

Why You Should Choose Spruce eCommerce

The **best option** for your LBM business.

Spruce eCommerce

- ✓ **Keeps shoppers on your site**
- ✓ Full control over the look and feel
- ✓ Easy site management tools like drag-and-drop layouts
- ✓ Access to co-op & other products/catalogs



Co-op Websites

- ✗ **Directs shoppers to competitor websites**
- ✗ Often requires developer skills to manage
- ✗ **Lack of control over website branding**
- ✗ Limited to co-op based products

Spruce eCommerce

- ✓ **Direct connection to Spruce**
- ✓ Robust knowledge library of how-to articles and videos
- ✓ **LBM functionality, including BOPIS, split shopping carts, and quote builder tool**
- ✓ Single, defined roadmap for both ERP and ecommerce
- ✓ Integrated inventory/customer data

3rd Party Developer

- ✗ **Cost for developers to make simple changes to your site**
- ✗ Unproven ERP integrations
- ✗ **Lack of LBM functionality**
- ✗ Lengthy or unknown implementation timeframe

Spruce eCommerce

- ✓ **B2B and B2C features like approval workflows, abandoned carts, and rewards**
- ✓ In-house custom website design team
- ✓ **Built-in LBM functionality that doesn't require third-party apps**

Ecommerce Plug-Ins

- ✗ Lack of a combination of B2B and B2C functionality
- ✗ Generic template websites
- ✗ **Slow site speed and hidden costs due to dependency on third-party apps**



Spruce eCommerce

- ✓ **Real-time ERP connection with Spruce**
- ✓ Regular platform feature releases
- ✓ Decades of industry and ecommerce experience
- ✓ Better long-term value



Other Options

- ✗ **Lack of true, real-time ERP connection**
- ✗ Few new features
- ✗ Unproven platforms new to the industry
- ✗ **Deceptive low upfront cost with future hidden costs**



Your LBM business deserves the best, choose **Spruce eCommerce** today!