



# **Evolving E-commerce:**

A Guide for Direct Selling Success Strategies and  
Solutions for Driving Sustainable Growth



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Chapter 1:

# A Brief History of Direct Selling

1980



HERBALIFE

1970



Amway

1949

TUPPERWARE

1904





## Introduction

With its roots in the 1800s, direct selling has a long history of impact, growth, and change. Initially, the concept was straightforward: salespeople visited potential customers to highlight and sell new products. Over time, this foundational model has consistently needed to adapt to market conditions and technology.

### 1.1 The Origins: Person-to-Person Selling

In its earliest form, direct selling involved person-to-person selling, with salespeople traveling to their customers to talk face-to-face. This way they could show off new products and build a relationship. One pioneering company in this era was California Perfume Company. Now known as Avon, their success proved the effectiveness of the direct-to-consumer sales model.



### 1.2 The Mid-20th Century: The Party Plan

The direct selling model saw change in the mid-20th century when companies like Tupperware introduced the party plan. Direct sellers invited their friends and family and other potential customers to social gatherings, creating a relaxed setting for showing off the latest and greatest in-home products. The party plan used easy social interactions and group influence to encourage people to buy and become sellers themselves. This period emphasized the power of community in direct selling.



### 1.3 The Late 20th Century: The Rise of MLM

The late 1970s and early 1980s saw the rise of Multi-Level Marketing (MLM), a major development in direct selling. Companies like Amway and Herbalife pioneered this approach that is a multi-billion-dollar channel today. Using a network-based structure, where participants earn commissions on their sales and those of their recruits, this expanded the reach of direct selling and created new opportunities for entrepreneurs.



“

We're always hopeful for **a technology partner that is going to be looking towards the future on what's coming next** which lets us focus on what's coming next for our consultants.

”

**STEVE DEE** | CIO, Rodan + Fields



Chapter 2:

# **E-commerce in Direct Selling**



FACT:

## Multi-Market Operations

Localized payments see **35%** higher conversion rates

### 2.1 Early Adoption and New Challenges

Direct selling has always needed to adapt and evolve. Most direct selling companies were quick to adopt e-commerce, with many using online platforms in the early 2000s. This allowed them to reach beyond geographical limits and tap into new customers. The big players that pioneered online engagement faced and continue to face challenges in keeping pace with evolving technology.

Because, while technological innovation is crucial to scale and remain competitive, the upkeep of technology and innovation can often detract from core elements of the MLM business model: delivering excellent customer experiences and quality products.

Companies need to strategically integrate modern e-commerce and other technologies to support their people and products. Today's more efficient and scalable shopping experiences are critical. The e-commerce solutions of the past often do not address the specific needs of the direct selling or MLM channel going forward.

### 2.2 The E-commerce Opportunity

E-commerce is now a significant part of the consumer experience. Most internet users make online purchases regularly. However, it's common for websites to have low conversion rates of below 1%. This confirms the importance of improving the online shopping experience to maximize sales and revenue. For direct selling companies, improving e-commerce conversion is key to driving substantial growth.



Chapter 3:

# **Key Elements of an Effective Direct Selling E-commerce Solution**





### 3.1 What are the E-commerce Options?

Direct selling companies have several e-commerce options today:



#### **Custom Solutions:**

Some companies develop their own platforms for maximum control. This requires significant investment in technology and can limit a company's ability to move as fast as the market or focus on product development and distributor support.



#### **Turnkey Platforms:**

Platforms like Shopify offer pre-built infrastructure for online store setup. While convenient, they may have limitations in customization and integration.



#### **Industry-Specific Providers:**

With extensive experience in direct sales and serving more than 100 brands, Exigo offers tailored e-commerce solutions for direct selling, with an integrated platform ecosystem that connects with back-office operations, mobile apps, analytics, and commission systems.

### 3.2 Direct Selling Complexities

The direct selling industry has unique needs that white label e-commerce platforms (even global shopping leaders) often cannot meet. Direct selling businesses have specific challenges that affect their special e-commerce requirements:

**Global Operations:**

Many companies operate in multiple markets, requiring solutions that support multi-market operations, localized payments to increase conversion rates, and cross-border logistics, compliance, payments, and taxes.

**Large Distributor Networks:**

Companies must manage enrollment processes, millions of sellers, and ensure proper attribution and genealogy. These need robust and specialized systems.

**System Integration:**

Integration with systems like logistics, ERP, CRM, data visualization, and back-office operations is essential.

