sp. **Screen Pages**
eCommerce Agency

Lowering your eCommerce costs for long term success

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A little about us

- We are a leading-edge digital, creative, eCommerce and online marketing agency, with offices in Covent Garden, London, Woking and Salisbury. Screen Pages is part of the Moore-Wilson New Media group.

- In the digital sphere, we are one of the UK's larger agencies, with approximately 50 full-time staff and over 30 years industry experience, delivering over 1000 digital and website projects.

- We deliver measurable results and generate success from our forward thinking, professionalism, creativity, and clarity of communication.

- We have a very strong track record of building long-term partnerships with our clients and we enjoy delivering genuinely creative and technically sophisticated marketing and digital solutions.

London
Slingsby Place, Covent Garden

Salisbury
Portway Centre, Old Sarum

Woking
Tannery Studios, Send

Joined-up delivery | An overview of Screen Pages

Consultancy

Brand strategy
Audience engagement strategy
Website User Experience

Development

UX (User Experience)
Web design & build
Open-source CMS solutions
Advanced functionality

Creative design

Brand design
Marketing materials
Digital templates
Content creation

Digital marketing

SEO (Search Engine Optimisation)
Social Media & Content
Marketing
Paid Digital Advertising
Analytics and KPI reporting

Mobile

Cross platform solutions
Java, Android & iPhone
Advance responsiveness

Support and hosting

Website maintenance & support
Fully managed hosting
Secure and scalable
Physical & cloud hosting

What our clients say

"From the outset, the entire team at Screen Pages have been levels above any other agency I've worked with. The team are always available, responsive and ready to offer their support and guidance. I can't recommend them highly enough - if you're looking for a team that will genuinely support and enhance your online business, Screen Pages is the way to go."

- Henry Lynch | Martin Lynch & Sons

"Motocaddy wanted to work with an eCommerce agency with a professional approach and a proven track record. Screen Pages' Management, Design and Technical Teams have been a pleasure to work with, and we are looking forward to the exciting opportunities offered by our new website."

