Webo vs Amazon: Local Focus vs Global Reach

In Depth Review

Founded in 2004, **Webo** offers a comprehensive Directory, eBusiness, eCommerce, and eMarketing platform designed as an alternative to traditional SEO approaches. While Amazon dominates global eCommerce with its massive marketplace, Webo provides a different path focused on empowering local businesses.
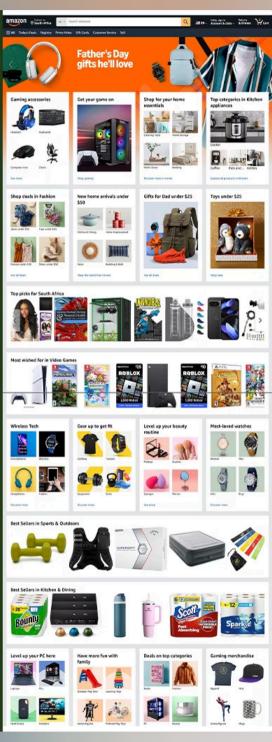
This presentation examines how these two platforms differ in their approach to business discovery, customer relationships, fee structures, and overall business philosophy. We'll explore the fundamental question: Is your business better suited for global reach or local focus?

The summary is - Amazon has global reach BUT local businesses do not want global reach they want local reach. Amazon does not do it BUT Webo is best at getting Local Businesses found while preserving their identity.

by Alan Mackenzie: Webo Academy

The Core Difference: Global vs Local

Amazon's Global Approach

Amazon focuses on worldwide product distribution, connecting sellers to a massive international customer base through centralized fulfillment centers.
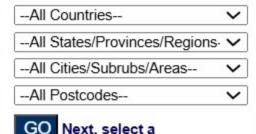
Webo's Local Strategy

Webo emphasizes local business discovery, helping neighborhood service providers, retailers, and professionals connect with nearby customers.

Different Business Needs

Not all businesses seek global markets. Local service providers, professionals, and retailers often need targeted local visibility rather than worldwide reach.

GO LOCAL

--All Countries--

--All States/Provinces/Regions-

--All Cities/Subrubs/Areas--

--All Postcodes--

GO Next, select a

WEBO MARKETPLACE CATEGORIES FOR Listings, Deals and Classifieds

Rubber Flooring (0)

Webo Group (31)

Emergency Services - (109)

Marketplaces: WhatsGood Pocket Advisor Apps (4)

Accommodation (571)

Alternative Investments (0)

Animals & Pets (222)

Arts (Performing, etc), Culture & Entertainment (596)

Getting Found: SEO vs Directory Approach

Amazon's Approach

Amazon competes with Google SEO as a way for eCommerce stores to be discovered. Products compete for visibility within Amazon's search algorithm.

Sellers must optimize listings and often pay for sponsored placements to gain visibility among millions of competing products.

Webo's Approach

Webo integrates with Google Local Search to help neighborhood businesses get found. The directory offers location-based filtering down to postal code areas.

Businesses can be discovered through category and sub-category searches in a "yellow pages" style directory that connects customers to local service providers and retailers. Google search has one micro category that often narrows search results to a point where relevant results are excluded.
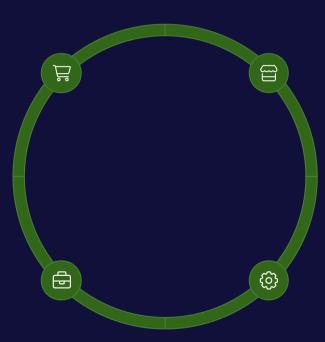
Business Focus: Products vs Services

Amazon: Product-Centric

Primarily focused on physical products that can be shipped globally

Professional Services, Trades & Local Retail Stores

Lawyers, accountants, consultants, tradesmen and many other niche local businesses need local visibility

Webo: Hybrid Approach

Supports both product and service-based local businesses

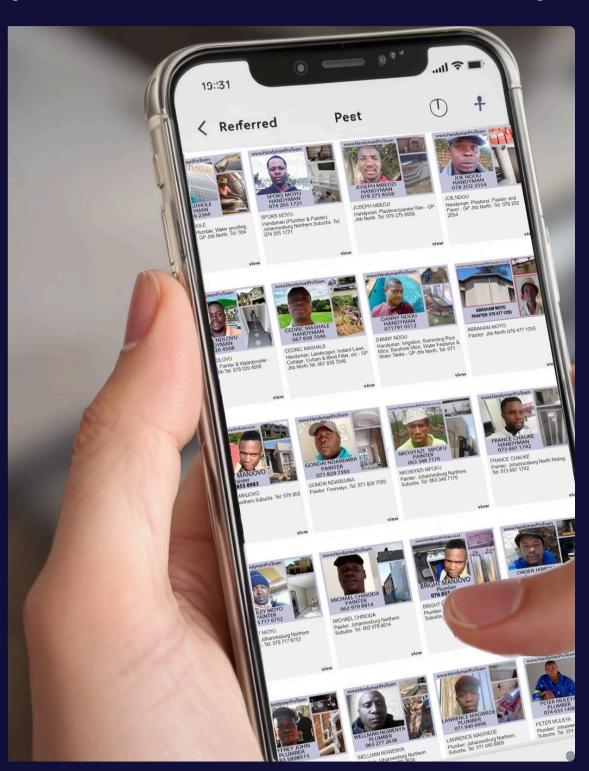## Webo Integrates with offline Flyer Marketing in Neighbourhoods

Plumbers, electricians, contractors find little value on Amazon. Webo offers micro business tradesmen an online marketplace for reviews and photos in return for distributing A6 printed flyers that promote them and Webo on one side of the flyer and a Local business on the other side who pays for the flyers but gets free distributors.

Collective Offline Marketing

Webo's integration of Offline Marketing with Online Marketing that gets Local Businesses and Micro Businesses found is a Game Changer.

These images show how the Offline Neighbourhood Flyer Marketing syncronises with the Online "Virtual Mall" that showcases tradesmen. In this example hundreds of local tradesment handle out Flyers that point to their listing in the Webo Directory plus the A6 flyer offers direct contact information. On the reverse side of this flyer a Local Medium Sized Business is featured who pays for the flyer (which is very cheap as an A6 flyer compared to the value added by the local tradesmen who distribute the flyers at no charge) as they promote both of them, thus saving a relatively unaffordable distribution cost, while benefiting both. See

https://www.webo.directory/handymanproteam/store.php in another example a Webo work-from-home, side hustle stay-at-home Mum, manages a Neighborhood Virtual Mall for local businesses. Hundred of local businesses all listed on the Virtual Mall, promote the Virtual Mall by handing out similar flyers that collectively market the group. See https://www.webo.directory/fvm/home.php?Store=fvm   In a third example the Nationl Distributor of the #1 Best selling cosmetics brand in France has a Webo Platform that offers neighbourhood consultants their own websites marketed by way of a central blog. All the Neighbourhood Consultants appoint Advocates in the neighbourhood who distribute A7 ProMo Cards that offer discount codes for use in the central online store checkout. See

https://www.webo.directory/eyecarecosmeticsblog/home.php?Store=eyecarecosmeticsblog

Fee Structure Comparison

Platform	Basic Fees	Additional Costs	Total Impact
Amazon	Referral fees: 6%-45% (avg 15%)	FBA fees, storage costs, advertising	Can exceed 30% of revenue
Webo	About Us listings: Free	Websites/stores: $15/month	eMarketing suite: $62/month

Customer Data Ownership

Data Collection

Both platforms gather customer information during transactions

Data Control

Amazon retains customer data; Webo gives ownership to businesses

Data Usage

Amazon uses data for own products; Webo doesn't compete with sellers

Customer Relationship

Amazon limits direct contact; Webo encourages relationship building

MY ACCOUNT

Edit My Account
Change My Password
Loyalty& Referral Programme Status
Loyalty & Referral Points Detail
Coupons, Vouchers & Tickets Detail
What's Good Directory Lists
Add Home Page Blog Topics
My Deal & Classifieds Alerts
My Home Page Blog Comments
My Store Reviews
My Product Reviews
My Deals & Rewards Subscriptions
My Loyalty Card
My Listing Reviews
My Purchase Orders On Hub Stores
Post Deals
Delete My Account
My Showcase Product Submissions

MY BULK COMMS TOOLSET

My Email Subscriptions
My SMS Subscriptions

Advertising and Visibility Models

Amazon's Pay-to-Play Model

Amazon's advertising marketplace generates $38B (2024 est). Sponsored Products, Brands, and Display ads dominate premium search real estate, creating a pay-to-play environment for visibility.

Webo's Integration Approach

Webo promotes integration with Google Business Profiles and social media to drive traffic to directory listings. The platform focuses on helping businesses be found through local search rather than paid placements.

Loyalty and Rewards

Webo offers loyalty points systems and social sharing rewards, including unlimited eBook downloads that can be personalized with family names to encourage customer engagement.

Search and Discovery Mechanisms

Amazon: Product Search Engine

Over 60% of US product searches start on Amazon, rivaling Google. The platform's algorithm sorts listings based on relevance, price, and seller performance metrics.

High competition exists for organic rankings, with millions of products competing for visibility in the same categories.

Webo: Location-Based Directory

Webo functions as a directory where shoppers can search globally or refine by country, state, city, and postal code to find local businesses.

Webo Also offers Pocket Advisors aks Biz Finders that are Neighbourood Telephone Books and a three-layer "yellow pages" styled category search: broad category, narrow category, and micro category to accommodate users who know what they want but not who provides it. See https://www.webo.mobi/jns pictured on the right and

https://www.webo.mobi/cpt

Fulfillment and Logistics

Amazon FBA (Fullfillment by Amazon)

Sellers ship inventory to Amazon warehouses

Amazon Handles Everything

Logistics, delivery, and returns managed centrally

Prime Badge Advantage

Sellers get Prime badge, increasing trust and conversion

In contrast, Webo's model keeps fulfillment with the local business. Sellers retain their customers, fulfill orders directly, and receive payments through their chosen gateway. This approach maintains the direct business-customer relationship while avoiding the costs and dependencies of centralized fulfillment.
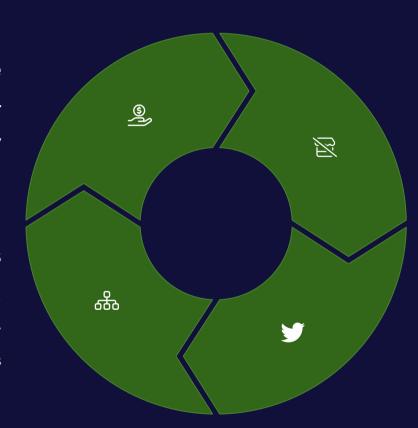
Customer Loyalty Ecosystems

Amazon Prime

200M+ global subscribers driving higher purchase frequency

Seller Dependency

Businesses benefit from Prime traffic but become platform-dependent

Comprehensive Listings

Directory listings, marketplaces, websites, stores, blogs, and mobile-friendly tools

Webo Social Integration

Attracts customers through social media and Google Business profile integration. Social Media sharing is rewarded with unlimited eBook downloads.

