



State of the Woo



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State of the Woo 2019

By the Numbers

1 Million

WooCommerce Stores

\$11.8 Billion

2019 Gross Merchandise Volume

1M

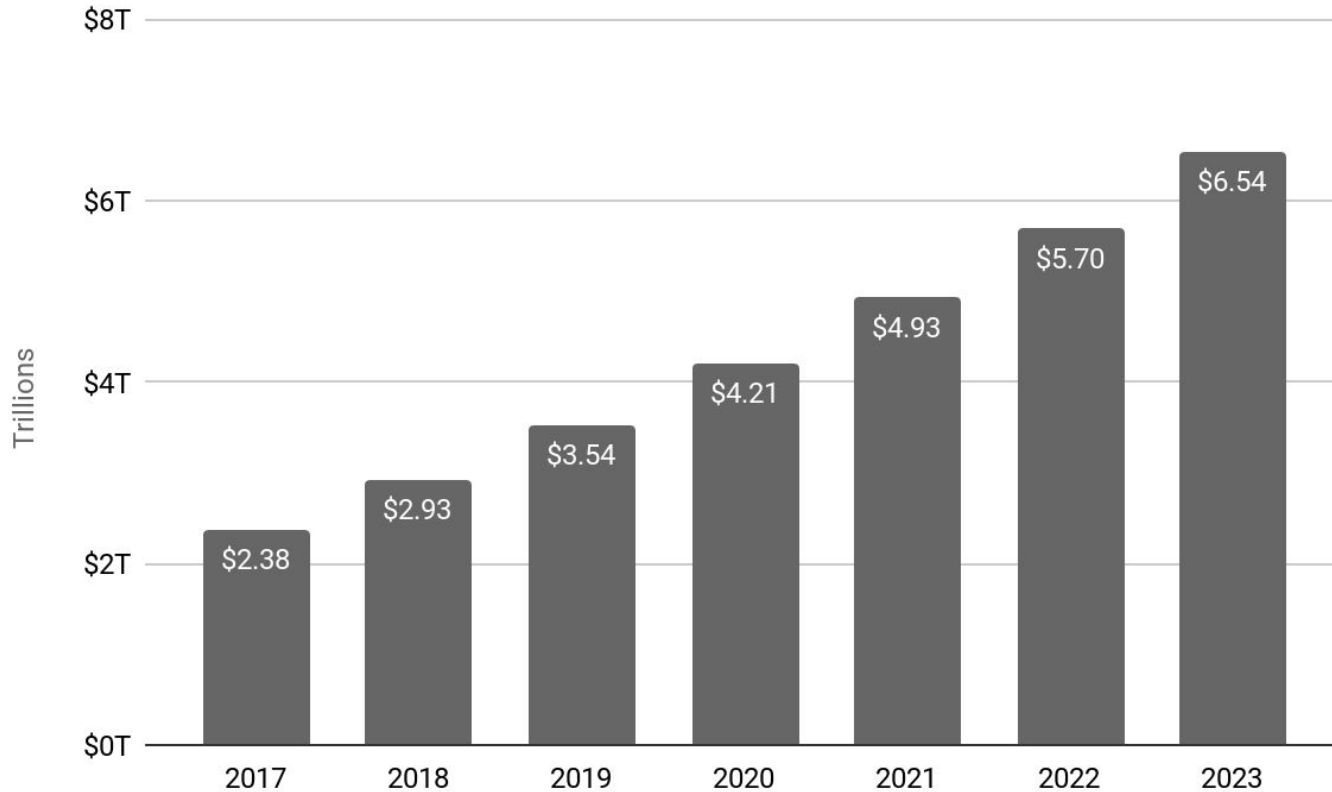
Stores



\$11.8B

GMV

Retail Ecommerce Sales Worldwide, 2017-2023



Source: eMarketer, May 2019

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Our Vision

For businesses who **sell anywhere**,
WooCommerce is a commerce platform
that **grows your business** while being
completely customizable.

