

# Cheat Sheet to the Evolution of E-commerce

## THE EVOLUTION OF E-COMMERCE

<b>PHASE 1</b> Evolve E-commerce	<b>PHASE 2</b> Automate E-commerce	<b>PHASE 3</b> Personalize Digital Experience	<b>PHASE 4</b> Total Experience Innovation
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## WHO YOU ARE

<b>Inspired Practitioner</b> You're a brand with an established e-commerce platform, but you have ambitious goals to evolve your online brand presence.	<b>Premium Seller</b> You're a brand with a scalable e-commerce platform ready for intelligent automation.	<b>Brand Builder</b> You're a brand with a seamless digital commerce platform that wants to increase customer loyalty.	<b>Market Leader</b> You're a brand that provides a personalized user experience and you want to accelerate your brand through an innovative total experience.
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## WHAT YOU WANT

<b>Scalable Foundation</b> You want to go beyond e-commerce and your infrastructure must support your vision.	<b>Automation</b> You want to embrace an integrated solution to make the buying experience frictionless and unified across customer touchpoints.	<b>Personalization</b> You want to leverage e-commerce as a springboard for advertising, campaigns, promotions/ events, articles, reviews, and reputation management.	<b>Innovation</b> You want to apply business acumen and data to form a unique digital experience that helps your brand become memorable.
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## HOW YOU EVOLVE

<b>How do I go beyond e-commerce?</b> The evolution of e-commerce requires an adaptable business strategy and an enterprise grade e-commerce solution that can grow with your needs.	<b>How do I create a seamless selling experience?</b> Transition to seamless selling by automating business processes and connecting technology solutions.	<b>How do I personalize the selling experience?</b> Create a personalized e-commerce experience by leveraging customer insights and providing contextualized content.	<b>How do I become a market leader?</b> Push the boundaries to truly differentiate your brand in an authentic and compelling way.
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