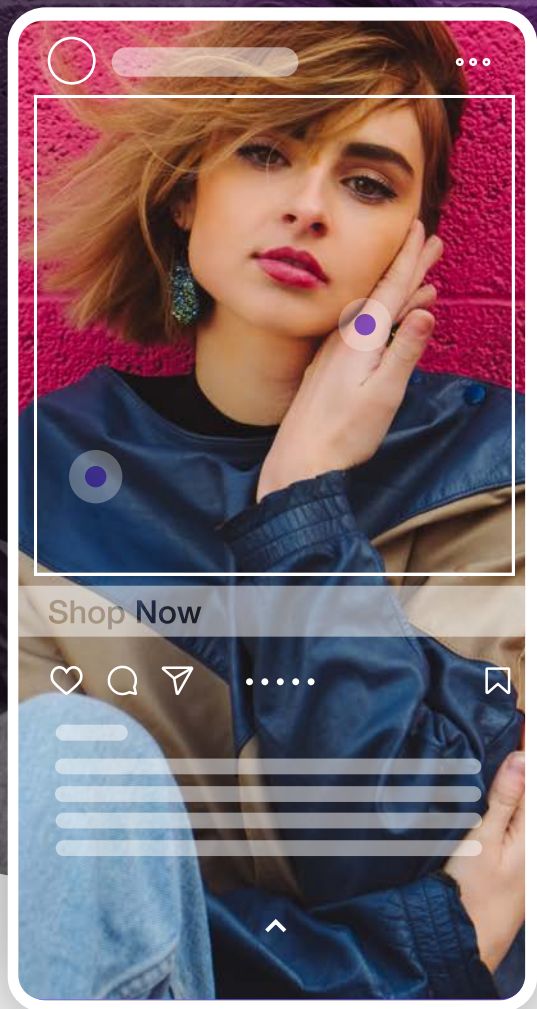




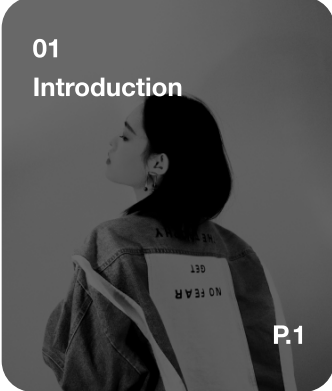
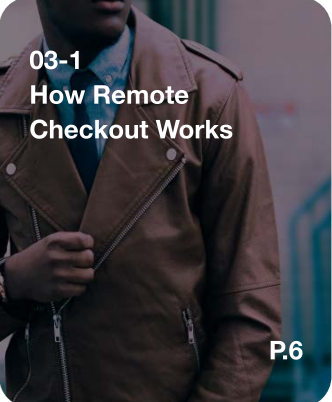
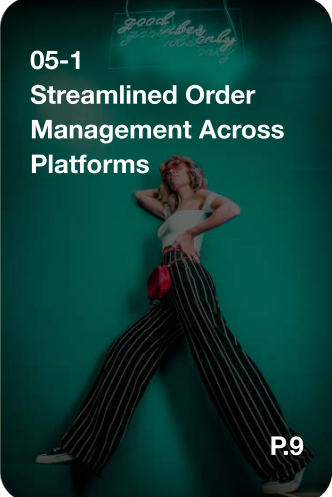
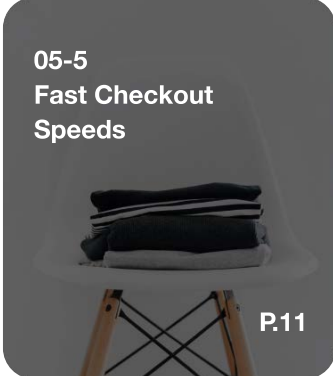
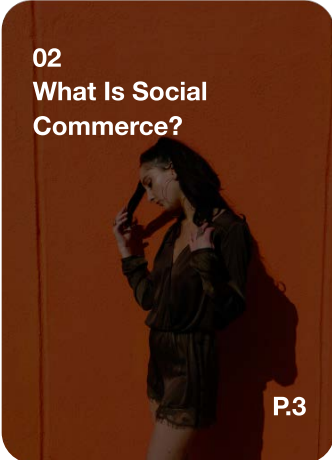
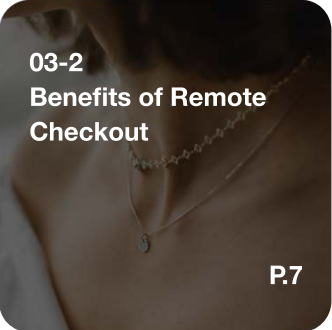
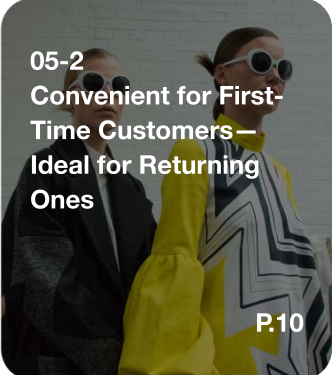
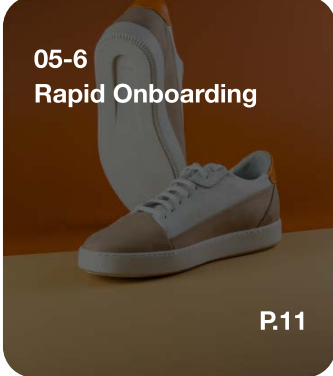
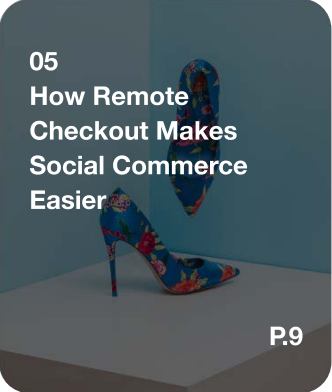
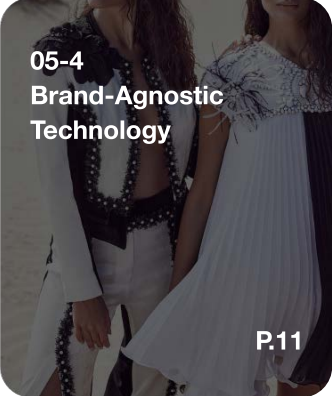
