



# Town Hall



**Drew Bonillas**  
Community Manager

December 2024



# Agenda

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## Welcome & Company Updates.

CEO, Travis Hess, shares BigCommerce news and updates.

## BigCommerce Product Updates.

CPO, Troy Cox and members of our product teams will announce new features and platform improvements.

## BigCommerce Content News.

Sr. Director of Content Marketing, Melissa Dixon, highlights new content & educational resources from BigCommerce.

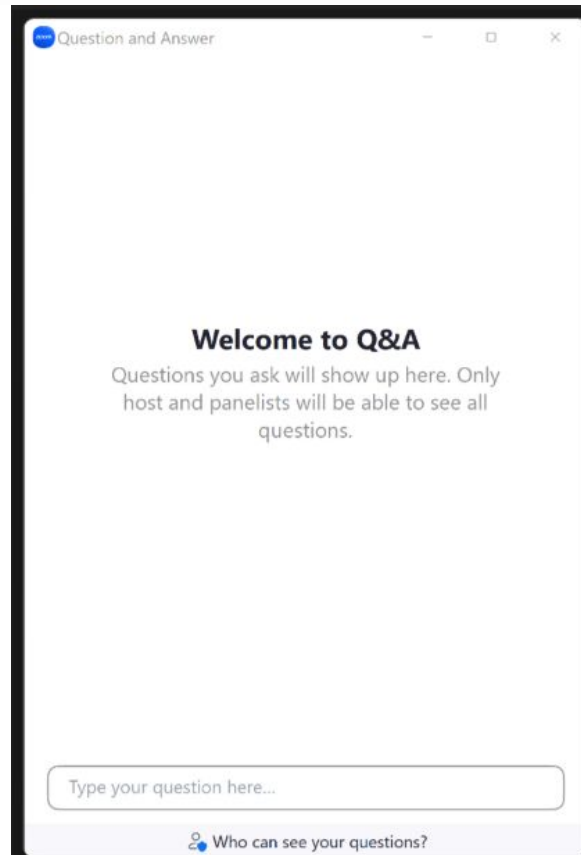
## Live Q&A.

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!





# BigCommerce CEO Travis Hess



# Company Updates



# Transformation for Growth

- Integrating Feedonomics and Makeswift
- New Brand Architecture
- Restructuring GTM and Messaging
- Commitment to Focus
- 2X Quota Carrying Capacity



Sr. Director of Content Marketing

# Melissa Dixon



# BigCommerce Content News



## Cyber Week Recap

### BigCommerce customer highlights:

- +26% GMV YoY
- +13% Orders YoY
- +11% AOV YoY
- 100% uptime for the 11th consecutive year!

### Learn more:

- [Linkedin Live](#): Watch on demand
- Read the [full report](#) and [press release](#)



BIGCOMMERCE



CYBER  
WEEK

26%

Global GMV increase, YoY

**Global Benchmark (Salesforce): +6%**  
**US Benchmark (Adobe): +8.2%**



# BigSummit on Demand

## BigSummit YouTube Playlist

- Watch main stage sessions from BigSummit 2024.

## Blog Category

- Explore session recaps and key takeaways from BigSummit 2024.



# New Reports

## New Modes: Redefining Personalization in the Age of AI

- Learn how shoppers embrace and utilize emerging technologies in this report from BigCommerce and Future Commerce.

## The Omnichannel Customer Journey: The New Buyer Experience for Home Furnishings Shoppers

- Discover what motivates shoppers to purchase home goods and get data-driven insights to elevate home furnishings brands.

## The Complete Guide to B2B Digital Maturity

- See how B2B businesses can leverage new technology to improve customer experience, streamline operations, and become a visionary in their field.





# 2024 Customer Award Winners

### Design

- Winner: Oettinger Davidoff AG
- Honorable mentions: Cenmed Enterprises, Plumbing Deals

### Innovation

- Winner: Human-I-T
- Honorable mentions: Inhaven, Fizdi

### Emerging Brand

- Winner: The Linz Shop
- Honorable mentions: Cue company, ofinto

### Shopper Experience

- Winner: GlassCraft Door Company
- Honorable mentions: Homega, Furniturebox







BigCommerce CPO

**Troy Cox**

# BigCommerce Product Updates

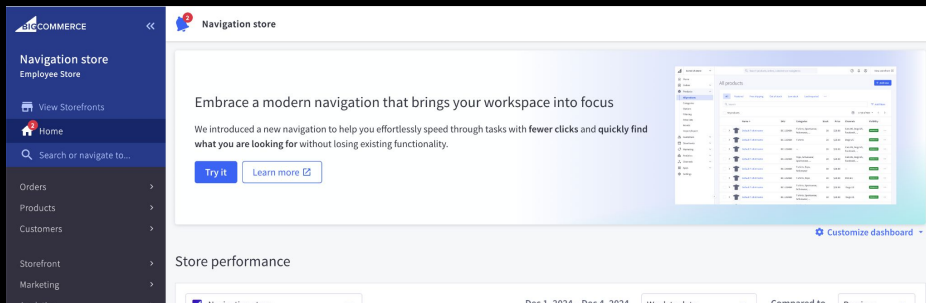


# Operate

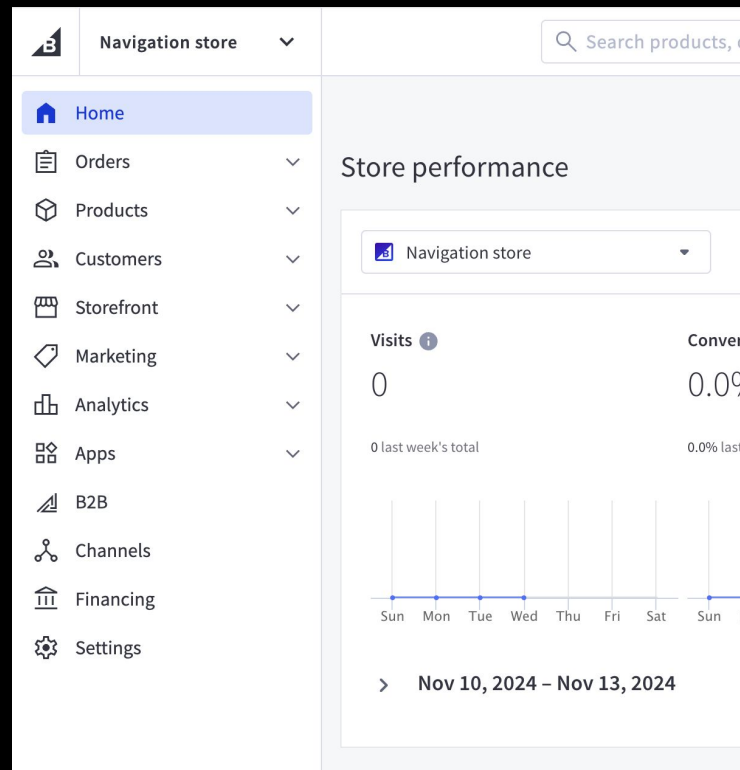
Streamlined operations for lower costs and risk.

