



# Why are your ecommerce costs **on the rise?**

Global ecommerce sales are set to reach \$8.1 trillion US dollars by 2026 – a 56% projected growth from 2021 figures<sup>1</sup>.

Despite this immense opportunity that digital commerce offers ambitious brands, the challenges of operating a successful ecommerce business are being compounded by rising operational costs.

But why exactly could your ecommerce costs be on the rise? We spoke with our alliance partners at AND Digital to share our joint perspective.

<sup>1</sup> Statista



## **INGENUITY**

### LEGACY ECOMMERCE PLATFORMS

As businesses and their strategic ambitions grow, they need more sophisticated, flexible and ultimately scalable platforms to make these ambitions a reality.

### FRAGMENTED SOLUTIONS

Traditional multi-vendor ecosystems across technology, operations and digital services can bring with them inefficiencies that can increase the cost of delivering an ecommerce brand to market.

### COMPETITIVE PRESSURES

Competition can be felt both from the threat of new entrants and the marketing expansion of well-established brands. Brands require strategic differentiation to stand out in a crowded landscape.



## **AND** Digital

### CHANNEL PROLIFERATION

As more customer touchpoints come online, legacy front-end technology struggles to maintain the pace of change. Businesses need to invest in modern front-end technology that is adaptable and easy to change.

### A RETURNS CULTURE

Customers are happy to buy online and return what they don't want. Businesses need efficient, cost-effective returns routes, processes and partners to keep these costs down and maintain positive customer relationships.

### THE SUSTAINABILITY DRIVE

As brands work towards their sustainability goals, margins can be impacted. Where strategies and processes aren't optimized to accommodate for this, costs can rise further.



## Unlock cost efficiencies and streamline your digital commerce operations

Ingenuity has been built as a comprehensive solution to help brands and retailers just like you overcome these challenges. Developed by digital experts for ambitious brand owners, Ingenuity's complete offering integrates technology, operations and digital services under one roof for brands to access through a single solutions provider.

The **results** - streamlined operations, reduced costs and accelerated speed to-market potential for your

Get in Touch

