Ecwid by Lightspeed | Partners

Ecwid by Lightspeed

Designed for Partners

lightspeed

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Agenda or topics

1	The Market Opportunity
2	The Ecwid by Lightspeed Solution
3	Key Features
4	Designed for Partners
5	Competitive Comparisons
6	Global Markets

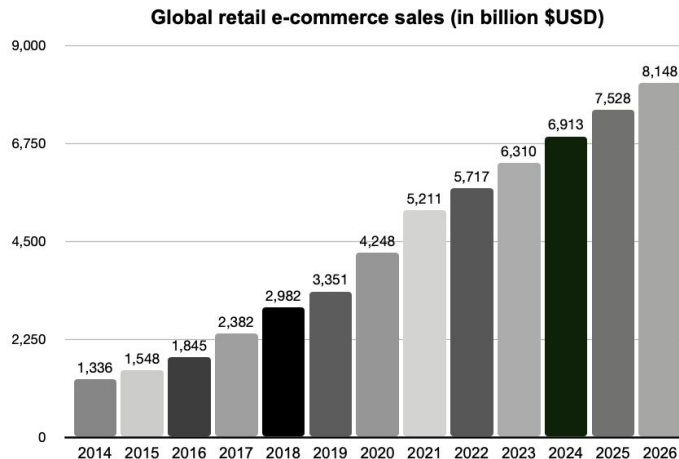# Market Opportunity

1

E-commerce continues to grow

10%

Ecommerce sales
growth worldwide in
2022

24%

Projected share of
global retail by 2026

$6.3T

Projected global
ecommerce sales in
2023

Global retail e-commerce sales (in billion $USD)

Year	Sales
2014	1,336
2015	1,548
2016	1,845
2017	2,382
2018	2,982
2019	3,351
2020	4,248
2021	5,211
2022	5,717
2023	6,310
2024	6,913
2025	7,528
2026	8,148

And consumer demand has never been higher

84%

of shoppers think retailers should do more to integrate online and offline
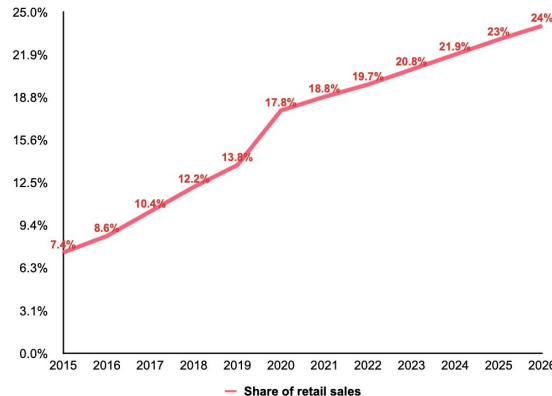
31%

of shoppers say they'll buy online more often

81%

of shoppers start their search online

Ecommerce share of total global retail sales

7.4%	8.6%	10.4%	12.2%	13.8%	17.8%	18.8%	19.7%	20.8%	21.9%	23%	24%
2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026

— Share of retail sales

But small businesses are lagging behind

WHAT'S STOPPING THEM?

- They think their business is too small

- They don't think their business needs to be online

- They don't know how to get started

- They think it is too complicated

- They think it is too expensive

- They don't have time to set up or manage a store

1 in 4

of small businesses don't have a website

92%

of consumers start their search for local businesses online

7

The opportunity for you?

➜ **Differentiate your business**

by offering a fast, easy way to sell online

➜ **Boost sales volume**

by attracting ecommerce customers and upselling current customers

➜ **Increase customers' sales**

by adding a store to their websites, social media sites, and marketplaces

➜ **Retain customers**

by helping them find success with a multichannel business

85% of consumers want an integrated experience across online and in-person retail channels

The Ecwid solution

2

Ecwid is made to help businesses grow

Get started quickly, no technical skills required

- Create a website or add to any existing site
- Set up a store with easy step-by-step instructions
- Quickly import or add products
- Choose from integrated payment and shipping options
- Manage from your phone

Increase reach and grow sales with built-in integrations

- Sell on Facebook and Instagram
- Sell on marketplaces like Amazon and eBay
- Use automated marketing and advertising tools
- Sync with POS systems

Solutions for SMBs of all sizes

Facebook & Instagram

- Stores with a social presence have 32% more sales than those without
- Merchants see an average 15% growth in revenue after adding a FB Shop
- Social commerce sales grew to nearly $500 billion in 2021

Marketplaces

- Independent small businesses sold $3.5 billion on Amazon Prime Day
- 63% of shoppers start their search on Amazon

Omnichannel

- Multichannel selling will drive 86% of sales growth in the next 5 years
- 84% of consumers think retailers should do more to integrate online and offline channels
- 73% of shoppers use multiple channels to shop
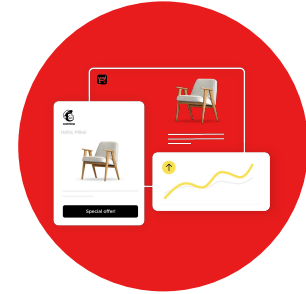
Abandoned Carts

- 28% of all ecommerce revenue comes from successful abandoned cart emails
- Abandoned cart emails average 40-50% open rates
- The average conversion rate for recovery emails is 15-20%

