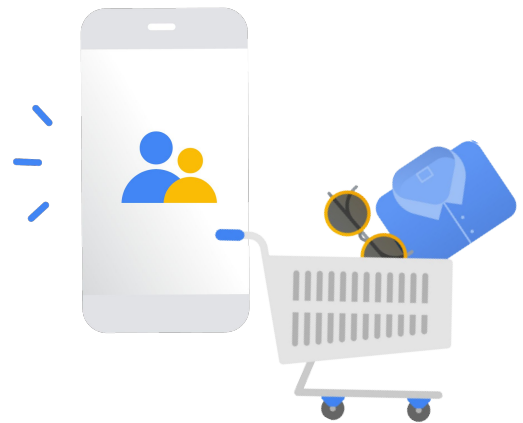


# Meet the modern customer's expectations with a fast and personalized experience

Deliver an online retail experience your customers will remember. Flexible hosting enables your business to intelligently assist the customer journey across all of your channels.

Consumer standards for eCommerce are high. A customer's best online retail experience will define their expectations for the future. If your business isn't creating a frictionless cross-channel user experience, your customers will abandon their cart. Fast, personalized service is now the minimum benchmark.



## Customer expect a seamless experience:



**40%** will abandon a website that takes longer than three seconds to load <sup>1</sup>



**1/4** will abandon their shopping cart if a website crashes <sup>2</sup>



**72%** expect brands to understand their unique needs and expectations <sup>3</sup>



Managing a global e-commerce infrastructure is complex and expensive to scale. Google Cloud made migration easy and quick. In 22 days, we were up and running. Now our engineering team can focus on building for the future.”

**Jack Constantine** Chief Digital Officer, LUSH

# Infrastructure as dynamic as the market it operates in

Our eCommerce Hosting Platform gives your business the flexibility to keep up with the demands of a fluctuating market, with the stability to guide your customers smoothly across all of your channels. Use your data to provide customers with a personalized journey and expand your ability to meet their expectations.



## Host Commerce Platforms

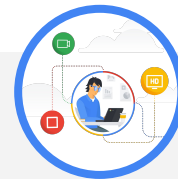
Help increase speed to market and deliver new experiences

Build digital experiences that can adjust to high traffic and yield higher sales during peak seasons



## Activate Data

Understand customer behavior and use AI to deliver personalization

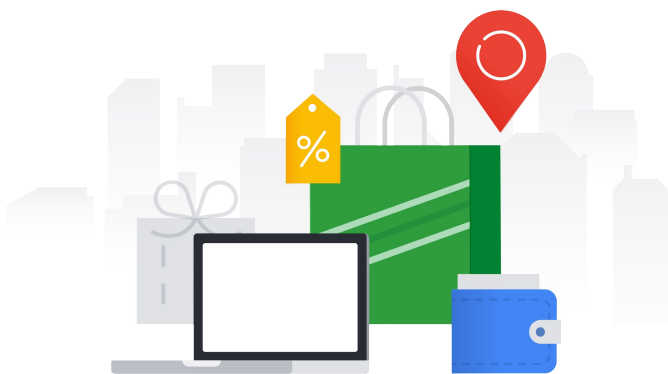


## Deliver Omnichannel Experiences

Help create a seamless experience between your bricks and clicks.

Infuse personalization into your systems to make better recommendations.

Use APIs to connect to other business apps (ie: inventory systems)



We expect retail to change more, over the next three to five years than it has since The Home Depot was founded nearly 40 years ago. Google Cloud is helping embrace this exciting future with speed and agility.”

**Paul Gaffen** Former SVP, The Home Depot

## Supporting multiple migration journeys

Migrate your eCommerce as-is.

Build a new eCommerce application

Build your own app using packaged software deployments



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