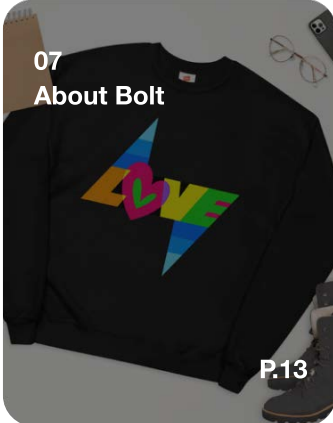
Social Commerce with Remote Checkout:

Turn Social Media into a Digital Storefront with Remote Checkout

01

In this guide, you'll find actionable strategies for embracing social commerce to make it easy for people to complete a purchase at the moment of inspiration.

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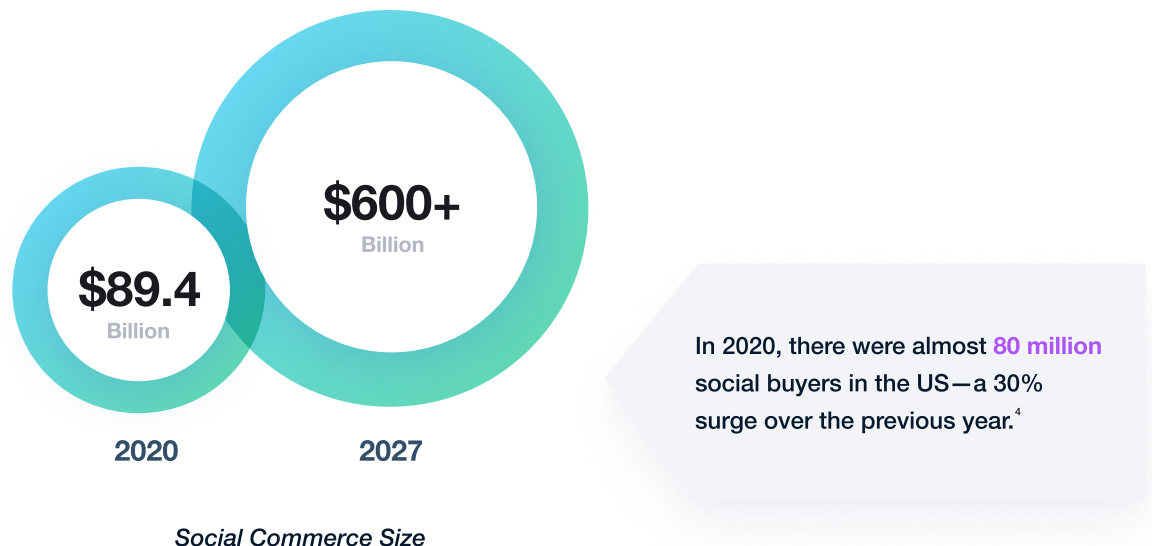
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What Is Social Commerce?