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How do we get there?

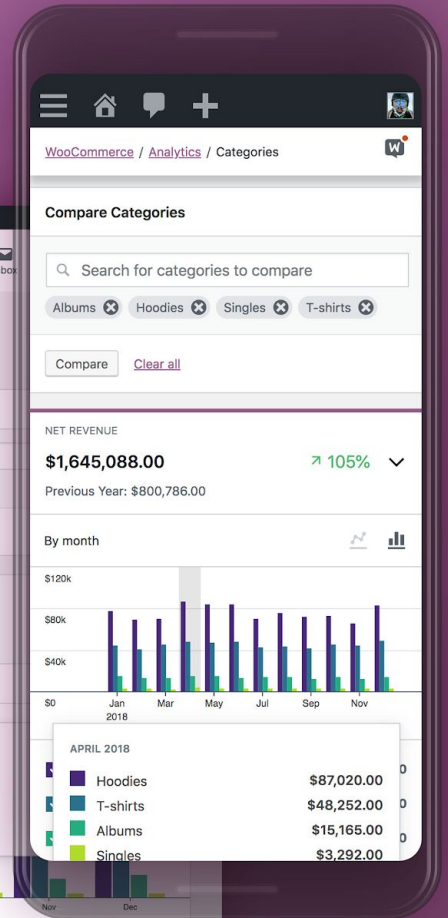
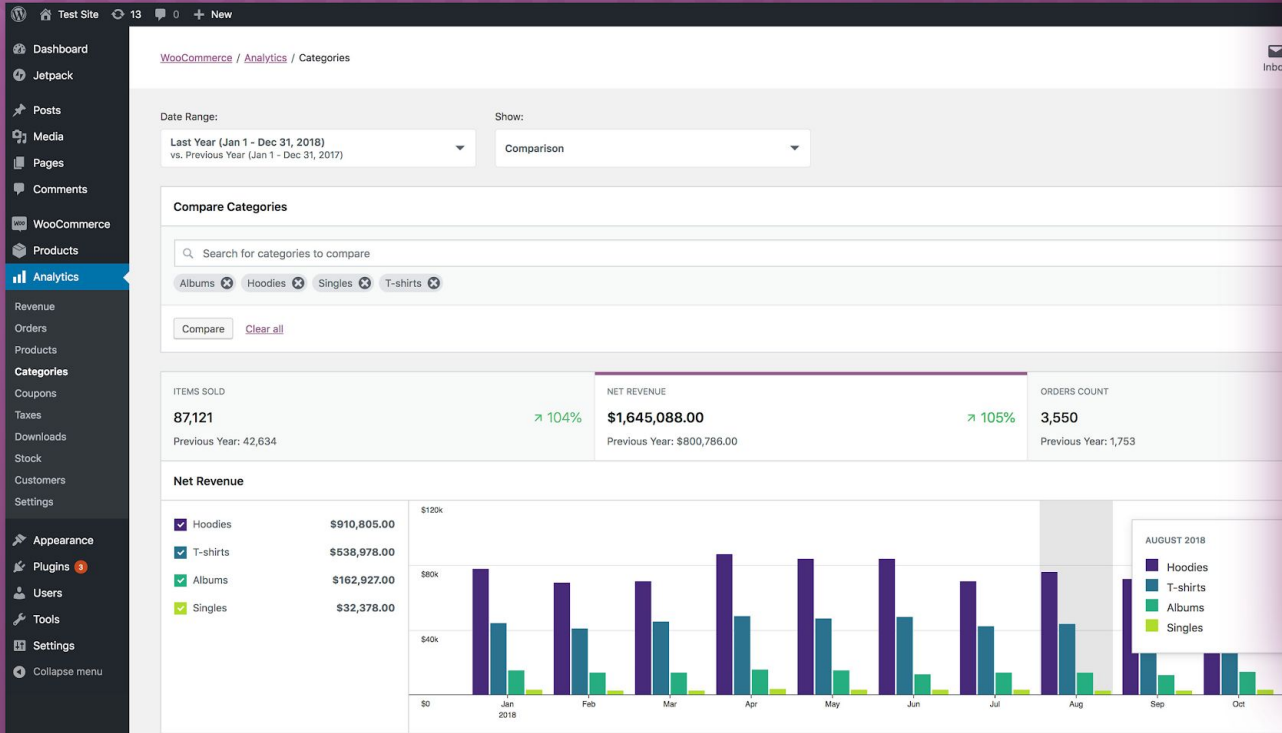
Grow the **Gross Merchandise Volume**
of WooCommerce stores.

