



FEBRUARY NEWSLETTER



ISSUE 182

News from MNP.....

# moneyspyder

high performance e-commerce solutions

Ecommerce platform provider, Moneyspyder recently attended the Metapack Delivery Conference and compiled some interesting stats. MNP have worked with Moneyspyder to integrate our systems with their web platform previously and we thought we would share these thought provoking figures with you...

(Brackets denote the source of the information)

- By 2025 40% of e-commerce sites will offer same day delivery. (McKinsey)
- "People no longer go online, they live online". Thus being frictionless is the key to success. (Google)
- Amazon will be the future of ecommerce because they re-invest 6% of their profits every year, to try things, drop things and try again. It's a relentless dedication to improvement. (Debenhams)
- By 2025, 20% of all e-commerce sales will be across borders. (McKinsey)
- John Lewis have a £5bn turnover, and £1.7bn (40%) of that is now traded online. This

was zero 15 years ago! Real people doing real things (eg. installing TV's in your home) allows points of differentiation. (John Lewis)

- UK Returns average C. 8%, but clothing and footwear returns are up at 19%. By 2021 clothing and footwear will account for 70% of all online returns. This is the 'Millennial effect' on e-commerce. (Yodel & Collect+)
- 50% of consumers now expect multiple choice of return channels (Yodel & Collect+)
- Retailers have to position themselves globally but act 'local'. By 2021 in Europe, ecommerce will be worth £450bn and mobile e-commerce will be worth £150Bn. The key growth will come from the Millennial age group. (UPS)
- Charging for returns is now one of the biggest reasons for basket abandonment. (Yodel & Collect+)
- Wickes are now offering an hourly delivery service with OnTheDot, as a way to get an edge on Amazon (OnTheDot)

Things to consider

How does your business compare to these stats?

Do you have plans for same day delivery?

Upgraded returns policy?

An internationally friendly ecommerce site?

Having read the above if you wish to discuss any of the topics or wish to plan for future discussion and preparation, please call and speak to :

**Laura Safe, Head of Client Services on : 01722 341342**

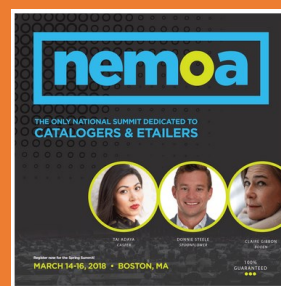
*If you have a business connection working for a company that you think this monthly newsletter would be of interest to - please forward an email with their contact details to*

*mandy.mackenzie @mnpthesolution.com*

*Our news distribution list continues to grow as do our contributors. If you have news, industry findings or something of interest that you would like to share, we would love to hear from you and include it .*

**LOOK FORWARD TO HEARING FROM YOU**

**US OFFICE ATTENDING**



Our US office are attending NEMOA in Boston MA 14-17th March

The only national summit for e-tailers in the USA

Be great to meet up if you're there!  
**Scott.karlo@mnpthesolution.com**

**UK OFFICE ATTENDING**



Looking forward to attending IRX in March at the NEC Birmingham. Come and see us at stand G61 if you are attending

Hope to see you there

**pierre@mnpthesolution.com**

Interesting Projects Delivered

Whether our clients use the MNP Data Analyser toolset in house, or choose to outsource to a third party marketing resource, one thing for sure is that there is no shortage of data available from the MNP order management system. Using this data clients have visibility of the customer across all channels, all countries and as a result, they have been able to focus their energy on segmenting their customer base for effective and targeted marketing campaigns. One recent example of this put into use is a Celtic & Co integration with third party marketing platform, Emarsys.

Chris Farrow, Ecommerce Manager at Celtic & Co says *"The feeds set up by MNP into Emarsys allow us to have a complete single view of our customers, we're now able to identify our*

*most valuable customer segments and ensure our marketing is effective".*

MNP have recently worked with Celtic & Co to setup scheduled feeds from OrderActive to Emarsys to help synchronise their customer and transactional database and therefore market effectively to those customers. The integration with Emarsys has enabled Celtic & Co to use artificial intelligence to profile their customers throughout their lifecycle. From lead to lapsed customer, Celtic & Co can now assign each with a value based on their purchase history and allowing tailored messages to be sent out to customers at each touch point. '



**SYSTEM ADMINISTRATOR NOTES AND UPDATE**

**Yusuf Joomum, Head of Technical Services** suggests that you consider recycling your Windows account password for the SQL Server to further tighten up security protocols. Please consider carrying this out as a regular event i.e. every 6 months.

**THIRD PARTIES ADDING VALUE**



Many clients have approached us about opportunities to sell via the Global-e international service offering. Global-e is a plug in that reskins the website and displays the product descriptions/currencies based on the IP of the customer. When the customer places an online order, it is then passed down to MNP's OrderActive in GBP and processed in the same way any other web order is processed. Global-e manage the payment side of the integration, providing their own check out page which allows the customer to choose whether to pre-pay duty.

Coupled with strong analytics and international market insights, Global-e can deliver huge sales uplift and increase customer satisfaction.

**For more information, or to see if Global-e could assist your company, contact Laura on 01722 341342**

It was great to welcome to MNP HQ this month. MISSOMA

All arrived sporting their wonderful jewellery and spent the day here attending an informal training session for our Active Series Order Management System. On leaving they acknowledged that the days training had been confidence building and an eye opener in terms of system capabilities. Main concerns addressed were:-

- System interrogation
- Future developments
- A strategy has been set to implement additional features and reports

They left with much better knowledge and eager to implement their new strategies. **If you feel additional training would benefit your operations - get in touch and we can get something in the diary!**

IN OTHER NEWS.....



*Our Head of Marketing turned 50.....NO! we couldn't believe it either!!!*

*Thoroughly spoilt by her colleagues ~ Gin & Jo Malone ~ there are NO secrets in this office!*

**Ian Ford**  
**Head of Second Line Support** here at MNP HQ, enjoys creating music in his spare time . He has collaborated with a friend who developed a new game for mobiles, PingIt 1984 and produced the music .

If you are a gamer and want to try it out, the link is below

[www.blueflamedigital.co.uk/pingit1984/](http://www.blueflamedigital.co.uk/pingit1984/)

Laura , our Head of Client Services got engaged.....daily talk and super excitement in the office for the forthcoming September wedding.

Who doesn't LOVE a wedding?