# Improved Control Panel Navigation

- ▶ Updated design and improved functionality, available now
- ▶ Further enhancements based on feedback; darker color scheme, change stores with fewer clicks
- ▶ To opt in, look for the banner on your dashboard:



Available now



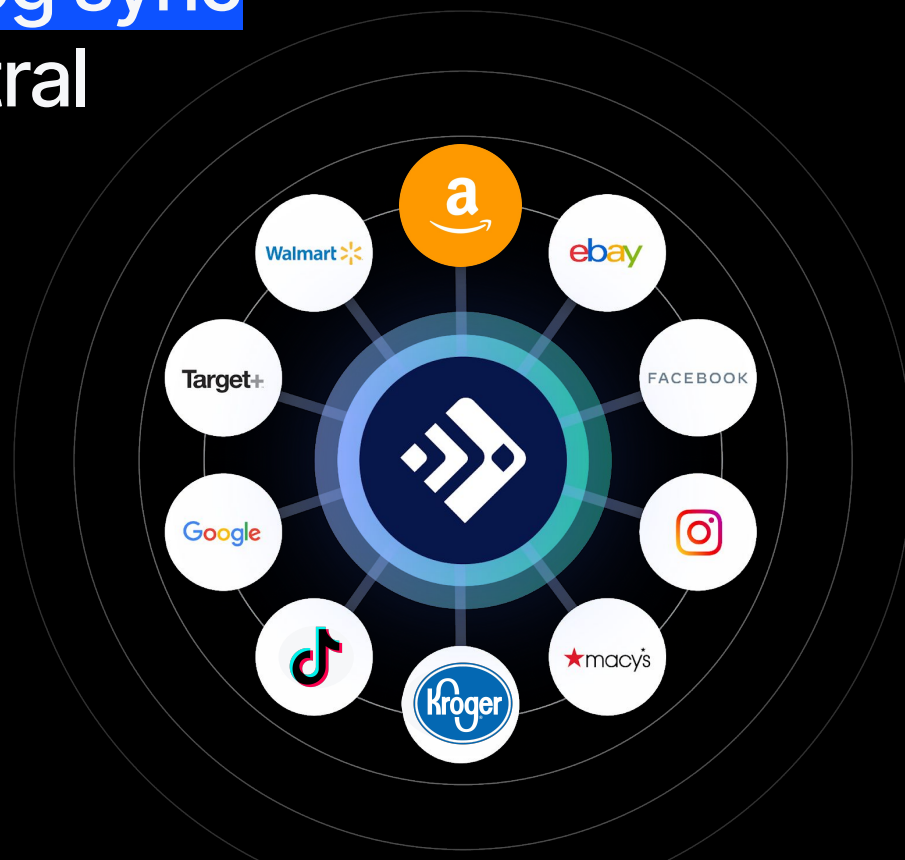
# **Attract**

Maximize sales and ROAS across leading search, ads, social and marketplace channels.

# Automate **product catalog sync** for Amazon Vendor Central

- ▶ Sync data from your systems of record (e.g. ERP, PIM, ecommerce platform)
- ▶ Drive better performance through optimized data
- ▶ Automate new product listings and update existing listings
- ▶ Reduce manual effort and eliminate the use of bulk spreadsheets
- ▶ Diagnose and resolve issues through data validation and listing error workflows

● Available now





# Manage product listing errors via a new in-platform workflow

Available now

The screenshot displays the Feedonomics platform interface. The top navigation bar includes links for Dashboards, Data sources, Data, Transformers, Exports, and Reports. The user is logged in as 'admin' and is viewing 'ER Data on Data Page'.

The main section is titled 'Data' and shows the 'Amazon SP-API Product Feed' selected. A search bar contains the query 'e.g. [title] contains 'hello''. Below the search bar, there are buttons for 'Search', 'Clear', and 'Switch to basic mode'. The interface indicates '2,192 total rows' and 'This is a temporary view.'.

The 'Export data' section shows a table with columns: main\_..., item\_name, Channel listing status, Count, Error 99001, and Error 85. The table lists several product entries, including 'Shimano ANTARES 101 5.6...', 'Buff Coolnet UV+ America', 'Buff Coolnet UV+ Dorado', 'Buff Coolnet UV+ Bonefish', 'Buff Coolnet UV+ Santana...', 'Buff Coolnet UV+ XL Dorado', and 'Buff Coolnet UV+ XL...'. The 'Channel listing status' for all listed items is 'Inactive'.

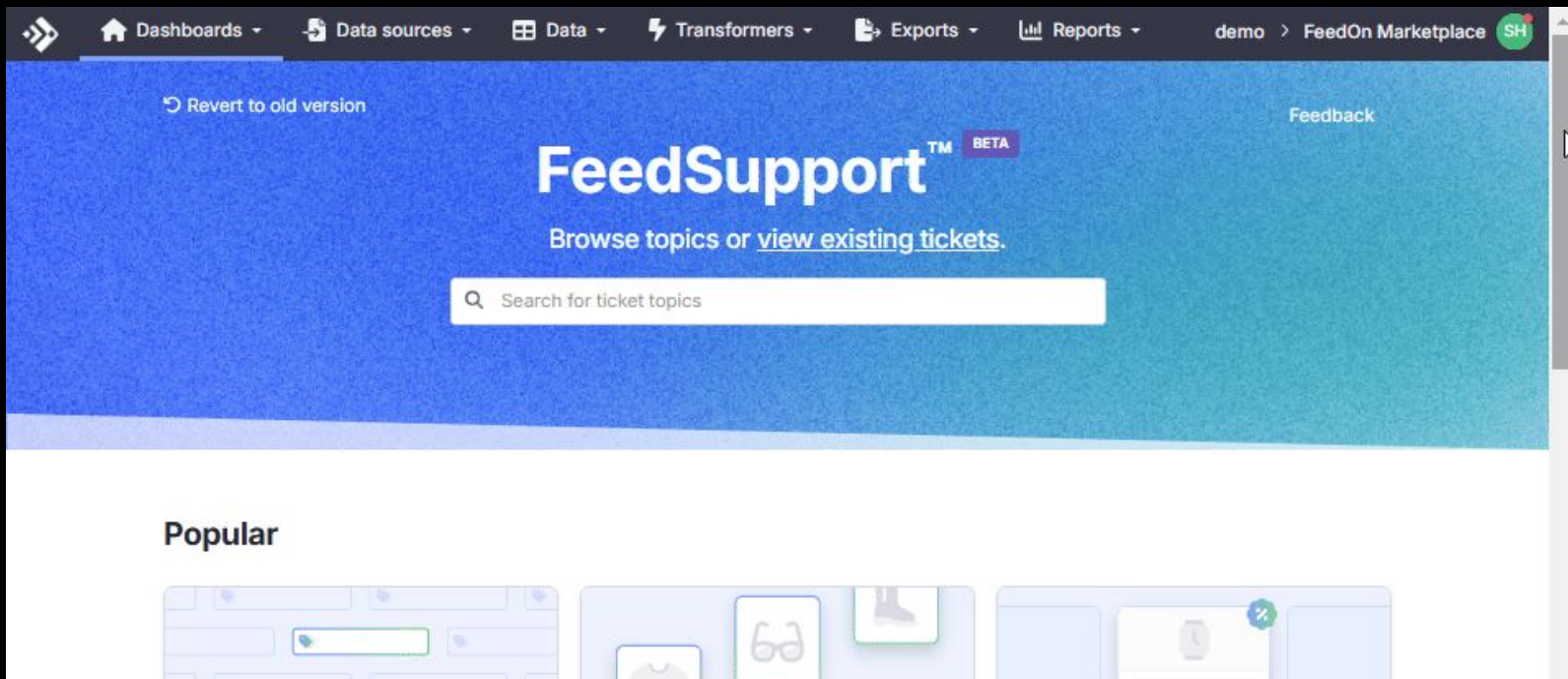
The 'Tools' panel on the right shows the 'Errors' tab selected. It displays a list of error messages with their respective counts:

- 99001: A value is required for the "is\_expiration\_dated\_product" field. If you are unable to find this field on your ... (3,059)
- 8541: The SKU data provided is different from what's already in the Amazon catalog. The standard\_product\_id data provided ... (442)
- 99010: A value is missing from one or more required columns from this group: [footwear\_gender\_unisex = null], ... (202)
- 5461: You may not create new ASINs for the brand Guy Harvey. If you believe the product you want to sell is not currently ... (76)
- 99006: A value is required in the "variation\_theme" field because there are values in dependent fields.: (parent\_chil...



Access **24/7 support** through an enhanced, user-friendly portal.

● Available now







# Convert

Payment freedom, lower fees, higher storefront and checkout conversion.