- Tom Raabe | Motocaddy

"Screen Pages' professionalism during the supplier selection phase convinced us that they had a thorough understanding of our business requirements, and the expertise required to deliver the project on time and on budget."
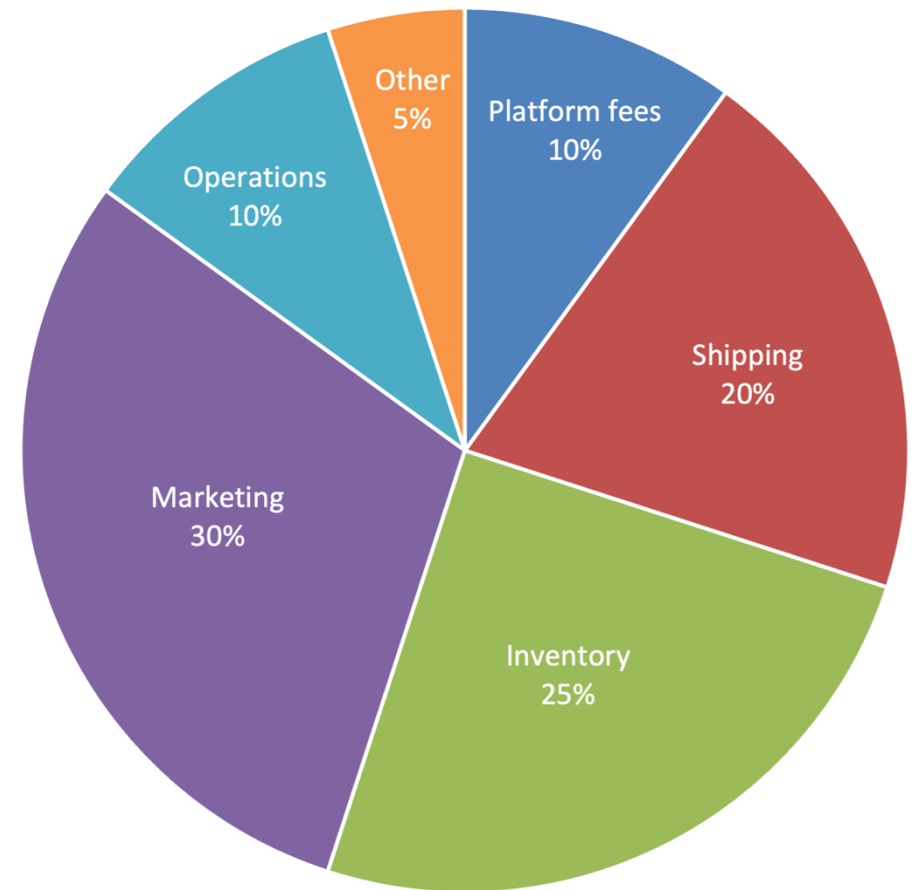
- James Milford | Megatech
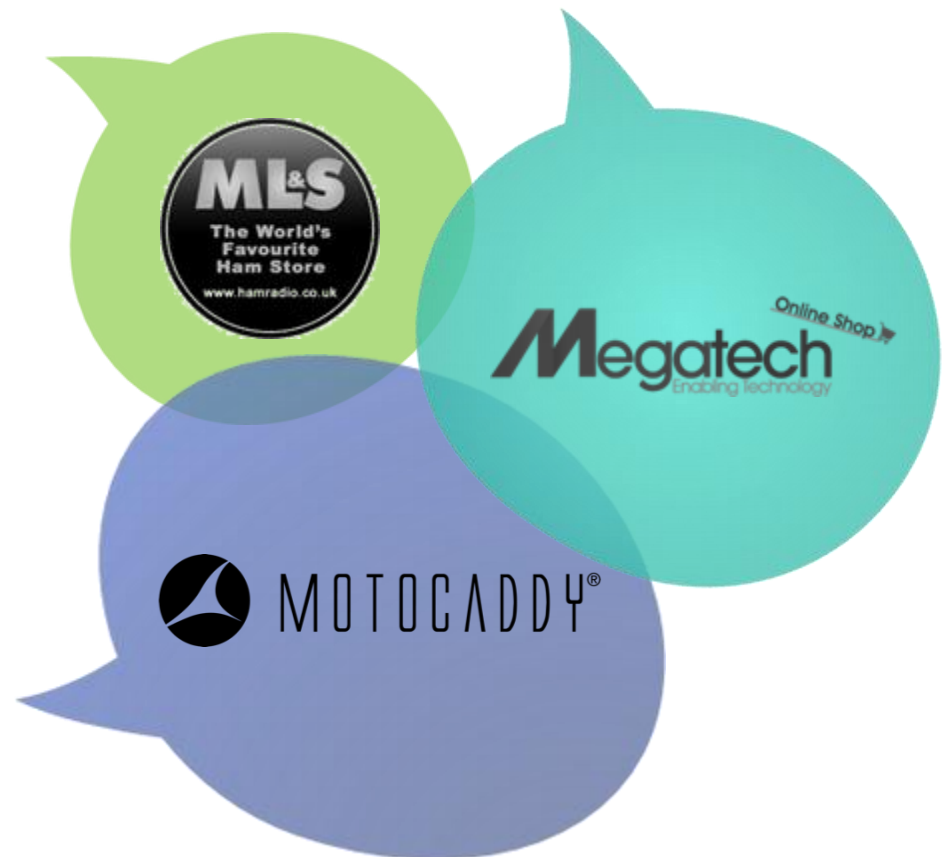
Identifying cost drivers

TCO is the total cost incurred in owning, operating, and maintaining an eCommerce business.

Key areas to consider:

- Choice of platform

- Upfront development costs

- Ongoing support and maintenance

- Third-party integrations

- Customer acquisition & retention costs

- Inventory management costs

- Fulfilment costs

It is important to take all these areas into account to truly understand your TCO.

