Bolt

Magento + Bolt Synergies

Why this collaboration makes sense

Magento is a leading ecommerce platform used by thousands of merchants globally. Magento + Bolt have an established and growing history of success together; bringing a full-funnel solution to merchants that is difficult to match in terms of speed, flexibility, and scale. Before we bring any solution to qualified merchants, our joint teams must prove a quantitatively successful, repeatable collaboration. The strategic competitive advantage of Magento + Bolt is easy implementation, world-class support, and speed to market. All multilaterally benefit our merchants.

Merchants who utilize Magento + Bolt collectively see double-digit returns

Merchants, now more than ever, are tuned into online growth and future-proofing their businesses. As more business shifts to the digital domain, merchants can't heavily rely on single solution providers any longer to remain competitive. The combined feature sets of the Magento ecommerce platform + Bolt checkout give merchants even more justification for choosing this combination as the backbone of the full-funnel stack:

- Speed - an optimized Magento ecommerce engine completed with Bolt is one of the fastest checkout experiences available
- Security - unparalleled fraud control and level 1 PCI compliance out of the box means less reliance on 3rd party extensions
- Future-proofing: Real-time updates and enhancements with cutting edge features are well documented and available for Magento and Bolt collectively

Why this collaboration benefits the merchant

Maximizing revenue and increasing pressure to evolve a unique customer experience is nothing short of monumental for many merchants. Magento + Bolt merchants value a superior customer experience from utilizing an industry-leading platform built for flexibility and mobile optimization. Bolt's mobile-first, blazingly fast checkout seamlessly integrates into the fully customizable shopping experience for users. From the very top of the funnel through to checkout, merchants

can offer their customers a frictionless shopping experience that increases customer satisfaction ratings, increases conversion rates, and careers to repeat customers which are key to higher profits and customer lifetime value.

Merchants realize a better return customer experience and higher repeat customer rates due to a highly adaptable, single-click checkout on subsequent visits. This is a game-changing opportunity allowing Magento merchants to level the competitive playing field.

Bolt further protects merchants from fraud with industry-leading, layered protection. Improved order approval rates boost top-line revenue while simple-to-use fraud controls give merchants unprecedented insights into fraudulent transactions and what to do to prevent them in the future. Often overlooked, the order approval rate is the percentage of orders that are approved by any existing fraud checks in place. If the order fails this step in the checkout process, the order is often canceled and lost.

These fundamental necessities are realized with Magento + Bolt when optimizing the full funnel experience.

Vendor and extension management made easier

Fraud, payment gateway, and checkout are often offered by 2 or more 3rd party vendors on many Magento implementations. Further adding to the integration and support overhead needed on what should be a less complex ecommerce tech stack. Easier vendor management on the Magento platform is realized with Bolt by intuitively combining fraud, payments, and checkout under one partner.

Growth and flexibility is the key to success

Magento's open-source history fostered a high-performance culture around the development of the platform. Now, with the power of Adobe, it has retained its roots but super-charged its development and support. The combination of Magento + Bolt gives merchants the ultimate platform for scale and adaptability in an ever-changing ecommerce environment. Bolt checkout scales with merchants, from SMBs to Enterprise teams, and with the same seamless integration. As the business grows, merchants can focus on more important revenue-driving changes instead of allocating resources to checkout optimization, security, and performance.

Checkout as a Service (CaaS) changes the way internal support teams think about supporting the customer experience. When incorporating Bolt, merchants can rely on the performance, security, and scalability of the platform with no additional hardware or major knowledge investments. Teams across organizations of every size can fully utilize the Bolt dashboard and administration areas simultaneously with Magento's backend functionality - making customer service priority number one. Fraud and customer service teams have vital order information at their fingertips. Finance and accounting teams can quickly reconcile month-end activity. Bolt's powerful permission sets align with Magento's so organizations remain in control and audit successfully.

Magento + Bolt performance benchmarks raise the bar

From initial checkout conversions to repeat customer transactions, the combination of the Magento platform and Bolt checkout delivers repeatable performance. Merchants on Magento 2 and Bolt have enjoyed:

- Mobile checkout completion rates increased by 57%
- 30% faster checkout overall
- Bolt is an approved Magento marketplace app making installation quick and easy