# Drive higher conversion with Shipping promotions and discounts

- ▶ Create promotion rules that offer discounts on shipping options
- ▶ Improve checkout conversion by offering cost savings on a shopper's preferred shipping option
- ▶ Supported in both Promotions Manager UI and Promotions API
- ▶ Beta available Q1'25

## Add rules to promotion

### Rules

[Switch rule template](#)

If the customer Buys product(s)

Reaching a Quantity of 1 product(s)

From All in categories Home Jewelry +1

And All products, except in categories Freightliner Cascadia Battery Tool Boxes +3

+ Refine included products

Then reward Discount on shipping

By a Amount of \$ 2.00 from each shipment

Applied Percentage methods Flat rate \$60 - Heavy items Flat rate \$10 - Light items +1

Amount ✓

Subtotal \$29.70

Discount -\$9.70

Shipping \$8.00

\$2.00 off using code: SHIPPING1234567890 [Remove](#)

[Coupon/ Gift Certificate](#)

Total (AUD) **\$28.00**

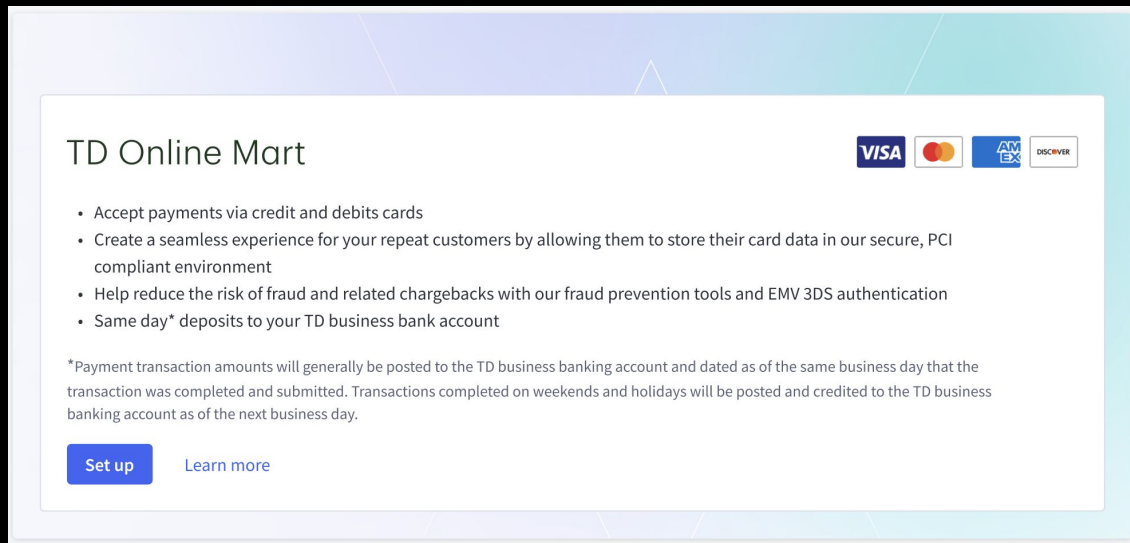
Tax Included in Total:

GST \$1.00

# TD Online Mart Payment Integration

- ▶ Already available for brands and retailers based in **Canada**

- ▶ **Streamlined Checkout Experience** — provide your customers with familiar, intuitive payment steps and accept many major credit card brands



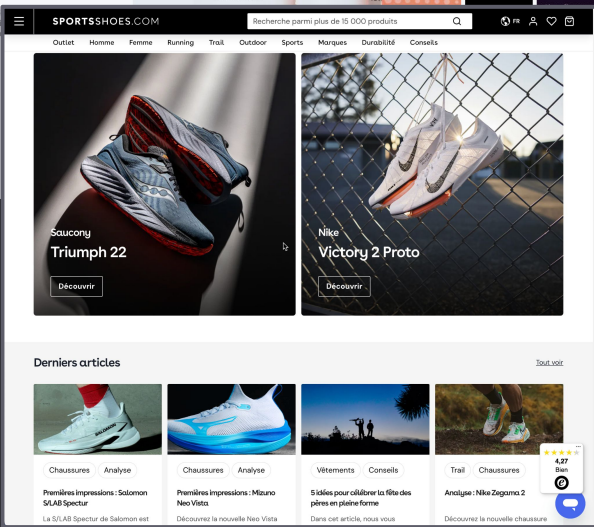
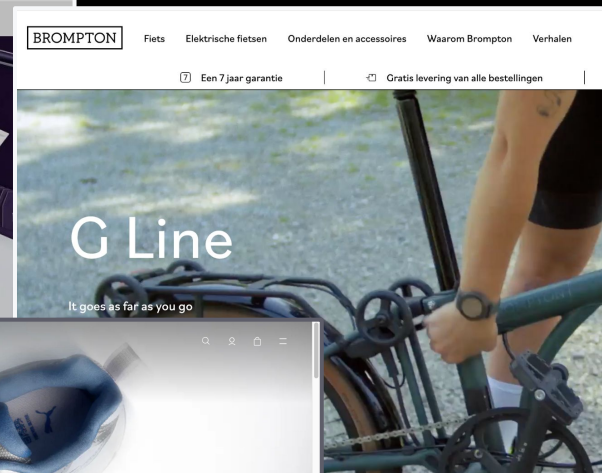
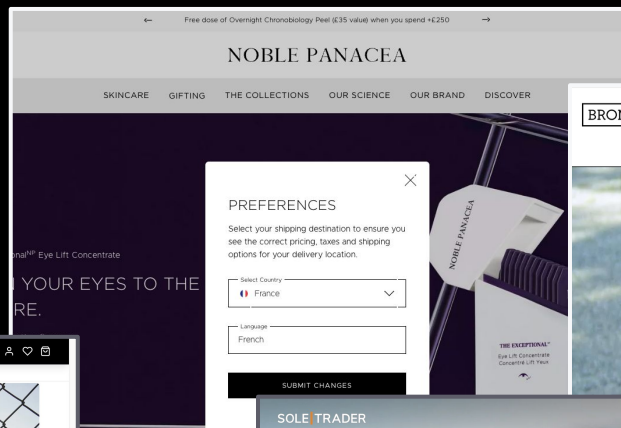
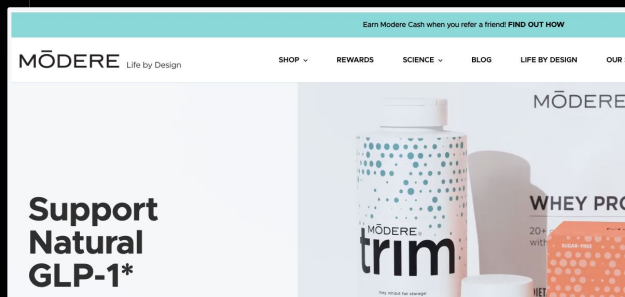
- ▶ **Fraud Prevention** — reduce the risk of fraudulent transactions and chargebacks with tools like 3D Secure, address verification, and risk threshold filters.
- ▶ **Built-In Reporting** — view and filter your transaction history from the merchant account, and gather information on declined payments



# Expand

Grow with new brands, geographies and channels.