Beyond traditional retail

Businesses of all kinds can use ecommerce features

- Local pickup and delivery

- Inventory showroom

- Services and appointments

- Memberships and subscriptions

- Tips

- Donations

- Shoppable ad campaigns
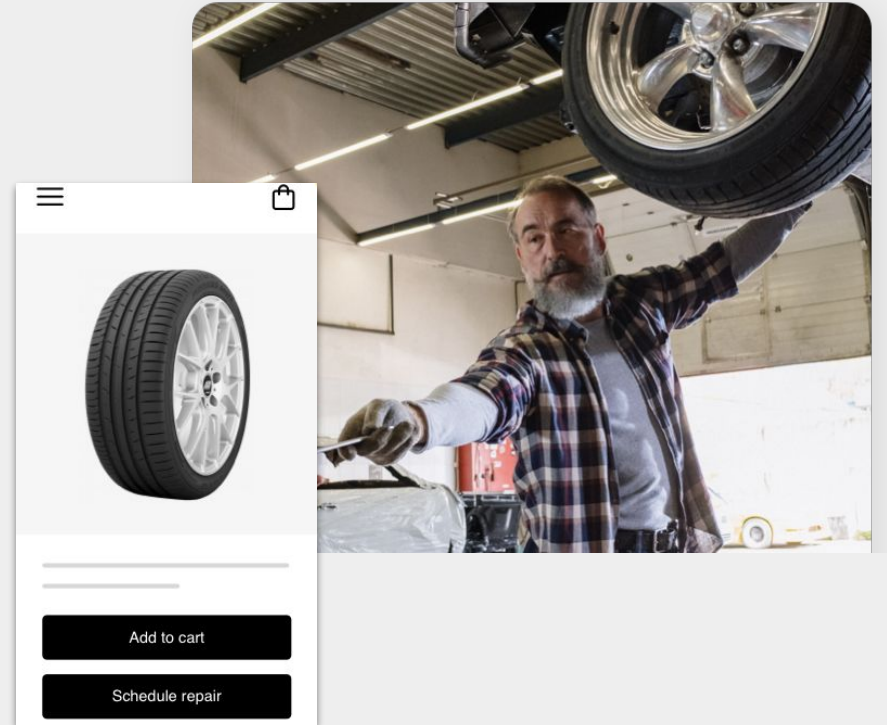
Example customer use cases

Getting Started

Customer: First-time ecommerce retailer, or a retailer where ecommerce is a low volume of sales.

Objective: Quickly and easily start selling online with a professional website and store.

Key Features:

- Single-page website included
- Easy product upload
- Integration with payment solutions
- Integrated real-time shipping rates
- Social selling on Facebook and Instagram

Looking to Grow

Customer: Existing ecommerce retailer looking to increase sales and manage online and offline channels.

Objective: Reach more customers by adding a store to other sales channels and launching ad campaigns.

Key Features:

- Social selling on Facebook and Instagram
- Sell on marketplaces like Amazon and eBay
- Omnichannel sales with POS integration
- Abandoned cart recovery
- Automated Google Shopping and Facebook Ads

Key Features

3
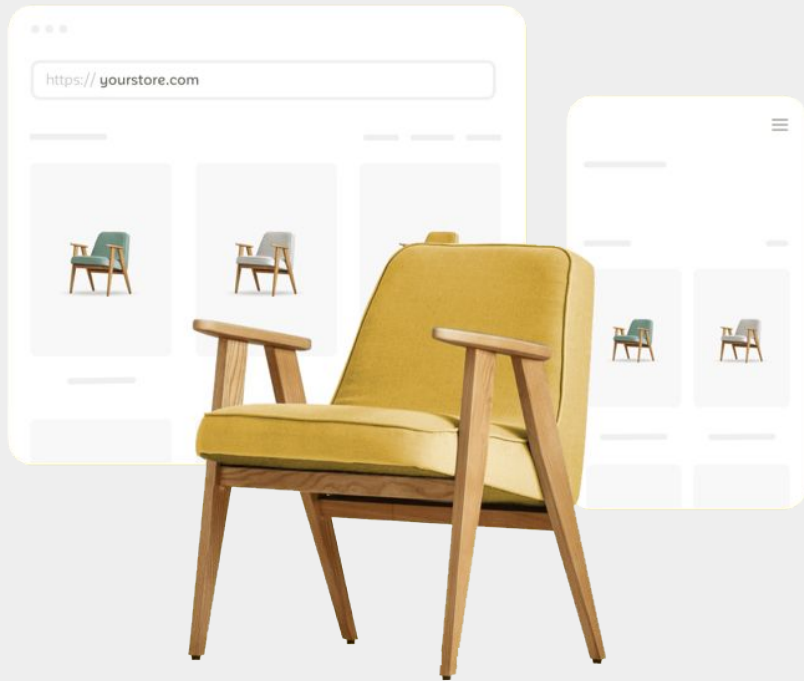
Compatible with any website

**Set up a website in minutes with Instant Site builder tool**

- Dozens of ready-made themes
- Easy-to-use design tools
- Thousands of free stock images

Add to WordPress or any other existing website

- Embeds seamlessly with chameleon design
- Compatible with WordPress themes and hosts
- Automatic updates and data backup