Improve the **product experience** to be **more appealing to sellers.**

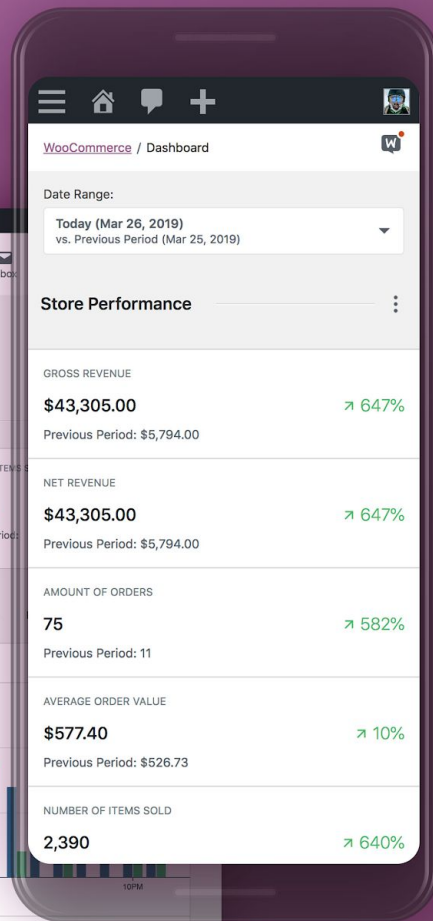
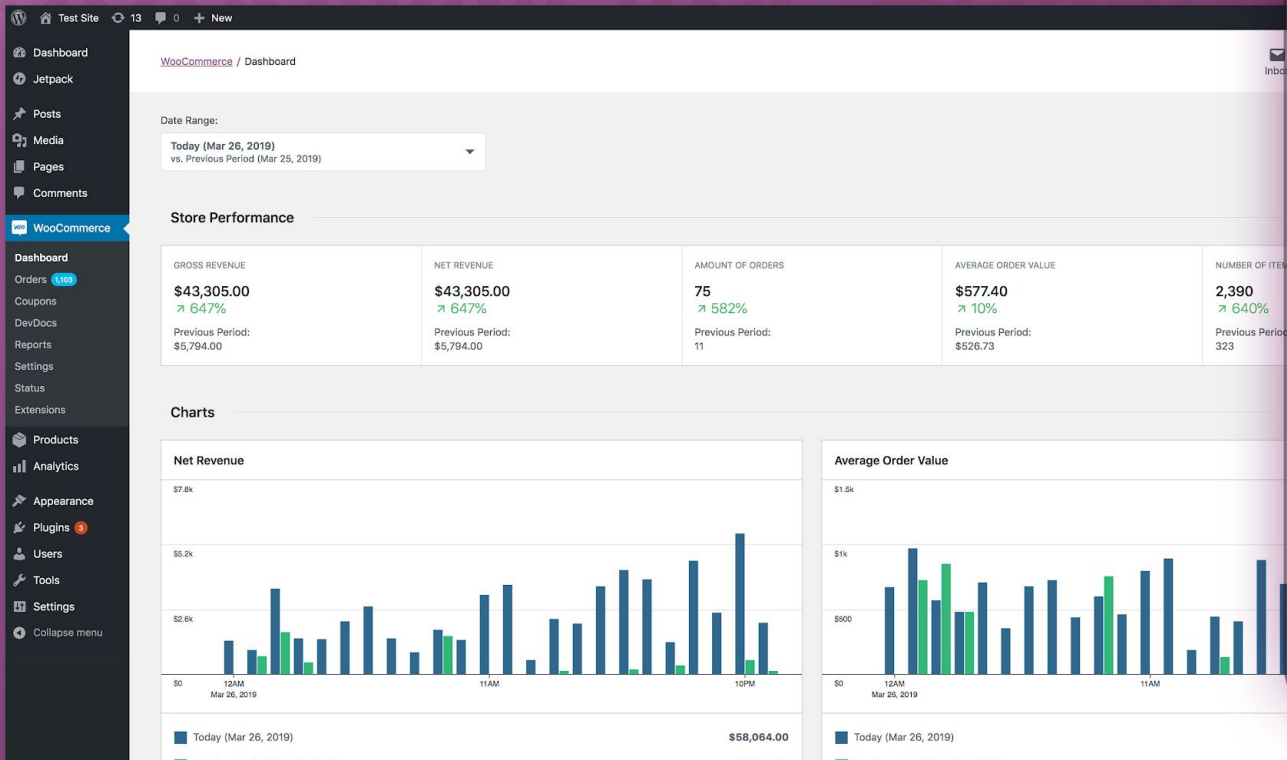
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WooCommerce Admin

