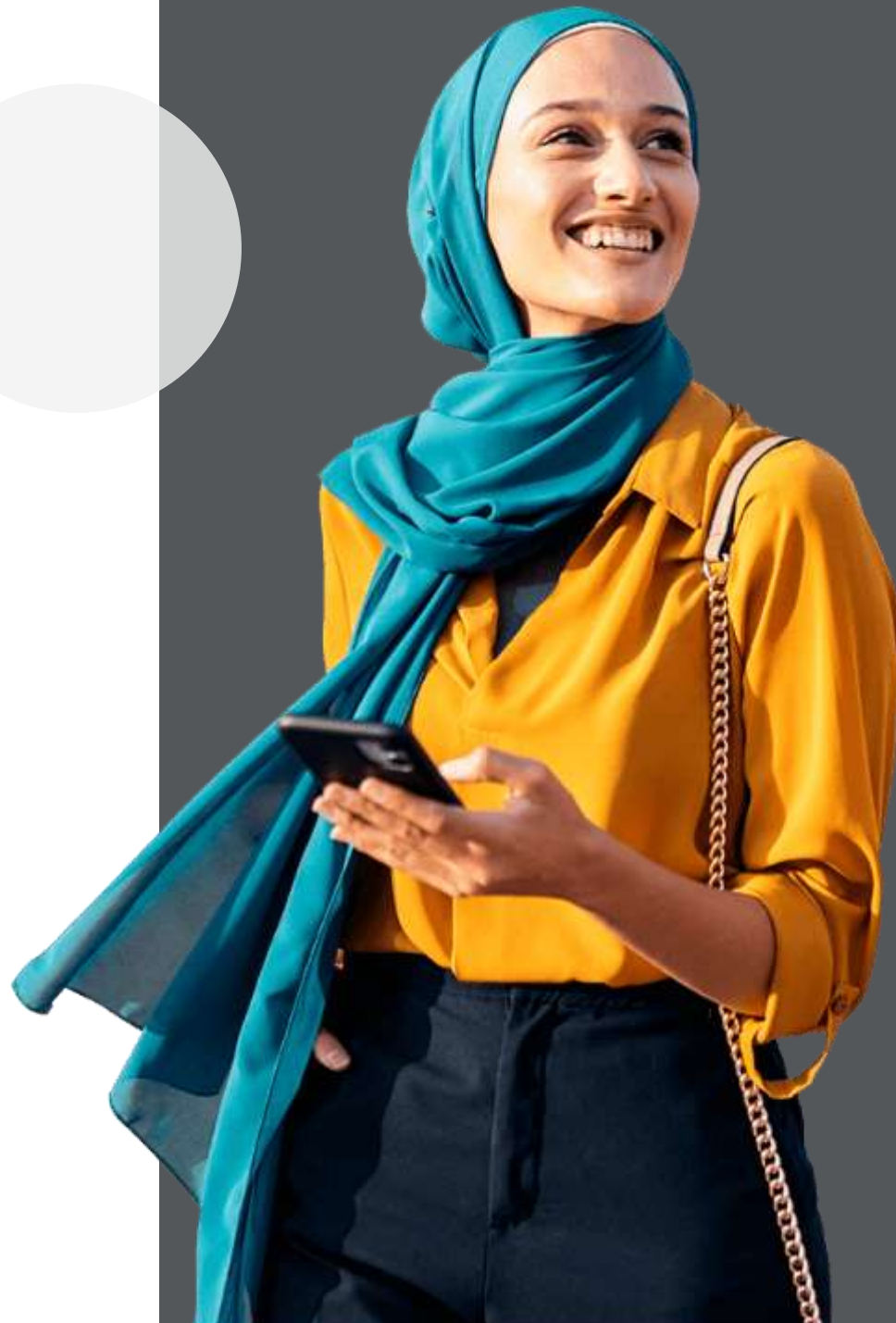# ESW
GLOBAL DTC
COMMERCE

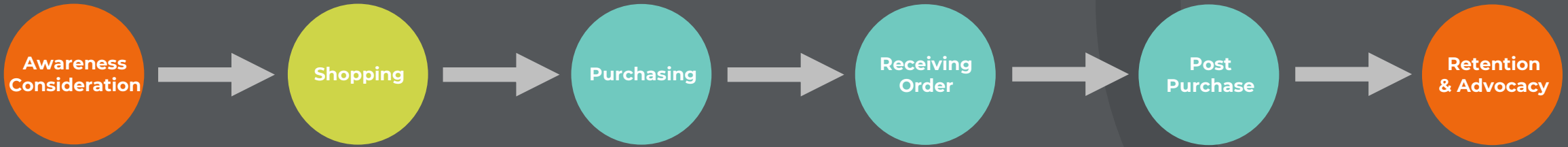**+** **A Brief Introduction**

END-TO-END DTC ECOMMERCE

ESW enables retailers to quickly and efficiently enter new markets by offering direct-to-consumer solutions for brands at any stage of their DTC lifecycle.

- Helping retailers new to DTC ecommerce evaluate, scope, and prioritize opportunities.

- Quickly and efficiently launch into new markets while establishing local demand and maintaining brand identity.

- Continually monitor and improve performance in each market.

esw.

TECHNOLOGY
+ INNOVATION
+ PARTNERSHIP
+ KNOWLEDGE

Discovering new opportunities

Quick, cost-effective launches

Improving revenue and margins

- DEMAND GENERATION
- DIGITAL PRESENCE
- GROWTH OPPORTUNITIES
- CARTRIDGES & INTEGRATIONS
- SUPPLY CHAIN & SHIPPING MODELS
- SHOPPER PRICING & CHECKOUT
- OPERATING MODELS
- PAYMENTS
- GROWTH ADVISORY
- LOGISTICS & TRADE COMPLIANCE
- ANALYTICS & REPORTING
- TRANSPARENCY
- SUSTAINABILITY
- OPERATIONAL EXCELLENCE
- ENGAGEMENT & RETENTION

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ESW SOLUTIONS

Awareness Consideration → **Shopping** → **Purchasing** → **Receiving Order** → **Post Purchase** → **Retention & Advocacy**

DEMAND GENERATION
- Ad Management
- Analysis & Reporting
- Shopping Ads
- Display Ads
- Remarketing Ads
- Social Marketing
- Affiliate Management
- Market Insights
- Influencers/Social Media
- Email Marketing

WEB STORE & PROMOTIONS
- Localized Storefronts
- Every Language
- Every Currency
- Website promotions
- Email Incentives
- Reviews
- Recommendation Engine
- Responsive site
- Personalized Content
- SEO

FRICTIONLESS CHECKOUT
- Localized Pricing Model
- Localized Languages
- Branded 2-Step Checkout
- Top Performing Payment Methods
- Local Acquiring
- Express Payment Methods
- Competitive Shipping Solutions
- Accurate Calculators
- Address Auto-Complete
- ID Collection
- Terms & Conditions

## AGNOSTIC LOGISTICS SOLUTIONS
- Omnichannel/Unified Commerce
- Fast Delivery
- Std & Express Delivery
- Cash on Delivery
- Accurate Tracking
- Carrier Messaging
- Transactional Email & Marketing
- Fraud Management
- Performance Testing
- L1 & L2 Customer Service

SEAMLESS RETURNS/EXCHANGE
- Branded Return Portal
- 51 in-Country Return Hubs
- Multilingual Level 1 & 2 Customer Service
- Buy Online, Return to Store
- Pick up, Drop Off
- Transactional Email & Marketing
- Duty Drawback