Easy for anyone to create a store

- Easy-to-follow onboarding checklist

- Import products manually or via CSV

- Make updates quickly with bulk editor tool

- Customize pricing, shipping, and delivery options for each product

- Real-time shipping rates from integrated carriers

YOUR ONLINE STORE
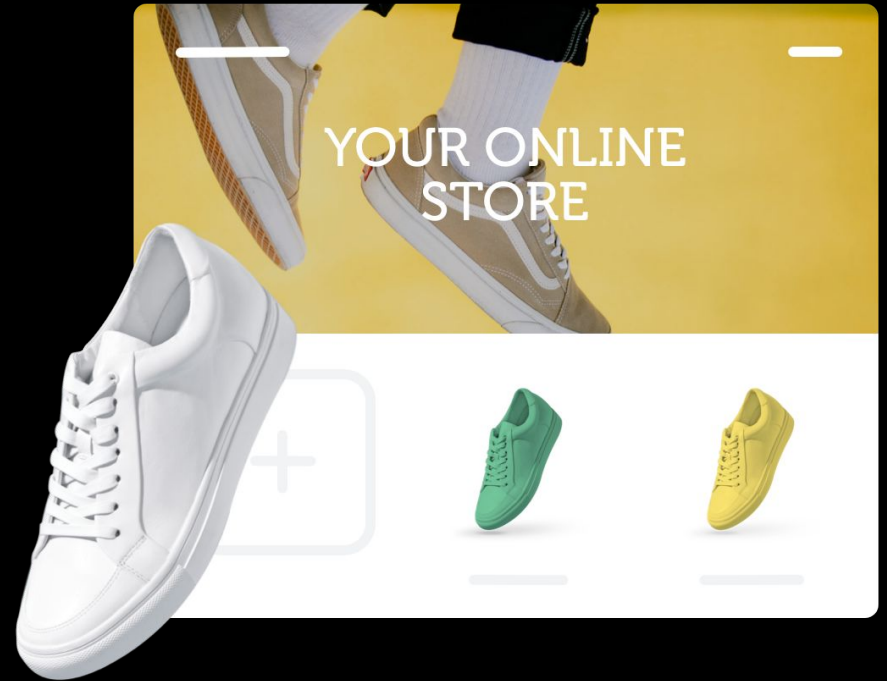
Integrated with 50+ payment options

- Payment-inclusive platform makes processing simple

- 50+ integrated payment gateways globally

- Connect your own gateway via payment API

- Zero processing fees
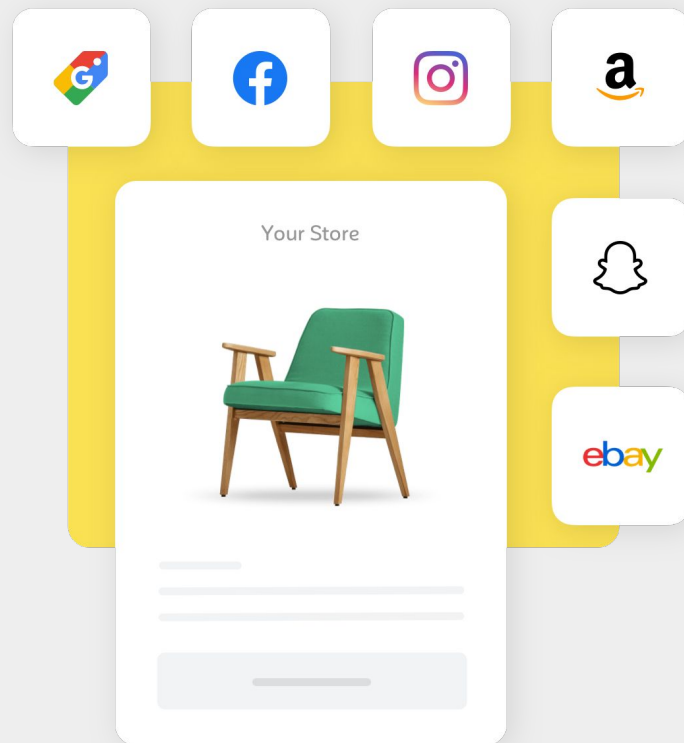
- Zero transaction fees
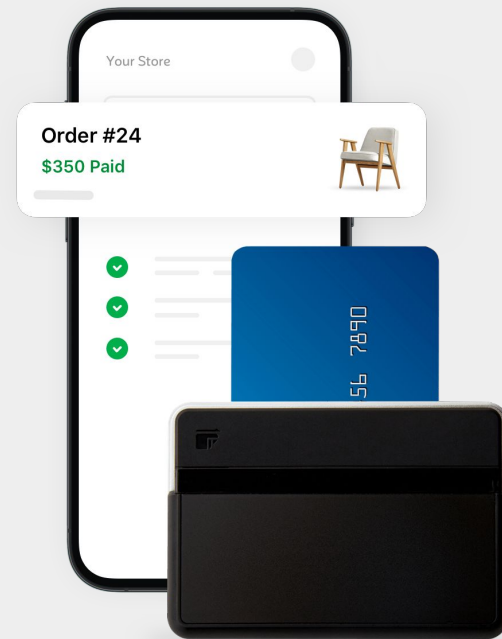
# Ready for omnichannel success

- Integrated Facebook Shop and Instagram Shopping

- Marketplaces like Amazon and eBay

- Product and inventory sync with POS systems

- Centralized store management keeps track of inventory, orders, and pricing across platforms

Your Store

Built for growth

- Automated Google Shopping campaigns

- Social media tracking and remarketing across Facebook, TikTok, Pinterest, and Snapchat