# Join brands selling globally with Multi-storefront



# Go **local** with a localized experience for every geo.

Stencil, Catalyst, Storefront GQL API ✓

B2B Edition ✓

Unique language per storefront ✓

Domains, Themes, Web pages, Emails ✓

Promotions, Pricing, Currencies ✓

Checkout ✓

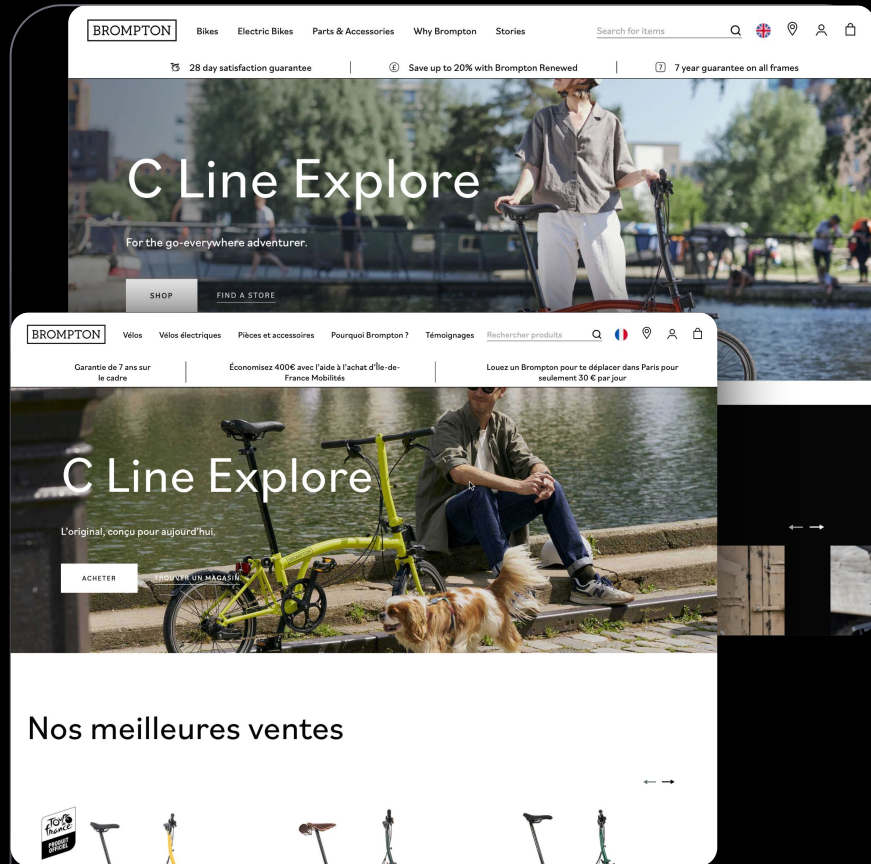
Product catalog ✓

Payments ✓\*

Tax ✓

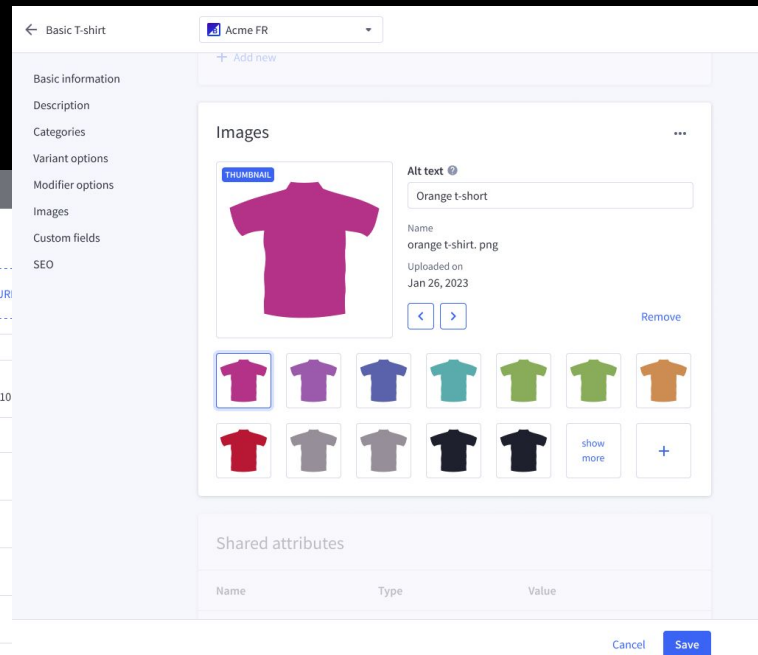
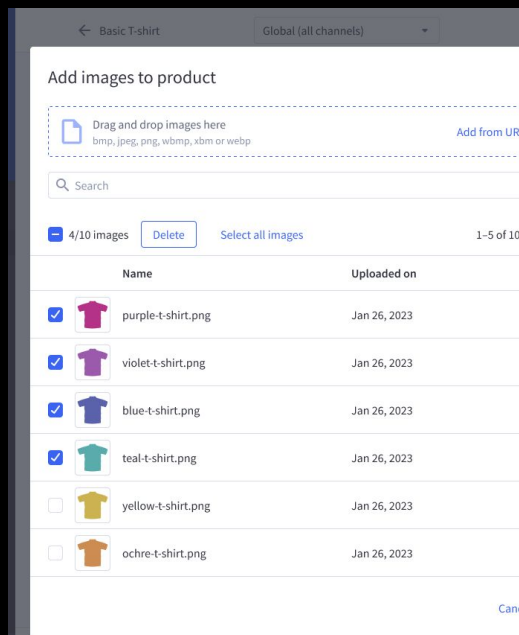
Shipping ✓ **NEW**

Pricing inc/ex tax ✓ **NEW**



\*select list of payment providers

# Tailor product images for different geographies and languages.



● Coming in December



Set prices **exclusive** of taxes  
for the U.S. and **inclusive** of taxes  
for UK, FR, and more.

## Acme US — Exclusive of tax, \$

Product name	SKU	Cost	Catalog price	New price	Sale price	Pricing summary
▼ Round neck cotton t-shirt	RN-10	\$5.50	\$16.50	\$16.00		\$16.00

- XXS
- XS
- S
- M
- L
- XL
- XS
- XS

## Acme UK — Inclusive of tax, £

Product name	SKU	Cost	Catalog price	New price	Sale price	Pricing summary
▼ Round neck cotton t-shirt	RN-10	£4.34	£9.87	£15.25		£15.25
— XXS	RN-10-M	£4.34	£9.87	£15.25		£15.25
— XS	RN-10-M	£4.34	£9.87	£15.25		£15.25
— S	RN-10-M	£4.34	£9.87	£15.25		£15.25
— M	RN-10-M	£4.34	£9.87	£15.25		£15.25
— L	RN-10-M	£4.34	£9.87	£15.25		£15.25
— XL	RN-10-M	\$5.50	\$12.50	\$16.00		\$16.00

● Available now\*

\* beta is available for all Enterprise stores



# Offer the right **shipping options** to your shoppers to maximize conversions and reduce costs.

## Shipping

Shipping methods

☒ **Royal Mail**  
Your order will arrive in 3-4 days after it is shipped  
£2.25

☐ **FedEx**  
Your order will arrive in 3-4 days after it is shipped

## Spedizione

Metodi di spedizione

☒ **DHL**  
Il tuo ordine arriverà in 3-4 giorni dopo la spedizione  
3.25€

☐ **GLS**  
Il tuo ordine arriverà in 2-3 giorni dopo la spedizione  
5.95€

## Configure FedEx in United States

Settings Channels Connection Quote Help Privacy Policy

Shoppers will only see shipping options from this shipping method for the selected channels.

☐ First Storefront

☒ Second Storefront

☐ Third Storefront

CancelSubmit

● Available now



Create digital experience differentiation.

## Catalyst Storefront Creation in Channel Manager

This new entry point for Catalyst in the BigCommerce Control Panel lets business users spin up a composable storefront with a single click. New Catalyst storefronts created here include Makeswift OOTB, allowing users to begin visually editing their new composable storefront within minutes of deploying.