INSIGHTS & OPTIMIZATIONS
- Marketing Calendar
- Email Strategy
- Website Optimization
- Content Strategy
- SEO Analysis
- A/B Testing
- Global Mystery Shopping
- Conversion Analysis
- CSAT/NPS Surveys
- Competitor Landscaping
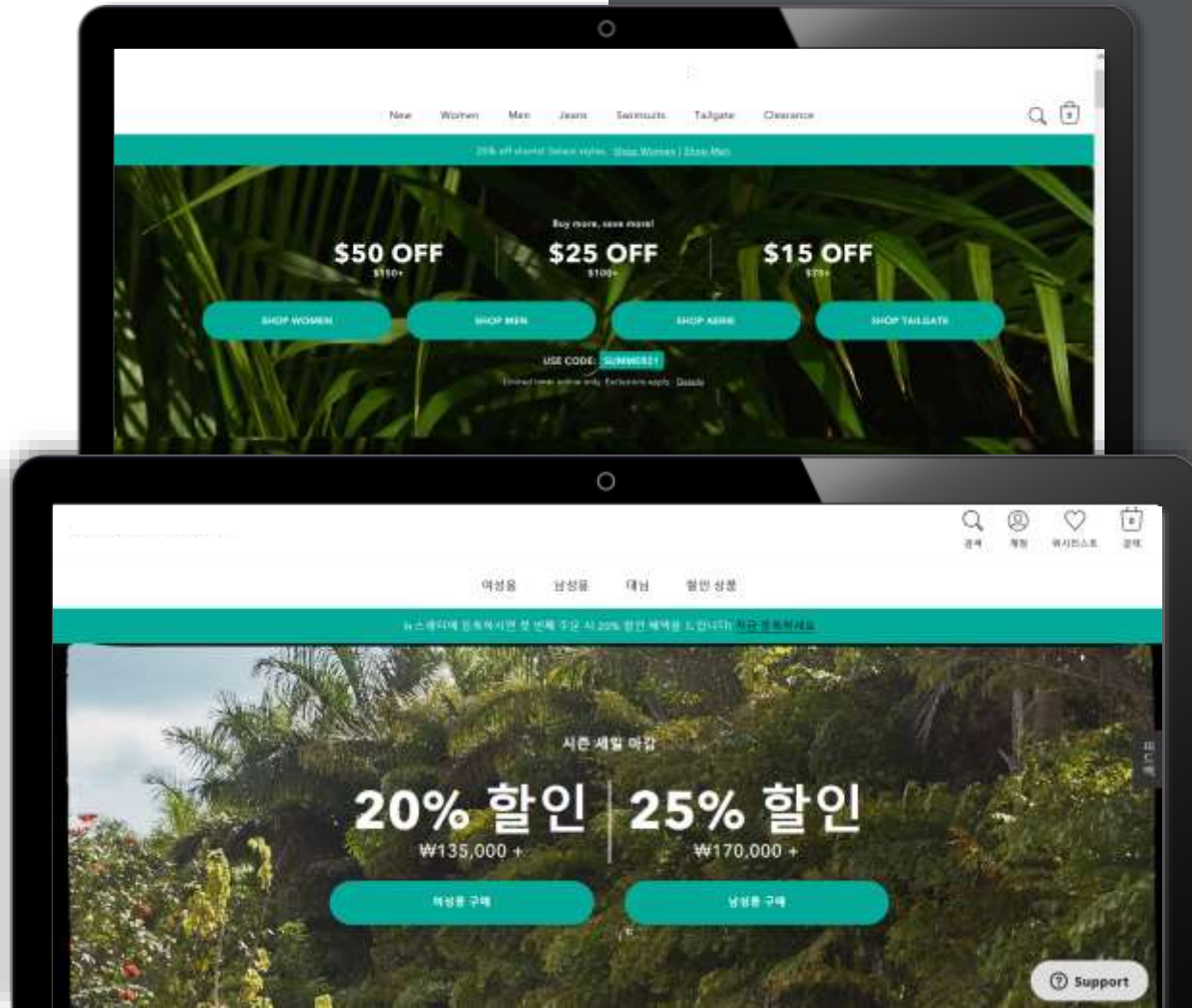
Fluency ● **Symphony** ● **Velocity**

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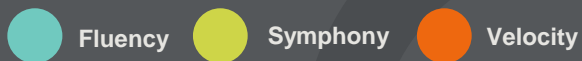
LOCALIZED CHECKOUT

- Fully-localized international checkout experience.

- Price displayed in local currency with support for the of the most-commonly used payment methods in each market.

- Address formatted to local standards.

- Estimated delivery date presented before checkout.

