building blocks for an omnichannel platform. An open, API and microservices-first platform are also vital for continuous innovation and experimentation. To reduce operational risks, retailers should continuously monitor customer order journeys and design relevant operational metrics. These are fundamental to delivering the right customer experience and enterprise profitability.

How is the evolution of order management technology helping retailers with their current challenges?

Order management systems can now offer a canvas to help retailers make complex fulfillment decisions easier through workflows and configurations according to business needs. They've also evolved from a monolith application to a collection of operational and functional services. These services can now interplay better with other operating systems to deliver a more holistic experience to end consumers. Order management systems are also a treasure trove of operational metrics to help retailers continuously improve their processes and remove customer friction.

What should retailers be doing now to improve their order management processes?

They should consider partnering with an order management technology provider that can help. Radial, for example, helps retailers in their omnichannel journeys through our order management platform. We have built our OMS technology through decades of operational experience in fulfillment, customer care, drop shipping and payments. This has allowed us to develop a platform that supports our clients' necessary and emerging needs on a resilient and agile platform. Radial supports the entire customer order lifecycle and can manage hundreds of customer order journeys with any combination of fulfillment, delivery, payment and service options.



Radial
a bpost company



Propel Your Operations Forward

With the Right Partner, Processes & Technology

In the race to constantly evolve to meet customer expectations, retailers have proven they're capable of more, and customers now expect it.

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Radial provides fulfillment, customer care, order management, dropship, marketplaces, and payments, tax and fraud solutions to keep you agile and help you easily scale.

A partner you can trust, we're here for you.

radial.com | +1 877 255 2857



PAYMENT SECURITY/FRAUD PREVENTION

■ Indicates a ranking tie

With fraud and security top-of-mind for consumers shopping online, many online retailers look to vendors for technology to help protect themselves from cybersecurity threats and fraudulent transactions. This includes updating their fraud prevention technology, ensuring consumers who sign up for an account are legitimate shoppers, differentiating their fraud prevention strategies for desktop and mobile devices, and ensuring their vendor partners have the necessary security measures in place. Some fraudulent activity can be combatted simply by updating or changing security software, which vendors can assist with as well.

- 1 Signifyd
- 2 Cybersource¹
- 3 Accertify²
- 3 ClearSale
- 5 McAfee
- 6 PayPal
- 7 Authorize.Net³
- 8 Chase Merchant Services
- 9 Radial⁴
- 10 Riskified
- 10 Forter

Source: Digital Commerce 360 2022 Leading Vendors to the Top 1000.

Note: Category leaders are ranked on the total number of clients they have in the 2021 Digital Commerce 360 Top 1000. Only parent companies of retailers are included.

1. Cybersource is owned by Visa. 2. Accertify is owned by American Express.
3. Authorize.net is owned by Visa. 4. Radial is owned by bpost.

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Stephanie Crets is the Digital Editor at Digital Commerce 360, where she edits and writes daily web news and longform, in-depth retailer profiles for the web and magazine. She also contributes editing and writing to Digital Commerce 360's research reports. She holds a M.A. in writing and publishing from DePaul University and a B.A. in journalism from the University of Iowa.



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ABOUT US

About Digital Commerce 360 Research

At Digital Commerce 360 Research, our goal is to provide data and strategic insights on retail and business-to-business (B2B) ecommerce to help digital businesses, financial analysts, consultants, investors and technology providers prosper. As a pioneer of ecommerce research for almost 20 years, we specialize in every aspect of online business and provide the most comprehensive research on every corner of the ecommerce market.

Our experienced research team tracks thousands of companies selling online across the globe and provides access to hundreds of key data points including web sales, traffic, conversion rates, average order value and technology partners. In addition, our robust custom research department delivers a wide array of tailor-made research products including reports, surveys and raw data pulls. Our data powers every aspect of our business and provides a foundation for the 30+ analysis reports we produce each year on essential and timely ecommerce topics and categories—from online marketplaces to apparel, manufacturing and distribution, food, omnichannel retailing, ecommerce platforms and much more.

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