Webo's eBook Rewards
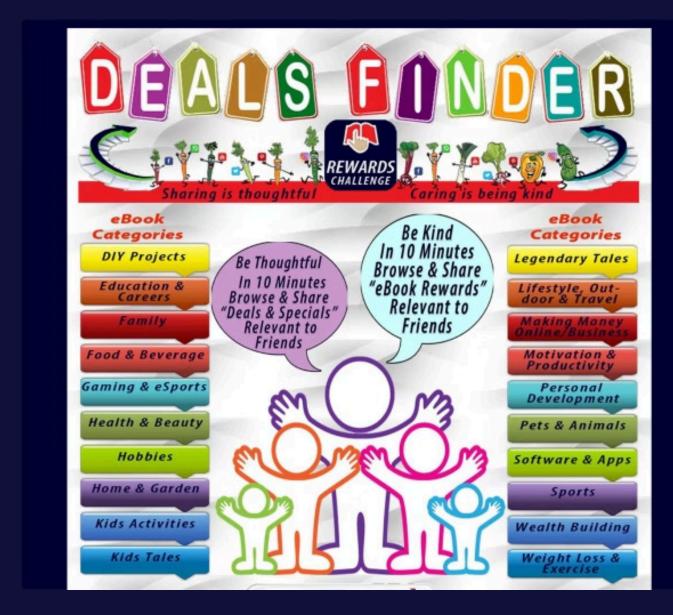
Webo requests users/buyers/browsers on online stores to CLICK THE LINK on the page and share the link with their preferred social media platform. Those that share are rewarded with an unlimited number of eBook downloads in the twenty categories shown in the image above. The eBook selection is dynamic with about 40,000 eBooks being available across the twenty categories. A popular option with mothers and grannies is the Kids Tales category. Here eBooks are offered in Microsoft Word in bundles of twenty eBooks at a time. A note suggests that the "Find & Replace Feature in Word" is used to change the names in the eBook to be the names of family members. Kids love these eBooks and the source (a local businesses online product offer) is promoted.

Advantages for Small Businesses

Amazon Pros

- Instant access to massive built-in audience (300M+)
- Low upfront investment with pay-as-you-earn model
- Infrastructure for payments, logistics, and customer service handled by Amazon
- Global reach potential for scalable products

Webo Pros

- Directory and Site Builders create collective marketplaces with backlinkopportunities to websites, blogs and stores
- Highly affordable monthly fees compared to percentage-based commissions
- Multiple eMarketing & Payment Gateway Options, with own currences for inhouse "allowance" purchases on staff meals, uniforms, child care, edlercare, factory shops, etc.
- Targeted local visibility for service-based businesses
- Customer relationship ownership and data control

Webo

The Webo SaaS (Software as a Service)

DIY Option

Do It Yourself with a Webo SaaS membership and how-to guides.

D4U Option

Done for You service with Accredited Site Builders using the Webo SaaS.

Benefits: Get Found

With increased visibility and better local search rankings.

eCommunity	eBusiness	eCommerce	eMarketing
Directory	Site Builder 1	Site Builder 2	Site Builder 3
Brand Building	Communication	Trade or Showcase	Enable Growth/Marketing
Shared Visibility	Websites & Blogs	Online Shops	Coupon Marketing
"Club" Identity	Agile Surveys	Pricing Options	Loyalty Programmes
Relationships	Social Media	Variations & Auctions	Reputation & Referral
Collective Marketing	Communicators / Apps Meetings/Link&List	Physical & Digital Products	Every Customer Gets a Loyalty Account

The Above Infographic Illustrates Why Webo Is The Most Comprehensive SaaS (Directory / Site Builder in the World).

Disadvantages for Small Businesses

Amazon Cons

- High and rising fees reduce profit margins over time
- Limited brand visibility as Amazon promotes competing products
- No direct customer relationship or email capture possible
- Dependency on platform policies and algorithm changes

Webo Cons

- Directory currently lacks the massive reach Amazon has established because it is designed to be a Local Neighbourhood Alternative to Online SEO and GEO.
- Requires more active marketing by business owners that want to Benefit by participating in the Offline Marketing Activities
- Local focus may limit growth potential for certain product categories that want to GO GLOBAL

Competition Dynamics

Amazon's Internal Competition
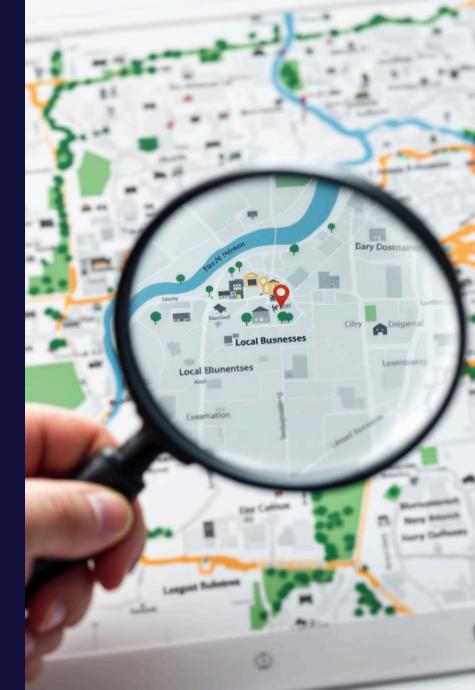
Sellers compete directly with Amazon's own brands and "Amazon's Choice" products, leading to price wars and low differentiation. Only the best-rated and well-marketed listings thrive in this environment.

Webo's Supportive Approach

Webo doesn't compete with sellers but instead supports and promotes them. Businesses are encouraged to highlight their unique value propositions on their websites and directory listings.

Local Promotion Tools

Local micro-businesses can affordably promote their products and services through Webo's library of photos and customer reviews, creating differentiation in their market fully automated coupon marketing with one and two-way referral reward programmes.

The One Page Summary

1. Get the App URL or Scan the QR code

2. On Phone: Add to Home Screen

3. Tap the App Button on Phone to Open

4. Sign In or Sign Up & Select a Deal: tap GET

5. Pay Admin Fee (if needed) online

6. Print & Present Coupon is an Option

7. Hand Phone or the Printout to Seller

8. Seller enters PIN on Phone. That's it!

Coupon on Phone

A Printed Coupon Is An Option

Coupon Marketing

Webo supports a Directory Wide Loyalty Points Programme. Participating local businesses support the consolidation of individual loyalty points so that a given product or service provider cashes in the points earned on all stores on the directory as payment for goods and services on their store. In this way local businesses collectively market each other and buyers benefit by the consolidation of the recommended 5% loyalty points that are credited to the online account of the buyer. Yes, EVERY CUSTOMER OF ANY STORE get their own online loyalty account thatdetails the points earned from each and every participating store. On their Online Loyalty Accounts buyers can print a LOYALTY CARD that has a QR code on it. Buyers present their Loyalty Card to participating stores, enter their PIN Number and the Verified Store Loyalty Programme Administrator can add rewards or redemm points as is approved by the buyer. Alternatively the buyer just pays for purchases with points available in a store.

Brand Building and Marketing Freedom

Brand Independence

Freedom to develop unique identity

Marketing Autonomy

Ability to market across channels

Customer Relationships

Direct connection with buyers

Amazon policies prohibit off-platform marketing and forbid sellers from directing buyers to their own websites. This creates significant challenges for SME brands trying to build loyal followings outside the marketplace. In contrast, Webo encourages off-platform marketing and local promotion, including flyer marketing where micro-businesses can promote themselves through materials funded by medium-sized local businesses.

Algorithmic Control vs. Open Discovery

Amazon's Black Box Algorithm

Product visibility on Amazon is determined by the proprietary A9 algorithm, which factors in price, ad spend, reviews, and other metrics that can change without notice.

Rankings can shift dramatically with algorithm updates, and sudden suspensions or visibility losses are common, potentially devastating SME profits overnight.

Webo's Transparent Approach

Webo doesn't rank listings algorithmically. Instead, businesses, products, and services are found through location and category searches, creating a more predictable discovery system.

The platform requires all participants to agree to running rules that uphold sound business practices and family values, creating a level playing field.

Digital Marketing with the Webo SaaS

Data Leverage and Competition Risk

Amazon's Product Replication

Amazon leverages marketplace data to identify successful products and launch competing private label versions, often undercutting the original sellers on price.

Webo's Non-Competitive Stance

Webo does not compete with sellers or use their data to develop competing offerings, allowing businesses to maintain their unique market position.

Partnership Philosophy

Webo's business model is built on helping local businesses succeed rather than extracting maximum value from their customer relationships.

Impact on Local Economies

70%

Local Spending Retention

Percentage of money that stays in the community when spent at local businesses vs. large online marketplaces

2.6x

Economic Impact

Local businesses create 2.6 times more local economic activity than chain stores

$0

Webo's Data Monetization

Webo doesn't monetize customer data, unlike platforms that leverage it for additional revenue

The "Platform Ownership" Model

The Uber/Airbnb Model

Like Uber and Airbnb, Amazon owns the customer data, relationship, and discovery process. Sellers become commoditized service providers with little differentiation potential.

The Webo Alternative
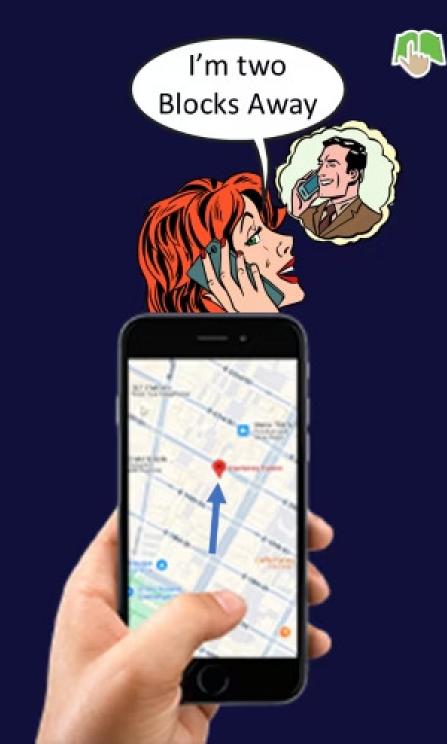
Webo supports local business growth and is designed to boost local visibility through backlinks that promote businesses in Google's local search results.