**Brand and Data Control:**

Companies must support global brand integrity and customer experience while meeting each market's local governance requirements.

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**56%** of internet users  
worldwide make at  
least 1 purchase  
each week

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**3.3 Must-Have E-commerce Features**

To address the challenges and opportunities in direct selling, an effective e-commerce solution should have these features:

**Global Flexibility and Localization:**

Effective platforms offer more than just website translation. They provide "profound localization" such as:

- **Dynamic Content Adaptation:** Platforms adjust content, images, and product offerings based on the customer's location. For example, highlighting regionally popular products or adapting marketing messages to local cultural norms.

- **Hyper-localized Pricing and Promotions:** Pricing engines manage currency conversions, regional taxes, and market-specific campaigns automatically. This ensures compliance and relevant pricing for local purchasing power.
- **Integrated Local Payment and Logistics:** Connection with regional payment providers and shipping networks reduces friction for international customers. Websites offering local payment options can see increased conversion rates of up to 30% (Source: Baymard Institute).

#### **Open API Connectivity and Extensibility:**

Open APIs are essential for overcoming the limitations of closed systems.

- **Seamless Third-Party Integrations:** Connection with CRM systems like Sales force or HubSpot, ERP systems like NetSuite or SAP, marketing automation tools, and logistics providers.
- **Customization and Feature Expansion:** The ability to build custom functionalities and integrations specific to business models and evolving needs.
- **Data Portability and Interoperability:** Helps data flow between systems for a holistic business view, breaking down data silos and improving operational efficiency.

#### **Templated, Modifiable, and No-Code Solutions:**

Speed and agility are crucial. The best modern platforms offer:

- **Pre-designed, Optimized Templates:** Provide a foundation for user-friendly storefronts designed for direct sales. Templated solutions can accelerate time to market by 40-50%.
- **Intuitive Interfaces:** Empower non-technical users to customize website layouts, content, and branding. This simplifies content management and supports brand consistency.
- **Component-Based Architectures:** Modular building blocks for creating tailored online experiences.

#### **Real-time Insights with Attribution and AI:**

Data and AI offer powerful capabilities:

- **Precise Distributor Attribution:** Accurate tracking of sales, recruitment, and customer interactions to the originating distributor ensures fair compensation and performance visibility.
- **AI-Powered Personalization:** Machine learning for personalized product recommendations and targeted promotions. Personalization can increase e-commerce revenue by 10-15% (Source: McKinsey).
- **Predictive Analytics:** AI finds trends and forecasts sales, providing insights for proactive decision-making and strategic growth.
- **AI-Driven Distributor Support:** AI-powered tools within distributor portals and mobile apps for personalized guidance.



# Chapter 4:

## **Exigo Experience Builder**

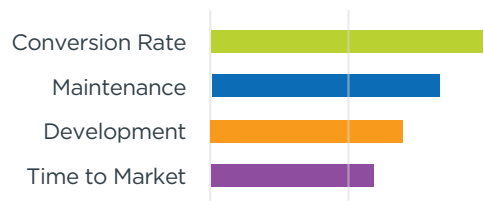


Direct sellers meet distinct challenges in today's e-commerce landscape. Experience Builder is an e-commerce solution built specifically for direct selling companies. Unlike other e-commerce platforms that often require extensive upkeep or customization, Experience Builder is designed from the ground up to meet the unique needs of direct selling, providing specialized features out-of-the-box. This connected, efficient e-commerce ecosystem is essential for both corporate and distributor success.

**70%** **Speed to Market**  
Faster than custom builds

**99.95%** **Reliability**  
Site uptime

### Cost Savings



### Benefits

- Checkout & Conversion
- Design Consistency
- No Professional Services



## 4.1 Key Features and Benefits

Experience Builder offers several key features and benefits:

### Tailor-Made:

Experience Builder is the first e-commerce platform designed specifically for direct selling companies.

### Lightning-Fast Performance:

The platform is engineered for speed, achieving page load speeds of 150ms. This performance focus ensures the platform supports growth rather than hindering it. For example, page load speeds of just 150ms were recorded over 4 million requests in 20 minutes.

### CMS:

The platform includes powerful content management tooling, enabling teams to customize the front end of their e-commerce shop without needing developer involvement.

### Mobile-First Design:

Experience Builder is fine-tuned for mobile devices. The mobile-first design results in higher conversion rates, up to 3x higher than standard mobile experiences.

