



Infinite Commerce

A market leading commerce solution that drives profitable growth for brands across the globe.

Multi-sector Commerce Experience

As a partnership we have extensive experience providing Infinite Commerce across a range of sectors globally.



18%

Automotive



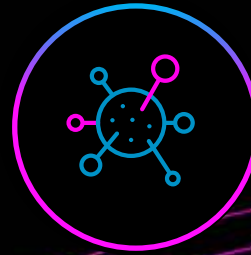
28%

Electronics



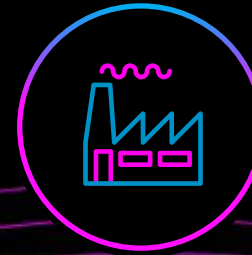
28%

Fashion & Lifestyle



4%

Health Care



12%

Industrial



10%

Other

The Demand For Infinite Commerce

Consumers want to engage digitally with brands, they expect enriched personalised experiences from start to finish.

70%

of global consumers, said that they expect brands to provide a seamless experience across all sales channels

80%

of global consumers, said they are more likely to do business with a company that offers personalised experiences

30%

of global consumers, said they were more likely to purchase from a brand again if they had 'a good digital experience'

Introducing Infinite Commerce

In today's world where digital commerce is in high demand, brands require a retail solution that is flexible and scalable to meet diverse customer needs.

Infinite Commerce is an end-to-end digital retail solution – developed by two industry leaders.

With a unique combination of advanced e-commerce technologies, integrated brand and marketing campaigns, and market leading warehousing and distribution, Infinite Commerce offers a superior retail solution to all brands wherever they are on their journey regardless of size, industry, and location.



Three Pillars Of Infinite Commerce

Warehousing, Distribution and Returns

- Directly affect customer satisfaction and loyalty
- Fast, accurate product delivery is essential
- Streamlined returns process improves customer experience
- Prioritisation needed to meet customer demands and stay competitive

Market Leading Technology and Ecommerce Experiences

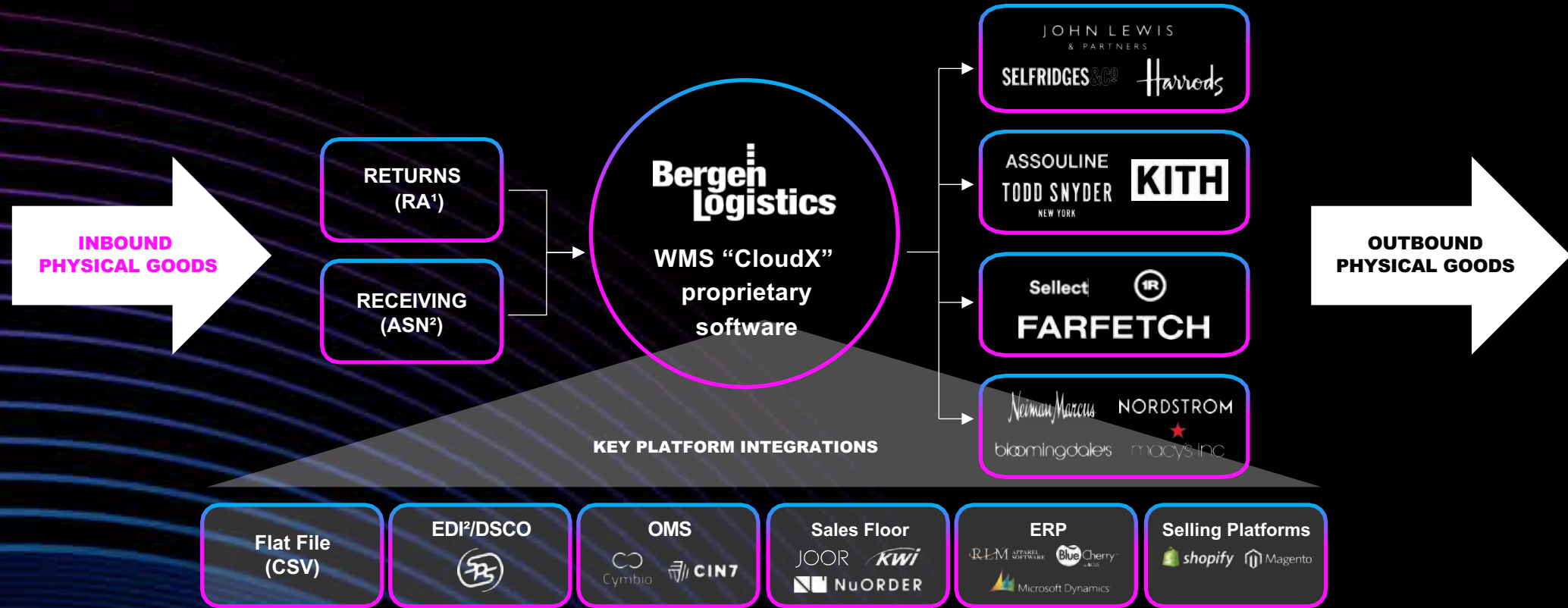
- Support seamless, intuitive online experiences
- Cutting-edge technology for product innovation and differentiation
- Optimised eCommerce platforms enable personalisation and data-driven insights
- Improved marketing, customer outreach, and maximised ROI

