

# Top Ecommerce Marketing Challenges Solved with Sitemfinity

As a marketer, you're tasked with developing and executing a content and commerce strategy that drives purchase decisions. Utilize Ucommerce for Sitemfinity to eliminate your biggest bottlenecks and to accelerate time-to-market.



## Challenge: Creating Personalized Customer Experiences

Increasingly, marketers are challenged with delivering engaging experiences to a number of unique personas. It's time-consuming to manually define your personas and then figure out how to deliver them the unique content and experiences that would persuade them to convert.

### Solution:

Instead, utilize a platform that enables you to map your target segments to persona-specific variations of content with a few clicks of a button. With Sitemfinity's personalization capabilities, you're able to deliver target segments tailored commerce experiences in a way that is scalable and efficient.



## Challenge: Delivering Content Across Multiple Channels

The most effective way to engage customers is to provide a unique experience to each persona while making the individual customer experience unified across channels. This way, each customer gets a personalized experience that is consistent no matter how they interact with your brand – whether it's on the web, mobile or in-store. But, being able to do this with limited time and resources is difficult.

### Solution:

Ensure you're able to easily engage and convert visitors across every touchpoint in the buyer journey with a seamless experience. Utilize Ucommerce for Sitemfinity to deliver customer experiences across multiple websites and stores, which can be customized to fit the requirements of specific channels.



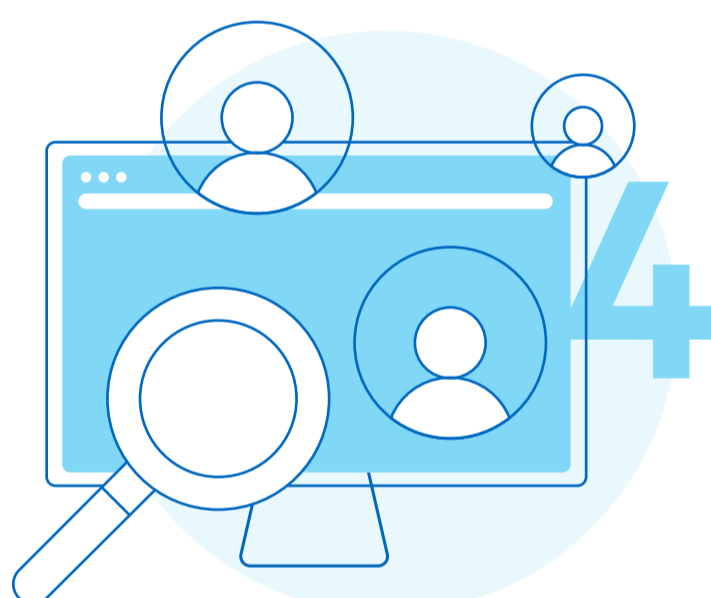
## Challenge: Increasing Conversions with Campaigns

Marketers need to continuously create effective marketing campaigns that drive more conversions. However, it can be difficult to improve campaign efforts without control over campaign and optimization management.

### Solution:

Take control over your content and commerce experience. Deliver tailored experiences to each persona across every channel and eliminate points of friction in their buyer's journey. By using Ucommerce and Sitemfinity, implement digital campaigns and programs that drive purchase decisions and overall revenue.

With Ucommerce for Sitemfinity, you're able to set up microsites to execute campaigns with minimal IT help. Easily implement discounts, promo codes and sales to drive purchases. Additionally, utilize Sitemfinity to collect marketing data, produce actionable insights and execute conversion rate optimization projects.



## Challenge: Attaining and Retaining Visitors

Before you think about engaging visitors with your content, you need to actually get visitors to your site through search engine optimization. Once they get there, you need a site that is responsive and immediately engages visitors to keep browsing – no matter what device they're using. Your website is too valuable to be diminished by lack of SEO or slowed response time.

### Solution:

Attain website users what keywords they're searching or what device they're using. With Sitemfinity, marketers have control over on-page SEO to create experiences that rank high and generate high traffic.

Now that users are on your site, drive clicks instantly with an experience that is quick and responsive. With Ucommerce for Sitemfinity, marketers are able to deliver a completely seamless experience to mobile shoppers. Additionally, Ucommerce integrates with Sitemfinity's Azure-hosted platform, [Sitemfinity Cloud](#). With Sitemfinity Cloud's proven speed and performance, you'll never miss the opportunity to engage your audience.



## Challenge: Managing Web Content and Commerce Without Reliance on IT

In a fast-moving world, marketers must be able to make changes to web content on the fly – to convey an ever-evolving digital strategy and a dynamic web shop. When relying on IT to make small updates to web content and commerce, priority updates can get backlogged which risks having out-of-date product information.

### Solution:

Take advantage of an intuitive user interface that enables you to deploy new pages and present new products to customers in minutes. With the solution's drag-and-drop widgets and on-page editing, updates can be made independently – with limited assistance from IT.

## Conclusion:

Easily and effectively communicate the specifications and value of your products with Ucommerce for Sitemfinity.



[Learn More About Ucommerce for Sitemfinity](#)