



Town Hall



Drew Bonillas
Community Manager

March 2025



Agenda

Welcome & Company Updates.

SVP of Strategy, Doug Hollinger, shares BigCommerce news and updates.

Industry Insights.

BigCommerce offering leads share valuable B2B, B2C, and Small Business insights.

Leadership Spotlight + Product Demos

Sr. Director of Partner Management, Nicole Walker shares conversion optimization insights with visual product demonstrations.

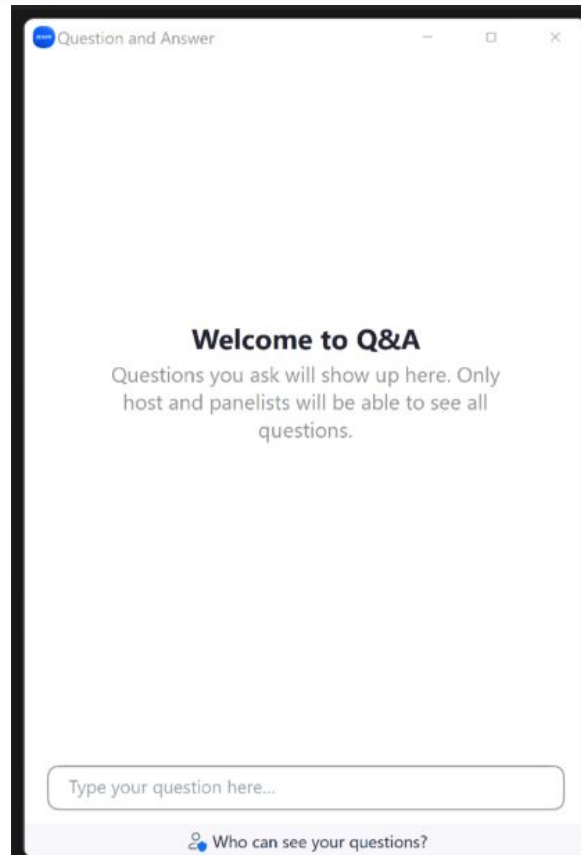
Live Q&A.

Anonymously submit your questions for our team to answer live during today's webinar.

How To Ask A Question

Submit a question via the Zoom Q&A Panel

1. Navigate to the Q&A Panel
2. Privately submit your question to our moderator team
3. We'll address as many of your questions on air as we can!



Doug Hollinger

SVP of Strategy



Company Updates

SHOPTALK

Las Vegas, Mandalay Bay Hotel, March 25-27

CONNECT WITH US!

Booth Number 1944

Drop a note in the Q&A, with your email, if you would like to schedule a time to meet

SHOPTALK



Industry Insights

Industry Insights & Actions from Strategy & Offerings

Self-Service B2B

75%

B2B buyers prefer digital self-service purchasing¹



Omni-Channel

287%

Higher purchase rate for B2C businesses with strong omni-channel strategies²



Buy Now Pay Later

30-40%

Higher AOV and a material increase in conversion rates³



1. 2019 Gartner, B2B Buying: How Top CSOs and CMOs Optimize the Journey

2. 2020, Omnisend Research, Marketing automation statistics 2020

3. 2022 Forrester Trend Report, The Buy Now, Pay Later (BNPL) Opportunity

Nicole Walker

Senior Director,
Partner Management



Leadership Spotlight: Driving Innovation in Ecommerce

Why Your Checkout Really Matters

60% of consumers will leave the checkout if it takes longer than 2 minutes to complete¹

82% of consumers decided against a purchase because the account creation is too complicated²

36% of your consumers say they would abandon an online purchase forced to create a new account²

1. Stripe Internal Data

2.: Capterra, Online shopping survey conducted in March 2022 among 770 U.S. consumers. April 2022. N=770.

"Check-in on your Checkout"

What is it?

- ▶ BigCommerce will conduct an audit of your checkout out to identify opportunities to drive conversion and overall revenue growth
- ▶ Check out the [Sarah Raven Case Study](#)
 - 18% increase in overall sales
 - 40% decrease in cart abandonment

How do I get a Checkout Report for my business?