SYMPHONY | esw.
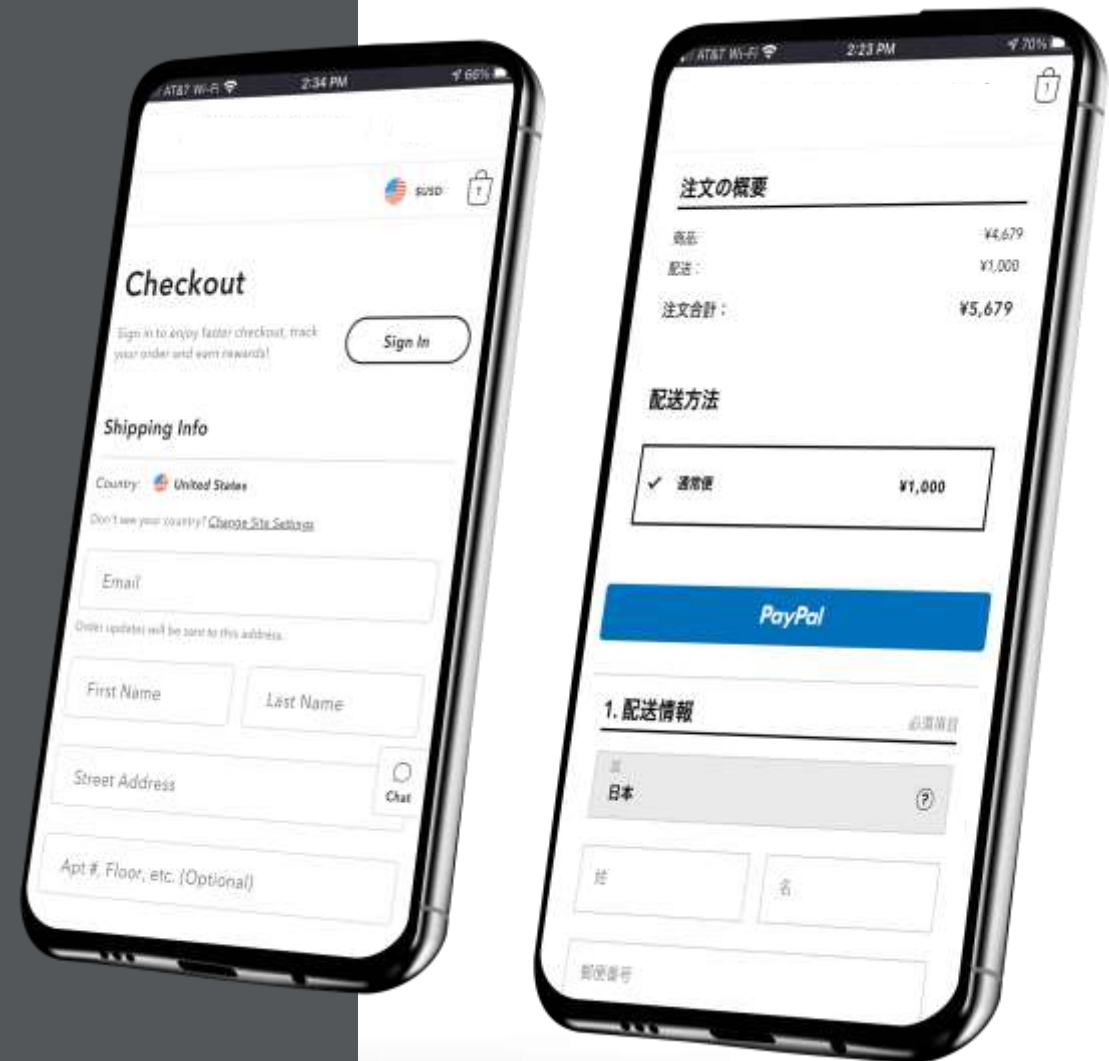
LOCALIZED SITES

- Fully-localized sites for each target market, managed by ESW.

- Built to maintain the look and feel of your domestic site while meeting international shopper's user experience expectations.

- Configured to satisfy design requirements enforced by local countries.

esw.

ESW LOGISTICS NETWORK

MAIN HUB

SATELLITE HUB

RETURNS CENTER

esw.