Pie chart segments:
- Platform fees 10%
- Shipping 20%
- Inventory 25%
- Marketing 30%
- Operations 10%
- Other 5%

Platform choice

SaaS

- Subscription-based pricing includes hosting, support & maintenance

- No need to set up servers or handle complex installations

- The right platform takes care of updates, security patches, and performance improvements

- Resources scale automatically based on demand

- Subscription-based pricing ensures predictable monthly expenses

Open source or bespoke

- Full customisation and flexibility

- Full control over data and security

- No vendor lock in

But…budgeting can be more complicated and unpredictable

Case study – Dollar Shave Club

The Dollar Shave Club migrated from a homegrown platform and cut tech spend by 40%

- Decreased tech maintenance resources by 40%

- Reached new global audiences of 100 million users

  through the ShopApp

- Transitioned their international sites over

  to Shopify in weeks instead of months

- Increased conversion rates with Shopify's

  app ecosystem

https://www.shopify.com/case-studies/dollar-shave-club

Development and maintenance costs

- Consider outsourcing to experts over building in house

- Choose the right platform based on business needs and your plans to scale

- Choose the right agency to work with by sharing your KPIs and asking them how they will help you achieve them

- Choose an eCommerce platform that offers a good balance of features, scalability, and affordability, minimising the need for additional third-party integrations

- Utilise low-code/no-code solutions to reduce reliance on developers

- Regularly assess your current technology stack to identify potential areas for cost reduction, such as switching to more affordable alternatives, consolidating services and removing those that are no longer essential

- Choose third party apps/services that play well with your chosen platform

Case study – Specialist Crafts

- Specialist Crafts collaborated with Screen Pages to develop a robust eCommerce platform tailored to their unique needs. This partnership resulted in streamlined operations and improved online sales performance.

Since going live in September 2020, the uplift across the 8 websites has been significant*

ENGAGEMENT

42.09% ↑

Average length of time spent on site is up by 42.09%

CONVERSION

62.68% ↑

- Overall conversions are up by 62.68%
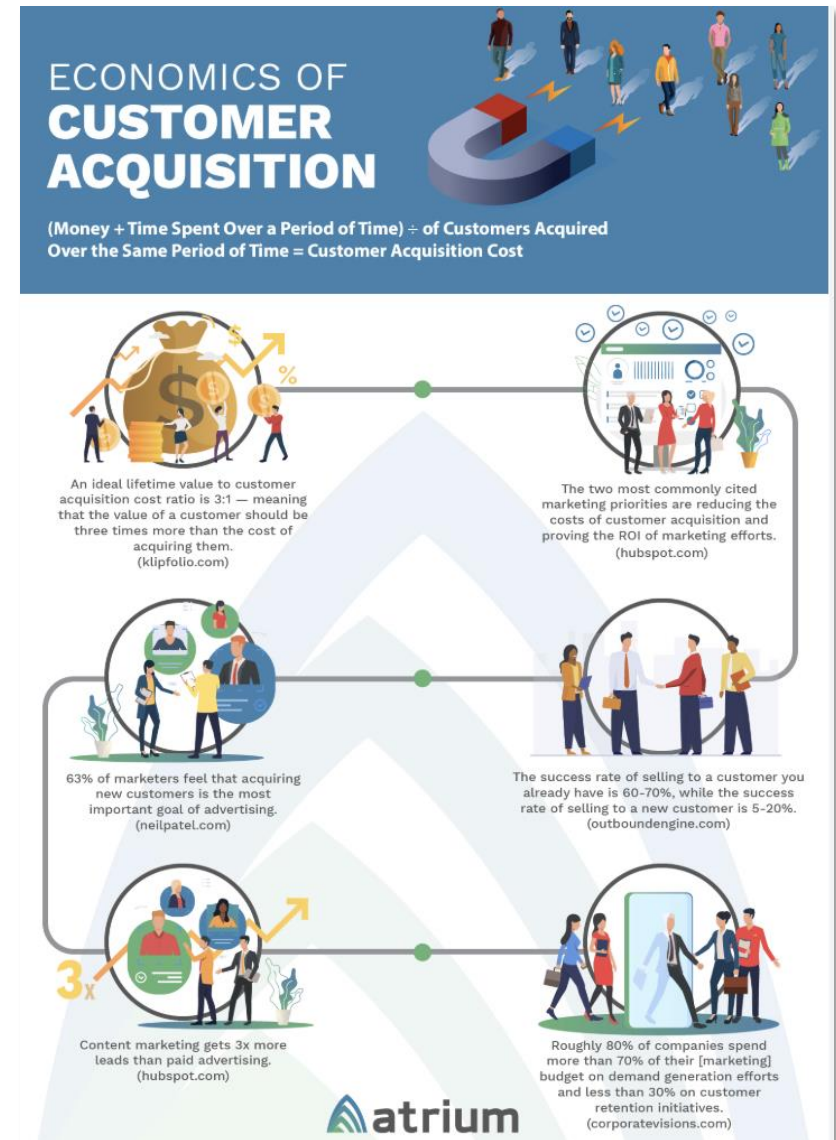
MOBILE