Social commerce gives consumers an end-to-end buying experience hosted entirely on a social media platform. While scrolling through their feed, consumers see a product they like, click on it, and complete the purchase right then and there—all without ever leaving the app or website.

Social commerce is a growing phenomenon, with a 2020 global market estimated at \$89.4 billion and expected to grow beyond \$600 billion in the coming years.¹ For many consumers, finding and buying products through social media is already a familiar part of their online experience. In one survey, 54% of Instagram users said they made a purchase either in the moment or after seeing a product on the platform,² and 80% of regular Pinterest users say they've discovered a new product or brand on the site.³

You can think of social commerce as a subset of your overall omnichannel strategy. The omnichannel strategy connects all your touchpoints with consumers—in-store, on the web, through social, and more. Social commerce is focused specifically on social media channels, including your paid ads on social, organic social plans, and strategy for receiving and utilizing user-generated social content.



1. PR Newswire, Assessment of the Social Commerce Industry 2020-2027 and Impact of COVID-19 - Mobiles Segment Readjusted to a Revised 39.2% CAGR for the Next 7-Year Period
2. Facebook, How Instagram Boosts Brands and Drives Sales
3. Pinterest, Your audience is here
4. Statista, Social commerce in the United States – statistics & facts

02-1

The Benefits of Social Commerce



Chances are the people in your target audience are spending a lot of time scrolling through social media feeds. It's something people do at work, restaurants, on the subway, and the treadmill. People use social sites on their phones, laptops, desktops, tablets, and even smart watches. Reaching shoppers on social media means reaching them during these little moments scattered throughout their day.

Every business that invests a small (or not-so-small) fortune in online advertising knows just how hard it is to draw consumers to their website. Finding a way to bring the buying experience to where they are—on social media—just makes sense.

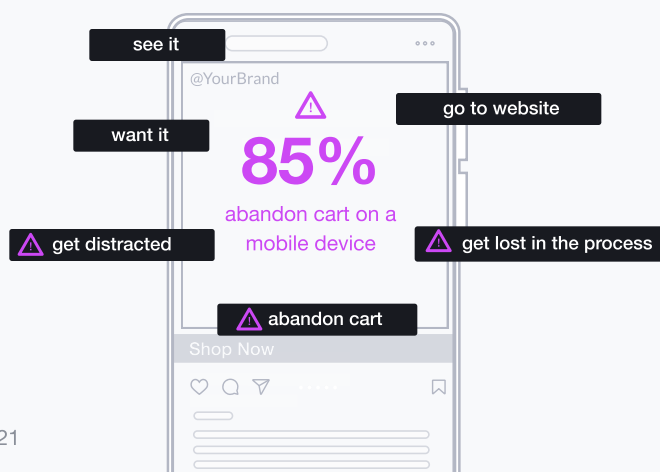
Remove Friction from the Checkout Process.

A lot of the time people spend on social networks is spent distracted. Many of us click over to our social apps specifically when we're bored or procrastinating. That makes it relatively easy to capture someone's attention on the platform, but a lot harder to convince them to leave social media and complete the checkout experience elsewhere. That extra step of leaving the site creates friction.

In the online world where everyone is busy and distractions abound—two things that are arguably more true on social media sites than anywhere else on the web—friction is a big deal.

Every little bit of extra work required to make a purchase can be enough to stop consumers in their tracks. Even for potential buyers that make it to a brand's website, cart abandonment rates are high—70% don't make it through the process.⁶ What's

worse? That number jumps to 85% when on a mobile device.⁷ Social commerce lets people complete their purchase entirely in the social media feed. In essence, they can see it, then buy it ... all while being in the flow of their social media experience. That not only reduces friction, but also means fewer opportunities for distractions to interrupt the process. For those drawn by the lure of continued scrolling, buying your product doesn't have to stop them.



