NetElixir™

ECOMMERCE TECH DEVELOPMENT SOLUTIONS
FOR RETAILERS

Any digital marketing efforts in paid search, SEO, social media, and other channels should be augmented by a fully optimized, high-performance website that is technically up-to-date and offers a superior user experience.

The average online conversion rate is 2-3%, meaning about 97% of traffic isn't converting. Imagine the difference it would make in terms of revenue if you raised your conversion rate by only a percentage point or two? By taking advantage of the latest in marketing technology with NetElixir, you can optimize your site to secure more conversions, thereby generating more revenue.
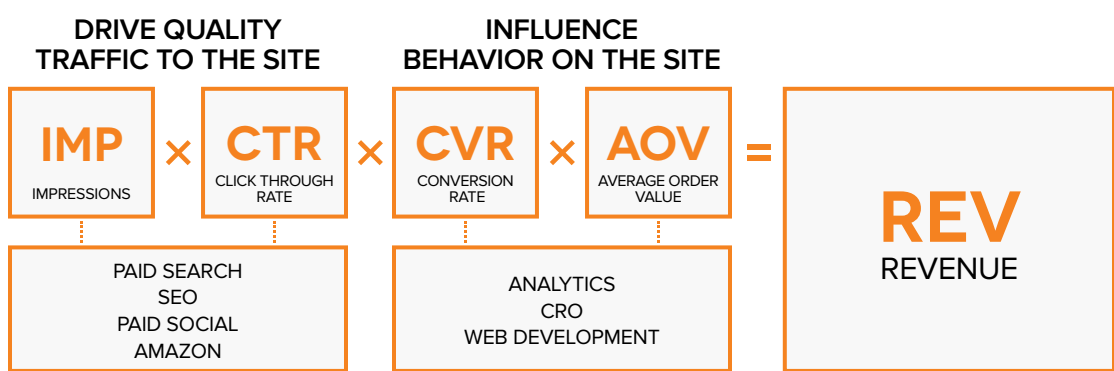
WHAT WE DO & HOW WE DO IT

Our digital marketing solutions are for growth-minded retailers, as MarTech solutions are a core ingredient for your long-term success. Our solutions include:

- End-to-end solution implementation in Shopify, MIVA, WooCommerce, and Magento
- 20% faster delivery time than other development companies
- Integration with Digital Marketing Service Providers to be an extension of your marketing team
- "Mobile First" approach to ensure website compatibility across devices
- Expertise in the leading ecommerce platforms, like Magento Commerce, Shopify, MIVA, BigCommerce, Prestashop, WooCommerce, WordPress, and many more
- Through support and client education, our experts are well equipped to offer assistance and responsive solutions
- Premier web development strategies integrated with your digital marketing solutions provide holistic and predictable growth

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> After 20+ years of operating on an older ecommerce platform at the Lobster Trap Co., we have successfully implemented a major upgrade! Thank you to our partners at NetElixir & Miva!
> **—Lobster Trap Co.**
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DRIVE QUALITY TRAFFIC TO THE SITE

INFLUENCE BEHAVIOR ON THE SITE

$$\text{IMP} \times \text{CTR} \times \text{CVR} \times \text{AOV} = \text{REV}$$

IMP	CTR	CVR	AOV	REV
IMPRESSIONS	CLICK THROUGH RATE	CONVERSION RATE	AVERAGE ORDER VALUE	REVENUE

PAID SEARCH
SEO
PAID SOCIAL
AMAZON

ANALYTICS
CRO
WEB DEVELOPMENT

THE NETELIXIR DIFFERENCE: TRUST, EXPERTISE, AND A PASSION FOR RETAIL

We take pride in our exceptional commitment to our clients' success. With an average account manager tenure of 4.5 years, our customers see us as a part of their core team and count on us to be by their side for the long haul. Here's what else our customers love about us:

We are **fanatically analytical**. NetElixir helps retailers analyze online consumer behavior to drive unparalleled results. In a space as complex as retail search engine marketing, a data-driven and analytical approach offers the most effective, proven path to success. Our team is brimming with retail-focused technologists, data scientists, and engineers who help our clients uncover the hidden patterns in their data – to more effectively find, target, convert, and understand their most valuable prospects and customers. We've developed an extensive proprietary retail insights database, as well as dozens of category-specific customer journey algorithms based on the 7+ million hours of retail digital marketing experience we've logged – all of which give our clients a clear competitive advantage.

We are **knowledge creators and sharers**. Paid search and shopping are rapidly changing marketplaces – which means that strategies that have worked well in the past can quickly become ineffective. Thus, at NetElixir, we are constantly testing, improving, learning, and innovating – never simply satisfied with the status quo. We work just as hard to share this knowledge – through webinars, whitepapers, and workshops on best practices, industry trends, and market forecasts – empowering our clients through education, so they can make the right strategic decisions for their businesses. We even offer honest guidance when we feel clients will get better returns by reducing paid search spend to focus on other marketing investments: our clients' success always comes first.

We have a **passion for retail**. From customer segmentation to the 4Ps of marketing, we understand the mindset and nuances of the retail industry, drawn from our experience across hundreds of retail niches. Whether it's the ability to handle fast inventory churn for fashion brands, optimize campaigns based on warehouse locations and shipping costs, evaluate return rate correlations across different customer contexts, or track omnichannel campaigns across web, mobile, and brick-and-mortar interactions – our deep retail expertise gives our clients the extra edge they need to succeed.

KEY BUSINESS BENEFITS

- Focus on increasing conversion rate
- Working as an extension of your marketing team
- Formulating your personal growth strategy

ABOUT NETELIXIR

NetElixir is a global digital marketing agency dedicated to helping retailers find and engage their high-value customers online and acquire game-changing insights. Since 2004, our data-intensive approach and deep retail expertise have delivered success for hundreds of brands in highly competitive marketplaces. But our passion, dedication, and unwavering customer focus is what our clients value most – their goals become ours to achieve, and their expectations become ours to exceed.