

The trust of Prime, on your site

Convert new shoppers with the convenience of Amazon Prime, offering fast, free delivery, and ***a checkout experience that millions of shoppers' trust.***

Buy with Prime empowers you to accelerate your ecommerce business by offering Prime shopping benefits on your site, including:

- Fast, free Prime shipping
- Seamless checkouts through customers' Amazon wallet
- Easy, free returns
- Customer service



KEY BENEFITS

Engage new shoppers with a checkout trusted by millions

A majority of surveyed merchants find Buy with Prime boosts shopper trust in their brand.¹

Convert more shoppers with fast, free delivery

>97% on-time delivery rate, 7 days a week² from the world's fastest fulfillment network.³

25% increase in shopper conversion

Merchants experienced a 25%⁴ increase in shopper conversion with Buy with Prime, and a 38%⁵ increase in shopper conversion with Reviews from Amazon, on average.

Nurture relationships with 24/7 support and control of your data

Merchants use emails and order information to reengage customers and offer support.

15% increase in units per order

Increase in Buy with Prime units per order after adding cart to Buy with Prime checkout.⁶

3 out of 4 are new shoppers

Merchants saw that 3 out of every 4 Buy with Prime orders were from new shoppers, on average.⁷

Why Slalom?

Slalom is the #1 Commerce partner for Salesforce with an exceptionally experienced team with years of B2C commerce expertise.

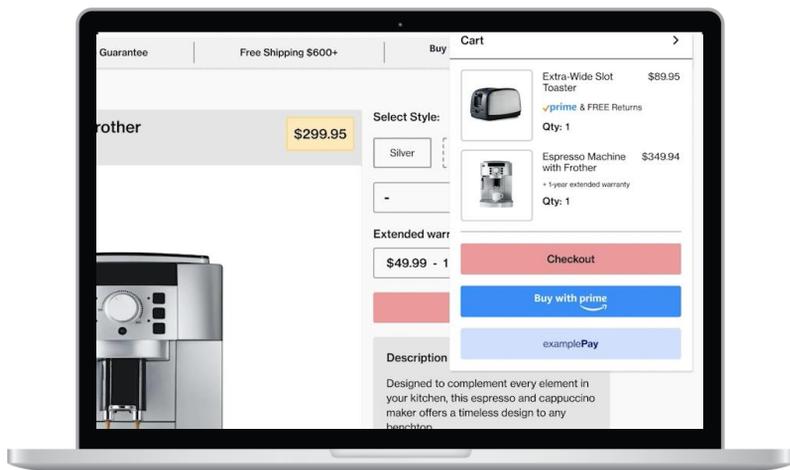
We bring a unique cross-cloud perspective to every engagement with a focus on delivery excellence based on our experience launching hundreds of retailers on Salesforce Commerce Cloud.

#1

Commerce Cloud Implementation Partner

#2

Salesforce Partner for Commerce Cloud credentials in AMER



1 Buy with Prime August 2023 Customer Satisfaction Survey.

2 Multi-Channel Fulfillment internal data.

3 Multi-Channel Fulfillment internal data, specific to Buy with Prime orders, August 2023.

4 This data point is from a sample of 37 merchants with average monthly web traffic between 5k and 3M, and measures the average increase in shoppers who placed an order when Buy with Prime was an available purchase option versus when it was not, during the same time period.

5 Data is from a sample of 8 Buy with Prime merchants with average monthly site traffic between 10k and 1M and compares the number of shoppers who placed an order when Reviews from Amazon was present on a product page versus when it was not, during the same time period.

6 Data is from a sample of 34 Buy with Prime merchants, and 15% is the average of the increase in Units per Order (comparing 30 days prior and post cart launch) for each Buy with Prime merchant in the analysis.

7 Data is from a sample of 14 merchants with average monthly website traffic between 10K to 1.5M. "New shoppers" means shoppers who had not made a purchase on the merchant's site since January 1, 2021, and completed a purchase using Buy with Prime.

ABOUT SLALOM

Slalom is a purpose-led, global business and technology consulting company.

From strategy to implementation, our approach is fiercely human. In eight countries and 45 markets, we deeply understand our customers—and their customers—to deliver practical, end-to-end solutions that drive meaningful impact. Backed by close partnerships with over 400 leading technology providers, our nearly 12,000 strong team helps people and organizations dream bigger, move faster, and build better tomorrows for all. We're honored to be consistently recognized as a great place to work, including being one of *Fortune's* 100 Best Companies to Work For eight years running.

Learn more at [slalom.com](https://www.slalom.com).