

## Partner with Orgill for an eCommerce Edge



### The Marketplace Is Transforming

The marketplace has transformed. The convergence of a pandemic and demographics has created a huge wave of growth in the usage of eCommerce sites, especially as the market gets younger. Millennials are becoming homebuyers and younger contractors are replacing those who've retired. In fact, 78% of professional contractors are Gen X or younger and 65% of Pro Contractors indicate they would prefer to book their building materials purchases online, while Millennials are now the largest demographic of home buyers. More than ever before, homeowners and pros alike are going online to research and buy home-improvement products and building materials.

### Here's what your customers experience when shopping with your competitors:

Are you ready to give your customers the shopping experience? Orgill can help.



- Home Depot: 55% of online orders are fulfilled by the store
- Target: 96% of online orders are fulfilled by the store
- Tractor Supply: 56% of online orders are curbside pickup
- Home improvement eCommerce orders at major retailers are now **DOUBLE** normal in-store orders

Our Integrated eCommerce program streamlines the website setup and maintenance process for stores of many sizes and formats.

### With the Integrated eCommerce program, you can:

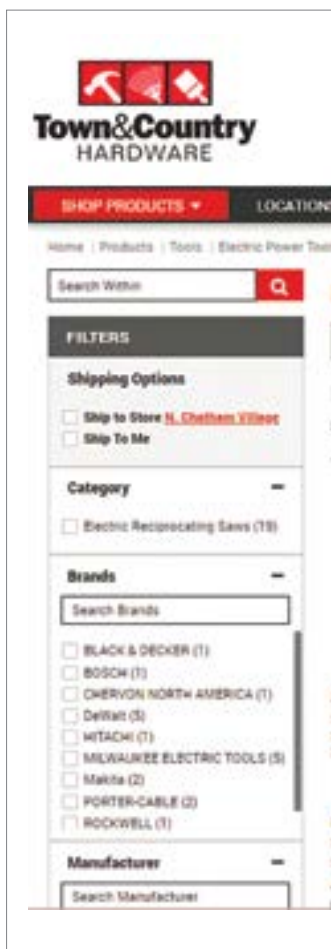
- Display real-time item information, including your store's prices and on-hand quantities
- Include ALL the products you carry—not just items you purchase from Orgill
- Integrate with your store's POS system\*
- Offer your customers convenient options to get their merchandise including: pickup in store, ship to store, and ship to home

### Sources

HD Company Reports & Earnings Calls, LOW Company Reports & Earnings Calls, eMarketer July 2021 Index Survey, Cleveland Research 2020 Annual Pro Survey, HIRI & Farnsworth Group Pro Purchasing Survey Webinar, HD Company Reports & Earnings Calls, Target Company Reports & Earnings Calls, Tractor Supply Company Reports & Earnings Calls and Numerator Home Improvement Retailer Tracking Survey

## Major Components for Success

Drive your eCommerce success with our program's major components:



### The Orgill Data Program

A service to pursue product data for any item you may carry, including those not distributed by Orgill. We have a dedicated team who gather, standardize, and classify product data on any item you may carry, including those not distributed by Orgill. You'll be able to easily manage your data while saving money and time.

### Industry PIM

An integrated product information management system that houses and classifies product data onto a platform where you can easily manage, export and analyze information.

### Integrated eCommerce Platform

Pulls pricing and availability from supported POS systems and brings it to an eCommerce website. This gives customers a rich, mobile-friendly shopping experience that uses a design template developed by the industry's leading market.

### Store Operations Dashboards

These user-friendly dashboards simplify store operations and help store associates fill and manage orders.

### Ship-to-Store Support

Orgill can also add logistical support with Ship-to-Store merchandise and processes from Orgill Distribution. With Orgill's retail and distribution expertise, Orgill is able to add value above what a typical technology provider would be able to offer. The "extended aisle" becomes a reality with this support.

Partnering with Orgill on eCommerce can save you from 50% to 85% percent compared against similar-quality solutions, especially when you factor in your own labor costs and the experience needed to get it up and running.

In a nutshell, setting up an eCommerce site, managing its data and technology can be very expensive without the right resources. Read on to learn more, then bring your questions to your Orgill rep or contact our team at [ecomservices@orgill.com](mailto:ecomservices@orgill.com) for answers and information.

## How It Works

When we build your site, you will choose from ready-made design templates that have been thoughtfully created by our marketing professionals who specialize in our industry. On the back end, we pursue all your product data, a range of pickup and shipping methods, a program that works with your POS, a user-friendly checkout system plus full strategic and technical support from Orgill.

### Rich, Accurate Product Data

Make finding and researching your products online easy for your customers. Our Data Program allows you to showcase rich quality product data for all your items, for everything you sell, not just limited to Orgill items.

### Even more, our Orgill Data Program has separate merchandising formats for product based on store type:

- Hardware stores
- Lumberyards
- Home centers
- Farm & ranch stores

For more information on how Orgill can help you build an effective eCommerce site, contact [ecomservices@orgill.com](mailto:ecomservices@orgill.com).