Go deeper with analytics: revenue, orders, products, categories, and more

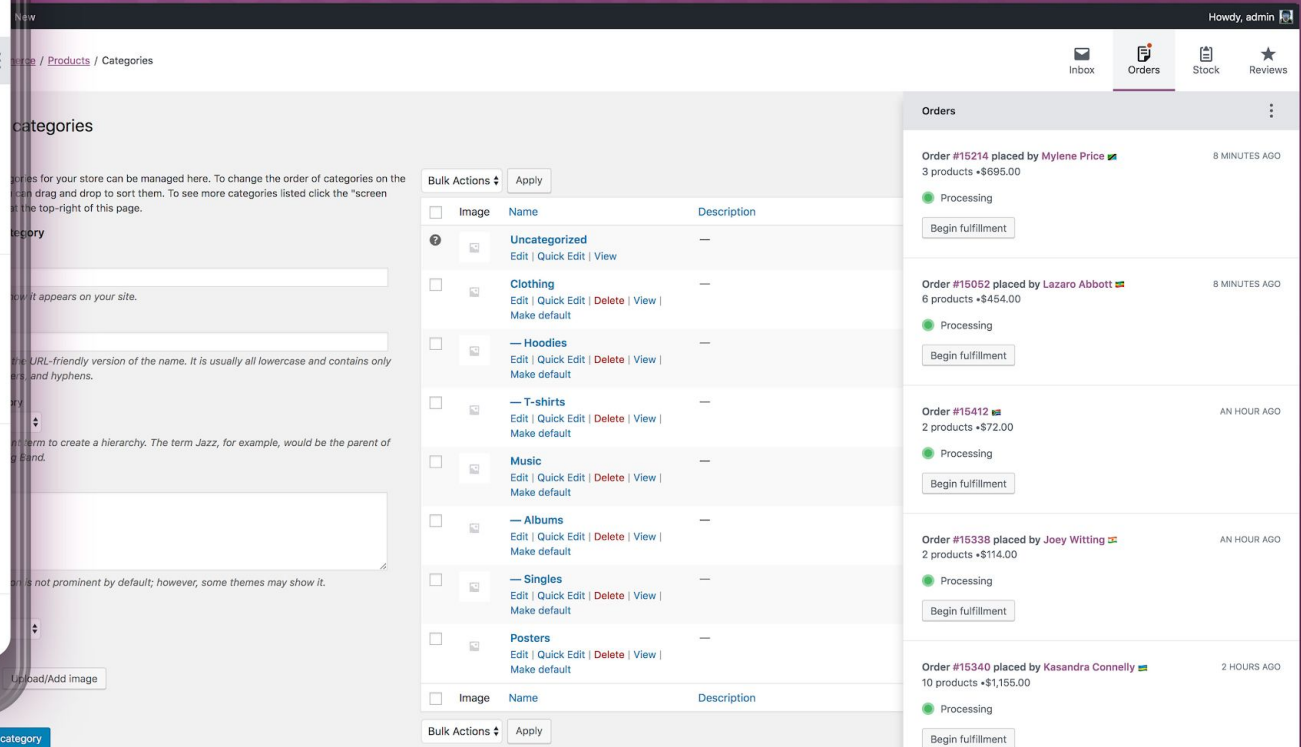
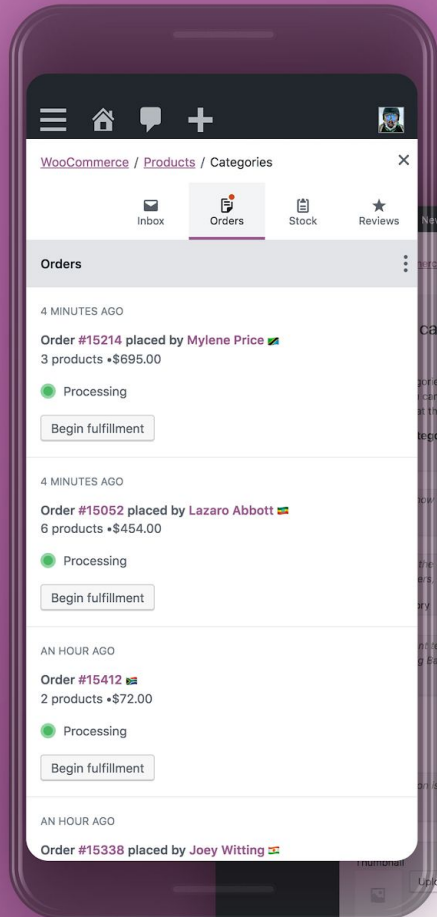