ESW DELIVERY PROCESS

Pick

Pack

Generic label with package ID barcode

Package/ASN generated

Generic package ID scanned

Final mile label printed & affixed CI printed if required

Order Confirmation

Packages staged for delivery

Customer tracks incoming order or manages return

Package delivered by ESW carrier to customer

Package out for delivery

Package clears customs & injected into local network

Orders shipped to destination country

Orders injected to carrier network

Key

- Shopper
- Retailer
- ESW
- Carrier

SHIPPING esw.
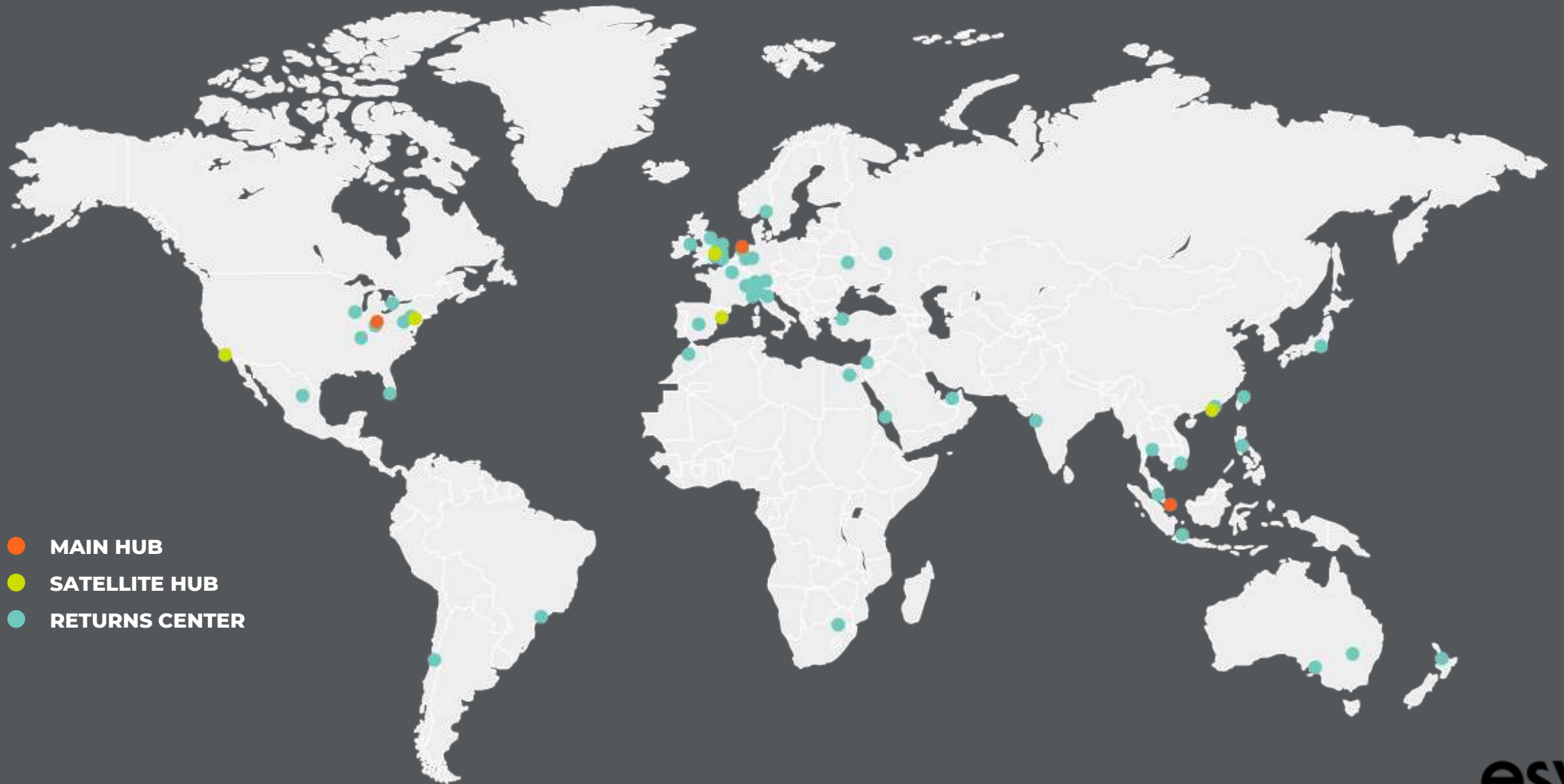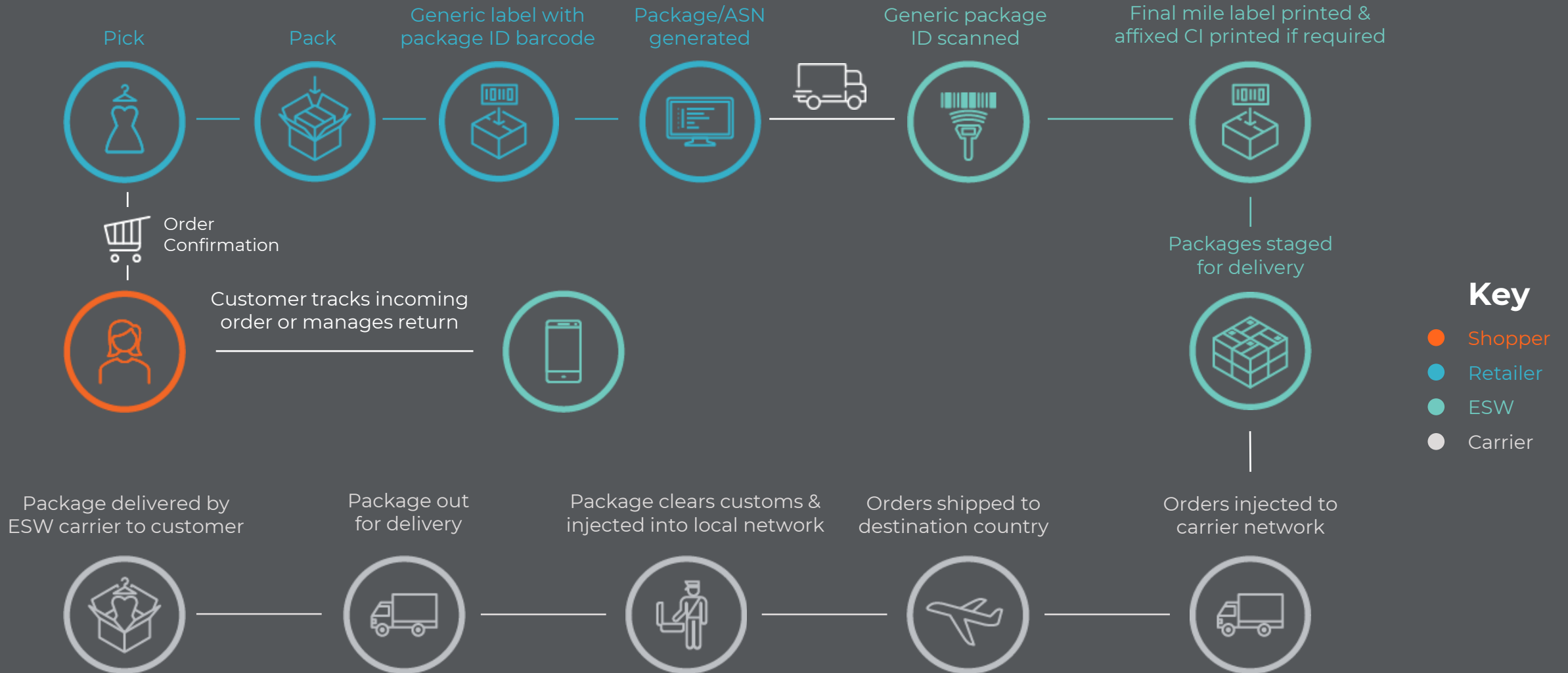
CARBON NEUTRAL DELIVERY