● Beta available now \*

**Catalyst**  
BigCommerce | Fully composable storefront based on Next.js

- Fully composable
- High performance
- Supported by BigCommerce

**Great Deals**

**Featured Products**

**New collection**

**Featured products**

**Create a new Catalyst Storefront**

**Storefront name**  
My Catalyst Storefront

**Import product data**  
☒ Use sample data  
☐ Create an empty channel

**Design system**  
2024

**Primary Language**  
Select the base language for shopper-facing content.  
English (United States)

**Create**

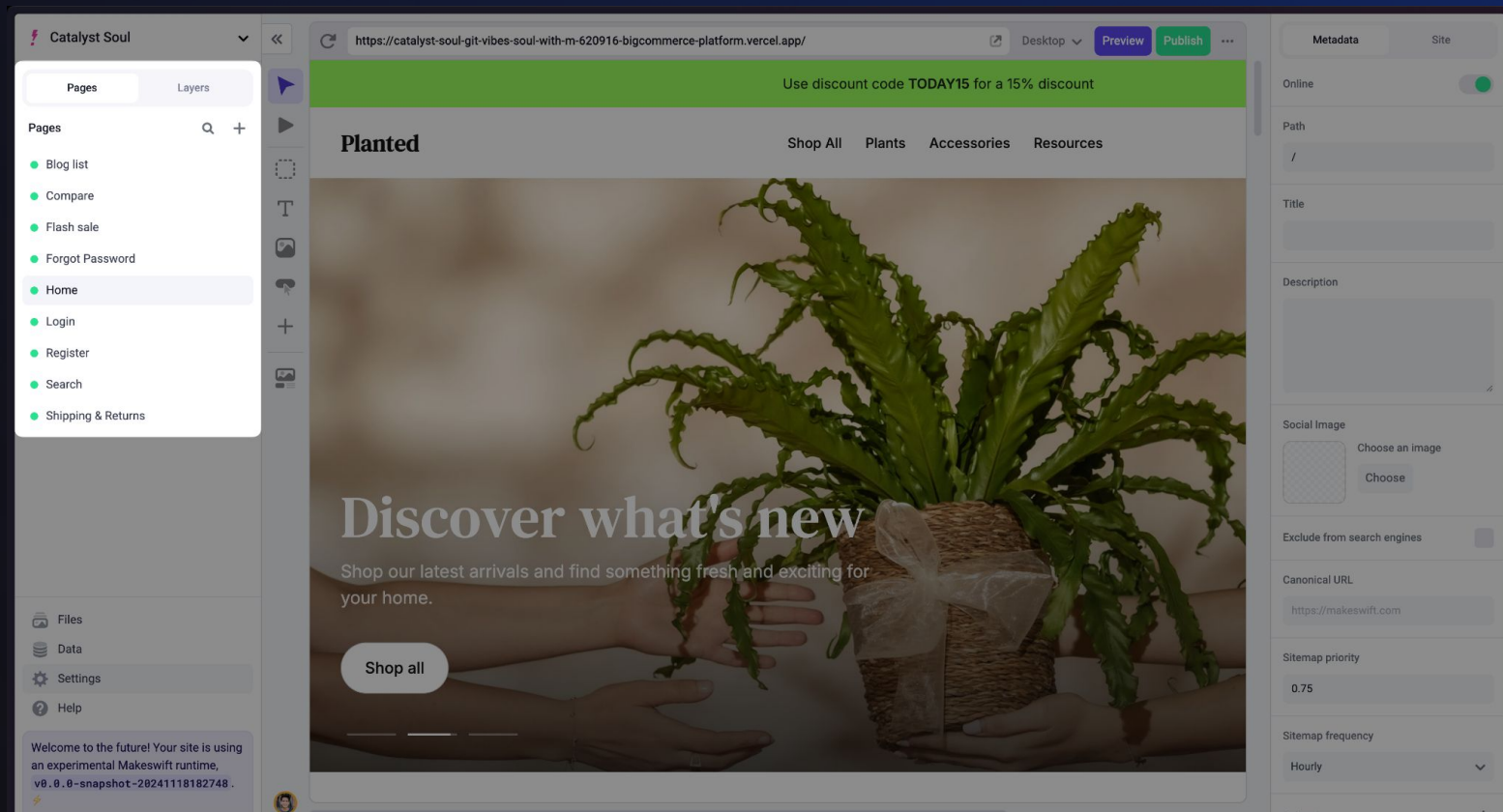
**About**

Our newest storefront solution gives you more flexibility to build how you choose. Catalyst offers unparalleled scalability and performance, enabling swift global expansion with multi-lingual capabilities and research-backed shopper experiences optimized for high conversion rates. Its robust infrastructure ensures your e-commerce platform is always reliable, providing a seamless customer experience that drives growth and revenue.

\* Beta is available for all Partner Sandboxes now and will be released to Enterprise Sandboxes next week.