- Marketing emails based on customer activity

- Automated abandoned cart recovery emails
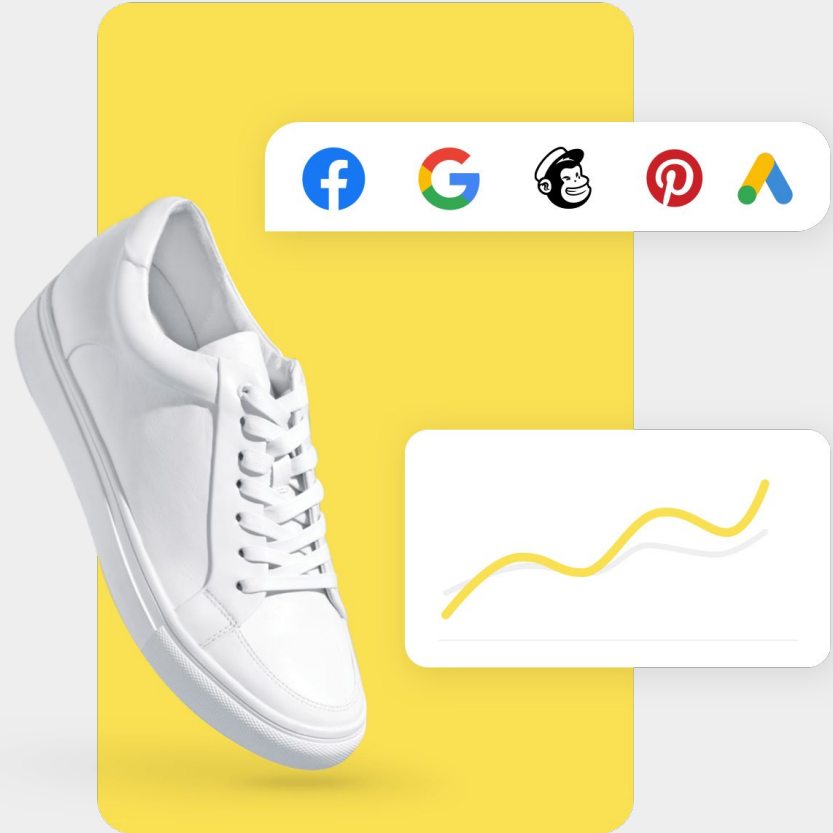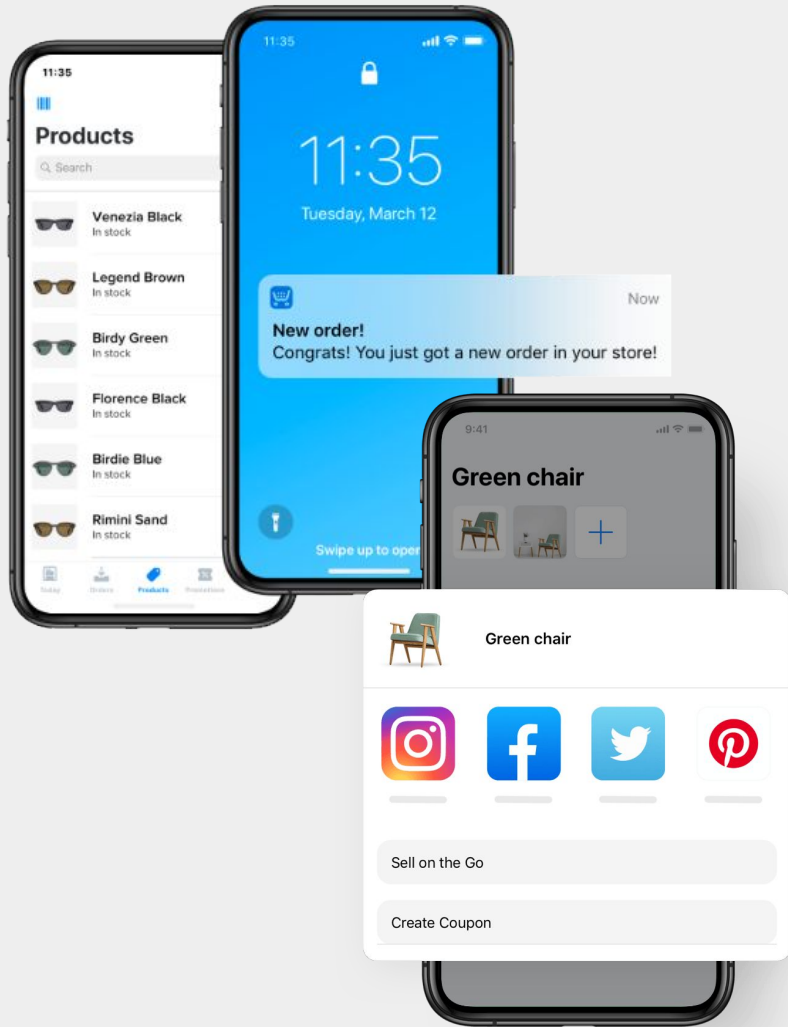
Made for a mobile-first world

- Responsive design means stores look great on any device

- Mobile app enables store and order management from anywhere

- Add and update products, manage orders, set up payments, contact customers, and more

45% of all U.S. retail ecommerce sales is expected to be generated by mobile by 2025