Ownership vs. Tenancy

Amazon sellers are effectively "tenants" on the platform, while Webo users maintain ownership of their business presence and customer relationships.

Job Creation

Amazon employs at distribution centres. Webo appoints local agencies and trains them to be digital marketers in sales, site building and/or marketing.

I'm two Blocks Away

Ownership

Management

Sales

eMarketing

Site Building

Webo Agency Career Path Options Include specialising in one or more of: Management, Sales, Site Building or eMarketing.

An experienced eMarketer could outsource all operations and focus on campaign design while managing the agency as a side-hustle.
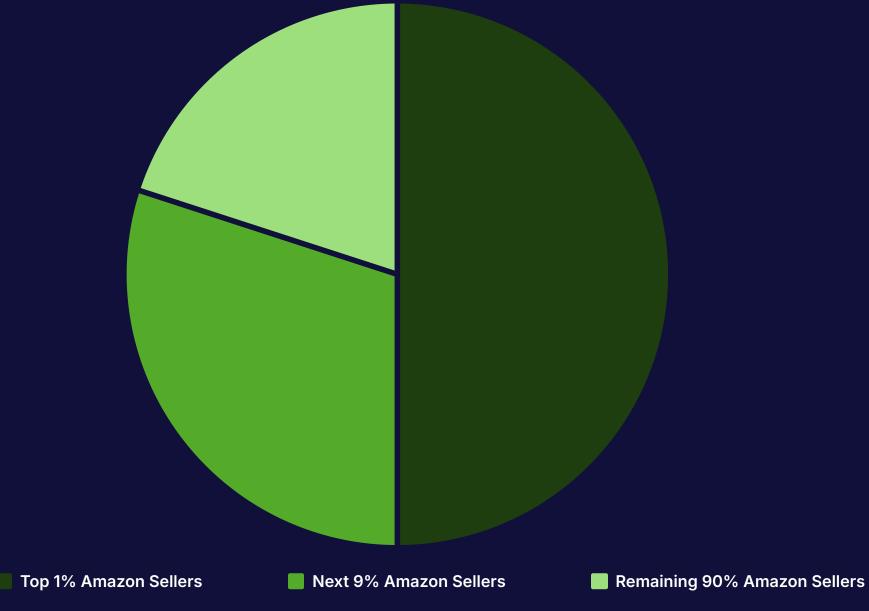
Webo's International Roll-Out Model

The image above depicts the roll-out model. Agencies have non-exclusive ownership of the rights to Market, build, Virtual Malls, Pocket Advisors, Biz Finders and other Webo Content Management enablers in a defined neighbourhood. The infographic illustrates that experienced marketers can outsource aspects and specialise in other aspects such as sales, site building, eMarketing and management.
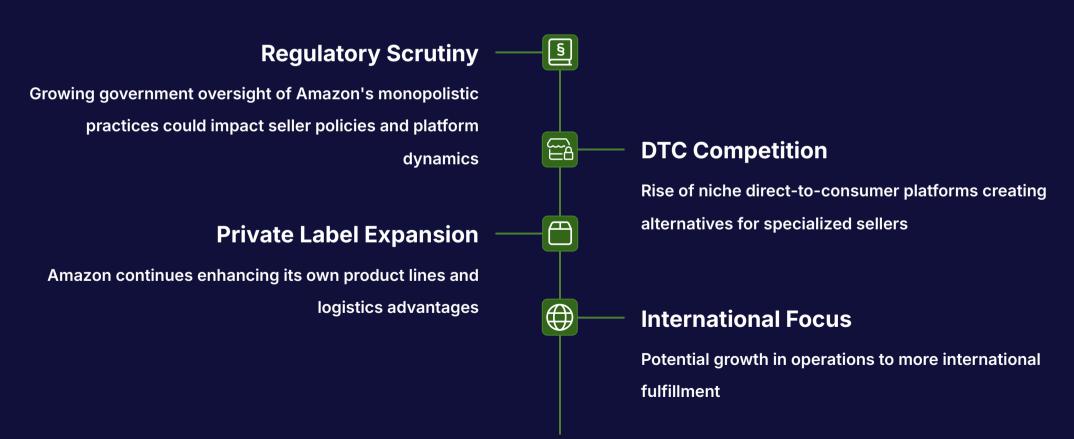
Market Concentration vs. Distributed Growth

- ■ Top 1% Amazon Sellers
- ■ Next 9% Amazon Sellers
- ■ Remaining 90% Amazon Sellers

Amazon's marketplace has created extreme wealth concentration, with a market cap exceeding $1.8 trillion (2025 projection). The top 1% of sellers capture more than 50% of third-party revenue, creating a winner-takes-most dynamic. In contrast, Webo's model aims to distribute growth more evenly across local businesses, supporting community economic development rather than centralizing wealth.

Future Trends: Amazon

Regulatory Scrutiny

Growing government oversight of Amazon's monopolistic practices could impact seller policies and platform dynamics

DTC Competition

Rise of niche direct-to-consumer platforms creating alternatives for specialized sellers

Private Label Expansion

Amazon continues enhancing its own product lines and logistics advantages

International Focus

Potential growth in operations to more international fulfillment

Future Trends: Webo

AI-Enhanced SEO / GEO

Continued advancement of AI enabling local businesses to boost self-made website SEO

DTC Platform Competition

Platforms like Shopify and WordPress competing for global search visibility
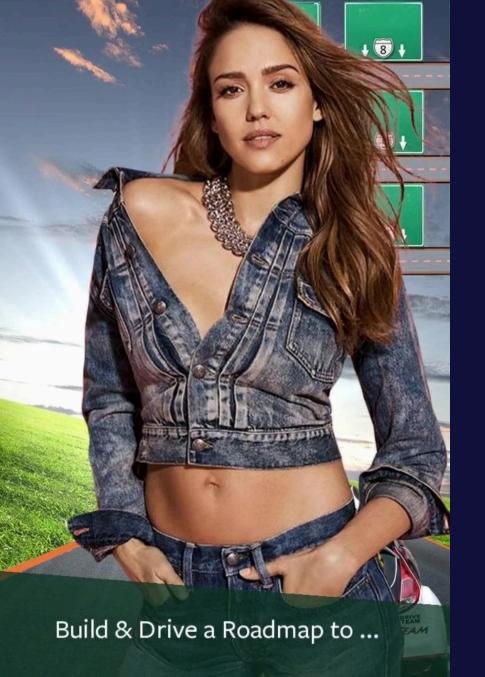
Local Search Integration

Growing focus on linking Google Local Search to directory listings

International Expansion

Plans to establish local businesses in selected countries worldwide ie Webo plans to GO GLOBAL after twenty years of due diligence in development and testing what works and what not re gaining LOCAL VISIBILITY.

The Amazon Paradox

1 **Tremendous Reach**

Access to hundreds of millions of potential customers worldwide

2 **Costly Dependence**

Increasing fees and policy restrictions create vulnerability

3 **Value Extraction**

Most value accrues to Amazon by design, not to sellers

4 **Autonomy Trade-off**

For those that want/need global reach, SMEs sacrifice independence for scale, risking long-term brand viability

Build & Drive a Roadmap to ...

Webo's Vision

Webo's Strategy

1 **Attract**
Customers eg Google Business Profiles & Sharing

2 **Excite**
Engage with compelling offers: Deals & Coupons

3 **Retain**
Keep customers coming back: Loyalty Rewards & Points
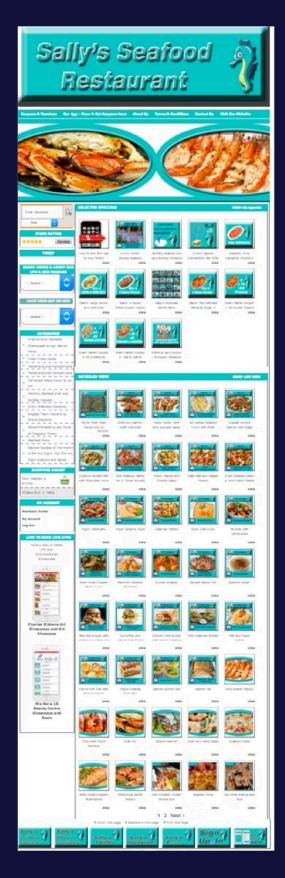
4 **Grow**
Expand your business reach: Reputation & Referral Marketing

5 **Support**
Private Buyer Accounts Build Relationships: Every Customer of Every Client Gets an Online Private Account for Rewards, Points, etc.

Webo supports customised Desktop and On Phone Content Management Systems.

Webo's Specialized Content Management Solutions

Scroll Boxes

Website pages with both vertical and horizontal scrolling, ideal for large documents like maps or building plans that require detailed navigation.

Remote Work Tools

Work-from-home desktops and websites enabling remote worker collaboration with integrated communication features.

Document Databases

Link and List Communicator "Apps" providing searchable content databases, allowing professionals to access important documents on mobile devices.

Mobile-Friendly Business Tools

Searchable Databases

Webo's "What's Good Communicator" apps provide searchable lists for workforce management, allowing managers to verify employee identities and access contact information on mobile devices.

Virtual Meeting Rooms

Online meeting shared screen spaces with up to six "walls" displaying content like project progress charts, meeting minutes, and customer histories, with support for multilingual collaboration.

Digital Meeting Packs

Phone-accessible meeting materials that replace paper distribution, allowing participants to review documents before, during, and after meetings.

Specialized Business Solutions

🧮 Quick Quotes

Customers can select options and quantities to email orders to themselves or sales assistants, ideal for products with many configuration options like aircraft, bicycles or wedding venues.
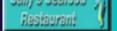
💵 Integrated Sales Tracking

Retail sales, loyalty programs, and affiliate marketing can be combined, allowing businesses to track performance and reward staff based on sales metrics.

📱 Mobile-First Design

All tools are optimized for smartphone use, recognizing that many local business interactions now happen on mobile devices rather than desktops.

Sally's Seafood Restaurant

Sally's Secret Menu : Available to our VIP ADVOCATES
Follow the Link on the APP and use the password @a1b2c3 to gain access to the secret menu.