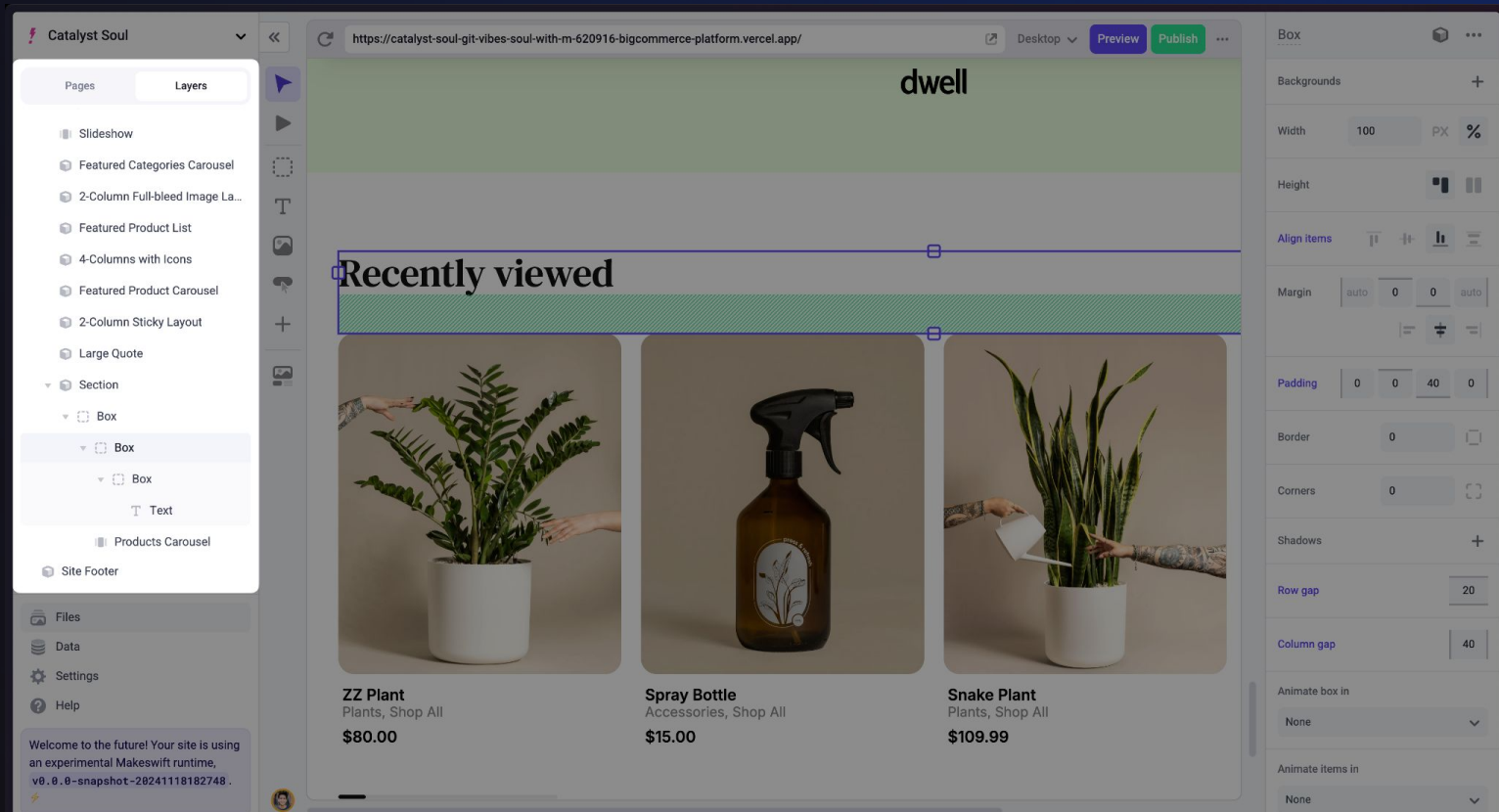


## Visually edit & manage your composable storefront

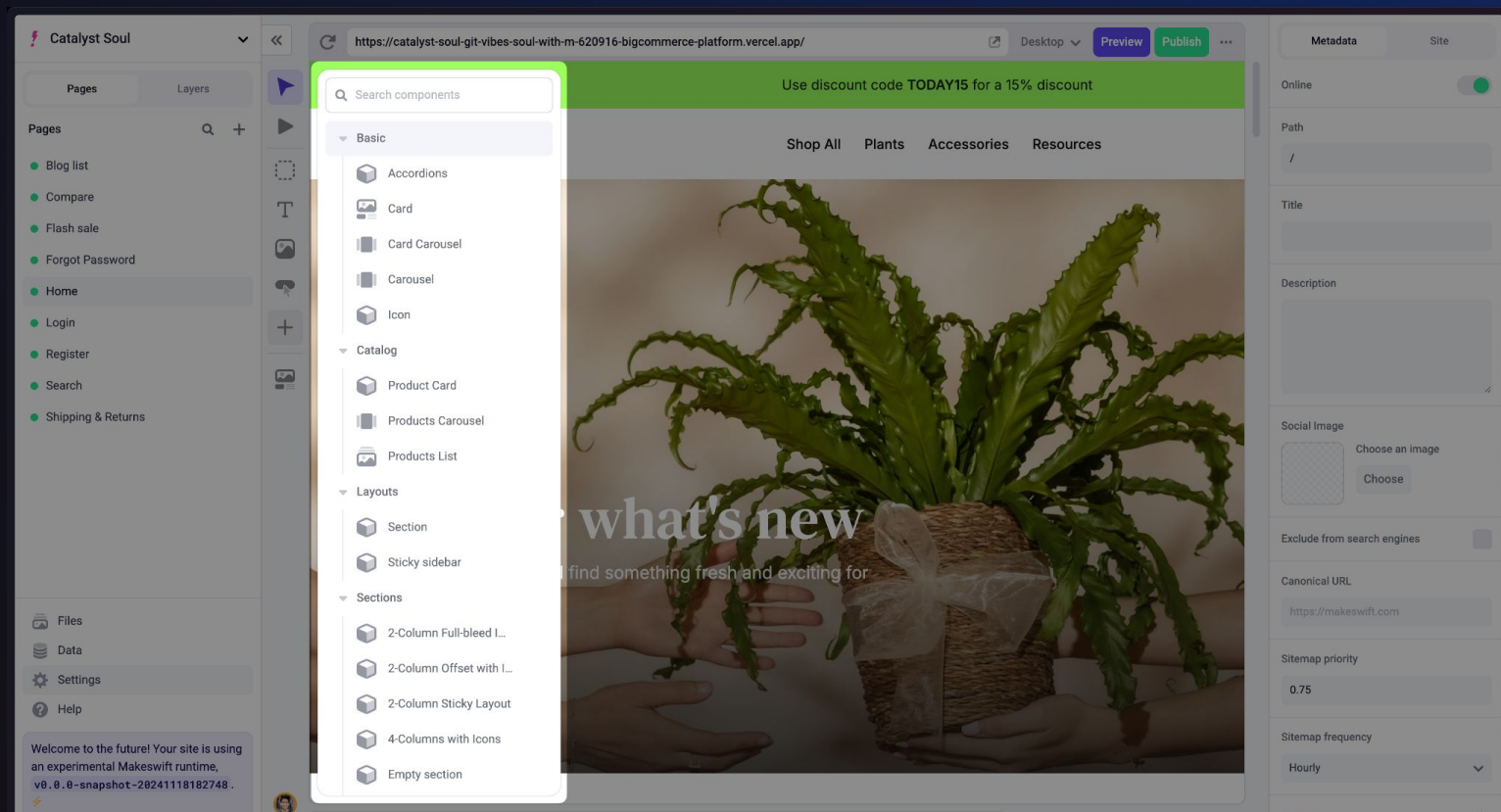




# Visualize the structure of your page with Makeswift's new layers panel

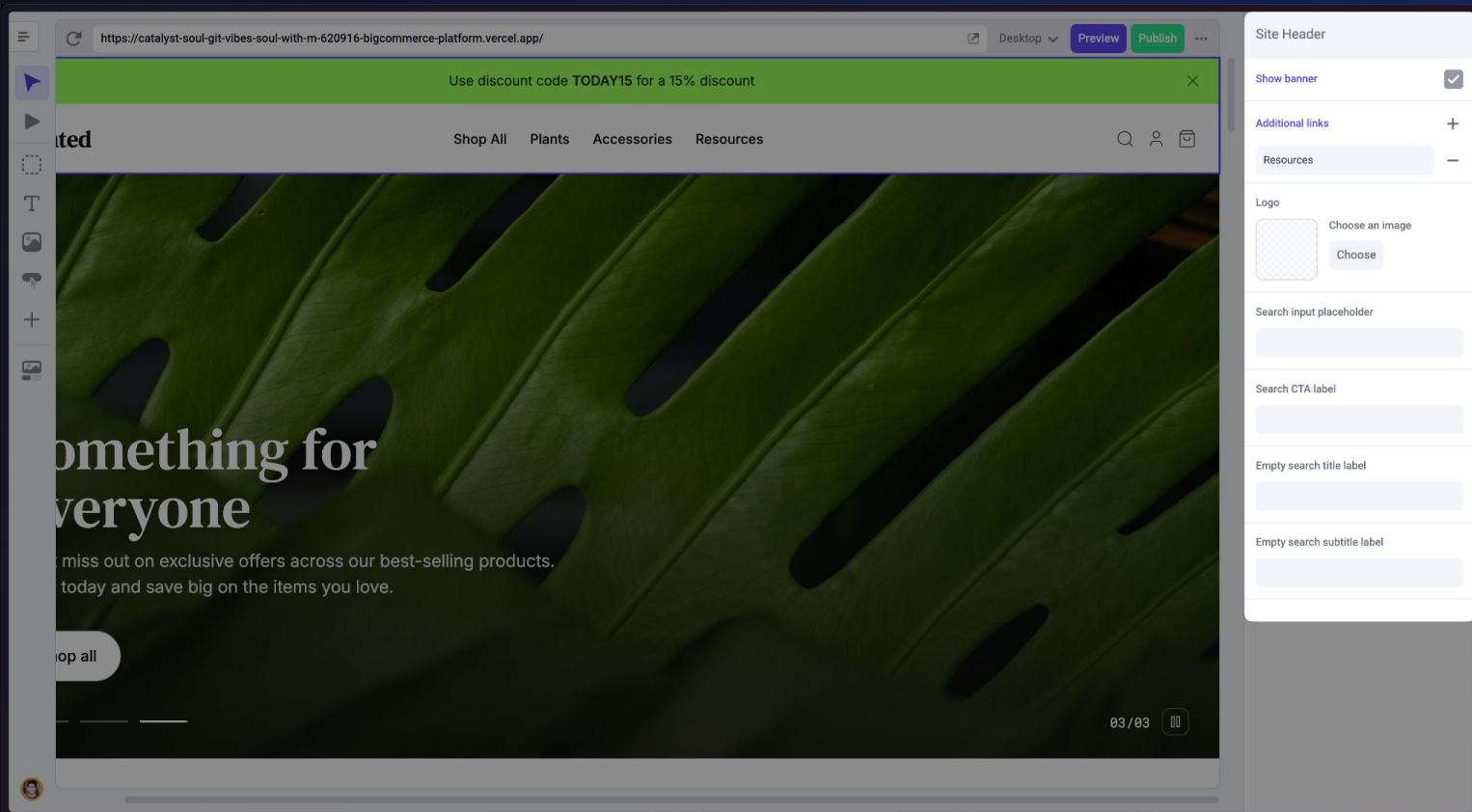


## Dozens of new components available

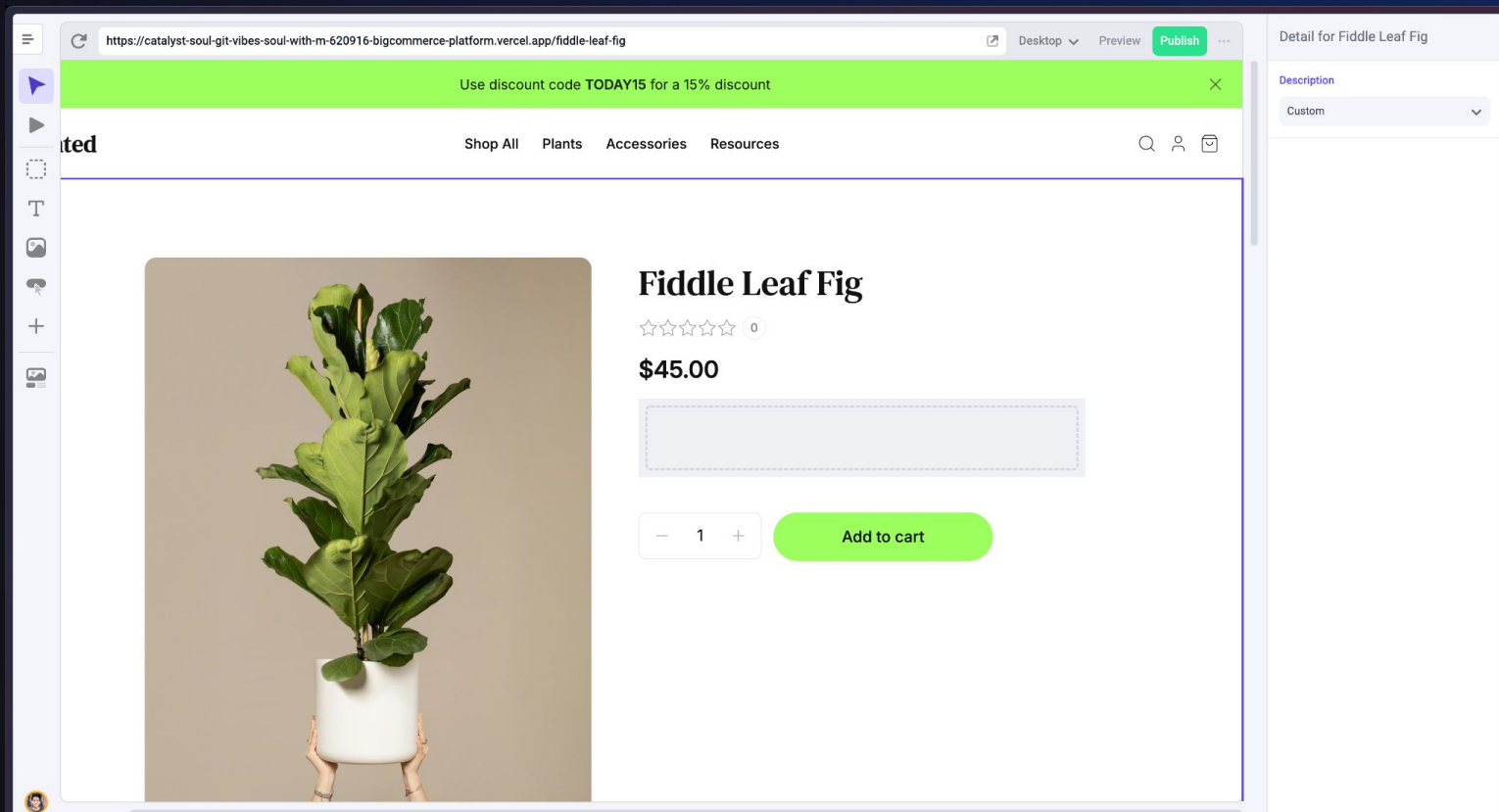




## Editable header and footers across your storefront



# Overridable product descriptions on your PDPs







# B2B

A better way to sell B2B.



# Quotes 2.0

Modern quoting tools  
for the next  
generation of  
B2B sales reps

○ Coming soon


[← Quotes](#)

Quote #QN000003 IN PROCESS



Buyer info

Storefront

 France X

Currency

Euro – EUR

Company

Renton Ltd.

Contact

Jane Doe

Email

jane.doe@gmail.com

Phone

099 1111 1111

[+ Add address](#)

Quote info

Expiration date

Jan 19th, 2023

Sales rep

Bohdan Hodzenko


Quote title


Tag


Choose tag

[Show notes](#)

Products

[+ Add](#)

50 products  1-50 of 500 [←](#) [→](#)

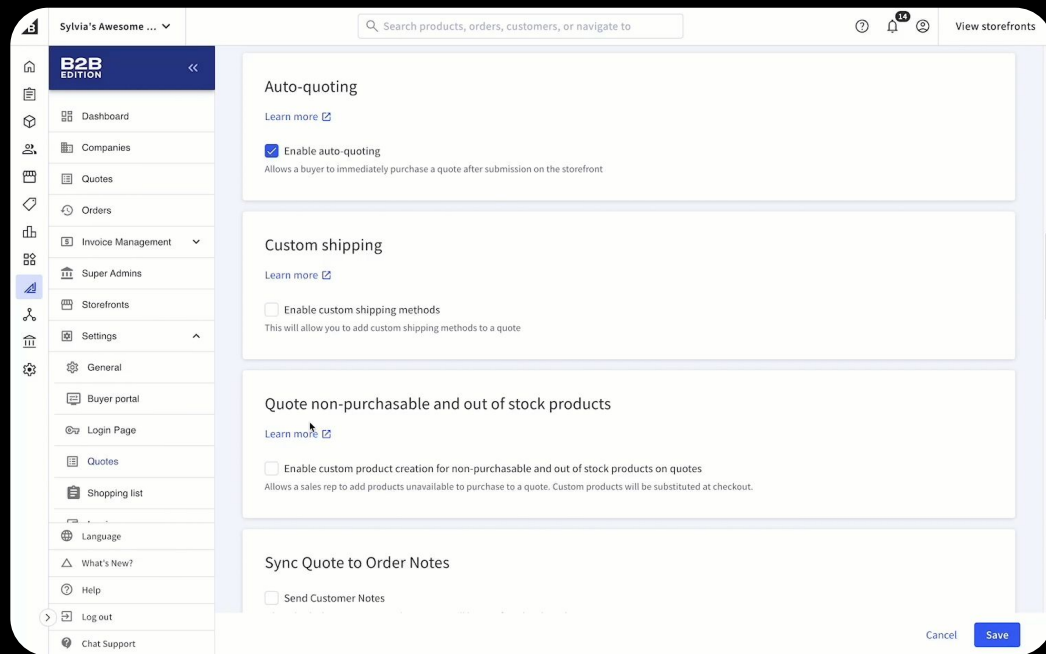
	Name	Qty	Price	Quoted price	Discount	Quoted subtotal	
1	 70 Watt LED Parking Lot Area Light BC-1234GR	100	\$50.00	\$50.00	0%	\$5000.00	...

Rep assisted quote  
workflow?

Automated quoting  
workflow?

You decide with the new  
**Auto-Quoting Option**

● Available now



Every businesses  
quoting process is a  
little bit different...

Set buyer expectations  
with a customizable  
**Quote Submission  
Message**

● Available now

The screenshot shows a web application interface for creating a quote. At the top, there's a navigation bar with a logo, user name 'Mackenzie Mayer', and links for 'HOME' and 'CART' (with a '1' item indicator). A left sidebar contains a list of navigation items: 'My orders', 'Company orders', 'Invoice', 'Quotes' (highlighted in blue), 'Shopping lists', 'Quick order', 'Addresses', 'User management', and 'Account settings'. The main