Partner Summit  |  2024

eCommerce transactional sites
About me

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Ecommerce Group
Product Manager
What’s up with Duda eCommerce?

The last 18+ months
3500+ sites with Duda eCommerce
$330K+ monthly sales, x10 YoY growth
70K+ products and counting
Some features from the last 6 months

- Automatic shipping: live rates & fulfillment
- Automatic taxes
- Selling subscriptions
- Square gateway
- Filter & sort
- Cart & checkout customization
40%+ of sites built on Duda eCommerce
40%+ of sites built on Duda eCommerce

45%+ of those are self-service SMBs
Why should you care?
SMBs need more from their websites than ever

- **1995**: Have a basic website to be found online
- **2002**: Have a better website than your competitor
- **2012**: Make sure your site is mobile friendly
- **2018**: Step up your SEO game with rich content
- **2024**: Now you also need to catch user’s attention faster…

…and transact online…
But most service based SMBs are missing out

10%

only 10% of non-retail SMBs currently transact online

Source: Siinda Survey
The opportunity for agencies

Drive business growth and increase client satisfaction and stickiness by embedding your agency further into your clients' business.
REALFIT GYM & PERSONAL TRAINING MALVERN EAST MELBOURNE

BECOME STRONGER MELBOURNE

Transform at Any Age. Discover Tailored Strength & Fitness with Melbourne's REALFIT. Step Into a Healthier, Stronger You with Dedicated Personal Trainers.

No Excuses, Book Now →

CONTACT US

CONTACT REALFIT GYM & PERSONAL TRAINING MALVERN EAST

If you are not currently where you want to be with your physical goals, you just haven’t been given the right information yet. To unleash your ultimate physique contact us today to discuss your goals.

Name

Phone

Email

Tell Us A Bit About Yourself..

What best suits your needs?

Submit

MASSIVE SUPPLEMENT SALE - FOR ANY FITNESS GOAL

Optimum Nutrition Whey Protein Isolate (Chocolate 44 Serves) - A$129.95
Optimum Nutrition Whey Protein Isolate (Vanilla 44 Serves) - A$129.95
Optimum Nutrition Micronized Creatine Powder 600g - A$79.95

MASSIVE SUPPLEMENT SALE - FOR YOUR FITNESS GOAL

OPTIMUM NUTRITION WHEY PROTEIN ISOLATE (CHOCOLATE 44 SERVES)  A$129.95

OPTIMUM NUTRITION WHEY PROTEIN ISOLATE (VANILLA 44 SERVES)  A$129.95

How does Duda help?
<table>
<thead>
<tr>
<th></th>
<th>Duda’s help</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>More ecomm capabilities</td>
</tr>
<tr>
<td>2</td>
<td>Extensibility &amp; automation at scale</td>
</tr>
<tr>
<td>3</td>
<td>Self-service grade UX</td>
</tr>
<tr>
<td>4</td>
<td>Service businesses &amp; selling online</td>
</tr>
<tr>
<td>5</td>
<td>A secret helper</td>
</tr>
</tbody>
</table>
More capabilities

More ways to sell
Allow buyers to customize products, upsells, pay offline, product reviews, gift cards, PoS integration

We’re adding more payment gateways
Local, regional, global

We’ll make it available in the EU
EU hosting, EU tax schemes, multi-language, ecomm regulation

Customization
Cart & checkout, product gallery, add-to-cart from anywhere, more design options, emails
Extensibility & automation at scale via APIs

- **Catalog management**
  - Products, categories, options & variations, stock, catalog SEO

- **Payments**
  - Integrate external payment gateways, customize cart & checkout

- **Custom shipping rate**
  - Offer real-time shipping rates for each cart

- **Orders & customers**
  - Order details, status, customer details, shipping method
The power of **self-serviced** SMBs

- Over 1500 (45%) of Duda ecomm sites were **built, launched and operated by SMBs without assistance of a web pro.**
- Made possible by major investments in Duda ecomm UX.
- Selling and maintaining ecomm sites by agencies does not entail skyrocketing support costs or headcount.
- With Duda, it’s a **spectrum**: full DIFM, DIFM-build & lunch, full self-service.
Supporting **service** SMBs to transact online

- Service product types for superior UX
- Offline payments support: cash, in store, by transfer - coming soon
- Digital products
- Subscriptions
- Service based business template
Where is the largest potential located?
But most service based SMBs are missing out

only 10% of non-retail SMBs currently transact online

Source: Siinda Survey
Where is the largest potential located?

It’s already in your websites. In 90% of them
Duda’s AI Creator for Transactional Sites
Welcome to Fresh Food Local Gourmet

Serving delicious local food

Find a Table
# Suggested Catalog

<table>
<thead>
<tr>
<th>Title</th>
<th>Description</th>
<th>Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Terra Italian Steakhouse Gift Cards</td>
<td>Treat your friends and family to a dining experience at Terra Italian Steakhouse with our exclusive gift cards. Perfect for...</td>
<td>Digital</td>
<td>$300</td>
</tr>
<tr>
<td>Catering Services</td>
<td>Bring the flavors of Terra Italian Steakhouse to your special events. Explore our catering services for weddings, corpor...</td>
<td>Service</td>
<td>$780</td>
</tr>
<tr>
<td>Locally Sourced Prime Meats</td>
<td>Indulge in the finest selection of locally sourced prime meats and chops from Terra Italian Steakhouse. Delivered to you...</td>
<td>Physical</td>
<td>$55</td>
</tr>
</tbody>
</table>

You can also add or manage products by [downloading the CSV file](#).
Subject: Revolutionize Your E-commerce Strategy with AI-Powered Stores

Dear [Agency Name],

I hope this message finds you well. As a forward-thinking agency known for innovative solutions, I wanted to bring to your attention the transformative power of AI in the realm of e-commerce.

In the ever-evolving landscape of online retail, staying ahead is not just an advantage; it’s a necessity. That’s why I am reaching out to propose a collaboration that could redefine the way your clients approach their online stores.
Sign up for the beta

[www.duda.co/lp/ai-creator-transactional-sites-beta]
Wrap up

In 4 easy slides
#1
Duda ecommerce plays hockey
Duda ecommerce plays hockey
Amazing growth since launch
#2
Great UX
#2

Great UX

Support costs increase
Great UX
Support costs increase
Choose you spot on the DIFM-self service spectrum
#3
Customize, Replace, Automate with APIs
#4
The 10% slide

Go to where SMBs want to be with the help of Duda & AI

Sign up for the AI Creator beta
Thank you.

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