

MOCE

In-store  
inventory is  
what your  
customers ~~want~~  
expect.

Do it  
Best

Ecommerce preferred partner

# Who are your online customers?

The short answer — men and women roughly between the ages of 20 and 80. In other words, everyone is shopping online now. Additionally, your customers expect a seamlessly integrated shopping experience. The online experience must be as convenient, and meet their needs, just as their in-store experience would.



## Age & Gender Statistics

30%

Millennials

34%

Generation X

31%

Baby Boomers

5%

Other

72% Women 68% Men

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Creating a single-customer experience across your brand by unifying sales and marketing across all channels.

Omnichannel marketing puts the customer, not your product, at the center of what you do. Unlike traditional approaches, omnichannel merges channels like websites, emails, social media marketing, and in-person locations to deliver a more consistent and effective brand message.

## **Does your current website show availability and allow your customers to “Buy Online & Pick Up In Store” (BOPIS)?**

When your customer comes to your website, what do you want to show them? What you have in stock? What you have available in the warehouse which can be shipped to your store? What you can ship to their address?

**MOCE**

71%

The percentage of online shoppers in 2020 who said they check product availability online before purchasing.

67%

The percentage of online shoppers in 2020 who said they Bought Online & Picked up In-Store. (BOPIS)

# The “Pandemic Push”

COVID-19 accelerated the change in consumer habits. US ecommerce sales are estimated to have grown 19% in 2020, which would not have occurred until around 2023 based on the historical trajectory. As online sales grew, foot traffic plummeted 45% and has been slow to recover.

## The new normal

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- In the US, it is estimated that 36% of online, non-food spending, will be supported by physical stores
- 68% of US shoppers say that they plan to use curbside pickup more when shopping retail
- More than half (51%) of retailers offer same-day delivery, and 65% plan to offer it within the year

## Point of Sale Integration

In cooperation with Do it Best, we have been working with your compliant POS (Point of Sale) providers to provide your customers with the experience they want.

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### Show your customers:

- Your Retail Pricing
  - Your In-store Inventory
  - Your Promotional Pricing
  - Your Product Offering
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As of March 1, 2021, we have a clear path to integrate 964 MOCE subscriber locations with their Point of Sale system provider. If you are unsure if your POS provider is on the list, please feel free to contact us to discuss.

**In 2020, Home Depot reported an 80% increase in online sales. 60% of their online sales result in a visit to the store.**

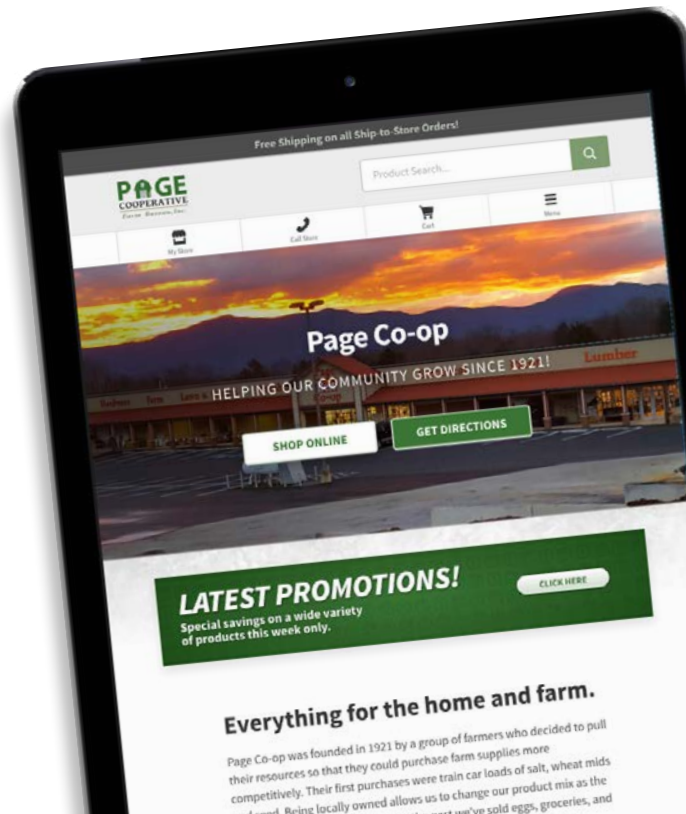
**Lowes reported a 106% increase in ecommerce sales overall.**

# Is it time to go pro?

Big retailers have raised customer expectations for online shopping. It now needs to be simple, convenient, and seamless. You've always known that delivering excellent customer service has been key to retaining your existing customers and gaining new ones, but now it's time to offer that same level of professionalism online as well.

## Be prepared for customers who expect:

- ✓ consistent online and in-store pricing
- ✓ to see in-stock inventory online to make purchases today
- ✓ to see how fast they can get items from you
- ✓ to know what you can ship to their address
- ✓ to pay for their transactions online
- ✓ to pick up their items curbside
- ✓ to have their products delivered to their residence
- ✓ to be able to shop local, as long as it's easy



## Ready to level up? Let's talk.

📞 260.247.2167

🌐 [mocecom.com/doitbest](https://mocecom.com/doitbest)

✉️ [dibsupport@jhspecialty.com](mailto:dibsupport@jhspecialty.com)

You can find sources for the multiple statistics within this brochure at: [mocecom.com/supportingstats](https://mocecom.com/supportingstats)

# Plans

Feature	Basic	Standard	Advanced	Professional	Premium
Ship-to-Store On Doitbest.com <sup>1</sup>	X	X	X	X	X
Ecommerce	X	X	X	X	X
Do it Best Pick n Pack App	X	X	X	X	X
Curbside Pickup	X	X	X	X	X
<b>CUSTOMIZATION</b>					
Custom Domain	X	X	X	X	X
Member Logo	X	X	X	X	X
Digital Dashboard <sup>2</sup>	X	X	X	X	X
Custom Home Page	—	X	X	X	X
Custom Navigation	—	X	X	X	X
Custom Pages	2	Unlimited	Unlimited	Unlimited	Unlimited
- Standard Content Pages	—	X	X	X	X
- Resources Pages (Blog, Articles)	—	X	X	X	X
- Photo Galleries	—	X	X	X	X
Increased SEO Value	—	X	X	X	X
<b>DO IT BEST PRODUCTS</b>					
Product Catalog (RSC Stocked, ~67K+ Products)	X	X	X	X	X
Ability To Purchase Online	X	X	X	X	X
Member Data Driven Promotions	—	X	X	X	X
Member Retail Pricing	—	—	X	X	X
Product Catalog (Drop Ship, ~30K+ Products)	—	—	—	X	X
In Store Inventory	—	—	—	X	X
Same Day Pick Up	—	—	—	X	X
Delivery	—	—	—	X	X
<b>MEMBER CUSTOM PRODUCTS</b>					
Member Pricing	—	—	—	X	X
Custom Product Catalog	—	—	—	X	X
POS Integrations <sup>3</sup>	—	—	—	X	X
Member Promotions	—	—	—	X	X
In Store Inventory	—	—	—	X	X
Ability to Purchase Online	—	—	—	X	X
Same Day Pickup	—	—	—	X	X
Delivery	—	—	—	X	X

Do it Best Ecommerce Department provides customer service, payment processing, fraud detection, tax collection, tax filing, and shipping for all plans through Professional.

1. Ship-to-Store only on Doitbest.com is still available.

2. All plans support the Digital Dashboard integration. Participation and setup fees apply.

3. POS Integration does require some setups with the POS provider. Please inquire where your POS provider is in the process.