Integrated Brand and Performance Marketing Strategies

- Unique brand identity reflecting company values, mission, and culture
- Performance Marketing measures campaign effectiveness, conversions, and ROI
- Combination builds strong, sustainable D2C brands
- Facilitates seamless customer journey, loyalty, and competitive advantage

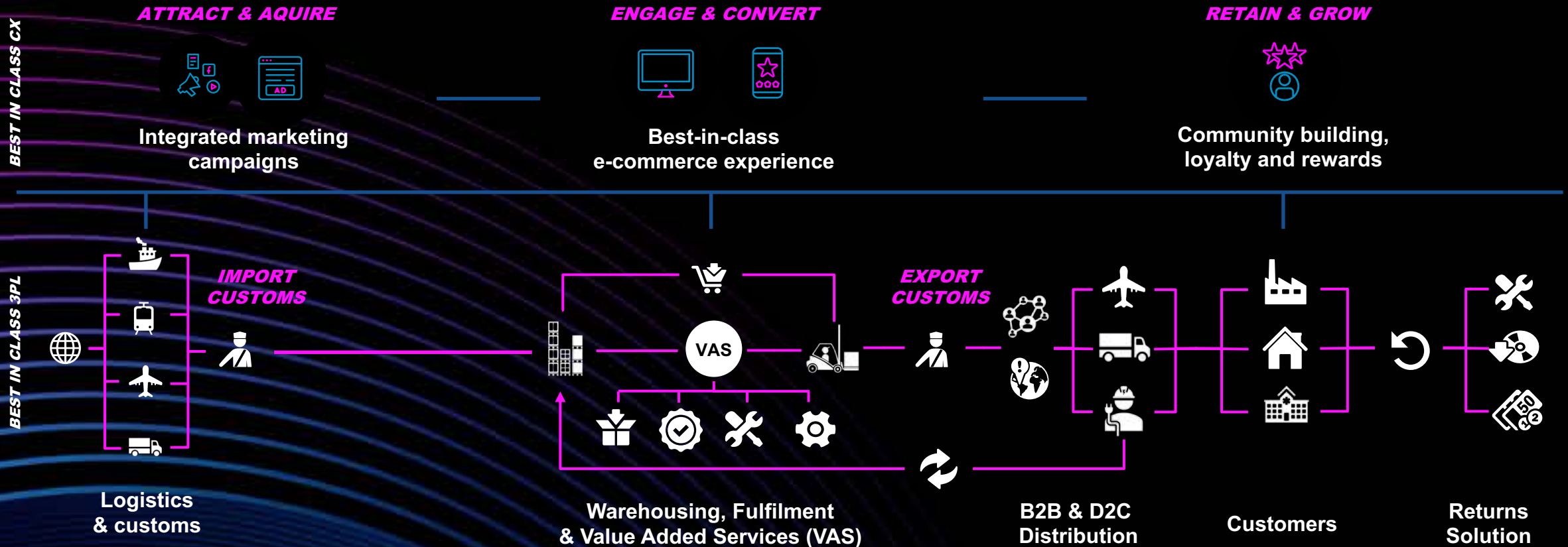
Infinite Commerce Technology Stack

Bergen Logistics' WMS "CloudX" software allows it to manage over 400 brands/e-tailers' unique fulfillment requirements through its integration capabilities and real time visibility



Infinite Commerce End-To-End Journey

The below shows how our market leading solution facilitates the customer and warehousing, logistics experience from all aspects building a Infinite Commerce solution.