JACKIE ANDERSON
If Gifted: Friend's Name

071 123 4567
Friend's Telephone Number

SALLY GOODMAN
Advocate's Name

066 307 1938
Advocate's Telephone Number

For Office Use

ADVOCATE
Advocate Status is valid for 10 days after Sharing.

Redemption Admin

Subject to the T's & C's below, CLICK HERE to read more about the sharing and redemption of this coupon.

CLOSE   DOWNLOAD IT   PRINT IT   MY ACCOUNT

EMAIL IT   ADD TO MY ACCOUNT FOR LATER USE

Terms & Conditions

Number: 1563

Validity Verified By:

Limit per customer: Customers are limited to **one** download on any specific coupon **for each coupon that they share** and which is redeemed by the recipient of the gifted coupon. Thus:

To qualify for access to the secret menu please "Share" any of our dishes on the APP with any social media page of your choice. This will grant you ADVOCATE STATUS for ten days.
Our ADVOCATES are entitled to add the SECRET MENU COUPON to their accounts.
On the App select "Link to our Secret Menu" and use the secret password of @a1b2c3 to gain access to the menu.
If access has been gifted to you please print and present the coupon when placing an order from the secret menu.

Reservations: Phone **066 307 1938**. Note that reservations are subject to availability.
Validity Days: Tuesday through Sunday every week. We are closed on Mondays.
Verification: Validity is subject to verification upon arrival. Prior use voids coupons. Advocate status is only valid for 10 days from sharing. Sharing at the time of order is permitted as your status will be instantly updated.
Service: Sit down dining is required for redemption at 10 Street Name, Suburb Name, Town Name.
Quantity: Only one coupon may be presented per item served and is payable at the specials rate on the menu.
Service charge: Gratuities should be calculated on the full value received.
Images: Coupon images are indicative and may not be specifically representative.
Refunds: Coupons are free - refunds are not applicable.
Service: Webo who administers the Loyalty Programme Software as a Service is not responsible for service and item delivery.
Amendment: The right to amend these terms and conditions without prior notice is reserved.

Job Creation Models

Amazon's Approach
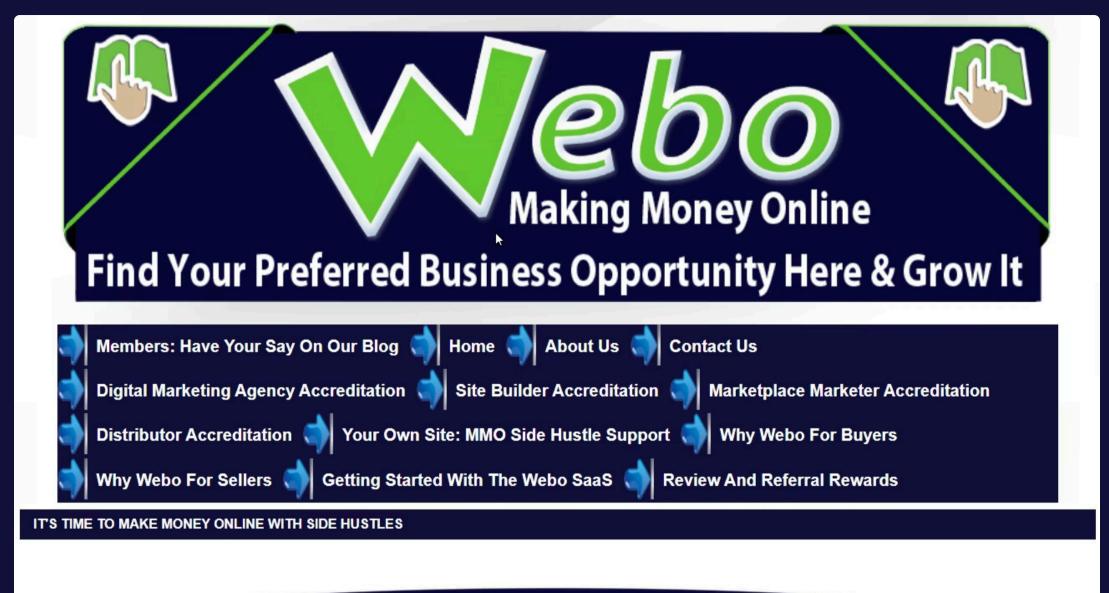
Amazon creates jobs through an ever-growing network of global distribution centers. Each fulfillment hub employs a large, standardized workforce operating under tightly controlled conditions.

While effective and profitable, this model centralizes employment and standardizes work processes across locations.

Webo's Approach

Webo focuses on creating small business opportunities globally, particularly for local and topic-defined specialists. The platform trains digital marketing agencies through a self-study academy.

Agencies are encouraged to develop niche expertise and offer comprehensive guides to local businesses, establishing credibility while building long-term client relationships.

Find Your Preferred Business Opportunity Here & Grow It

- Members: Have Your Say On Our Blog
- Home
- About Us
- Contact Us
- Digital Marketing Agency Accreditation
- Site Builder Accreditation
- Marketplace Marketer Accreditation
- Distributor Accreditation
- Your Own Site: MMO Side Hustle Support
- Why Webo For Buyers
- Why Webo For Sellers
- Getting Started With The Webo SaaS
- Review And Referral Rewards

IT'S TIME TO MAKE MONEY ONLINE WITH SIDE HUSTLES

Welcome to the Home of Making Money Online

Making Money Online (MMO)

Do you dream of having a second income to fund your dreams?

Webo Agencies

Webo's strategy for global growth is to, step by step add Neighbourhoods marketed by Local Webo Agencies. See. https://www.webo.directory/mmo/

Agency Development Strategy

Training
Self-study academy for digital marketing agencies

Specialization
Agencies develop niche expertise for specific business categories

Client Acquisition
Discounted "Done for You" services convert to lifetime clients

Free Resources
Agencies create free guides on Google Business Profile setup

The Value of Free Guides

The Infographic on the right depicts the following:

Create Free Guides

Agencyies develop comprehensive how-to resources. Webo has developed over 150 local business guides in different niches.

Establish Credibility

Demonstrate expertise and capability to potential clients
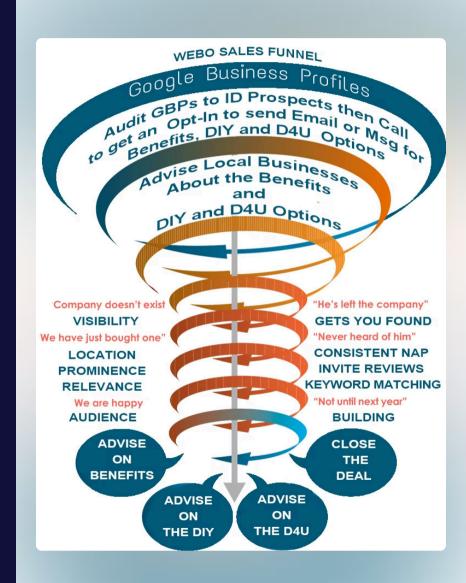
Offer Discount

Provide 80% off "Done for You" alternative services as a massive bargain purchase option that in effect is the cost of client acquisition.

Build Relationship

Convert one-time projects into lifetime client partnerships

WEBO SALES FUNNEL

Google Business Profiles

Audit GBPs to ID Prospects then Call to get an Opt-In to send Email or Msg for Benefits, DIY and D4U Options

Advise Local Businesses About the Benefits and DIY and D4U Options

Company doesn't exist
VISIBILITY
We have just bought one"
LOCATION
PROMINENCE
RELEVANCE
We are happy
AUDIENCE

"He's left the company"
GETS YOU FOUND
"Never heard of him"
CONSISTENT NAP
INVITE REVIEWS
KEYWORD MATCHING
"Not until next year"
BUILDING

ADVISE ON BENEFITS

CLOSE THE DEAL

ADVISE ON THE DIY

ADVISE ON THE D4U

Comprehensive Digital Marketing Platform

Webo Directory Listing

Core business presence in searchable directory

Marketplace Listing

Product and service offerings in marketplace format. Often these are AI Generated pages optimised for AI GEO backlinks.

Blog with Local Focus

Content marketing targeting local audiences that offer expanded post opportunities to read more posts on Google Business Profiles.

About Us Website

Comprehensive business information and branding

Biz Finders

Mobile-friendly business discovery tools

Google Local Search Integration

The Infographic on the right illustrates the interface between Google Maps, Google Business Profiles, Webo Sites, Webo Marketplace pages, and Webo Directory pages.

Create Google Business Profile

Establish core local search presence with complete business information and regular updates to maximize visibility.

Build Backlink Network

Use Webo directory listings, marketplace, blog, and website as backlinks to strengthen Google Business Profile authority.

Target Local Pack

Optimize for inclusion in Google's Local Search "Three Pack" results that appear at the top of local search queries.

Capture Local Traffic

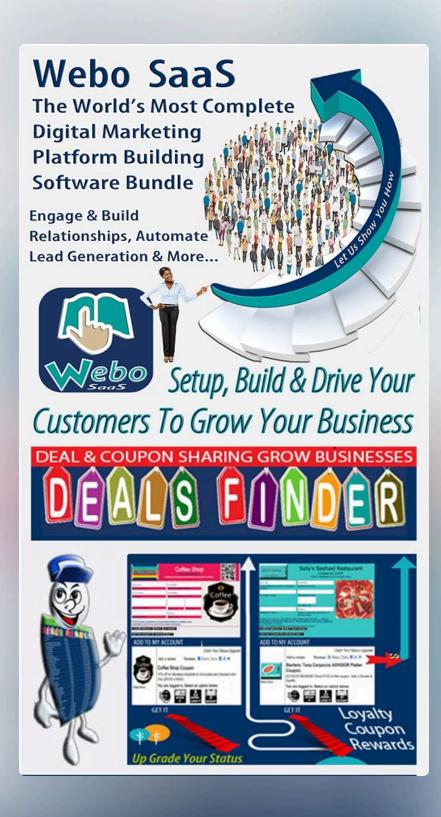Convert search visibility into store visits and service inquiries from nearby customers actively looking for solutions.

KEYWORD MATCHING

Maps · Profiles · Marketplaces · Sites · Webo Directory

It's About Content Verification

eMarketing Cost Comparison

Platform	Marketing Costs	What You Get	Customer Relationship
Amazon	Built into fees (6-45%)	Visibility within Amazon only	Amazon owns relationship
Webo	$62/month flat fee	Comprehensive marketing suite	Business owns relationship

Amazon's marketing costs are bundled into their referral and selling fees, making them appear lower. Webo separates these costs, providing a transparent $62 monthly fee for a complete eMarketing solution that includes customer loyalty accounts, reputation management, and referral tools.

