



# DE{CODE} 20 23

THE VIRTUAL DEVELOPER CONFERENCE

# GO BEYOND: Maximize Conversions

## Simplifying payment processing in a shifting global economy



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# The building blocks you need to rollout and scale with WooCommerce



**Make Woo  
better**



**Even if you are  
not using Woo,  
stay with WP**



**Deliver best of  
breed commerce  
capabilities**

# Build faster, sell more, manage less —WooCommerce performs better here

## Easier to Build, Less to Manage

- Smart Plugin Manager
- Genesis Pro

## More Shoppers, Crazy-fast Store

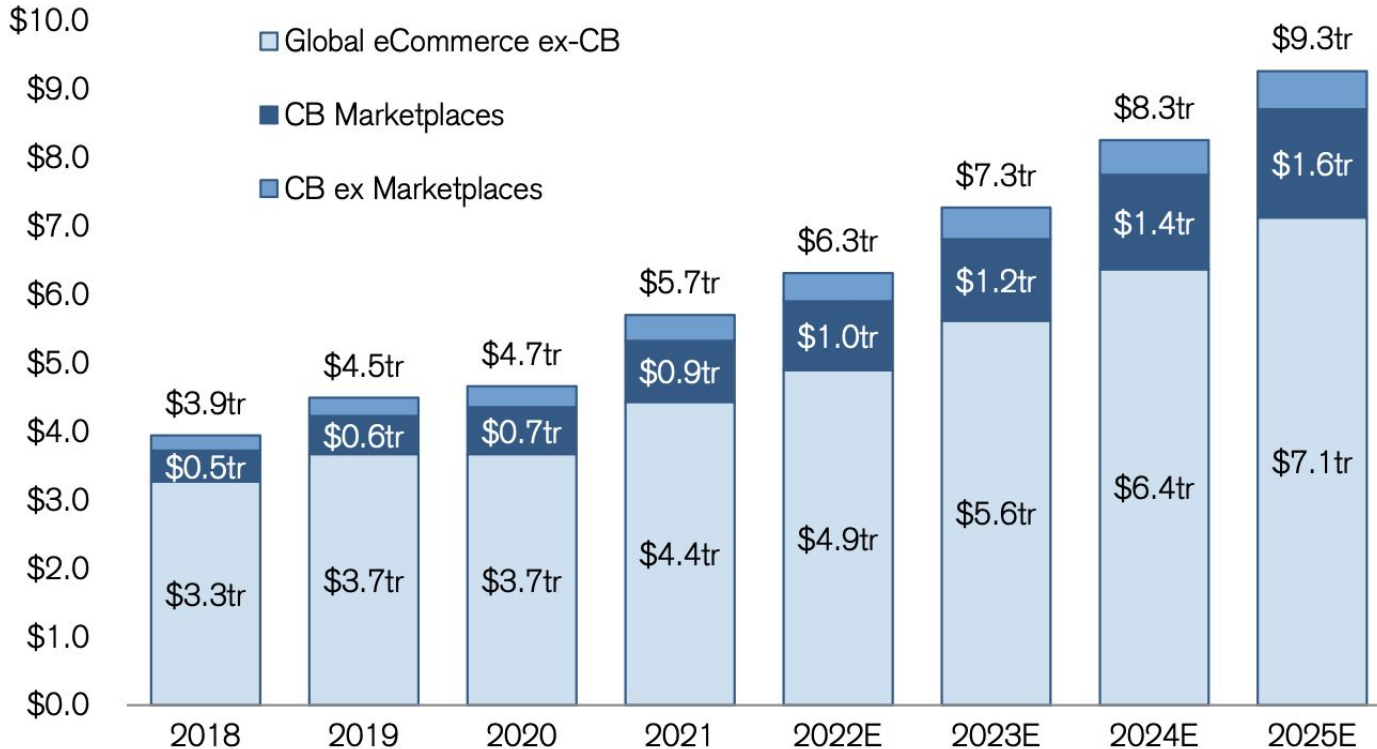
- EverCache for WooCommerce
- Live Cart

## Higher Conversions, Lower Cart Abandonment

- Instant Store Search

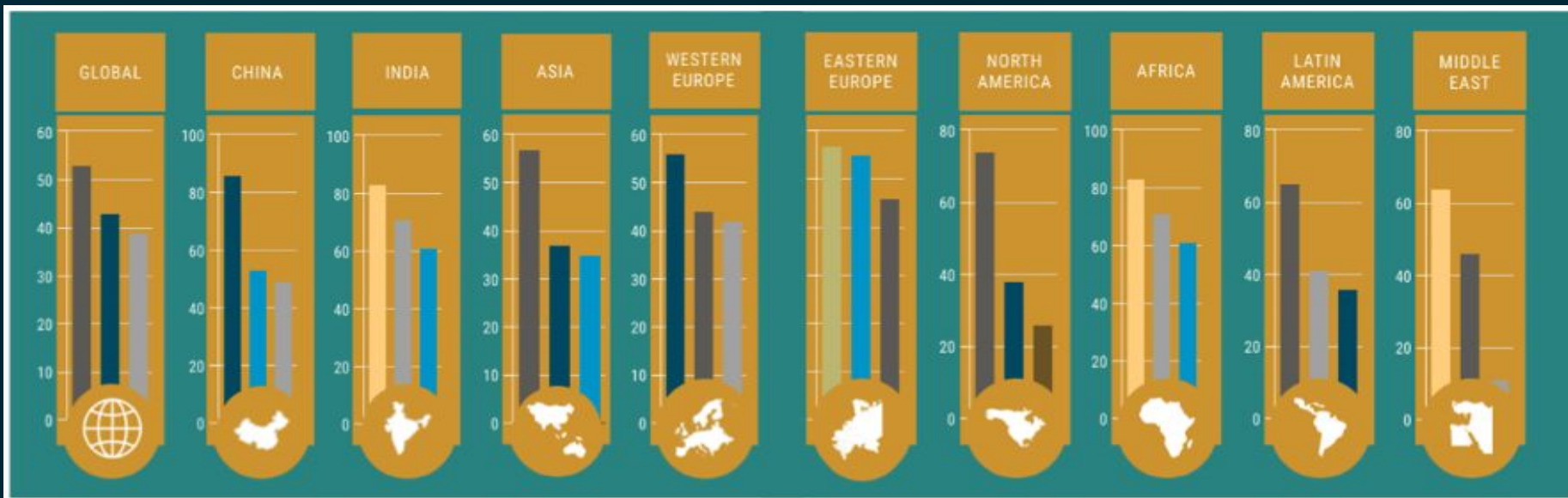


# eCommerce Market Opportunity



Source: Credit Suisse Equity Research

# Importance of Payment Methods



For more information about **Stripe Connect**, email:



**paymentsbeta@wpengine.com**

# Thank you.

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## Agenda.

1. Introduce Three Types of Migrations
2. Define Our Migration Flow
3. Export an Existing Site
4. Import for Local Development
5. Perform a First-Time Deployment
6. Synchronize Two Environments Over Time