Key benefits of Infinite Commerce



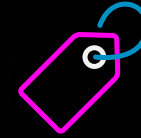
Increase Your Margins

Infinite Commerce will increase margins by cutting out middlemen, lowering marketing costs, working with an effective global logistics provider, significantly reduce cost of returns and increasing customer lifetime value.



Unlock Customer Data

Infinite Commerce will give you actionable insight from every aspect of the customer journey, from marketing to sales to post-purchase support..



Own Your Brand Experience

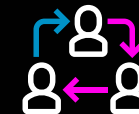
Infinite Commerce will give you the ability to ensure a consistent quality across all touchpoints, strengthening brand equity.



Maximise Your Reach

Infinite Commerce leverages integrated brand and performance marketing campaigns internationally, increasing exposure to potential customers.

Infinite Commerce will help you achieve profitable growth across borders through our integrated approach to brand and performance marketing, 3PL services, order fulfilment and returns.



Personalise Your Experiences

Infinite Commerce uses customer data to inform marketing campaigns, and create unique experiences for every customer, elevating satisfaction and increasing sales.

Experience: Market Leading Technology

ATTRACT & ACQUIRE

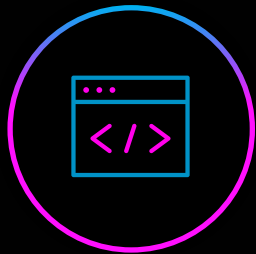
- Headless Technology for flexible, adaptable UX/CX design
- Robust integrations to ensure seamless functionality and compatibility
- Mobile Optimised experiences to cater to the growing mobile audience

ENGAGE & CONVERT

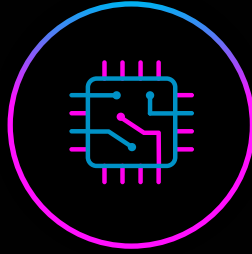
- Optimised UX/CX to captivate users and enhance the browsing experience
- Personalised customer experience to cater to individual preferences
- Infrastructure designed for scale and speed, ensuring consistent performance

RETAIN & GROW

- Scaled for Speed to maintain consistent performance and user satisfaction
- Data-driven insights to inform customer experience improvements
- Robust customer support and communication to maintain satisfaction and trust



Headless
Technology



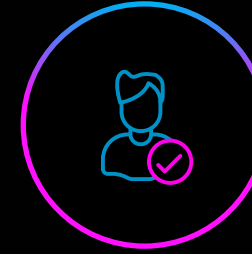
Robust
Integrations



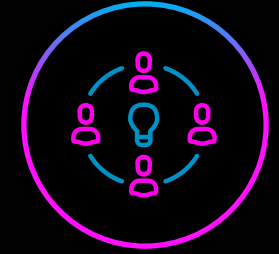
Mobile
Optimised



Built for
Search



Personalised
Experience



Marketing
Automation

Marketing: Building Brands & Driving Demand

ATTRACT & ACQUIRE

- Comprehensive brand building strategies to create a unique brand identity
- Holistic SEO and performance marketing to drive traffic and generate leads
- Advanced targeting and segmentation for tailored marketing campaigns

ENGAGE & CONVERT

- Personalized customer engagement to create a seamless and memorable experience
- Conversion-focused design elements and calls-to-action to drive sales
- Data-driven insights to inform marketing strategies and maximize ROI

RETAIN & GROW

- Social media integration for increased exposure and community building
- Effective loyalty programs and incentives to encourage repeat purchases
- Continuous optimisation to stay ahead of market trends and competitors



Strategy & Insight



Media & Advertising



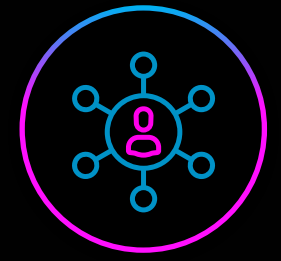
SEO



Paid Search



Social



Affiliates

Data: Actionable Customer Insight

amazon

- Name
- Shipping Address
- Email
- Mobile number

 Infinite Commerce

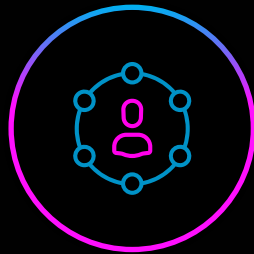
- *Name*
- *Shipping Address*
- *Email*
- *Mobile number*
- Visitors to website
- Demographics
 - Age / Gender / Location / Device
- Audience Interests
- End to end visibility
- Conversion rates
- Acquisition info
 - Channel, Campaign, Keyword
- Remarketing info
- Landing Pages
- Funnel drop off rates