Connected to the world's largest marketplaces

- Create an Amazon Seller account and connect your Ecwid store

- Single inventory management from the Ecwid control panel

- It's a win-win: build up your brand on your website while taking advantage of Amazon's scale
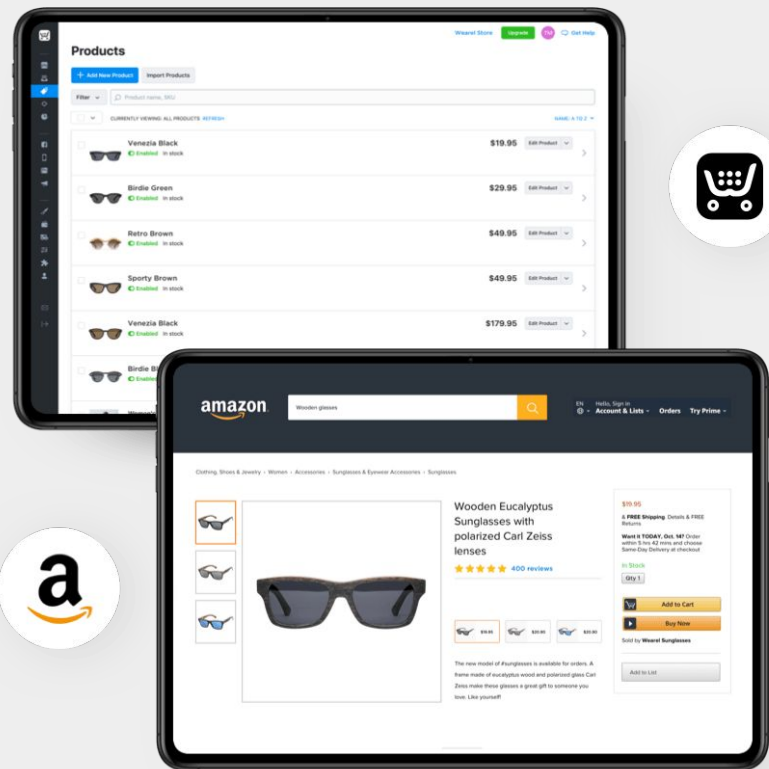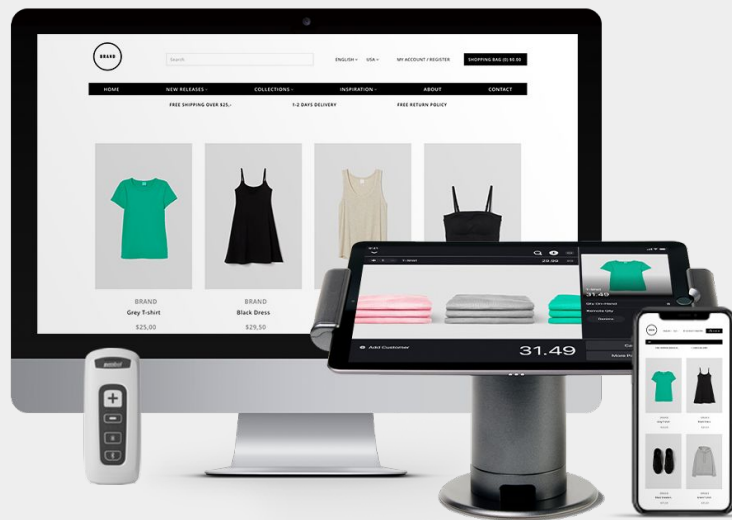
$3B in sales by independent small and medium businesses on Prime Day

Integrated with 50+ payment options

- Sell offline and online at the same time with POS integrations

- Automatically sync products, inventory, and orders to keep track of all sales in one place

- Import products from a POS system to an Ecwid store (or vice versa) for easy setup

Designed for Partners

4

We make anyone an ecommerce expert

>> **SAAS PLATFORMS** — Seamlessly integrate ecommerce into your platform and launch a complete, all-in-one solution in just weeks

>> **AGENCIES** — Round out your web design and marketing projects with an online store that won't require hours of setup or maintenance

>> **SITE BUILDERS** — Add high-end ecommerce functionality to your builder without spending thousands of hours building an in-house solution

>> **HOSTS** — Offer ecommerce without the headache of extensions and upgrades like WooCommerce — no server load or maintenance required

>> **POINT-OF-SALE** — Automatically upload product catalogs from POS systems and give offline retailers an online presence

>> **PAYMENTS** — Scale your merchant portfolio with a shopping cart that works with any payment gateway, with no additional fees

Flexible options to fit your business

Refer

Refer customers and earn commission on paid plans for the lifetime of each store. A low maintenance partnership that still greatly benefits you.

Resell

Receive wholesale pricing on Ecwid plans and resell them at any price you choose. Offer as a standalone service, or bundle with your other offerings.

Co-Brand

Your ecommerce, powered by Ecwid. As a co-branded partner, you can utilize the Ecwid brand and collateral to support your platform.

White Label

Offer ecommerce under your own brand with our fully white labeled platform. It's your brand, your price, and your billing -- plus the power and security of Ecwid.

Customize

Create a custom solution with our Partner API, bulk licensing, automated account management, a custom domain, or a branded WordPress plugin.

1 Choose your model

2 Choose your branding
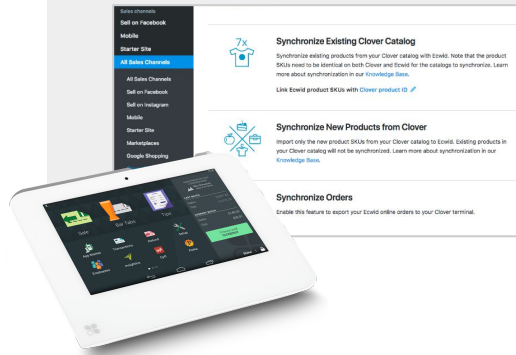
3 Want more?

Plus, we're here to help!