Customer Loyalty Management

The Infographic on the left illustrates how Webo's Coupon Marketing, compliments Webo's Deal Marketing to set up campaigns that drive customers to grow businesses.

Online Buyer Accounts

Every customer gets a password-protected account to manage their relationship with local businesses, including reputation and referral rewards.

Loyalty Points

Customers earn points from purchases that can be redeemed for future products or services, encouraging repeat business.

Points Consolidation

Unique feature allowing customers to combine points earned from multiple vendors, accelerating the value and redemption timeline.

GDPR Compliance

All customer data is owned by shoppers and protected according to privacy regulations, with full access to amend information.

Payment Processing Flexibility

Direct Payments

Buyers pay sellers directly through their chosen payment gateway, eliminating the marketplace as a financial intermediary and reducing transaction costs.

Multiple Gateways

Webo offers a range of payment processing options, allowing businesses to select the solution that best fits their needs and customer preferences.

Global Currency Support

Payment gateways can be configured to process transactions in any currency worldwide (including inhouse currencies for use in buying uniforms, meals and other company supplied products and services), supporting international business without currency conversion fees.

Management Structure and Location

Amazon's Global Expansion

Amazon started with a USA focus, expanding its markets through USA distribution centers. As the business grew globally, physical distribution points expanded worldwide to support the marketplace.

Recent reports suggest Amazon may shift some operations outside the USA while continuing to service the American market, potentially fulfilling foreign orders from non-USA distribution centers to navigate tariff challenges.

Webo's Distributed Approach

After 20 years of development in South Africa, Webo plans to establish a USA-based business to own its intellectual property, reinforcing its American foundation while maintaining global management.

The strategy includes franchising its SaaS software to businesses in other countries, creating a distributed network of local operations rather than centralized control.

Social Sharing and Rewards

Social Media Integration

Webo encourages and rewards social sharing of products and services, creating organic word-of-mouth marketing for local businesses.

eBook Rewards

Customers can earn unlimited eBook downloads across various topics, with the unique ability to personalize stories by replacing character names with family members.

Review Incentives

The platform includes tools to encourage and reward customer reviews, building business reputation while providing valuable feedback.

Local Marketing Integration

Physical Location vs Service Area
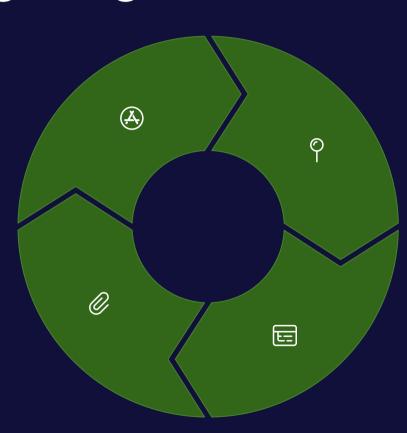
Webo supports choice re Local business storefront or office Vs a service area. Amazon does not allow links to a business

Google Business Profile

Local search presence with reviews and information

Local Flyer Marketing

Webo supports physical promotional materials distributed in community

Webo Directory Listing

Categorized business information in searchable directory

Collaborative Local Promotion

The image on the left draws attention to the Webo Growth Business Model that is founded on the concept of job-creation at a local level by appointing local agencies that not only earn 100% of the value added by them as they only pay Webo for the standard hosting fees but who also grow their wealth via the increasing value of the Webo Agency business that they own.

1 — **Medium Business Sponsorship**
Larger local businesses fund promotional materials

2 — **Micro Business Inclusion**
Smaller businesses featured on shared marketing materials

3 — **Community Distribution**
Flyers and materials circulated throughout local area

4 — **Mutual Benefit**
All participants gain visibility while sharing costs

Webo encourages collaborative marketing where medium-sized local businesses sponsor promotional materials that feature multiple micro-businesses. This win-win approach allows smaller operations to gain visibility while larger businesses demonstrate community support, creating a cooperative rather than competitive local business ecosystem.

Category Search System

📁	**Broad Category** Top-level industry or service type
📂	**Narrow Category** Specific business segment within industry
🏷️	**Micro Category** Highly specialized service or product niche

Webo's directory uses a three-layer "yellow pages" styled category search system that helps customers find exactly what they need, even when they don't know which specific business provides it. This hierarchical approach accommodates both broad exploratory searches and highly targeted queries, making it easier for specialized local businesses to be discovered by potential customers. Local businesses need this search option as Google Website Search ranks highly optimised SEO efficient corporate sites and local businesses are lost on the internet. Google's 3Pack otion of offering 3 neighbourhood options offers relief to local businesses but in categories with 100+ businesses within a 3 hour drive, means that 99.9% of local businesses remain hidden.

Location-Based Filtering

Country Selection

Choose a specific country or "All Countries" for global search scope, determining the initial geographic boundary for business discovery.

State/Province Refinement

Narrow results to a particular state/province or keep "All States" for country-wide visibility, focusing on regional businesses.

City/Town Specification

Select a specific city or town or maintain "All Cities" to see businesses across the selected state, targeting metropolitan areas.

Postal Code Precision

Filter to an exact postal code area for hyperlocal results, finding the closest neighborhood businesses to the customer's location.

Search Result Display

Business Listings

After selecting location and category filters, Webo displays results organized into three distinct sections:

1. Business "About Us" listings providing comprehensive company information and service details

2. Deals offered by all stores in the selected category and location, highlighting special promotions

3. Products listed across all stores, allowing direct comparison shopping

User Journey

When a user selects a specific result, they're taken directly to the relevant listing, deal, or product page. This streamlined approach helps customers quickly find what they're looking for without scrolling through irrelevant options.

The system prioritizes relevance based on the user's specific location and category selections rather than algorithmic ranking or paid placement.

Webo's Forward and Back Links

This infographic illustrates The user experience: First define the area of focus fron Grobal to a local Zip Code, Next Select a Broad Category, this opens a page that lists all the Narrow Category options for Business Listings, Deals and Specials and the Product or Service Classifieds (these are the products/services in all online stores built with the site builder). If there are Micro Category Options these will be shown. On the second page the User can select a business listing in a Narrow Category which will take the user to that Listing that has links to the Marketplace Listing, Website, Online Store, Blog or any other desired linked destination. Selecting a Narrow Search Deals & Specials options will open a page where all Deals and Specials listed on all Sites is listed. Selecting one will take you to that site. Selecting a Classifieds takes you to a page where all products and services in the selected Narrow Category or Micro Category are listed. Selecting a produt or service will take you to the Seller's site. The Pocket Advisors aka Biz Finders list every business listed by Google Maps with links to the Google Business Profils, Google Maps, Websites, Telephone numbers and where provided by a business an e-mail address. NOTE - these Pocket Advisors aks Biz Finders list every business on Google Maps - the businesses listed on the Webo Directory are featured at the top of every Narrow Category and the Webo Listed Businesses are also listed in the Micro Categories.

In this way, the Webo Directory is linked to Webo Directory Business Listings, Marketplace Listings, Blogs, Google Maps, Google Business Profiles and Webo Pocket Advisors aka Bis Finders in a dynamiv ecosystem designed to boost Google's RELEVANCE ranking criteria.

Business Ethics and Values

Platform Rules

Webo requires all businesses marketing on the platform to agree to running rules that uphold sound business practices and family values, creating a trustworthy marketplace.

Transparency

The platform encourages full disclosure and transparency, with seller stores linked to seller websites providing comprehensive business information.

Community Focus

Webo's model emphasizes supporting local economic development and strengthening community business relationships rather than extracting maximum value.

Webo's Biz Finders

Mobile Directory
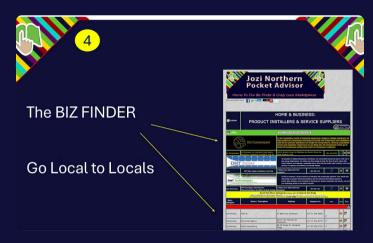
Telephone book-styled and mobile-friendly "Yellow Pages" category search tools that help customers quickly find local businesses while on the go.

Map Integration

Biz Finders connect directly to Google Maps, allowing customers to not only discover relevant businesses but also get directions and location information immediately.

On-the-Go Discovery

Optimized for mobile use, these tools recognize that many local business searches happen when customers are already out and looking for immediate solutions to their needs.

Online Meeting Solutions

Virtual Meeting Rooms

Webo offers online meeting spaces with up to six "walls" that can display different content, creating a more dynamic and information-rich virtual environment.

Back Office Support

Administrative staff can manage a "back office" for each meeting wall, enabling services like concurrent minute-taking in multiple languages for international meetings.
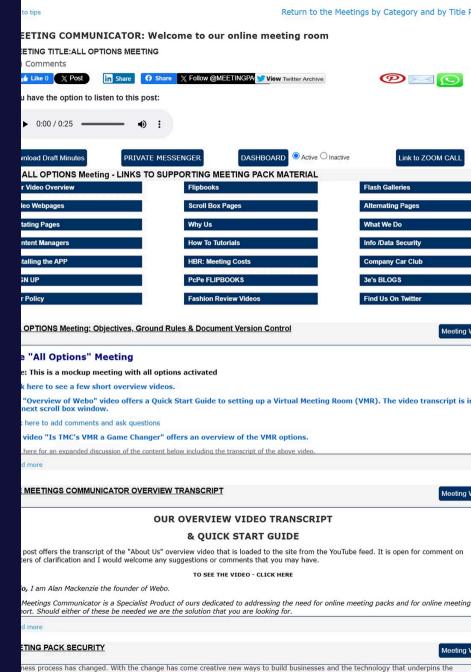
Client History Access

Professional service providers can display customer history, consultation minutes, and resource links during meetings, improving service continuity and information access.