content area is titled 'Quote' with a 'Draft' status and a 'SUBMIT' button. It is divided into three columns: 'Contact', 'Billing', and 'Shipping', each containing address and contact information. Below these is a table for '1 products' with columns for Product, Price, Qty, and Total. The table lists '[Sample] Chemex Coffeemaker 3 Cup111 CC3C' with a price of \$32.77 and a quantity of 20, totaling \$655.40. To the right of the table is a 'Quote summary' section showing 'Sub total' as \$655.40, 'Shipping' as TBD, 'Estimated Tax' as \$61.40, and a 'Grand total' of \$655.40. At the bottom right, there are two dropdown menus: 'Add to quote' and 'Message'.

in

Mackenzie Mayer ▾ HOME CART 1

< Back to product

Quote Draft SUBMIT


My orders  
Company orders  
Invoice  
Quotes  
Shopping lists  
Quick order  
Addresses  
User management  
Account settings

Contact  
Mackenzie Mayer  
mackenzie.mayer@bigcommerce.com  
The Barking Boutique  
9036122343  
Quote Title  
EDIT INFO

Billing  
Mackenzie Mayer  
832 Airsteam Ave  
Tyler, Texas, 75704, US  
5233434564

Shipping  
Mackenzie Mayer  
832 Airsteam Ave  
Tyler, Texas, 75704, US  
9035159094

1 products

Product	Price	Qty	Total
 [Sample] Chemex Coffeemaker 3 Cup111 CC3C	\$32.77	20	\$655.40

Per page: 12 ▾ 1-1 of 1 < >

Quote summary

Sub total	\$655.40
Shipping	TBD
Estimated Tax	\$61.40
Grand total	\$655.40

Add to quote ▾

Message ▾

# Collect and store additional information on a quote with **Quote Extra Fields**

○ Coming soon

[< Back to all quotes](#)

## Quote #QN000003

Open

Issued on: Dec 19th, 2022

Expiration date: Jan 19th, 2023

### Buyer info

Contact person

Tina Williams

Email

Tina.williams@acme.com

Phone

832 111 1111

### Quote info

Quote title

Main quote

Reference number

3232323232

Do you require a lift gate for delivery?

Yes

BCC Email

Sam.smith@acme.com

Is this a residential or commercial address?