### Direct Selling Features:

The platform has built-in features specific to direct selling, including replicated sites, multi-level commission tracking, and enrollment flows.

## 4.2 Modern E-commerce Requirements

The e-commerce landscape has evolved, and direct selling companies need modern solutions to compete effectively. Many companies use outdated platforms that can lead to lost revenue. Experience Builder incorporates modern e-commerce practices:

### Speed Matters:

Page speed is critical for conversions. Studies show that a 1-second delay can result in a 7% drop in conversions, a 3-second load time can lead to a 2x increase in bounce rate, and 57% of consumers will abandon a page that takes more than 3 seconds to load.

### Mobile Experience is Critical:

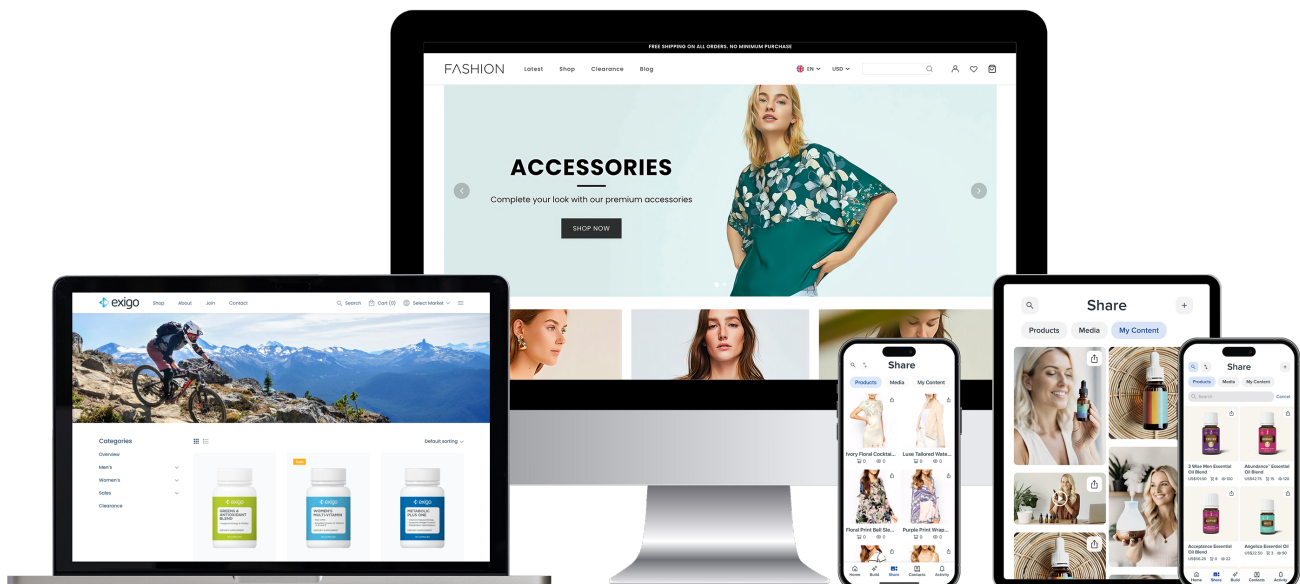
Mobile devices account for a sizable part of e-commerce traffic (up to 70%). Therefore, providing a positive mobile experience is essential. Poor mobile experiences can result in conversion rates that are less than half of desktop rates.

### Cart Abandonment Recovery:

With average cart abandonment rates exceeding 70%, Experience Builder includes cart abandonment recovery processes to reclaim lost sales. Modern e-commerce platforms can recover up to 20% of abandoned carts.

### Personalization Drives Revenue:

Personalized shopping experiences can increase average order value and repeat purchase rates. E-commerce platforms using personalization see an average revenue increase of 10-15% and boost repeat purchase rates by 20-25%.





**Simplified Checkout:**

Streamlining the checkout process is essential, as each added step can reduce conversion rates by 10%. Experience Builder prioritizes low-friction, low-click checkout processes.

