



WHY TAKING THINGS PERSONALLY IS THE WAY FORWARD

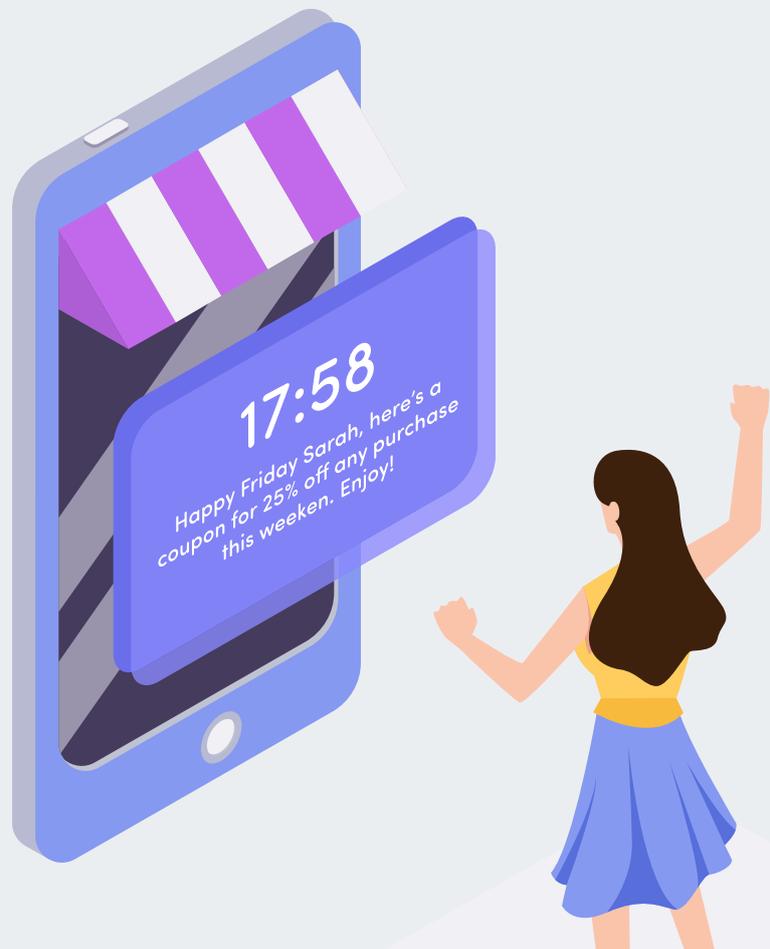
The Benefits of Personalization for
your eCommerce

What is eCommerce Personalization

E-commerce personalization goes beyond simply using the name of a registered customer at the beginning of a mass email or analysing their behavior when buying specific products.

Much like going into your neighborhood store and being greeted by the staff - who knows your likes, dislikes and interests - the future of online retail is moving towards offering a total unique and tailored experience to each one of your visitors.

This unique experience is achieved by showing the customers specific content and product recommendations targeted at their browsing history, purchase background, demographics and unique traits. A personalisation system is capable of analysing, in real time, metrics such as referral source and type of device used to enter your website, viewed products and categories, add-to-cart and cart abandonment rates and average time on site, just to name a few.



Nice to Know You

The Accenture Technology Vision 2019 report defines the future of businesses as a Post-Digital Era, highlighting, among others, the Get To Know Me key trend: "(...) this foundation of knowledge will be key to understanding the next generation of consumers and for delivering rich, individualized, experience-based relationships".

The company also provides substantial data on the importance of personalisation in their "Personalisation Pulse Check 2018" report that revealed that "91 percent of consumers prefer brands that remember who they are, recognize their interests and offer recommendations that are relevant to them personally" and "83 percent of consumers are perfectly willing to share their data if it will get them a more relevant, personalized experience."

As consumer expectations shift from Us to Me, visitors demand curated shopping options, seamless interactions and instant satisfaction, in return establishing more engaging and meaningful relationships with brands which are converted higher in loyalty and increased revenue for the business.

As websites stand today, the interaction between digital and visitors is only indicative of who the client is, but it is not everything: to personalise is to rethink the brand and its connection with the end user, magnifying

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the value proposition and making it intuitive. The consumers must feel that the brand speaks only to them and that it 'listens' and understands their needs.

From a Them vision to a You vision: Who is your client and what does it like?