Customizable dashboard: your most important sales data at a glance



Activity panel:

access critical functions from any WooCommerce screen



WooCommerce Admin

- Feature Plugin: **600k installs!**
- Launching in WooCommerce core **early 2020.**

➔ wordpress.org/plugins/woocommerce-admin

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Merchandising



woocommerce



WooCommerce 



Hand-picked
Products



Products by
Category



Product
Categories List



Featured
Product



Best Selling
Products



Newest
Products



Products by Tag



Featured
Category



On Sale
Products

Dashboard

Posts

Media

Pages

All Pages

Add New

Comments

WooCommerce

Products

Appearance

Plugins

Users

Tools

Settings

Collapse menu



Saved

Preview

Publish...



WooCommerce Product Blocks



Hand-picked Products
Display a selection of hand-picked products in a grid

6 products selected [Clear all](#)

WordPress Pennant ✕ Beanie with Logo ✕ Album ✕
Long Sleeve Tee ✕ Sunglasses ✕ Cap ✕

Search for products to display

- Single
- Album
- Polo
- Long Sleeve Tee
- Hand-picked Tee

Done

Document

Block



Hand-picked Products

Display a selection of hand-picked products in a grid.

Layout

Columns

Slider control for columns, set to 4

Order By

Products

Advanced

10,000

Estimated blocks published daily

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Mobile

View and manage orders

Orders

TODAY

- #15 Holden Caulfield \$15.00 >
Processing
- #17 Yuri Zhiva
Processing
- #34 Florentin
Completed

YESTERDAY

- #51 Scarlett C
Completed
- #19 Atticus F
Processing
- #14 Aureliano
Refunded

#15 Holden Caulfield
Updated on 22 Jan 2018 at 9:52
Processing

PRODUCT QTY

- Water bottle 2
- Candle 1
- Ethereal Product of the Seven Seas a... 2

Fulfill order

#14 Aureliano
Refunded

- + Add a note
- OPTIONAL TRACKING INFORMATION
- + Add tracking

Get real-time order alerts

Notifications

LAST 24 HOURS

- You have a new order!**
Sula Peace placed a \$15.00 order from Candle Kingdom.
- You have a new order!**
Oskar Matzerat placed a \$9.00 order from Candle Kingdom.
- You have a new order!**