5. Pew Research, Social Media Fact Sheet

6. Baymard Institute, 44 Cart Abandonment Rate Statistics

7. Barilliance, Complete list of Cart Abandonment Statistics: 2006-2021

Tap Into the Power of Influencers

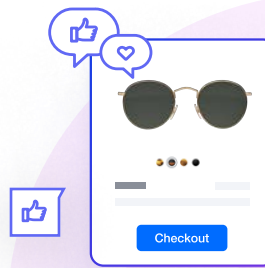
While many consumers will happily follow brands on social media, the main draw of social networks is connecting with other people. That means friends and family for sure, but it also includes influencers.

Influencers are an increasingly powerful group of celebrities and micro-celebrities with large social followings of people who care about the information they share.

A survey from Twitter found that nearly 50% of consumers depend on influencer recommendations.

From the same survey, 40% of respondents had purchased something online after seeing it used by an influencer.⁸

Influencers provide a powerful form of social proof. The trust their followers feel towards them can extend to the products they mention on their feed, lending your brand legitimacy and familiarity that makes people more comfortable buying from you. And if influencers can make their posts shoppable—meaning followers can click on the post and check out right in the same window—everyone involved benefits. Brands and the influencers they work with make more sales, and customers get the convenience of an easier checkout experience.

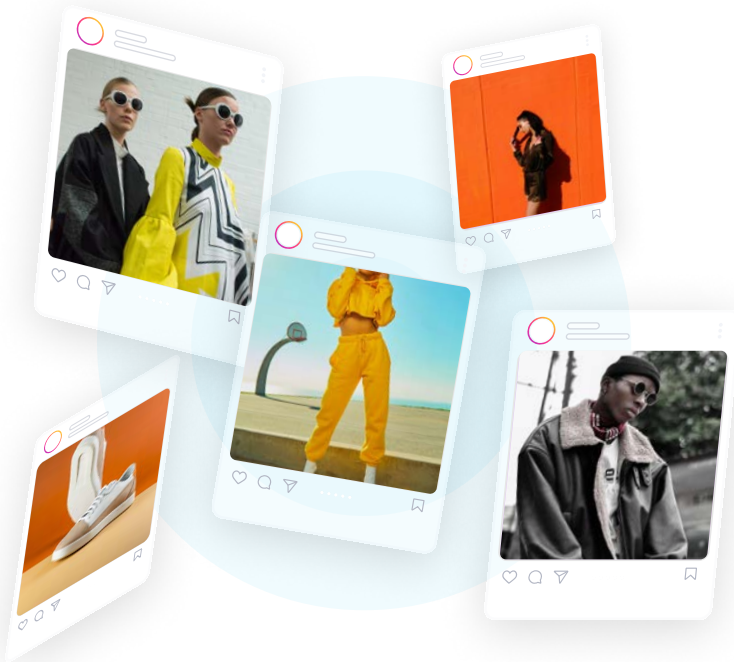
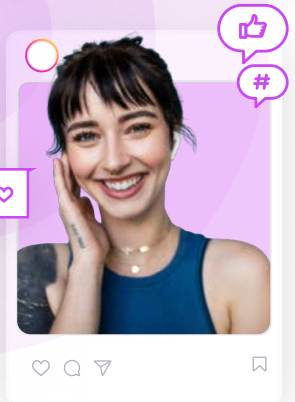


50%

of consumers depend on influencer recommendations.

40%

of respondents had purchased something online after seeing it used by an influencer.



03

Enable Social Commerce with Remote Checkout

Making things more convenient on the consumer side isn't always simple on the backend. Before customers can complete the checkout process on their social feeds, you have to consider the logistics on your end. Can you do it while maintaining the level of security built into your website, and in a way that's connected to your inventory management system?

With remote checkout, you gain access to shopper data and can streamline your order management workflows.

8. Digital Marketing Institute, 20 Surprising Influencer Marketing Statistics

03-1

How Remote Checkout Works

Remote checkout is a new digital product that allows you to embed the checkout process nearly anywhere, including on social media feeds. You can extend your storefront anywhere your audience likes to spend their time.

With remote checkout, you no longer have to drive people back to your website to complete a purchase. You no longer force them to:

- leave the social media site they're on
- deal with redirects
- take several additional steps to finish checkout.