Commercial

### Billing [CHOOSE FROM SAVED](#)

Address label

Primary warehouse

### Shipping [CHOOSE FROM SAVED](#)

Address label

Primary warehouse

First name

Mark

Last name

Doe

First name

Mark

# Manage Company rules more efficiently with **Independent Companies Behavior**

- ▶ Eliminate the requirement of mandatory customer groups
- ▶ Enhance administrative management efficiency
  - Assign a single customer group to multiple companies
  - Configure a default customer group for newly added companies
- ▶ Ensure compatibility with third-party applications that rely on customer groups

● Available now

## Customer group

Use it to apply price lists, promotions, manage product visibility etc.

[Learn more](#)

Wholesale - Silver Level

[Change customer group](#)

## Assigned customer group

Select group with related storefront and price list. Other group rules will be applied as well.

Search

10 customer groups

1 - 10 of 16

☐ No customer group

☐ Wholesale - Bronze Level

 Brand ABC - ABC Pricing (Wholesale Tier 3)

 Brand XYZ - XYZ Pricing (Wholesale Tier 3)

☐ Wholesale - Silver Level

 Brand ABC - ABC Pricing (Wholesale Tier 2)

 Brand XYZ - XYZ Pricing (Wholesale Tier 2)

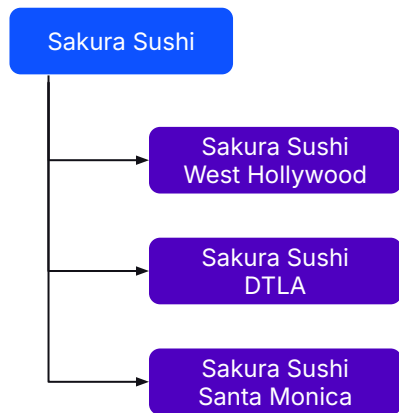
☐ Retailer

 All storefronts - Default Retailer Pricing

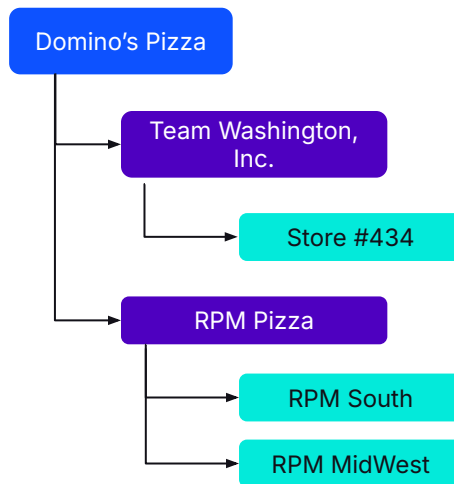
Cancel

Select

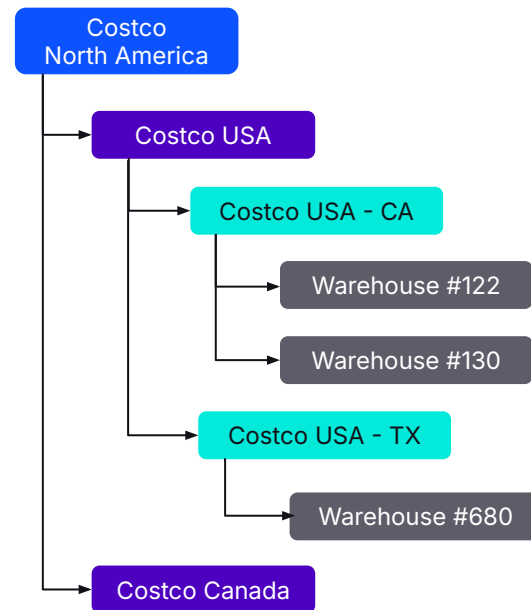
## Sell to chain stores



## Sell to franchises



## Sell to global corporations



# Support your business customers' multi-level structures with Account Hierarchy

Configure **parent-child relationships** between company accounts —

each company account can be configured as a subsidiary, region, or location, with its own account-specific rules and resources

○ Coming soon

Costco - North America APPROVED

[Basic information](#)

[Hierarchy](#)

[Company users](#)

[Super admins](#)


[Sales](#)

## Hierarchy

8 companies

Name

▼  Costco Wholesale Corporation

▼  Costco - North America

▼  Costco - USA

▼  Costco - California

 WAREHOUSE # 122

 WAREHOUSE # 130

▼  Costco - Texas

 WAREHOUSE # 680

 Costco - Canada

▼  Costco - Europe

 Costco - Spain



# Unlock complex buying use cases with **advanced buyer permission level**

- ▶ **Aggregated views** for orders and invoices across all child accounts
- ▶ **Switch company accounts** to perform specific actions within each child account

○ Coming soon

**B2B EDITION** Great Tool #0166 Representing John Miles HOME CART

My orders  
Company orders  
Invoices  
Quotes  
Shopping lists  
Quick order  
Addresses  
User management  
**Company hierarchy**  
Account settings

### Company hierarchy

Search

6 companies

Name	
Great Tool Group LLC. <span>Your company</span>	...
Great Tool Group - East Coast HQ	...
Great Tool Group - Seattle Hub	...
Great Tool Group - Pacific Warehouse	...
Great Tool #0166 <span>Representing</span>	...
Great Tool #0102	...

[Switch company](#)

You are representing Great Tool #0166

**B2B EDITION** Great Tool Group LLC. Your company John Miles

My orders  
**Company orders**  
Invoices  
Quotes  
Shopping list  
Quick order  
Addresses  
User management  
Account settings  
Company hierarchy

### Company orders

Company: All Search

Order	Company	PO / Reference	Grand total	Order status	Placed by
131	Great Tool Group LLC.		\$8,002.00	Awaiting Fulfillment	John Miles
122	Great Tool Group - East Coast HQ	PW-1032	\$2,116.00	Awaiting Fulfillment	Olha Town
116	Great Tool Group - Seattle Hub		\$11,002.00	Shipped	Jenn Hillitt
109	Great Tool Group - Pacific Warehouse		\$5,078.00	Shipped	Robin Kan
102	Great Tool Group - Pacific Warehouse		\$10,025.00	Shipped	Robin Kan

Rows per page: 10

# Be the First to Experience our Account Hierarchy Feature!

**Sign Up for the Closed Beta  
Today!**





# Develop

# Extend the checkout to support order level fees

- ▶ Separate fee line item
- ▶ Optionally apply tax on the fee
- ▶ New Checkout Fees API and updated Orders API


```
{  
  "name": "Insurance (Package Protection Fee)",  
  "type": "custom_fee",  
  "display_name": "Insurance (Package Protection Fee)",  
  "cost": "5.00",  
  "source": "Insurance provider",  
  "tax_class_id": 4  
}
```

Coming soon

[Edit Cart](#)

### Order Summary


1 item | \$50.10



1 x Light Blue, Black and White Stripe Shirt  
Size M

Subtotal	\$39.00
Shipping	\$10.00
Insurance (Package Protection Fee)	\$5.00
<a href="#">Coupon/Gift Certificate</a>	
<b>Total (AUD)</b>	<b>\$50.10</b>
Tax Included in Total:	
Tax	\$4.55

RETURN TO CHECKOUT

[Show Details](#)

\$50.10

# Simplify billing of your app with Unified Billing.

Brands love it too! They can pay for apps on a single bill along with their BigCommerce subscription.

● Available now

A unified bill for merchants.

# PCI 4.0 Script Authorization

- ▶ Nonce-based script security for payment pages
- ▶ Control which custom scripts are allowed to run using a nonce handlebar without relying on general allowlists for domains or paths.
- ▶ No action needed for first-party scripts or scripts added through Script Manager / Scripts API

Enable Nonce-Based Script  
Security



Generate and enforce a nonce in the CSP for payment pages. ?

```
Content-Security-Policy: script-src 'self' 'nonce-{{nonce-value}}';
```

```
<script nonce="{{nonce}}">  
</script>
```

○ Coming soon

# Live Q&A.

# Have questions or want to continue the conversation?

## Join our online community!

- ★ **BigCommerce Help Center Community** - [support.bigcommerce.com](https://support.bigcommerce.com)
- ★ **BigCommerce Facebook group** - [facebook.com/groups/bigcommercecommunity](https://facebook.com/groups/bigcommercecommunity)
- ★ **BigCommerce subreddit** - [reddit.com/r/bigcommerce](https://reddit.com/r/bigcommerce)





# Thank you.