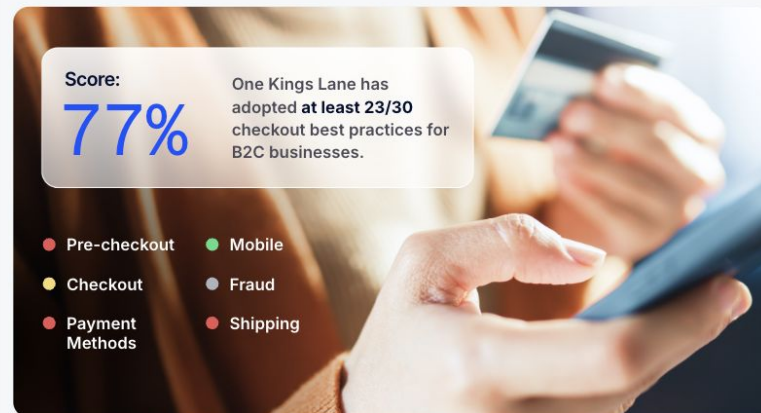
Reach out to your **CSM**, **Account Manager**, or **sales AER** OR

Email: paymentsconsult@bigcommerce.com to request



Checkout Report

Identify opportunities to increase revenue and reduce friction in your checkout flow



Top 3

[Add another BNPL](#)

Actions you can take now to drive Conversion

Auto-fill

Set up your Chrome auto-fill correctly, including cvv

Drive conversion by 5%

One-Page Checkout

Reduce checkout time by leveraging **BigCommerce One-Page Checkout**

Accelerated Checkout

By adding an accelerated checkout, customers can **pay 9x faster¹**

Increase guest conversion & decrease time to checkout

Add a BNPL

Offering your consumers their preferred checkout method is key

By adding at least 2 BNPL, on average merchants see a 3-4% GMV lift²



1. Stripe Internal Data
2. BigCommerce Merchant Data

A frictionless checkout for store guests

Consumer benefits

- ▶ Recognized customers see a **high-speed checkout**
- ▶ Convenience - save their details for future use **across PayPal's network**
- ▶ **Fast and secure future checkouts** with any participating brand/retailer

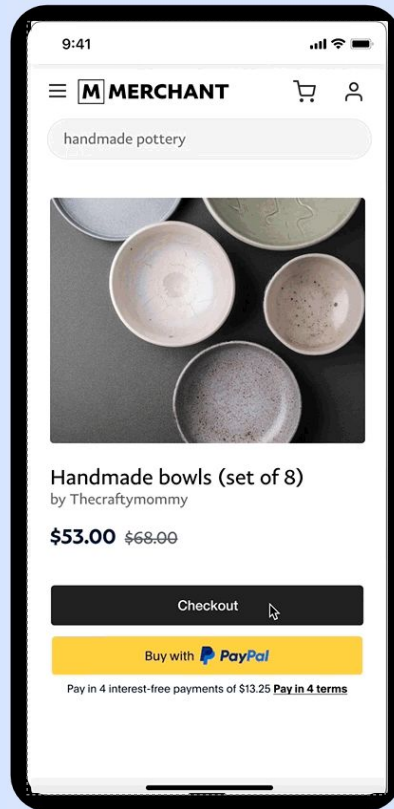
Brand/retailer benefits

- ▶ Helps reduce friction & dropout in guest checkout flows
- ▶ Recognized guest shoppers convert up to **~ 67%**
- ▶ Reduced time to complete checkout up to **~ -32%**
- ▶ Deeply integrated into PayPal's **native checkout** on BigCommerce
- ▶ Easy, turnkey activation on **PayPal or Braintree**
- ▶ **Leverage the PayPal network** to help shoppers create Fastlane accounts