This drawn-out process gives busy shoppers too many opportunities to decide the product isn't worth the effort. Instead, you can let them make a purchase during the course of whatever they're already doing on social without disrupting their flow.

Bolt Remote Checkout empowers merchants to make every surface shoppable so you can meet your customers where they are.



Today, marketplaces have a shopping experience that redirects users to a merchant site, which adds extra steps to the buying journey. With services powered by Bolt, you can transform the shopping experience into a no-redirect, one-click purchase that happens directly on social.

Bolt's integration is more merchant friendly because inventory, delivery options, orders, and transactions are directly synced with merchant systems. That means orders that take place on social media will seamlessly flow into your backend as if they were taking place on your online store. Bolt has built a shortcut to enable this experience across a broader set of retailers, regardless of the ecommerce platform they use.

03-2

Benefits of Remote Checkout

With the right remote checkout solution, you can ensure everything works seamlessly on your end while also providing convenience to your customers.

1. First-Party Data Acquisition

The biggest benefit is first party data acquisition. By enabling checkout at the point of discovery, Remote Checkout allows both publishers and retailers to acquire first-party data and reclaim D2C relationships—something that is critical in light of countless new regulations around third-party data management.

If businesses are also using Bolt SSO Commerce, Bolt creates a store account on behalf of the retailer as a shopper checks out and saves their information. This ensures retailers increase their account registrations and retain access to important first-party data.



2. Enable Purchase at The Moment of Product Discovery

Remote checkout closes the distance between where a product is discovered and where people buy it. Right now 54% of consumers use social media to research products⁹, so allowing them to buy your products while they're in the midst of their social media session benefits both of you.

And this concept extends beyond social media. Remote checkout doesn't just power social commerce—it brings the checkout process to any space online where it makes life easier for your customers. When an influencer you work with mentions your product in a gift guide, their readers can buy it right on their site. When you advertise on popular media sites, checkout can be embedded right in the ad.

The number of potential new shoppable surfaces is endless.

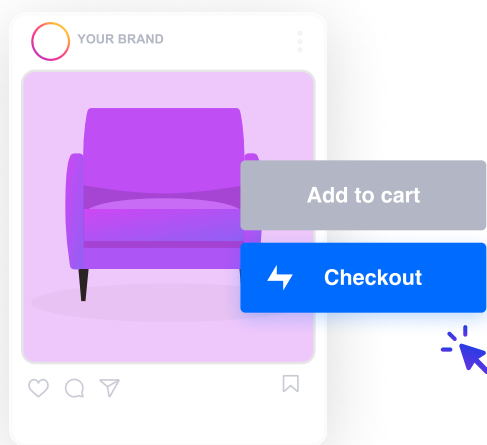


9. Oberlo, 10 Social Media Statistics You Need to Know in 2021 [Infographic]

3. Streamlines Your Order Management Process

Inventory management is a complicated enough job. You don't want to worry that offering remote checkout options around the web will muddy your current system. And you definitely don't want to risk disappointing customers by not being able to fulfill orders. But with the right remote checkout option, that's a non-issue.

Sophisticated remote checkout uses an API to connect every checkout you embed around the Internet to your inventory management system. When a customer purchases one of your products on a social site, it will update your inventory data just as purchases on your website do.



4. Allow For An End-To-End Buying Experience All In One Place

The smallest barrier to completing a purchase online can make a big difference in conversion rates. People expect convenience and speed. Steps that add even seconds to the purchasing process often create enough friction for people to give up. Keeping the entire checkout process on the site your customer is already on makes completing a purchase significantly easier. Buying your product won't interrupt their online activities, and that added convenience will pay off in more completed sales for your store.

5. Data Insights

By gathering data the moment a shopper discovers, engages with, and purchases your goods, you'll get end-to-end insights that help you understand your customers. You can use this data to better personalize experiences for that converted shopper, as well as use those insights and attract new customers.