Lily Bart placed a \$9.00 order from Candle Kingdom.
- You have a new order!**
Molly Bloom placed a \$49.00 order from Candle Kingdom.

#31 Molly Bloom
Updated on 22 Jan 2018 at 10:00
Processing

PAYMENT

Subtotal
Discount (sale5thd...
Shipping
Taxes

Total \$49.00

Payment of \$49.00 received via credit card (iPayPal)

CUSTOMER PROVIDED NOTE

“ Hey! Can you please wrap this as a gift. It's a friends birthday, and I want it to be uber special! Thanks!

Track order status

ORDER NOTES

- + Add a note
- 26 Jan 2018 at 22:12**
System status
Order status changed from processing to completed.
- 25 Jan 2018 at 14:30**
Note to customer
Hi! Thank you for the purchases, I've added a little surprise to it.
- 23 Jan 2018 at 11:32**
Private note
I've had to delay this a bit, need to remember to thank them for the patience.
- 22 Jan 2018 at 9:52**
System status
Stripe charge complete (Charge ID: 1234567890)

#31 Molly Bloom
Updated on 22 Jan 2018 at 10:00
Completed

PRODUCT

- Water bottle
Candle
Ethereal Product of the Seven Seas a...

Details

TRACKING

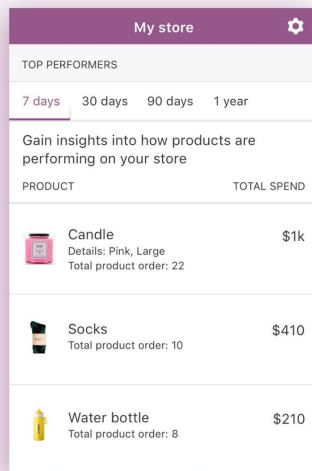
USPS
9400 1000 01

Track package

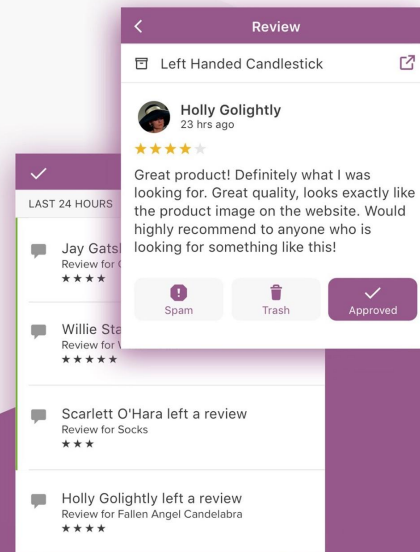
View store data by week, month, and year



Check which products are performing best



Get notified about new customer reviews



Join our Beta User Group

➔ woocommerce.com

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Extensions

Extensions

Bookings

- Google OAuth + calendar sync
- “Schedule view” daily agenda
- REST API
- WooCommerce Bookings Availability

Points and Rewards

- Option to select whether points should be deducted based on pre-/post-tax
- New option for setting a minimum discount when redeeming points

Pre Orders

- Added downloadable products link in Pre-order Available email

Subscriptions

- Free trial without entering payment details
- “Uncancel” a subscription
- Retry data infrastructure improvements

Follow Ups

- Assign guest purchases to new user accounts when emails match
- Added trigger for total user points when integrating with Points and Rewards
- Added refund value to LTV calculation

And more!