➔ Dedicated account managers

➔ Sales rep training

➔ Product demos

➔ Marketing support

➔ Quarterly business reviews
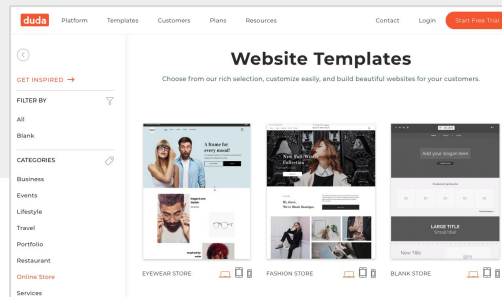
➔ Newsletter updates

➔ Priority partner support

Just a few examples

clover

- Ecwid app for Clover POS

- Central dashboard and single sign-on

- Lets merchants sync their stores and sell offline/online

duda

- White label integration into the Duda website builder for their merchants and partners

- Lets Duda offer advanced ecommerce while focusing on their core product

hostopia
by deluxe

- White label platform offered as part of Hostopia's suite of online services

- Collaborative strategy helps increase partner sales
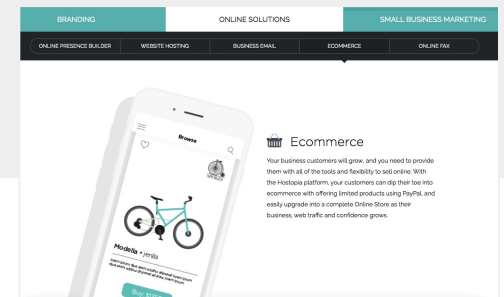
Competitive Comparisons

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Product overview

	Ecwid by Lightspeed	**shopify**	**WOO COMMERCE**	**BIGCOMMERCE**
Target Audience	SMB	SMB + Enterprise	SMB	SMB + Enterprise
Technical Skill Level	Suitable for everyone	Suitable for everyone	Developer	Advanced user
Cost Structure	SaaS subscription, free-for-life entry plan	SaaS subscription, transaction fee	Installation, hosting (not cloud based), maintenance, plugins	SaaS subscription
Transaction Fee	0%	2%	0%	0%
E-commerce Features	Complete eCommerce feature set	Complete eCommerce feature set	Most advanced features purchased separately as 3rd-party plugins	Complete eCommerce feature set
Sales Channels	Multiple Websites Facebook, Instagram Amazon, eBay	Shopify Website Facebook, Instagram Amazon, eBay	WordPress Website Amazon, eBay	Website Facebook, Pinterest
Marketing	Automated Google & Facebook advertising and retargeting	Google & Facebook advertising and retargeting	Via 3rd-party plugins	Google Shopping & Facebook Marketing
CMS Support	Any CMS or sitebuilder	Built-in CMS only	WordPress only	Built-in CMS, WordPress
Mobile-Only Management	Yes	Yes	No	No
Full Control Over Code & Customization	Via creating apps	Via creating apps	Yes	Via creating apps

Designed for partners

Unlike other big-market competitors, Ecwid is channel-ready:

✔ Reselling capabilities

✔ White label-ready product

✔ Partner API for integration

✔ Custom plans and discount levels

And Ecwid has more advanced functionality than other resellers:

✔ Robust ecommerce feature set

✔ Ready for global markets

✔ True omnichannel ecommerce
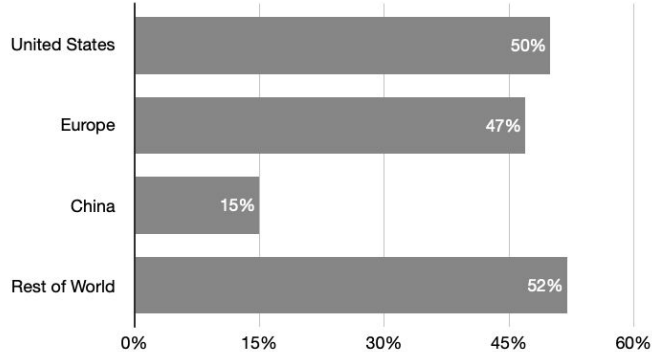
✔ Comprehensive mobile solution
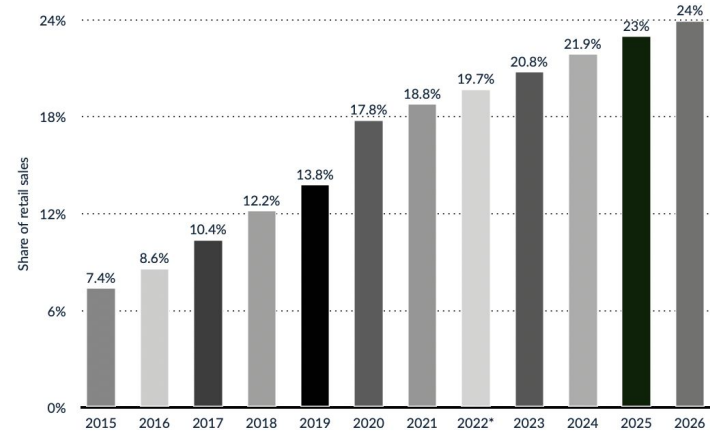
Global Markets

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Global Growth

Global e-commerce sales growth
Between 2022-2025

Global e-commerce share of retail sales
Between 2015-2026

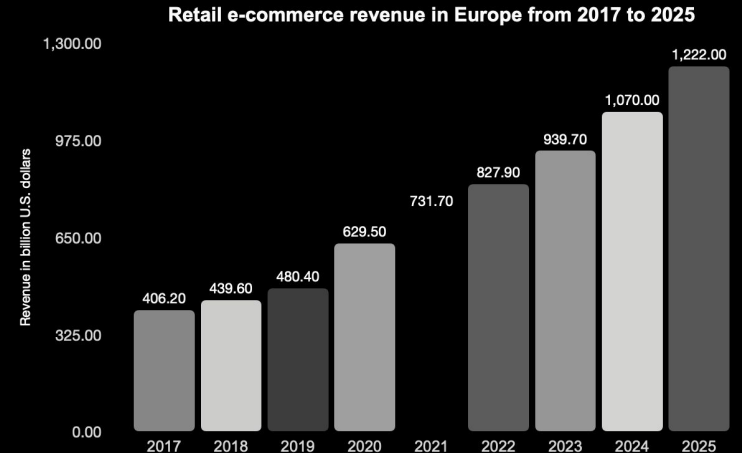Ecommerce sales are expected to grow by **47-50%** between 2022 and 2025

Online retail sales are expected to reach **$6.51 trillion** by 2023

European Union

European ecommerce grew by 47% in 2020

✔ Mobile and social shopping surged in 2020, particularly during lockdown. Shoppers continue to buy through mobile devices more often than before the pandemic.