Rollout / Availability

- ▶ **North America: Live now**
- ▶ **UK: currently in Beta**
- ▶ **APAC: TBD**

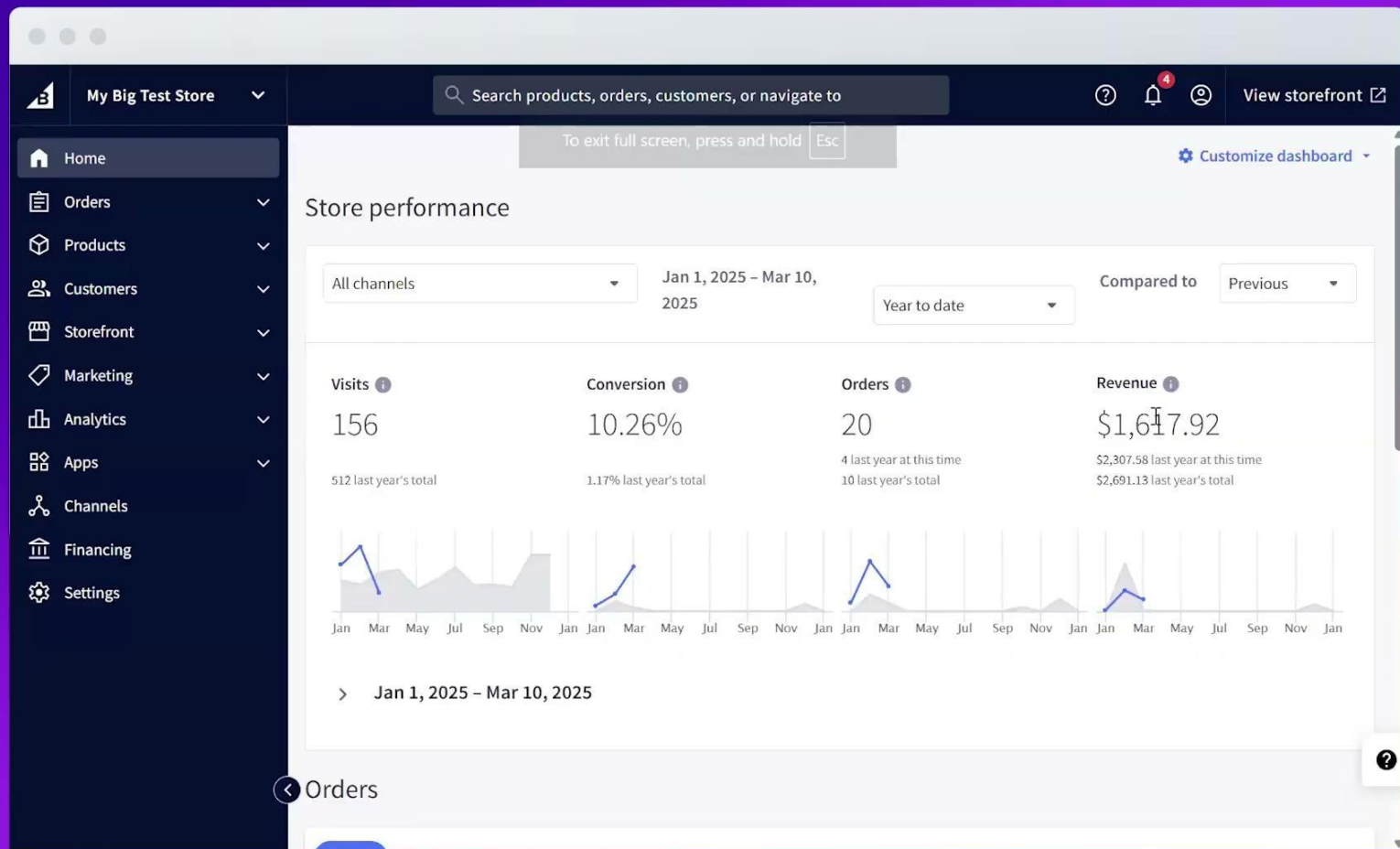
Email: paymentsconsult@bigcommerce.com
or ask your Customer Success Manager to participate!