Omni-channel Distribution

- Elanders manages the European center of distribution for both retail and e-commerce
- Storage of >50,000 SKU
- Special handling e.g. labelling, customising, personalising kitting, attaching of security tags
- Europe wide D2C shipping to e-commerce customers, shipment of more than 8.5 million products per year
- Individual consignments for Retail stores (ready for sale)
- Execution of special campaigns
- Returns solution including crediting and refurbishment



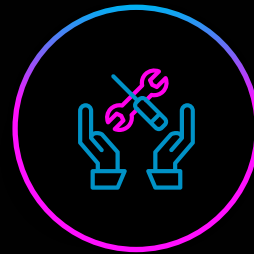
One Contact



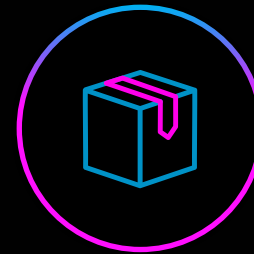
Omni-channel



Inventory



Refurbishment



Pick And Pack



Distribution

Customer Centric Returns Solution

- Returns are directed and addressed to Elanders
- Weekly consolidated shipments to the distribution central
- After receiving of the return: credit trigger to customer, grading, processing, etc
- Elanders is working in customer's IT system
- Faster credit trigger to the B2C customer
- Lower parcel costs due to consolidated transportation to the distribution centre