✔ Ecommerce revenue is expected to reach $1.2 trillion by 2025, almost 3 times higher than before the pandemic.

✔ The number of online shoppers in Europe continues to grow, with a forecast of over half a billion people shopping on the internet by 2022.

Retail e-commerce revenue in Europe from 2017 to 2025

Revenue in billion U.S. dollars

Year	Revenue
2017	406.20
2018	439.60
2019	480.40
2020	629.50
2021	731.70
2022	827.90
2023	939.70
2024	1,070.00
2025	1,222.00

United Kingdom

Ecommerce revenue is expected to reach $164 billion in 2022, reaching 30% of overall retail share.

- ✔ Revenue is expected to grow at 13% CAGR, with a market volume reaching $305 billion by 2027

- ✔ Ecommerce sales spiked in 2020, reaching 34% of overall retail share (from 20% at the start of the year)

- ✔ The UK is in the top 5 countries for ecommerce, with a user penetration expected to reach 85% by 2027

- ✔ Over ⅔ of all ecommerce sales are now made via smartphone

Total retail e-commerce revenue in the U.K. from 2017 to 2025

Revenue in billion U.S. dollars

Year	Revenue
2017	125.42
2018	129.05
2019	134.15
2020	163.39
2021	177.52
2022	199.87
2023	225.01
2024	253.36
2025	285.56

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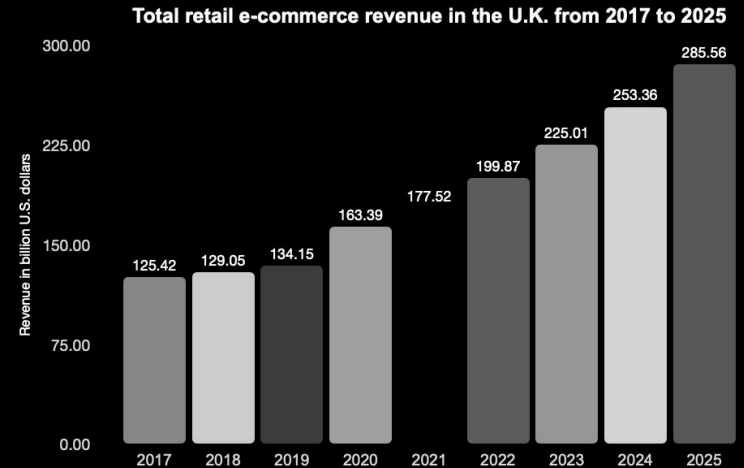
North America

Ecommerce revenue is expected to reach $1 trillion in 2022, reaching 24% of overall retail share.

✔ Revenue is expected to grow at 14% CAGR, with a market volume reaching $305 billion by 2027

✔ The share of ecommerce is expected to grow by 40%, accounting for over 32% of the total retail sales by 2025.

✔ An average North American e-shopper spends around $3,500 a year online

Retail e-commerce revenue in the U.S. from 2017 to 2027
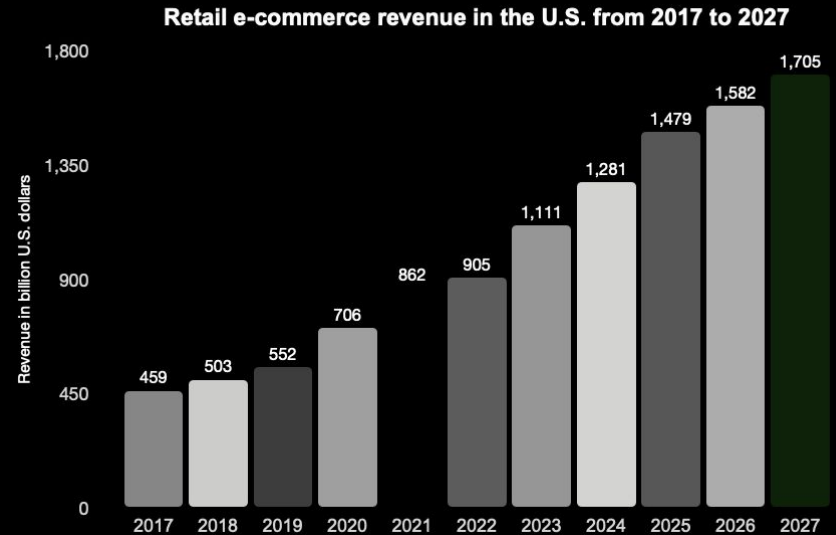
Latin America

**Ecommerce sales are estimated at $168 billion in 2022, harboring more than 300 million digital buyers.**

✔ Prior to the pandemic, Latin America was still in early stages of ecommerce adoption. In 2020, ecommerce sales soared over 63%, making it the fastest-growing ecommerce market.

✔ The share of ecommerce is expected to grow by 20% by 2027, accounting for over 20% of the total retail sales by 2026.

✔ Brazil and Mexico are fueling ecommerce growth, yet, other economies such as Argentina, Colombia and Peru are encountering a swift growth.