News & Upcoming Releases

New Features That Focus on Conversion

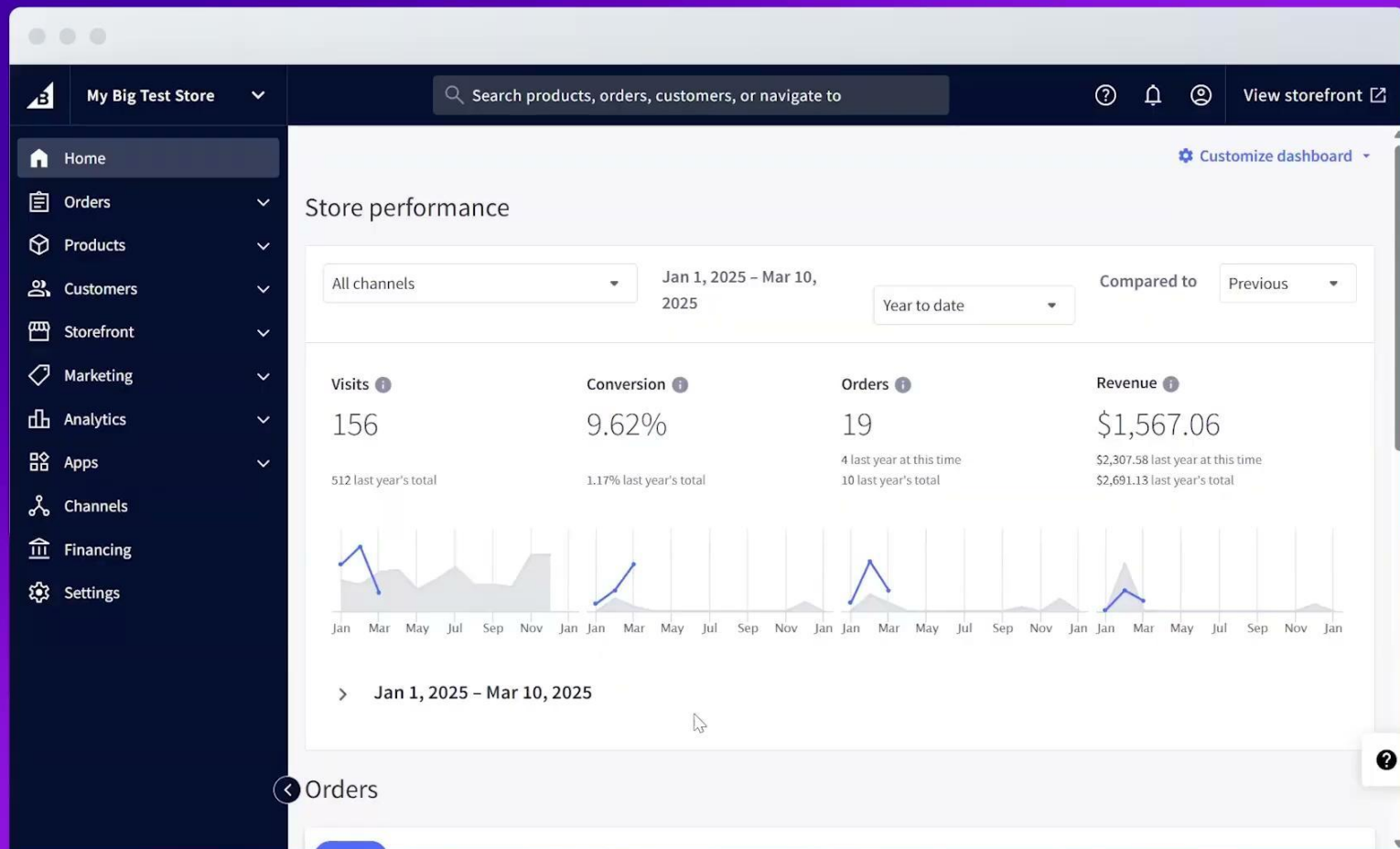
Enhanced UI for Multiple Shipping Addresses



Drive conversion – PayPal Fastlane and coupon messaging



Drive Conversion with Clarity & Speed



Feedback



Live Q&A.

Have questions or want to continue the conversation?

Join our online community!

- ★ **BigCommerce Help Center Community** - support.bigcommerce.com
- ★ **BigCommerce Facebook group** - facebook.com/groups/bigcommercecommunity
- ★ **BigCommerce subreddit** - reddit.com/r/bigcommerce



Thank you.