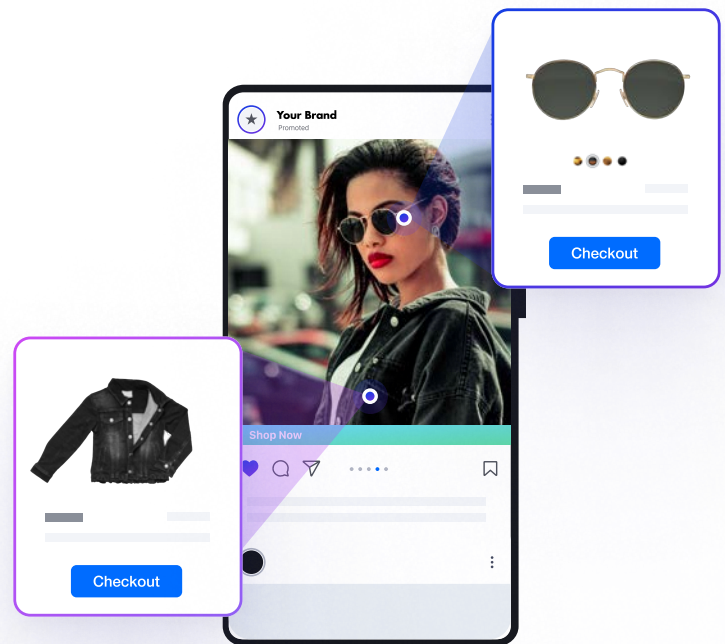
04

How Remote Checkout Powers Social Commerce

Remote checkout is a powerful option for bringing the checkout experience to the social media networks your audience use. There are a number of different ways you can deploy remote checkout on social media:

Shoppable content: The content you post on social media about your products can now be made “shoppable,” meaning that people can purchase the products they see on their feed. You can also leverage the power of your influencer network for increased trust to drive even higher conversion rates on social media.

Checkout via link : You can now include links in your social posts or direct messages to a pre-filled shopping cart for potential customers, letting them skip steps in the checkout process and complete purchases faster.

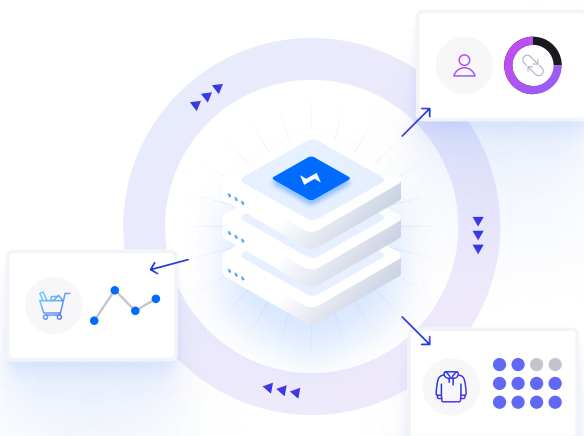


Best of all, merchants don't need to use Bolt Checkout on their storefront in order to use remote checkout.

05

How Remote Checkout Makes Social Commerce Easier

Often the features that make things more convenient for customers require a lot of work from businesses and development teams, but that doesn't have to be the case with social commerce. **Bolt's Remote Checkout** works seamlessly with Ecommerce platforms while providing everything you need to easily get started with social commerce.



05-1

Streamlined Order Management Across Platforms

You can use Bolt's Remote Checkout anywhere you sell your products online, ensuring that every checkout opportunity is connected on the back end to your main ERP systems. You won't have to do any extra work to track or fulfill the purchase—it will all sync automatically.

Convenient For First-Time Customers & Ideal for Returning Ones

Social commerce helps you earn new customers who discover your products on social media by simplifying their buying experience. But for businesses that use Bolt's Remote Checkout to achieve this, those customers will become a part of the Bolt Network, making any future purchase they make with you even easier.

Customers who are part of the Bolt Network enjoy **one-click checkout**. As a result, Bolt customers convert at a 50% higher rate than customers with a guest account.¹⁰ Even better, some of your potential first-time customers are likely already part of the Bolt Network, which is at 10 million members and growing every day. That means they'll get the convenience of one-click checkout the first time they buy from you, even if they've never been to your site before.



The Bolt Network: Unlock Millions of Shoppers

The **Bolt Network** is the largest and fastest-growing ecommerce identity network. It connects retail brands across websites to streamline checkout, improve conversion rates, and power instant merchant-customer relationships through an underlying identity login layer.