In order to successfully implement a strategic route of personalisation, the first thing to do is to understand the different preferences, attitudes, shopping opportunities and needs of each client. Using this data, and with the help of a personalisation software, you can curate the perfect experience for each individual from the moment they click on your website to the post-shopping communications.

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Even when business tend to see customers as fitting into larger groups or categories - based on sex, age gap or geographical region - it doesn't mean they are all the same and the personalisation path is about finding and addressing the different nuances that make them unique, connecting with clients and offering them an individual experience that resonates with what sets them apart.

Personalisation helps improve the relationship with customers and the opinion they have on a brand by delivering messages that are tuned to them, while reducing acquisition costs by up to 50%, raising revenues by 5% to 15%, and increasing the efficiency of marketing spending by 10% to 30%. In order to successfully implement a strategic route of personalisation, the first thing to do is to understand the different preferences,

Companies Need an Integrated Approach to Personalization



Source: BCG analysis

Too Much Information? How to use the data you collect to your advantage

Many companies do not take full advantage of the potential of their customers' data to personalise the interaction and communication with them. Personalisation is beneficial in building lasting relationships with loyal customers and avoiding churn. But how exactly do you make sense of all that data?

The first thing that must be done is to group the clients according to their needs and behaviour. This can be identified following the trajectory of each client: pages visited, time spent in each of them, bought items, device used to access your website, most searched categories, average spending money, etc. Each behaviour is a segment in itself and the combination between them creates hundreds of possibilities for customisation.

As an example, let's take two recent mothers or fathers: on one side you have a working parent that accesses a baby's website on the go, from their tablet or mobile, and who's list of preferred items is always budgeted under £100; on the other side, you have a stay at home parent, who spends ample time navigating the website, discovering new categories and whose list is not defined by a budget but by influencers and reviews. Although in both groups we have new-parents

looking to buy products for a baby, such as a pram or a pacifier, they operate in different mind-sets and circumstances, thus searching for different things in the same categories.

Another note is that buyers do not want to be continuously reminded of products they've already bought or looked for, especially if the ads appear too early, too often or too late in the process. And it's at this stage that the algorithms of a personalisation platforms can help companies by providing insights into what a customer may be interested in or previous purchase-related items.



A customer's digital footprint: determine the profile of your client to establish a productive relationship

All the actions that clients performs when visiting a website and their digital relationship with a brand are clues for personalisation. From the email address used to register (their digital ID), to each click taken on the website, this is the information that will allow you to create an image of what the visitor is interested in and how those interests are evolving.

Other relevant information is their spending patterns: a customer who spends above average will likely prefer and respond better to a personalized offer, rather than a discount notification. Conversely, a customer who visits the web with low frequency and spends less than average is more likely to respond positively to a drastic reduction in the price of certain products.

The same happens with those customers who show a significant preference for specific brands or items: exclusive offers for those items will be received more positively. Furthermore, to take advantage of the potential of these online visitors, you can use

this trace of data to recommend or highlight associated or new products and brands that are related, helping them expand their preferences and increasing sales.

“ Companies should be crafting their customer communications based on the analytics of the customer's journey - analyses of the set of interactions a customer has with a brand to accomplish a task. ”

So, do I really need a personalization platform?

If you want to improve the interaction with your customers, build lasting and loyal relationships and increase your revenues, the simple answer is yes. By implementing a personalization platform, you not only recognise a customer and their tastes, but you also consider what interests them here and now, transforming their experience of your brand into a truly unique journey.

A survey of personalization initiatives carried out by BCG showed “only about 15% of companies can be considered true personalization leaders; (...) another 20% are experimenting with one-to-one campaigns (...) and only 7% manage fully integrated tailored communications across all channels). The remaining 65% are still using segmented marketing or even mass-market approaches”.

Another report from Retail Week also refers that only 14% of retailers consider personalisation as an essential part of their marketing strategies and that a third affirms that it will never invest in personalisation whatsoever.

As we've mentioned before, numerous studies point personalisation as a key trend for the

future and a cornerstone of successful and thriving business that treat each visitor and customer as a unique entity that requires unconditional and devoted attention: in the large scale of e-commerce such a task can only be reached by a personalisation software.

Sources

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Contact

You're one step closer to starting your Superb e-commerce adventure; we would really love to hear from you.

Why not give us a call and let's grab a coffee or something?

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