Retail e-commerce sales in Latin America 2019-2025
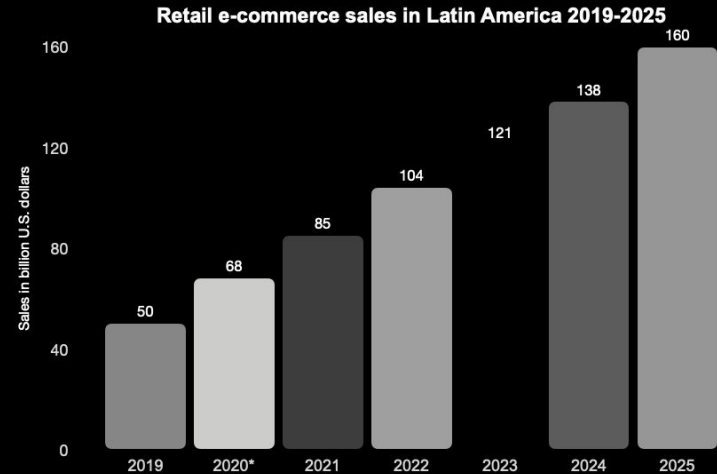
Southeast Asia

Ecommerce sales are estimated at $131 billion in 2022, and forecasted to increase by 61% by 2025.

- ✔ An estimated 70 million more people in Southeast Asia have shopped online since the pandemic began.

- ✔ Ecommerce's share of retail is growing faster in Southeast Asia than in Brazil, China, or India, expected to show a 15% CAGR between 2022-2027.

- ✔ SOA is expected to bring an incremental 500 million users by 2027

E-commerce market volume in Southeast Asia from 2019 to 2021 with a forecast for 2025
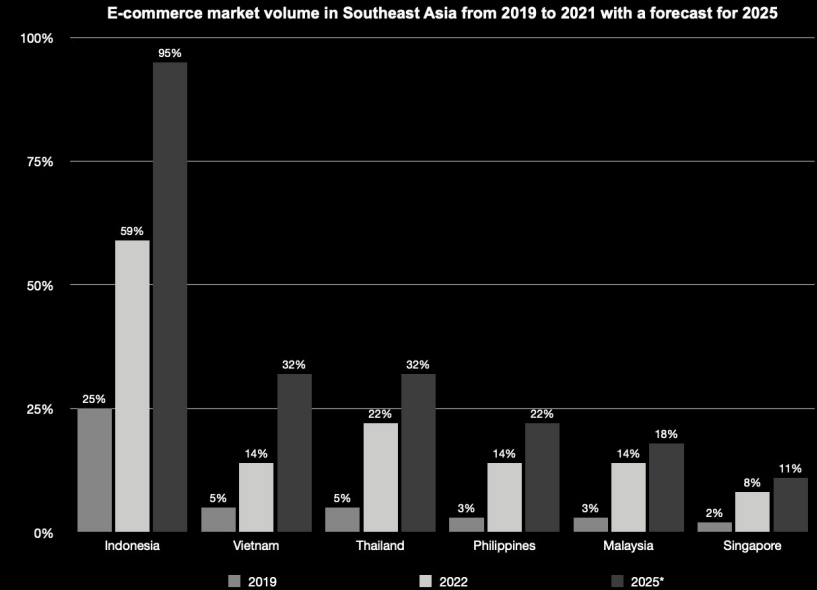
East Asia

✔ APAC remains the largest ecommerce market, and continues to grow at a faster rate than the US or Europe.

✔ China is expected to account for 52.1% of all ecommerce sales worldwide this year. The next largest market, the US, will account for just 19%.

E-commerce sales as a share of total commerce in the Asia-Pacific region in 2021 with a forecast for 2025, by country
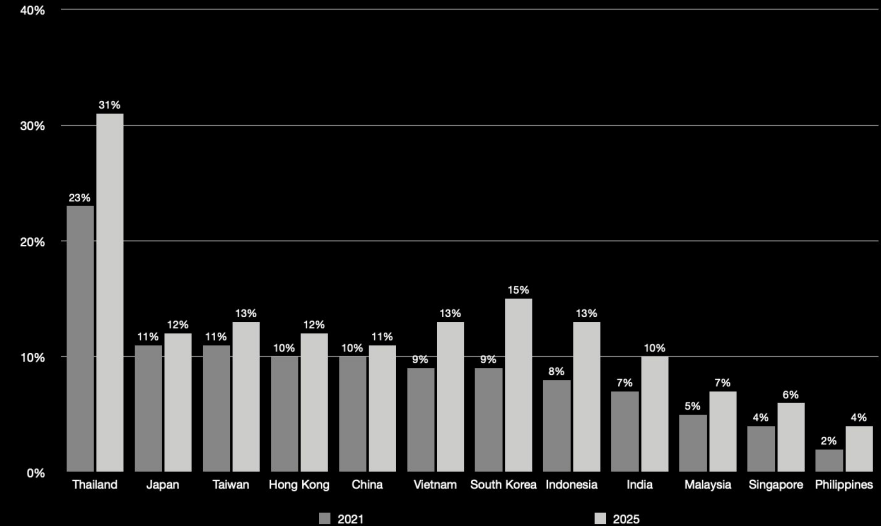
Australia and NZ

✔ While online shopping is not new to the region (with over 75% user penetration), consumers have still adopted new habits following the pandemic.

✔ 84% of shoppers who increased their online shopping during 2020 have sustained or increased their purchases even more in 2021.

✔ 46% of shoppers say they are buying more things online from local retailers and small businesses.

Australia: retail e-commerce revenue forecast from 2017 to 2025

Revenue in billion U.S. dollars

2017	2018	2019	2020	2021	2022	2023	2024	2025
17.90	19.90	22.30	27.30	29.70	31.70	33.20	34.20	35.00