3.99% ↑

Conversion from mobile devices is up from 0.85% to 3.99%

Minimising third party integrations

- Choosing multi-functional tools to reduce the number of subscriptions

  - Search and merchandising with product recommendations

  - Payment platforms that support multiple payment methods

  - Digital marketing platforms with CRM capabilities

- Consider adapting your business needs instead of overengineering your chosen platform as this will impact ongoing costs

- Utilise platform features effectively to avoid third party integrations:

  - Leverage built in marketing tools

  - Leverage built in inventory management systems

  - Use built in payment gateways

Look at your marketing and customer acquisition costs

- Focus on organic growth through SEO and content marketing

- Leverage AI-driven marketing automation for better targeting and efficiency

- Enhance customer retention strategies to reduce reliance on expensive paid ads

- Make data-driven decisions to optimise ad spend and improve conversion rates

- Aim for LFT to be at least 3 times higher than CAC

ECONOMICS OF **CUSTOMER ACQUISITION**

(Money + Time Spent Over a Period of Time) ÷ of Customers Acquired Over the Same Period of Time = Customer Acquisition Cost

An ideal lifetime value to customer acquisition cost ratio is 3:1 — meaning that the value of a customer should be three times more than the cost of acquiring them. (klipfolio.com)

The two most commonly cited marketing priorities are reducing the costs of customer acquisition and proving the ROI of marketing efforts. (hubspot.com)

63% of marketers feel that acquiring new customers is the most important goal of advertising. (neilpatel.com)

The success rate of selling to a customer you already have is 60-70%, while the success rate of selling to a new customer is 5-20%. (outboundengine.com)

Content marketing gets 3x more leads than paid advertising. (hubspot.com)

Roughly 80% of companies spend more than 70% of their [marketing] budget on demand generation efforts and less than 30% on customer retention initiatives. (corporatevisions.com)

atrium

Optimise inventory management and fulfilment costs

- **Automated stock alerts & demand forecasting**
  Prevent overstocking or stockouts with real-time tracking and predictive analytics

- **Batch order processing**
  Process multiple orders at once to save time and reduce labour costs

- **Warehouse automation (robots, conveyor systems)**
  Increase speed and accuracy in fulfilment centres

- **Shipping rate optimisation**
  Use AI-powered tools to find the
  most cost-effective shipping options
  (e.g. Shipstation, ShipperHQ, etc.)

eCommerce Shipping Process

STEP 1 Receiving orders
STEP 2 Processing orders
STEP 3 Packing orders
STEP 4 Labeling packages
STEP 5 Shipping Packages
STEP 6 Managing returns

Case study – B&Q

B&Q, a major UK-based home improvement retailer, adapted to the surge in online shopping by converting parts of their physical stores into mini-fulfilment centres, known as "digi hubs."

- By 2024, 53 out of their 315 stores were transformed, processing 85% of online orders

- This optimised the use of existing space

- Reduced reliance on large central warehouses

- Enhanced delivery efficiency

Look to make operational efficiencies

- **Streamline workflows:**

  Analyse your current processes and identify areas for improvement to reduce manual effort

- **Chatbots & AI-powered customer support**: Reduces support costs by handling FAQs and simple inquiries without human intervention.

- **AI-driven product recommendations:** Personalise customer experiences to increase conversion rates and average order value (AOV)

Conclusion

- Conduct a TCO audit for your eCommerce site taking all areas in to account so you get a true number

- Prioritise cost-saving initiatives based on impact

- Continuously monitor and optimise for long-term efficiency using data analytics

- Regularly analyse **cost vs. value** of tools and services in your eCommerce stack

Thank you
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