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Peace of Mind

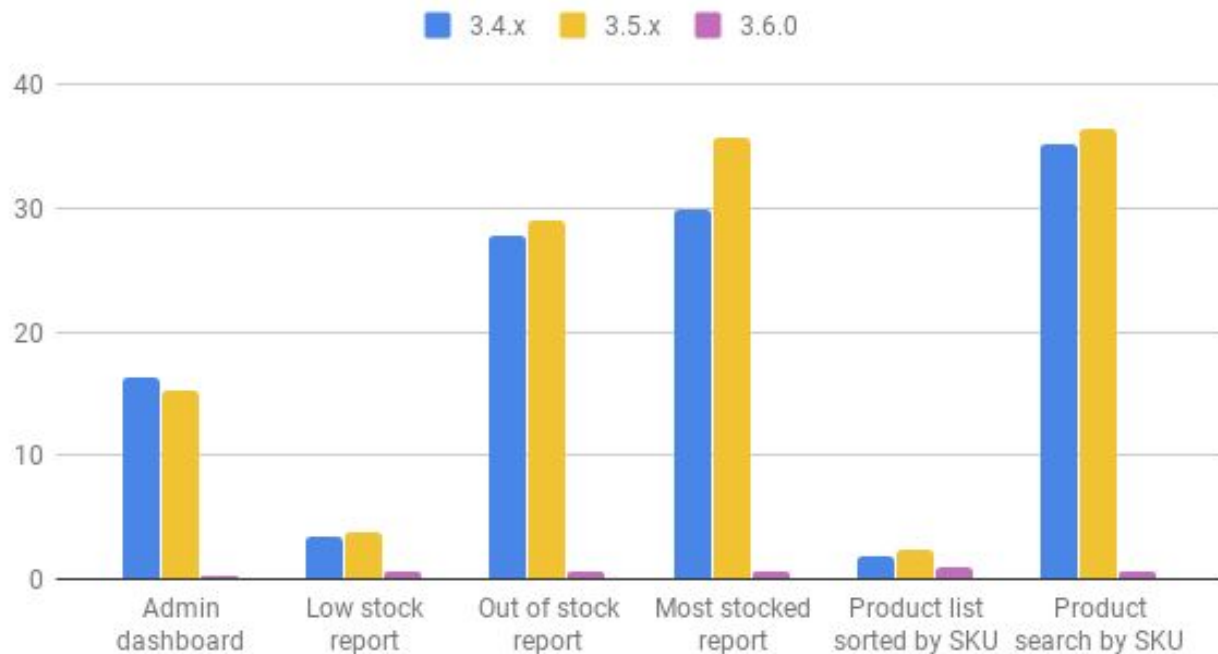
Performance

Large store (25k products) - Frontend



- Introduced a product meta lookup table, which improves performance for everything from product filtering and sorting to stock reporting and dashboard reports.
- Improved caching and caching invalidation.
- REST API initialization only for REST requests.
- Optimized SQL queries for faster performance, and reduced the number of queries per page load.

Large store (25k products) - Admin



Stability

- Improved testing procedures to enable **more frequent releases** and **fewer maintenance releases**, via better manual and automated testing configurations, improved end-to-end tests, etc.
- New package management system enables easier collaboration with others, and speeds up the delivery of new features.
- Improved developer tools to streamline testing: WC Smooth Generator, Beta Tester 2.0.
- Automated compatibility checks for marketplace extensions.
- **WooCommerce 3.7**, our first release with this updated approach, went without incident nor required an immediate follow-up-release.
- We are delivering more extension updates than ever before: **+350 releases so far this year!**

Strong Customer Authentication

- Stripe
- Amazon Pay
- Global Payments Gateway
- PayPal powered by Braintree
- Sage Pay
- Sofort
- Klarna Checkout
- Klarna Payments

More on SCA:

➤ woocommerce.com/sca

➤ stripe.com/guides/strong-customer-authentication

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What's Next?



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WooCommerce Marketplace



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