EETING COMMUNICATOR: Welcome to our online meeting room

EETING TITLE:ALL OPTIONS MEETING

Comments

Like 0   X Post   in Share   Share   Follow @MEETINGPA   View Twitter Archive

u have the option to listen to this post:

▶ 0:00 / 0:25 ━━━━━━━━━ 🔊 ⋮

wnload Draft Minutes   PRIVATE MESSENGER   DASHBOARD ⦿ Active ○ Inactive   Link to ZOOM CALL

ALL OPTIONS Meeting - LINKS TO SUPPORTING MEETING PACK MATERIAL

Video Overview	Flipbooks	Flash Galleries
eo Webpages	Scroll Box Pages	Alternating Pages
tating Pages	Why Us	What We Do
ntent Managers	How To Tutorials	Info /Data Security
talling the APP	HBR: Meeting Costs	Company Car Club
GN UP	PcPe FLIPBOOKS	3e's BLOGS
r Policy	Fashion Review Videos	Find Us On Twitter

OPTIONS Meeting: Objectives, Ground Rules & Document Version Control   Meeting V

e "All Options" Meeting

e: This is a mockup meeting with all options activated

k here to see a few short overview videos.

"Overview of Webo" video offers a Quick Start Guide to setting up a Virtual Meeting Room (VMR). The video transcript is i next scroll box window.

k here to add comments and ask questions

video "Is TMC's VMR a Game Changer" offers an overview of the VMR options.

here for an expanded discussion of the content below including the transcript of the above video.

d more

MEETINGS COMMUNICATOR OVERVIEW TRANSCRIPT   Meeting V

OUR OVERVIEW VIDEO TRANSCRIPT

& QUICK START GUIDE

post offers the transcript of the "About Us" overview video that is loaded to the site from the YouTube feed. It is open for comment on ters of clarification and I would welcome any suggestions or comments that you may have.

TO SEE THE VIDEO - CLICK HERE

o, I am Alan Mackenzie the founder of Webo.

Meetings Communicator is a Specialist Product of ours dedicated to addressing the need for online meeting packs and for online meeting ort. Should either of these be needed we are the solution that you are looking for.

d more

ETING PACK SECURITY   Meeting

ness process has changed. With the change has come creative new ways to build businesses and the technology that underpins the ess is at risk, as has been the foundations of every economy that went before, because there are those with criminal intent who seek to

Digital Document Management

Mobile Meeting Packs

Webo provides online, phone-accessible meeting materials that replace traditional paper distribution. Participants can review documents before, during, and after meetings from any device.

This solution is particularly valuable for regular meetings that previously required printing and distributing large document packets, saving both resources and preparation time.

Searchable Document Databases

The Link and List Communicator "Apps" create mobile-friendly document databases with powerful search capabilities. Professionals like lawyers can access all case documentation through keyword searches rather than carrying physical files.

Service technicians can similarly access all product manuals and technical documentation in the field through their smartphones, improving service efficiency.

Specialized Content Display: Scroll Boxes

Webo's scroll boxes solve a fundamental limitation of traditional websites by enabling both vertical and horizontal scrolling within a single page. This feature allows businesses to display large-format content like architectural plans, aviation maps, or engineering schematics with frozen header content for navigation. Industries dealing with oversized documents can now make this information accessible online without sacrificing usability or detail.

MEETINGS COMMUNICATOR

Meetings: Setup Categories
Meetings: Add/Manage Meetings
Meetings: Manage Followers
Meetings: Manage Comments
Meetings: Manage Templates Option
Setup Facebook/Instagram/Twitter Integration
Add A Poll/Survey: + Images
Add A Poll/Survey: Text Only

Remote Work Solutions

Virtual Desktops

Webo provides work-from-home desktop environments that maintain consistent access to company resources and tools regardless of physical location.

Collaboration Tools

Integrated websites enable remote worker collaboration with shared document access, communication channels, and project management features.

Secure Access

Password-protected environments ensure that sensitive company information remains secure even when accessed from various remote locations.

Workforce Management Tools

Employee Verification

The "What's Good Communicator" apps provide searchable employee databases with photos and credentials, helping managers verify worker identities on large projects with frequent substitutions.
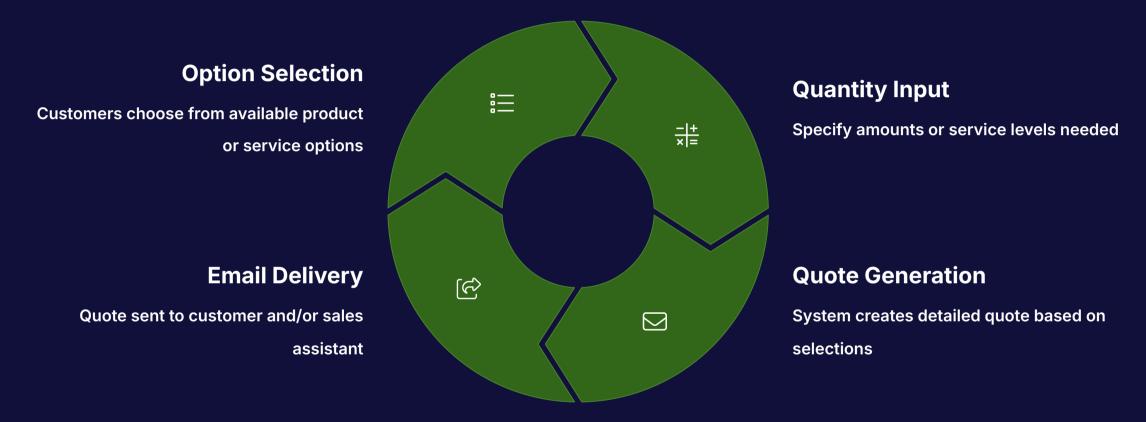
Staff Credentials

Businesses like hotels with large workforces can maintain comprehensive staff information including qualifications, training records, and contact details for quick reference.

Contact Management

Searchable company and customer contact lists provide quick access to important communication information for sales teams and customer service representatives.

Quick Quote Systems

Option Selection

Customers choose from available product or service options

Quantity Input

Specify amounts or service levels needed

Email Delivery

Quote sent to customer and/or sales assistant

Quote Generation

System creates detailed quote based on selections

Webo's Quick Quote system streamlines the purchasing process for complex products or services with many configuration options. This solution is particularly valuable for businesses selling customizable items like bicycles or services like wedding venues, where customers need to see pricing based on their specific selections before making a decision.

Sales Performance Tracking

1
Staff as Affiliates
Track individual sales performance

Performance Monitoring
Analyze sales patterns and effectiveness

Incentive Programs
Reward top performers based on data
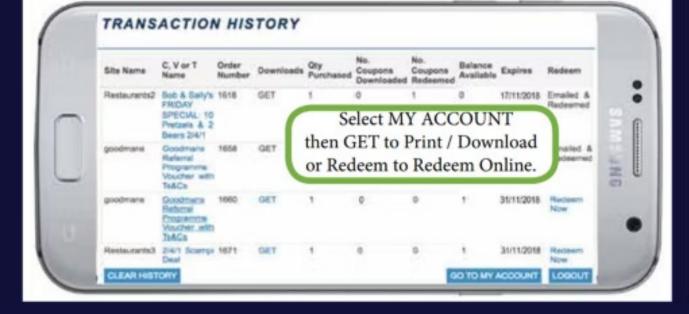
4
Team Optimization
Identify training needs and strengths

Webo's integrated retail sales, loyalty, and affiliate marketing system offers powerful performance tracking capabilities. By treating staff members like restaurant waiters as affiliates, businesses can monitor individual sales performance, identify top performers, and create targeted incentive programs based on actual results rather than subjective evaluations.

Loyalty Points Consolidation

3x
Faster Redemption
Customers reach reward thresholds more quickly by combining points from multiple businesses

67%
Increased Engagement
Percentage of customers more likely to participate in loyalty programs with consolidation features

42%
Higher Retention
Improvement in customer retention for businesses participating in consolidated loyalty networks

Webo's unique loyalty points consolidation feature addresses a common frustration with traditional programs: slow accumulation of value. By allowing customers to combine points earned from various local businesses, the system accelerates the reward timeline and increases perceived value. Customers can earn points from multiple vendors and redeem their consolidated balance with any participating business.

Digital Agency Opportunity

1 — **Self-Study Academy**

Comprehensive training for digital marketers

2 — **Niche Specialization**

Focus on specific local business categories

Client Acquisition

Free guides convert to paid service relationships

Business Growth

Expand services to existing clients over time

Webo creates entrepreneurial opportunities for digital marketing specialists through its agency development program. The self-study academy trains agencies to offer site-building services to local businesses, encouraging self-direction while providing a standardized approach. This creates a sustainable business model where agencies can build long-term client relationships starting with basic services and expanding to comprehensive digital marketing solutions.

The Free-to-Paid Conversion Strategy

Free Google Business Profile Guide

Agencies create comprehensive how-to guides for setting up Google Business Profiles, offering this valuable resource at no cost to local businesses in their target niche.

Discounted "Done For You" Service

After establishing credibility through the free guide, agencies offer an 80% discounted service to implement the profile professionally, removing the technical burden from the business owner.

Expanded Service Offerings

As the relationship develops, agencies can introduce additional services like online store creation, eMarketing campaigns, and comprehensive digital presence management at regular pricing.

Store Page Presentation Templates and One-Click Customisation.