**4.3 How Exigo Experience Builder Compares**

Experience Builder offers advantages over other, more generic e-commerce platforms or page builders:

Feature	Generic Platforms (Shopify, Magento)	Page Builders (Builder.io)	Experience Builder
Page Load Speed	1.5-3 seconds	800-1200ms	150ms
Mobile Conversion Rate	0.9% (industry average)	1.2-1.5%	2.0-2.7%
Direct Selling Features	Requires custom development	Limited plugins	Built-in
Total Cost of Ownership	High (platform + agencies + plugins)	Medium-High	Lower (aligned with success)
Implementation Time	6-12 months	3-6 months	1-3 months

**4.4 Value-Based Pricing Model**

Experience Builder uses a basis-points pricing model, aligning Exigo's success with your success. This approach offers several benefits:

**True Partnership:**

The basis points model creates a partnership where Exigo is incentivized to improve conversion rates, average order values, and overall sales performance, as revenue grows only when the client's revenue grows.

**Lower Upfront Investment:**

Traditional e-commerce implementations involve substantial upfront costs, including enterprise e-commerce licenses, implementation services, and ongoing maintenance. Experience Builder's model minimizes these capital expenses, making enterprise-grade e-commerce more accessible.

**Predictable Budgeting:**

E-commerce costs scale proportionally with the business, providing predictable budgeting. Costs are lower during low seasons and offset by increased revenue during high-volume periods.

**Lower Total Cost of Ownership:**

The basis points model typically results in a lower total cost of ownership compared to traditional platforms when considering all costs (licenses, implementation, customization, maintenance, upgrades, and opportunity cost of slower time-to-market).

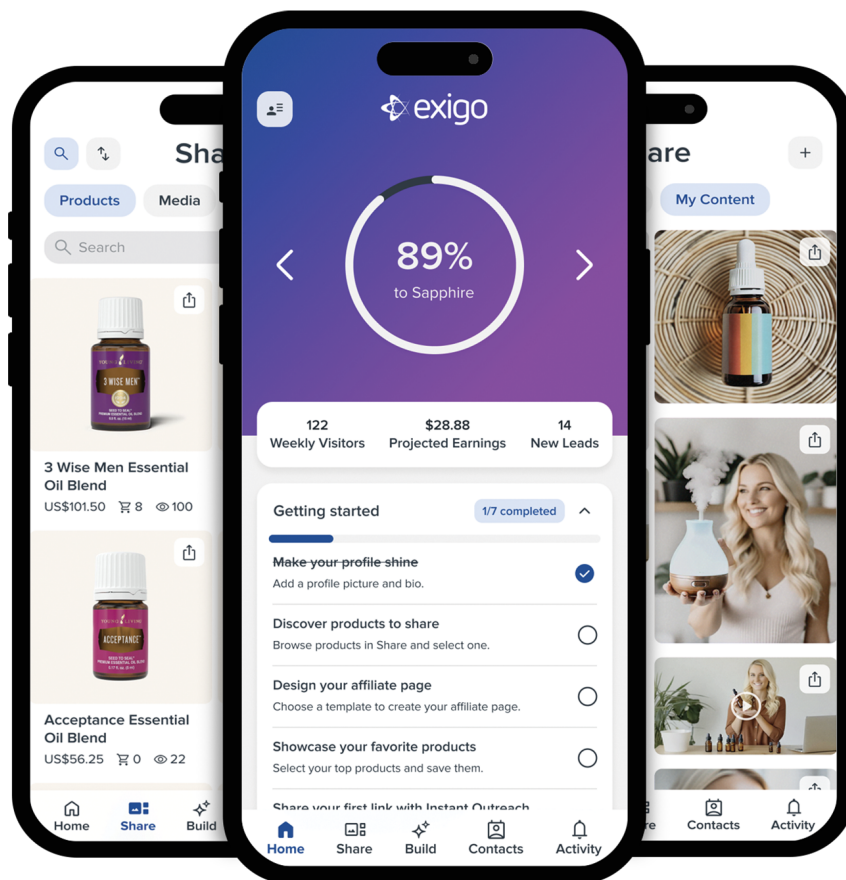
### No Hidden Costs:

The pricing includes all platform features, updates, security patches, scaling infrastructure, and support, with no surprise fees.

### Used by Industry Leaders:

Basis points pricing models are used by industry leaders, including Shopify Plus and many payment processors, proving the value of aligning technology costs with business outcomes.

*The future of direct selling relies on powerful, modern e-commerce solutions. Exigo is committed to partnering with you to achieve your business goals. Schedule a consultation today to discuss how Experience Builder can transform your online strategy.*





**Run, Know, and Grow your business with Exigo.**

Contact us today at [sales@Exigo.com](mailto:sales@Exigo.com) or scan the QR Code to schedule a free demo.