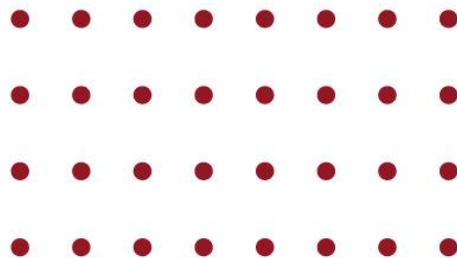


Consumer Experience
in the Digital
Environment

e-Commerce Personalization Strategies Unit 14





Contents

- Onsite products recommendations
- Location, purchasing preferences as an approach to retain customers and incentivize recurrent purchases



What is e-Commerce Personalization?

E-commerce personalization is the practice of dynamically displaying unique offers, such as product recommendations or other material, to each visitor based on their prior behavior, demographics, past purchases, and other personal information.

Personalization has proven to be one of the most effective strategies in the marketing toolbox for online merchants looking to engage customers, improve sales, and encourage repeat purchases. Even though it takes many different forms, the goal is always to give each customer a purchasing experience that is timely and relevant.

Facts About Personalization



48%

of consumers spend
more when their
experience is
personalized



90%

of marketers believe
personalization is the
future



74%

of consumers get
frustrated when
content has nothing
to do with them

The Benefits of Personalization

20%

Marketers see an average **increase of 20% in sales** when using personalized experiences



80%

80% of shoppers are more likely to buy from a company that offers personalized experiences



77%

77% of consumers have chosen, recommended, or paid more for a brand that provides a personalized experience

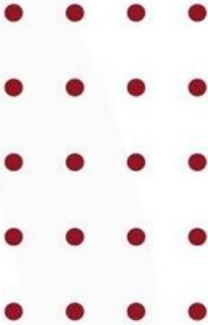


Source: [Bloomreach, 2021](#)

E-Commerce Personalization Strategies That Work

Expect humongous revenue increases if you master personalization. For those who succeed with personalization in e-Commerce, Gartner expects profits to increase by at least 15%, and there is no limit to how far you can go with it.

The range of personalization strategies available to you is almost limitless (Gartner, 2023).



Personalized Products Recommendations

When you visit an online shop, you often receive recommendations for other products. These are recommendations for products that are tailored to you based on your browsing and shopping habits. This is an effective personalization strategy that can be implemented in a number of ways, such as:

- Visitors who viewed this also viewed.... viewed this.
- Visitors who bought this also bought....
- Handpicked for you...
- These goods are very popular now.

Weather-Sensitive Personalization

This is a creative and effective way to ensure that visitors see the articles that are most interesting to them.

Think about it: When do you prefer to buy thick jumpers and rubber boots?

Do you prefer it when it is pouring rain or when the sun is shining?

Fashion shops can increase their sales by offering clothes that are suitable for the visitors' weather.

Personalized Emails Based on User Behavior

Sending personalized follow-up emails and newsletters offering discounts on products or suggesting similar products can effectively increase conversion.

A fantastic strategy to increase your sales immediately is to create urgency through time-limited incentives.





Personalized Geo-Location Targeting

The number of clicks is efficiently reduced and the customer experience is improved by directing visitors to the appropriate retailer based on their location.

By displaying relevant offers for each customer group, location-based segmentation can help to further improve the shopping experience.

Personalized Upsell Pitch at the End of the Purchase

A checkout stage is a place where customized offers can be made.

If the visitor has already started buying and is obviously in 'buying mode', this is usually very effective.

If the customer is about to complete their purchase, recommending matching products is an effective tactic.

If you sell goods that perfectly match the ones your visitor is about to buy, this works very well.

Target Abandoning Visitors With Personalized Offers

Personalization is a strategy to combat shopping cart abandonment, a problem in online sales.

You can often persuade visitors who are at risk of leaving their basket empty to complete their order, at least sign up for your newsletter, or perform some other worthwhile micro-conversion by offering them a customized offer.

Compile Lists of Recently Viewed Items

As you know, you are not always in the mood to make a purchase when you visit a website. Sometimes you just browse, take a closer look at a few of the things you like and then move on.

By reminding your visitors of the items they want the next time they visit your shop, you increase the likelihood that they won't forget your products when they are ready to buy.



How to Optimize Your e-Commerce Personalization Strategy

➤ Understand your customers:

This is the cornerstone of e-Commerce personalization. The more information you have about users, the better you can tailor content to them.

How to Optimize Your e-Commerce Personalization Strategy

➤ Identify audience segments

Divide your audience into manageable groups. This way you can match customers with similar needs and offer them the experiences they want.

WHY SEGMENTATION?

- Important because it means you can send targeted emails based on specific interests or actions taken by a consumer.
- Marketers who used segmented campaigns noted as much as a 76% increase in revenue—and the majority of marketers say basic segmentation is part of their marketing strategy

Different Ways to Segment Your Audience

- ❖ Demographic and geographic location
- ❖ Past email interaction activity
- ❖ What users are doing on your website
- ❖ Customer data
- ❖ Past purchase
- ❖ Amount spent
- ❖ Position in the Sales Funnel

Thank You