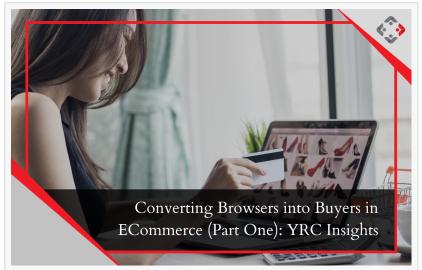


Converting Browsers into Buyers in ECommerce (Part One): YRC Insights

YRC notes rising concerns among eCommerce brands over digital marketing ROI and shares key challenges and solutions to boost returns.



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subsequent communiqué, the team of digital retail consulting experts of YRC highlights some of the underlying challenges and recommended solutions to improve ROI from digital marketing efforts.



Empowering Retail & E-commerce businesses worldwide."

Nikhil Agarwal

Websites that do not load content almost instantly are an instant turn-off for audiences. The same applies to mobile apps. If the problem is not issues with internet connectivity, then there are issues with optimisation adversely affecting the speed and performance of websites

and apps. Among the solutions, the first thing to consider is image optimisation which is mainly image compression without compromising on quality. The second area is code optimisation to reduce unnecessary files, characters, and empty spaces. The use of Content Delivery Network is also useful as it delivers content from servers that are geographically closer to users. Browser caching helps load websites and apps faster in the future.

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Using low-quality and bland content on websites and apps hampers the interest of customers to proceed further. The recommended solutions include providing high-resolution graphics with multiple perspectives, uploading video content related to products and customer reviews, highlighting relevant product features, using colour combinations and fonts wisely, etc.

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The presence of validation content from other customers in the form of social proof on eCommerce websites and apps gives customers a psychological impetus to consider a product further. Users are not just interested in positive reviews and ratings; they also check what is happening in the lower rungs of the chart. If only positive reviews and ratings are shown, it might be perceived as a lack of transparency. If there were negative reviews and ratings in the past, what did a brand do to resolve them? When customers see genuine efforts by a brand to work on issues highlighted by customers in the past and the implemented solutions are apparent, it significantly improves the brand perception.

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To understand the subject of payment flexibility in retail and eCommerce, it is worthwhile to have a look at a universal list of options available/offered to customers:

- Digital Wallets
- Credit and Debit Cards
- Bank Transfers or Internet Banking

- · Buy Now, Pay Later (BNPL)
- · Cash on Delivery (COD)
- Prepaid Cards
- Direct Carrier Billing
- · Cryptocurrency (still a niche and a subject of debate though)

In order to provide customers with the widest possible list of options, eCommerce brands and businesses have to consider specific market practices and trends and the regulatory environment.

To converse directly with an experienced eCommerce business consultant, please visit YRC's official website: https://www.yourretailcoach.in/

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