

MOCE

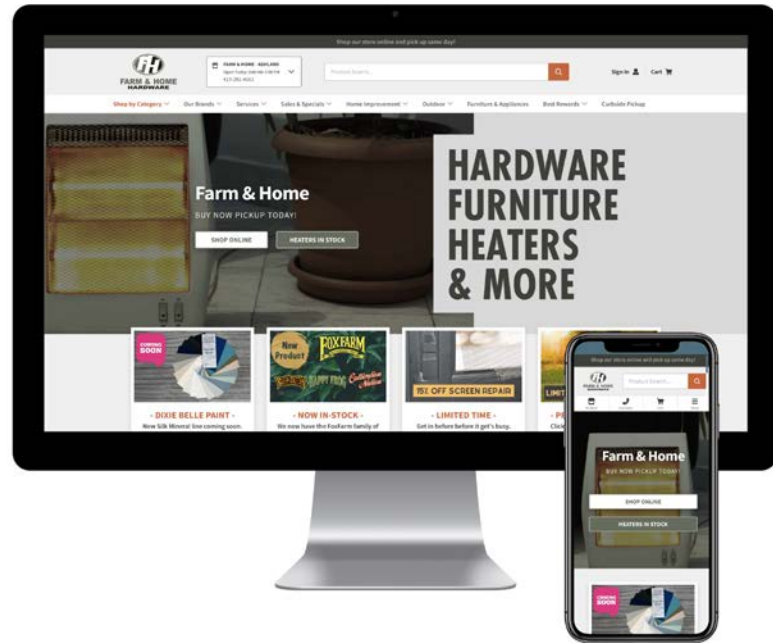
In-store
inventory is
what your
customers ~~want~~
expect.

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 do you want to show them what you have in-stock and what you have available at the ‘warehouse’ which can be shipped to your store, or even their address?

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 expedited changing 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

- In the US it is estimated that 36% of online, nonfood 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.

Show your customers:

- Your Retail Pricing
 - Your In-store Inventory
 - Your Promotional Pricing
 - Your Product Offering
-

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.

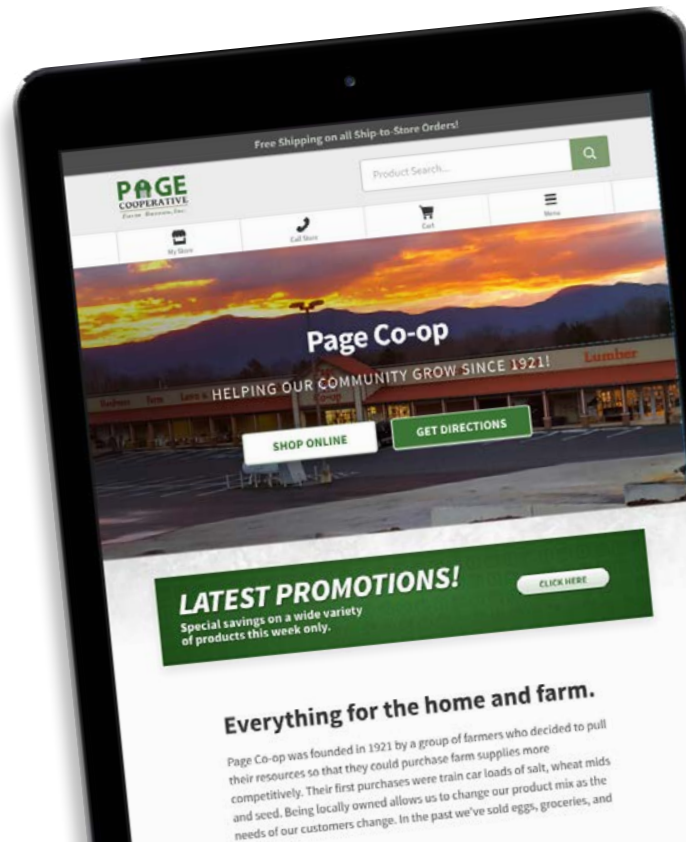
Lowes reported a 106% increase in ecommerce sales overall.

Is it time to go pro?

Online retailers have set customer expectations high. Online shopping needs to be simple and convenient. You know delivering excellent customer service in your physical store is key to retaining and getting new customers. It's time to offer that same level of professionalism to your online shoppers.

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 your warehouse
- ✓ 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

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You can find sources for the multiple statistics within this brochure at: mocecom.com/supportingstats

Plans

Feature	Basic	Standard	Advanced	Professional	Premium
Ship-to-Store On Doitbest.com ¹	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
CUSTOMIZATION					
Custom Domain	X	X	X	X	X
Member Logo	X	X	X	X	X
Digital Dashboard ²	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
DO IT BEST PRODUCTS					
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
MEMBER CUSTOM PRODUCTS					
Member Pricing	—	—	—	X	X
Custom Product Catalog	—	—	—	X	X
POS Integrations ³	—	—	—	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.