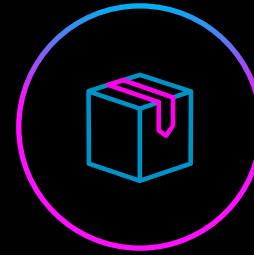
Returns Processing



Inventory Management



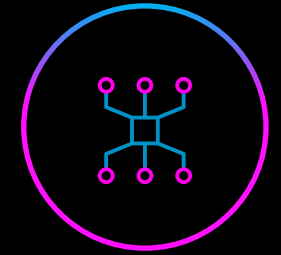
Value Added Services



Pick And Pack



Consolidated Returns To Customers Dc



Strategy

What our returns service solves

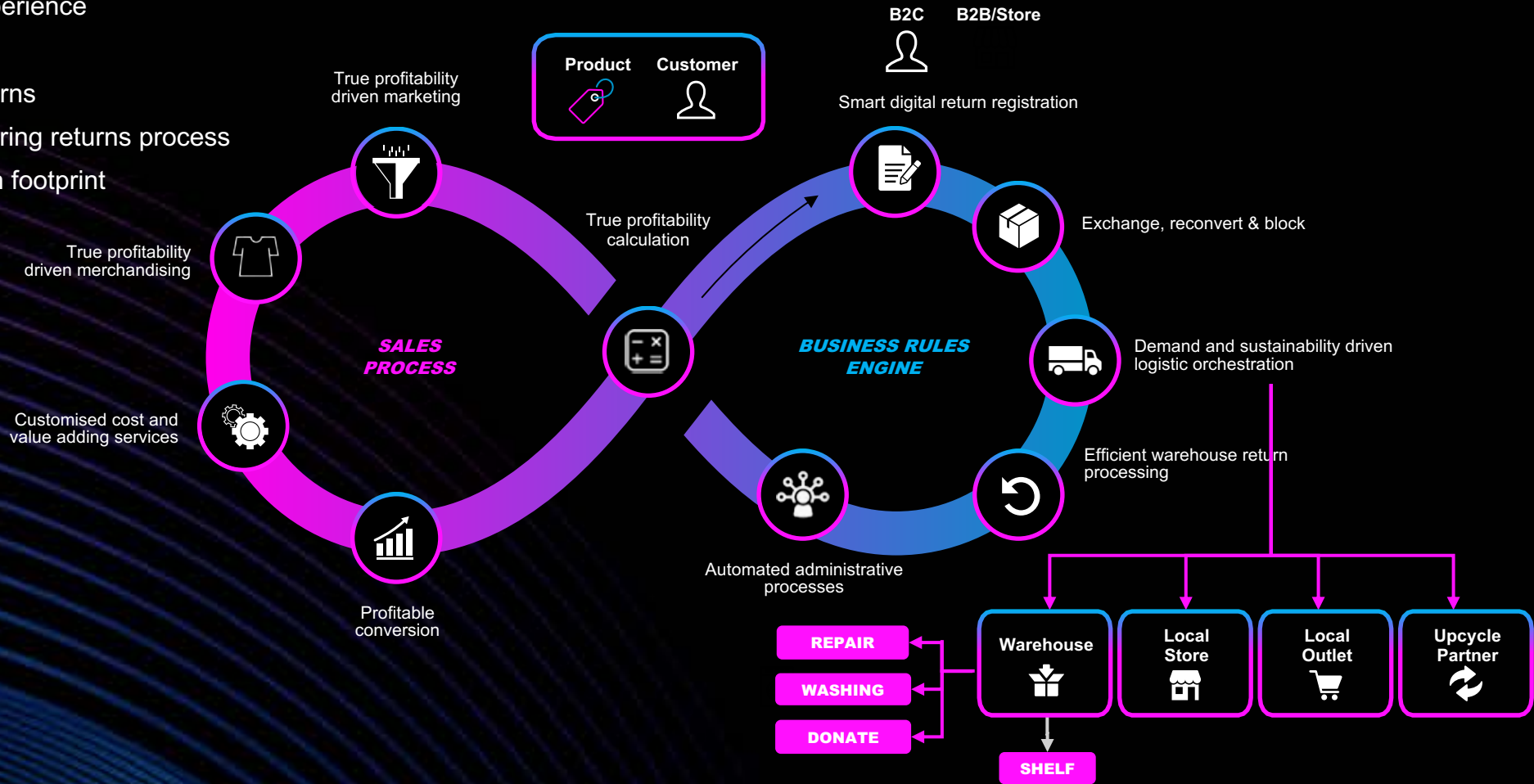
Improves Customer experience

Reduce cost of returns

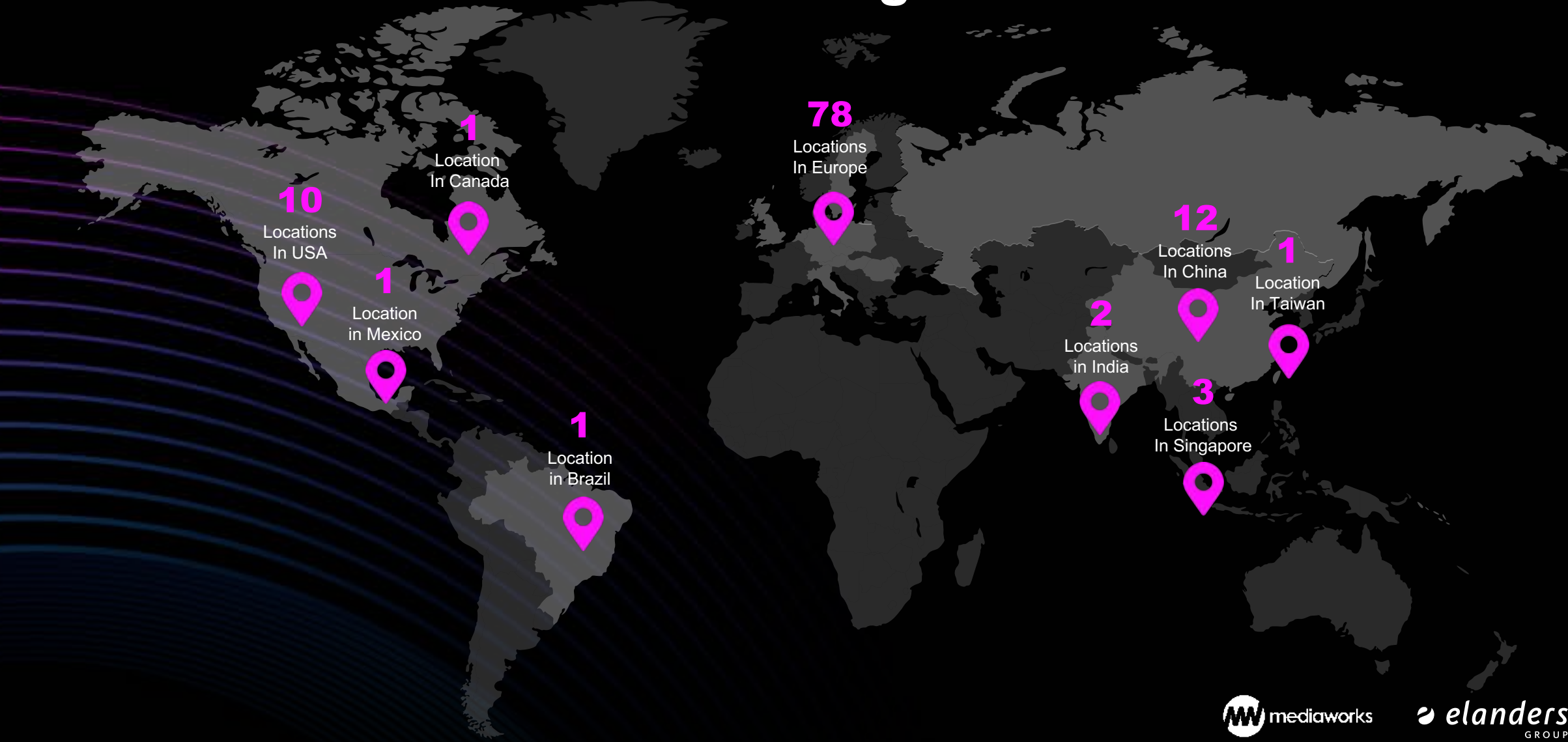
Reduces volume of returns

Exchange or replace during returns process

Can reduce your carbon footprint



Global Warehousing & Distribution



Sustainability at the heart of your solution



Climate and nature

We plan to leave the world a better place than we found it.

- Reduce energy consumption
- Bespoke eco-friendly packaging
- Strategy to reduce packaging

Supply chain and circularity

We take responsibility very seriously, for the lifecycle of everything we produce.

- Less Out of season stock and overstock going to landfill
- Remove unnecessary transportation
- Reduce emissions related to returns

People and communities

Our people are our greatest asset. We nurture world-class talent from all over the globe.

- Career opportunities
- Inclusive and equal opportunities
- Committed to driving personal development

CASE STUDY

Bergen logistics customer

- USA, EU and UK 3PL services
- CCloudX WMS systems integrated across all regions.
- Single point of integration for the client.
- D2C, dropship and wholesale
- 20,000+ SKU's
- Wholesale consignments for Retail stores in all regions.
- John Lewis example, UK;
 - Digital supply chain solution enabled rapid UK growth
 - johnlewis.com orders fulfilled from same inventory as direct orders.
 - 6 UK concessions supported currently and plan for 15 in total.
- Value added services; labelling, re-ticketing and more.....