10M

Shoppers and Counting

100M

Shoppers Lined Up To Join The Bolt Network In The Next 18 Months

50%

Higher Conversion for Shoppers with a Bolt Account vs. Guest Checkout Shoppers



Value for Merchants

- Own and retain D2C relationships
- Bolt creates more first-party store accounts to unlock D2C upsells and direct marketing to shoppers
- Access and insights into millions of happy shoppers who can checkout from your store with a single click.



Value for Shoppers

- A universal shopper identity across retail sites means no more login credentials or filling out long checkout forms
- Simplified one-click checkout—throughout the entire network
- Improved post-purchase experience for order tracking and reorders

Interested in learning more about the potential of the Bolt Network? [Check out the report](#)

10. Bolt. Bolt Network Effect for Ecommerce

05-3

Top-Notch Security, Wherever Checkout Happens

Convenience is important, but it cannot come at the cost of security. No consumer wants to provide their sensitive personal information over a connection that's not secure. But with Bolt's Remote Checkout, the checkout process embedded in your social ads and posts will have the same high level of security Bolt brings to all our services.

That means all customer financial information is encrypted and stored securely in compliance with payment card industry (PCI) regulations. All credit and debit card numbers processed through our checkout are tokenized. And Bolt uses always-on transport layer security (TLS) to maintain data encryption at all times.

05-4

Brand-Agnostic Technology

Bolt Remote Checkout is compatible with a number of other brands and tools. You won't be locking yourself into a single code base. Choosing Bolt for remote checkout allows you to stay flexible and keep your choices open in selecting the other products you use.

11. Think with Google, How speeding your mobile site can improve your bottom lineThink with Google, How speeding your mobile site can improve your bottom line

05-5

Fast Checkout Speeds

Removing friction by reducing the number of steps a customer must take to make a purchase is huge. But it won't matter that much if the checkout process itself takes too long because of slow page loading times. Even a split second makes a difference here.

For retail sites, being one-tenth of a second faster can lead to an 8.4% increase in conversions.¹¹

Bolt Remote Checkout uses headless commerce to decouple the technical side of the checkout process from the frontend elements likely to slow things down. That means faster speeds at the moment that matters.

05-6

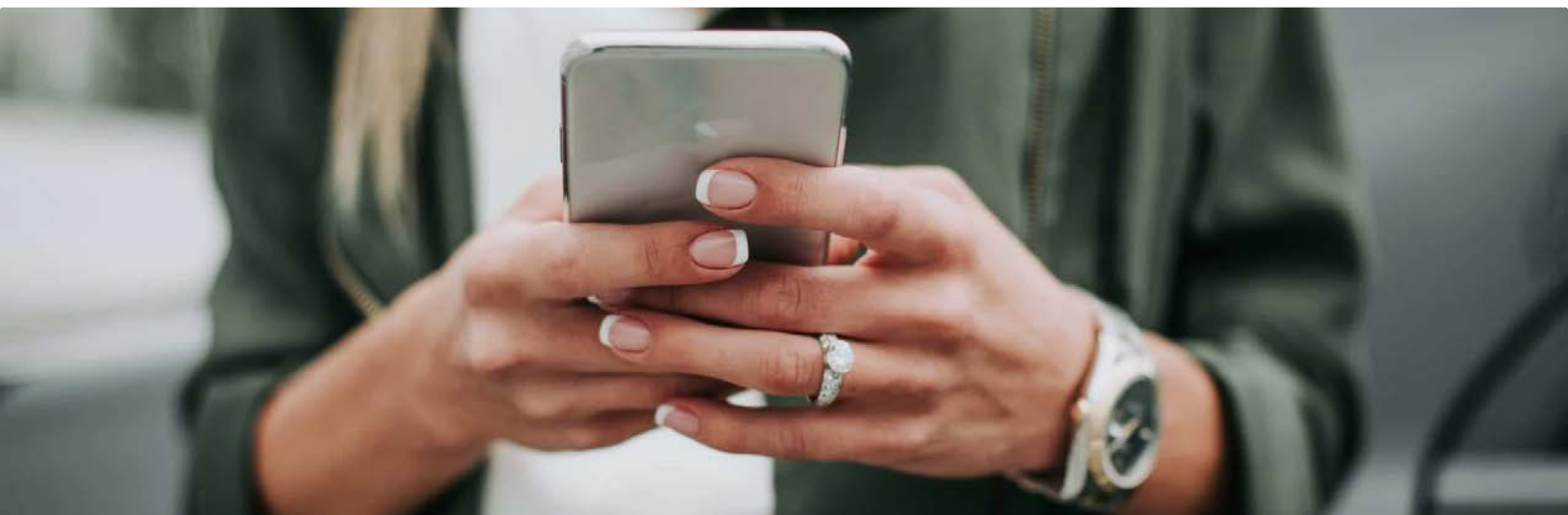
Rapid Onboarding

Headless

For businesses interested in using remote checkout, you may worry that getting everything set up could take months. Bolt checkout, payments, and accounts are all headless and accessible through simple APIs, allowing merchants to control their own UI as they like.