As of January 1st, 2022, ESW have been offsetting 100% of all our delivery-related carbon emissions.

All ESW brand partners are automatically enrolled in the program, meaning no additional integration requirements, no additional logistics complexity, and an immediate extension of your brand values – all at no extra cost.
At ESW sustainability is an integral part of doing business.

GAOLIN WIND PROJECT

ESW participates in the Gaolin Wind Project which aims to develop and maintain wind farms to generate clean renewable electricity as an alternative to coal.

The project covers multiple UN Sustainable Development Goals, and consists of 148,500kw under construction – diversifying the region's energy mix and reducing associated carbon emissions by 1,697,388 tCO2eq.

Read more at esw.com/sustainability

SUSTAINABLE DEVELOPMENT GOALS

7 AFFORDABLE AND CLEAN ENERGY

8 DECENT WORK AND ECONOMIC GROWTH

13 CLIMATE ACTION

★ Phone Number
(+353) - 123 456 789
We need the phone number for delivery purposes

★Email Address
Email Address

☐ Sign up for ESW's exclusive online offers

Delivery Method

● STANDARD Delivery   FRE
Delivered on or before April 4th

○ EXPRESS Delivery   €5.9
Delivered on or before April 4th

🍃 Your order is 100% carbon neutral
Powered by esw

☐ I have read and consent to eShopWorld processing my information in accordance with the Privacy Statement and Cookie Policy.

CONTINUE TO PAYMENT

Payment

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THANK YOU