- Returns management.
- Expanding to Asia in 2023.




RODD & GUNN
NEW ZEALAND

CASE STUDY

Returns Optimised

- Return lead time more than halved
- Increased circularity & decreased share to re-energy
- Automated decisions for product destinations - Shelf / Repair / Washing / Charity

60%

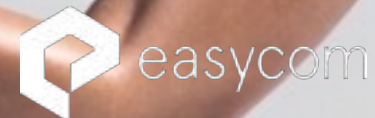
Reduction of
handling costs

4%

Decreased number
of returns

10%

Increase in sales value
on return items



stadium®

CASE STUDY

930% increase in online revenue

River Island partnered with Mediaworks to increase the volume of new customer acquisition and revenue growth by rapidly increasing its visibility in the places where its future customers were looking first.

Mediaworks analysed the competition within each search category, identifying the product lines that offered the greatest opportunity. We earned targeted search authority for page one rankings in the most profitable searches for new customer acquisition.

930%

Increase in organic revenue

1,051%

Increase in organic traffic

3.9M

Page 1 search visibility for target product categories



RIVER ISLAND

CASE STUDY

£5m increase in revenue

Dune London partnered with Mediaworks to accelerate its online revenues by increasing brand visibility and executing a full-funnel strategy that targeted customers with the greatest probability to convert by season, category, and audience type.

This included a programme of social media campaigns, product listing advertisements (PLAs), smart bidding, and custom-based intent remarketing programmes.

98%

Increase
in revenue

11%

Decrease in cost
per conversion

150%

Increase in
online traffic

Dune
LONDON





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