Accelerate Your Roadmap

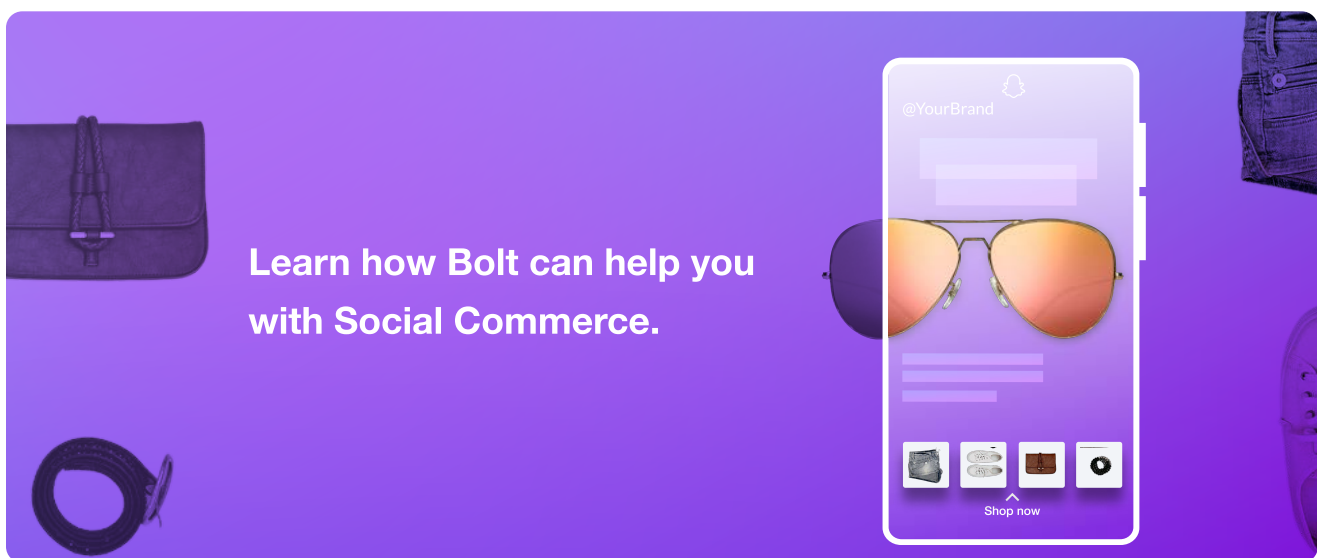
Accelerate your roadmap for launching social commerce at your business by choosing a vendor that makes rapid onboarding possible. Bolt comes with 160+ pre-built integrations and features.



Supercharge Your Social Commerce

You're probably already investing a lot in social media. There's no reason you shouldn't be maximizing that investment. If you're ready to start getting more back from your social channels, the sooner you embrace social commerce the better.

Social commerce powered by remote commerce simplifies the checkout experience for customers so you can prevent cart abandonment and increase conversions. Leveraging remote commerce technology allows brands to make every surface shoppable so you can be where your customers are. By implementing Bolt, turning your social presence into an extension of your online store is easy. And for customers, buying your products will become even easier.



07

ABOUT BOLT

Bolt is the world's first checkout experience platform, connecting millions of shoppers to retailers in a unified cross-brand network. Forward-thinking retailers like Forever 21, Swiss Gear, Badgley Mischka, Milk Makeup, and hundreds of others rely on Bolt to convert, retain, and delight shoppers. People have more options than ever when shopping online, and retailers need to provide the best experience or customers will move on. Bolt solves the complicated technological challenges involved in checkout, fraud detection, and digital wallets so that retailers can devote their energy to what matters most—growing their product, brand, and customer base.

Learn how we can help you at Bolt.com/platform