The look and feel of online stores can be varied with no side panel or left and right side panel options, page headers or no headers, square smaller product thumbnails to larger landscape thumbnails and much more. Scanning the QR codes wi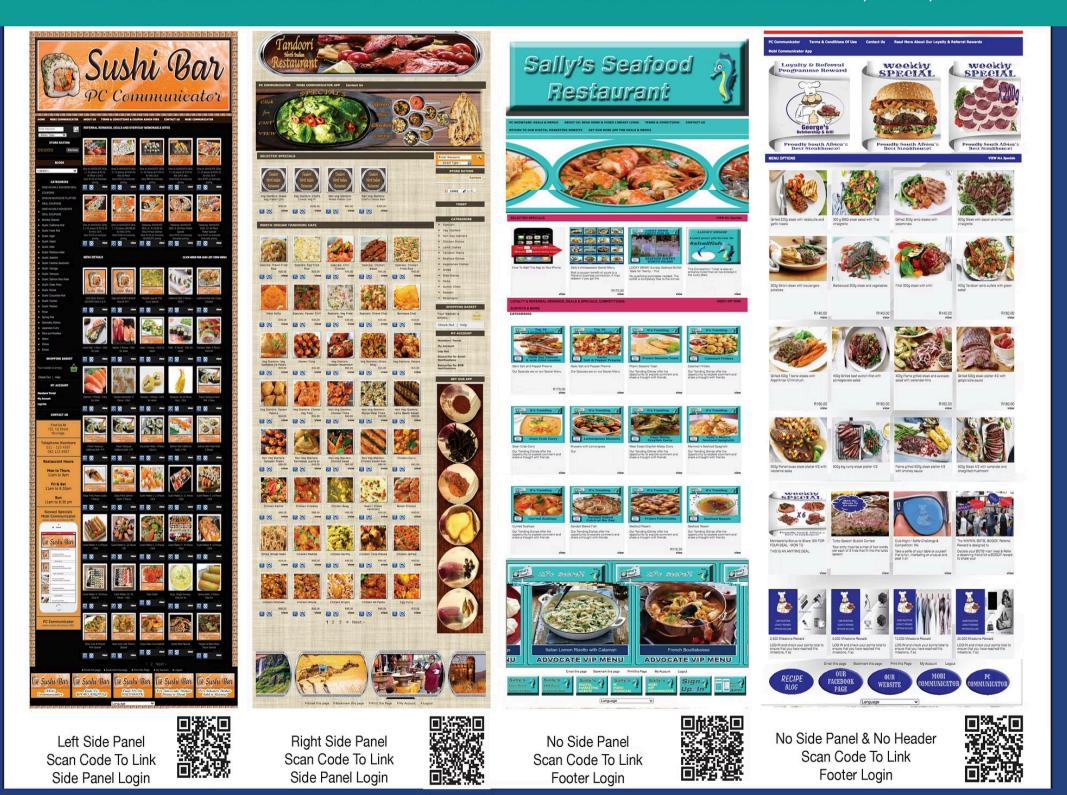ll take you to the pages illustrated at: Left Side Panel/square thumbnails & header See a Sushi eg https://www.webo.directory/SB/   or Right Side Panel Header plus Header Slideshow & Square Thumbnails and Footer Marquee See a Curry eg   https://www.webo.directory/Restaurants6/   or No Side Panel, Header, Slideshow, VIP Menu Marqueee and Landscape Thumbnails See a Seafood eg https://www.webo.directory/Restaurants3/ or No side panel, no header and landscape thumbnails with Loyalty Reward Marquee and Landscape Thumb nails See a Steakhouse eg https://www.webo.directory/GBG/

THE PC COMMUNICATOR PAGES ARE OPTIMISED FOR PC VIEWING BUT CAN BE VIEWED ON A PHONE, TABLET, ETC.

Left Side Panel
Scan Code To Link
Side Panel Login

Right Side Panel
Scan Code To Link
Side Panel Login

No Side Panel
Scan Code To Link
Footer Login

No Side Panel & No Header
Scan Code To Link
Footer Login

App Integration

Webo leverages third party apps to create interactive guides for local businesses. Every local business niche is offered a link to a DIY guide along with a heavily discounted "Done for You" alternative. This approach combines self-service education with professional implementation options, giving business owners the flexibility to choose their preferred path while maintaining a connection to qualified digital marketing assistance.

Backlink Strategy for Local SEO

WEBO'S GO LOCAL BUNDLE
Creating Communities, Communication & Collaboration
Maps — Profiles — Marketplaces — Sites — Directory — Pocket Advisor & Biz Finders +
The Webo Suite of Enhancements

1 **Google Business Profile**
Core local search presence that appears in map results

2 **Directory Listing**
Comprehensive business information with backlink to GBP

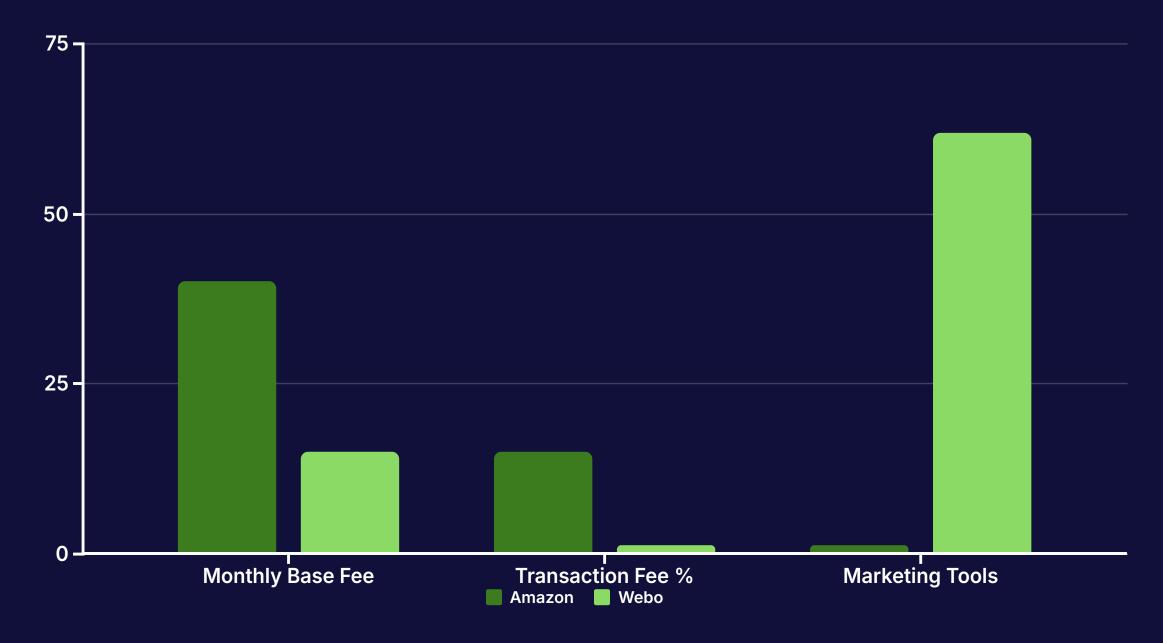**3** **Website & Store**
Detailed online presence with products and services

4 **Blog & Social Media**
Content marketing with local focus linking back to main sites

Webo's approach creates a network of interconnected online properties that all serve as backlinks to a business's Google Business Profile. This comprehensive strategy, illustrated on the left, helps local businesses appear in the coveted "Google Local Search Three Pack" on page one of search results, dramatically increasing visibility to potential customers actively searching for relevant products and services in their area.

Key Differentiator: Fee Structure

The chart illustrates one of the most significant differences between Amazon and Webo: the fee structure. While Amazon charges both a monthly base fee and significant transaction percentages (averaging 15%), Webo offers a more predictable cost structure with no transaction fees. This difference becomes especially important for businesses with higher sales volumes, where Amazon's percentage-based fees can substantially impact profit margins.

Key Differentiator: Customer Relationships

Direct Customer Relationships (Webo)

With Webo, businesses maintain direct relationships with their customers. They can collect contact information, build email lists, and develop personalized marketing strategies based on customer preferences and purchase history.

Intermediated Relationships (Amazon)

Amazon acts as an intermediary between businesses and customers. Sellers cannot access customer email addresses or build direct relationships, limiting their ability to develop brand loyalty outside the platform.

Key Differentiator: Brand Control

Brand control represents another crucial difference between the platforms. Webo allows businesses to maintain their unique brand identity across all customer touchpoints, from website design to packaging. In contrast, Amazon standardizes the shopping experience, limiting brand expression to product images and descriptions within rigid templates, while fulfillment and packaging often carry Amazon's branding rather than the seller's.

Key Differentiator: Local Focus

Location-Based Discovery (Webo)

Webo's directory is designed around location-first discovery, helping customers find businesses in their local area. This approach supports community economic development and strengthens local business ecosystems.

Global Product Focus (Amazon)

Amazon's search prioritizes products rather than businesses, with little emphasis on locality. This global approach often results in economic value leaving local communities as purchases are fulfilled from distant warehouses.

Ideal Business Types for Amazon

Product-Focused Businesses

Companies selling standardized products that ship easily

Brands Seeking National/Global Reach

Businesses looking to quickly access customers across wide geographic areas

Inventory-Heavy Operations

Sellers with significant inventory seeking fulfillment solutions

Startups Needing Immediate Visibility

New businesses willing to sacrifice margins for quick market access

Ideal Business Types for Webo

Local Service Providers

Businesses offering services to local customers (plumbers, electricians, etc.)

Companies where location and proximity matter to customers

Unique Product Retailers

Sellers of distinctive products with strong brand identity

Businesses where customer education and relationship are important

Community-Focused Enterprises

Businesses deeply connected to their local communities

Companies seeking to build long-term customer loyalty

Decision Framework: When to Choose Amazon

Speed to Market

Need for immediate access to large customer base

Capital Constraints

Limited upfront investment capability

Fulfillment Needs

Desire to outsource logistics and shipping

Product Type

Standardized products with competitive pricing

Hybrid Approach Possibilities

Amazon for Discovery

Some businesses find success using Amazon as a customer acquisition channel while maintaining their primary operations elsewhere. This approach leverages Amazon's visibility while attempting to minimize dependency.

Products can be priced to account for Amazon's fees, with the goal of transitioning customers to direct purchasing channels for repeat business.

Webo for Relationship Building

Webo can serve as the foundation for customer relationship management and local market development, even if some products are also listed on larger marketplaces.

The directory and website/store functionality provide a branded home base that customers can be directed to for the full business experience and relationship development.

Implementation Considerations: Amazon

Product Selection

Identify products suitable for the Amazon marketplace

Pricing Strategy

Account for fees and competition in pricing decisions

Listing Optimization

Create compelling product listings with quality images

Advertising Plan

Develop strategy for sponsored products and brands

Implementation Considerations: Webo

Directory Listing Setup

Create comprehensive "About Us" listing with complete business information and category selection

Website/Store Development

Build out online presence with product/service information and brand elements
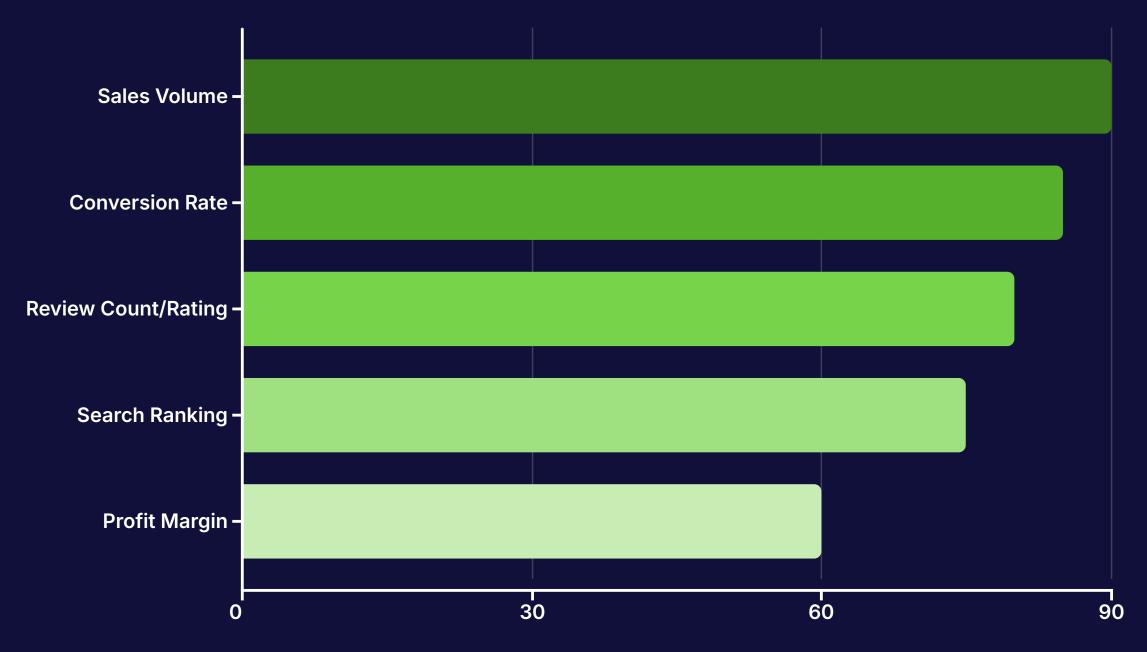
Google Business Profile Integration

Ensure Google listing is optimized and connected to Webo directory presence
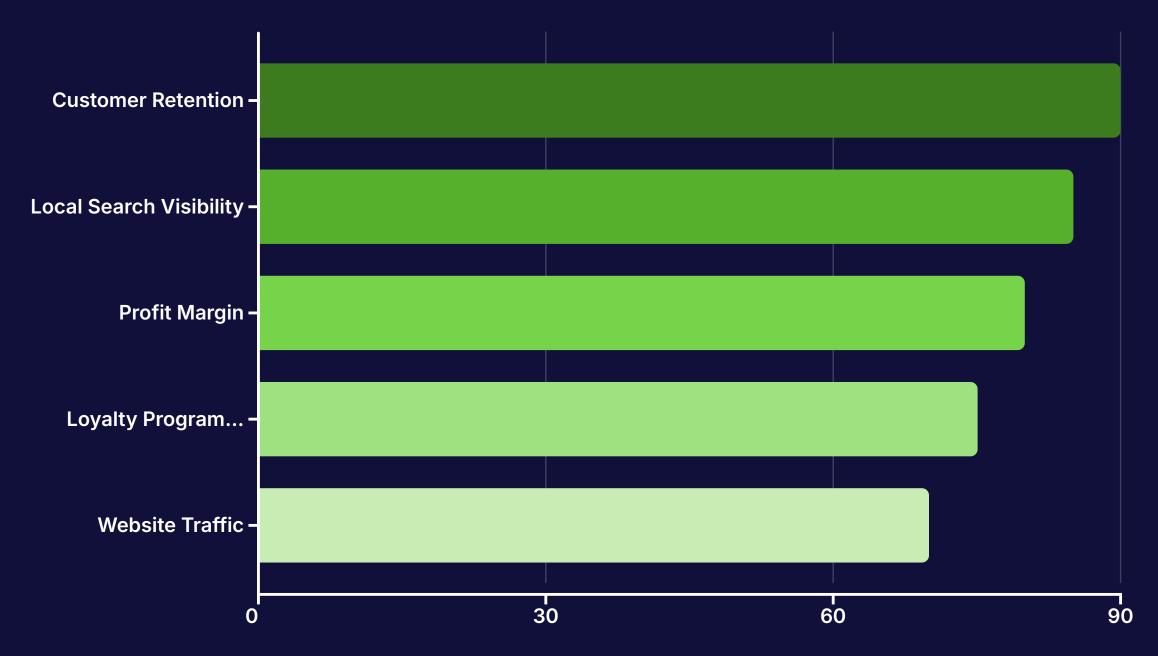
eMarketing Implementation

Set up loyalty programs, coupons, and other customer engagement tools

Success Metrics: Amazon

Success on Amazon is primarily measured through sales volume, conversion rates, and visibility metrics. The platform's algorithm rewards products that sell well and receive positive reviews, creating a virtuous cycle for successful listings. However, profit margin often becomes a secondary consideration as competition and fees put pressure on pricing.

Success Metrics: Webo

Success on Webo is measured through different metrics that emphasize sustainable business growth. Customer retention and relationship building take precedence over pure transaction volume. Local search visibility and direct website traffic indicate the effectiveness of the directory in driving discovery, while profit margin remains a key consideration due to the absence of percentage-based fees.

Case Study: Product-Based Business

Amazon Approach

A manufacturer of specialty kitchen gadgets lists their products on Amazon, gaining immediate access to millions of potential customers. They invest in professional photography and sponsored product ads to increase visibility.

While sales grow quickly, they find their margins squeezed by Amazon's fees and price competition. When similar products appear at lower prices, including Amazon Basics versions, they struggle to maintain their position without further reducing prices or increasing ad spend.

Webo Approach

The same manufacturer creates a Webo directory listing and online store, focusing on their local market first. They integrate with their Google Business Profile and implement the loyalty program to encourage repeat purchases.

Growth is slower initially, but they maintain higher margins and build direct relationships with customers. They use the eMarketing tools to educate customers about their product quality and craftsmanship, creating brand advocates who share on social media.

Case Study: Service-Based Business

Local Service Provider

A home cleaning service finds limited opportunities on Amazon Home Services due to the platform's focus on standardized service packages and Amazon's control of customer relationships.

Webo Directory Success

On Webo, the same business creates a comprehensive directory listing with service details and customer reviews. Their location-based visibility helps local customers find them when searching for cleaning services in their area.
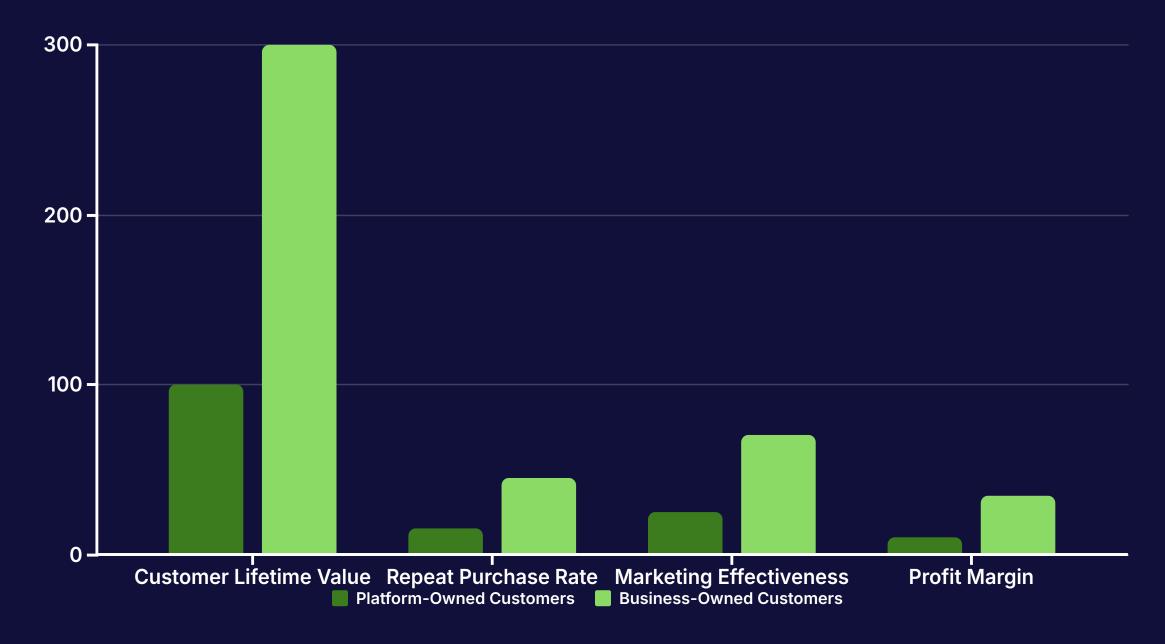
Customer Retention

Using Webo's loyalty program, they incentivize repeat bookings and referrals, building a stable client base and predictable revenue stream.

Comparing Platform Dependencies

Aspect	Amazon Sellers	Webo Businesses
Algorithm Changes	Can devastate visibility overnight	Minimal impact on discovery
Fee Increases	Must accept or leave platform	Fixed predictable pricing
Policy Restrictions	Strict limitations on marketing	Freedom to market across channels
Account Suspension	Can happen suddenly with little recourse	Stable relationship with clear rules

The Value of Customer Ownership

When businesses own their customer relationships, they can develop deeper connections, personalize marketing, and create more effective loyalty programs. This ownership translates to significantly higher customer lifetime value, repeat purchase rates, marketing effectiveness, and profit margins compared to businesses that surrender customer relationships to platforms like Amazon.

Local vs. Global: Which Is Right For You?

Choose Amazon If...

Your business sells standardized products that can be shipped globally, you're comfortable with platform dependency, and you prioritize maximum reach over customer relationships and margins.

Choose Webo If...

You're a service provider, local retailer, or professional practice; you value direct customer relationships; you want to build a sustainable local business; or you need specialized content management solutions.

Consider Both If...

You sell products that appeal to both local and global markets, you want to diversify your sales channels, or you're testing different business models to find the optimal approach.

Future Outlook: The Changing Landscape

2023-2024
Growing regulatory scrutiny of large marketplaces; increasing consumer interest in supporting local businesses

2025-2026
AI-enhanced local search becoming mainstream; mobile-first discovery dominating consumer behavior

2027-2028
Potential marketplace regulation creating more balanced playing field; hybrid local-global models emerging

2029-2030
Distributed commerce networks replacing centralized marketplaces; community-based business ecosystems flourishing

Key Takeaways: Amazon vs. Webo

Focus Difference

Amazon offers global reach for product-centric businesses, while Webo provides local visibility for both product and service-based companies. The choice depends on your business model and target market.

Customer Relationships

Amazon controls customer data and relationships, while Webo allows businesses to maintain direct connections with their customers, building long-term loyalty and higher lifetime value.

Cost Structure

Amazon charges percentage-based fees that increase with sales, while Webo offers predictable monthly pricing regardless of transaction volume, potentially providing better margins as businesses grow.

Community Impact

Webo's model supports local economic development and job creation within communities, while Amazon centralizes economic activity and standardizes commerce experiences.