

Personalisation for mCommerce

Improve the mobile user experience
with Recommend.

Online retailers face enormous challenges when it comes to mCommerce. Whether your brand is exclusive to mobile devices or has a mobile app, you must now learn how to define and implement a successful personalised approach.



Personalisation for mCommerce

With the arrival of smartphones almost a decade ago and its growing penetration, a new customer emerged: the mobile user.

Most eCommerce businesses identified this opportunity and the solution seemed obvious: It was merely a matter of resizing the website from the desktop version to fit on a smaller screen.

This principle, known as “responsive design,” saved extensive development resources, but ultimately led to mediocre mobile sessions. Most buyers find the pages and links too small to click causing them to abandon the process prematurely.

Almost all purchase actions and decisions are made digitally. Users shop on their phones primarily to save time, but they rarely find the mobile web to be the most convenient means to do it.

“ Around 2 billion people will make purchases from a mobile device with about 95% of shoppers researching their device prior to completing an in-store or an online checkout.”

Industry Insight

25%

of e-tail revenue comes from mobile platforms

2 Billion

people/year use smartphones to shop worldwide

£36.3b

per year is made in online purchases from smartphones

The individual mobile experience

All the information that can be used to personalise the mobile experience will make your brand more relevant to that user.

From its location to the type of device, everything counts. In fact, the relationship between users and their smartphones and, even, the operating system can determine specific interests and patterns.

It's about understanding the user's context. Imagine entering a store and receiving a discount coupon that you can use immediately. Here's where personalisation for mCommerce resides: A similar offer, available on all touchpoints, becomes "immediately actionable" if you are seeing it from your mobile device.

"Marketing specialists are spending many hundreds of thousands on engaging in social media, but don't realise that this is, in fact, mobile marketing"

Simon Buckingham, CEO of Appitalism, New York.

Mobile personalisation is also a useful tool to inform the customer when a product they wanted is back in stock. Give them the option just to tap to alert the store to deliver the item. If that touch also leads to adding the item to the mobile app's shopping cart, that will also provide a great shopping experience.



Don't forget about the UX and UI

(inside and outside personalisation)

The digital is always enclosed within two terms: **User Interface (UI)** and **User Experience (UX)**. Both elements are crucial to providing an excellent customer experience, no matter the device.

"User experience" encompasses all aspects of the end-users interaction with a brand. A user interface is the point of interaction between the user and a digital device considering the look & feel, and interactivity.

One of the drawbacks of responsive design is that those elements UX and UI aren't always considered on mCommerce. Remember, what works for desktop, doesn't necessarily work for mobile:



67% of online shoppers

see as an impediment to mobile purchases that pages and links are too small for a user to click

61% also mentioned

the access to the shopping cart and payment process is too complicated.

36% cited

the difficulty in finding what I am looking for: Poor design as a barrier when buying from mobile phones.

Personalisation from the inside

The “in-app” is where the personalisation is accomplished through:

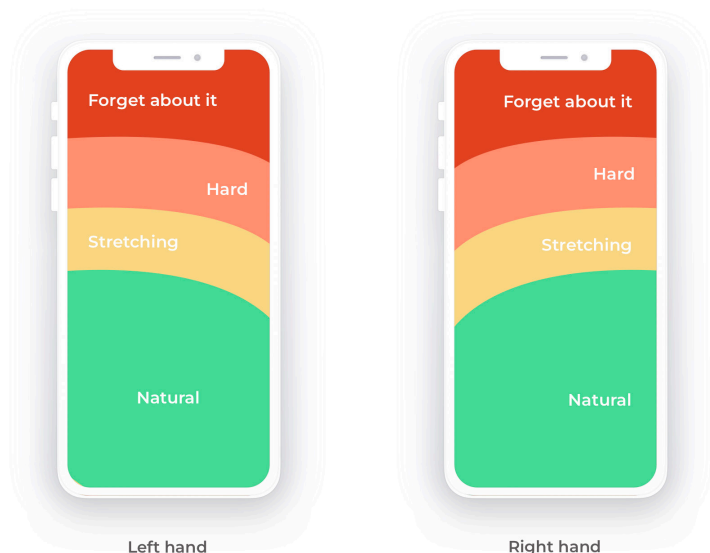
UI (User Interface):

Features like interactive call-to-actions, more prominent messages, the use of specific colours and fonts, the display of elements to facilitate the browsing.

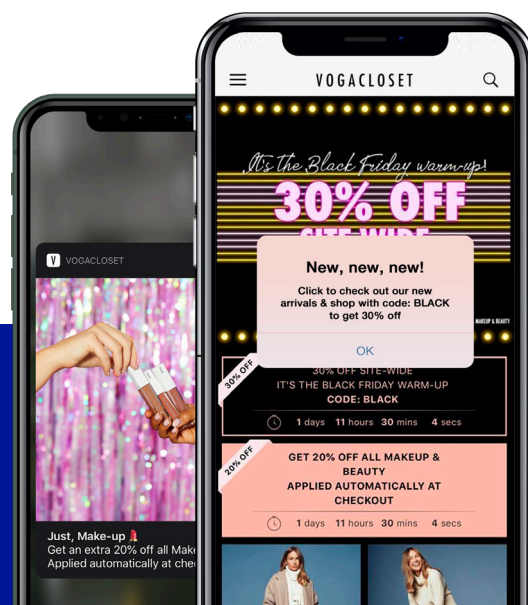
UX (User Experience):

Pop-up and messages to help the user find recommendations, discounts and special promotions by location or preferences.

To analyse if your actions are working, touch heatmaps are a great tool to identify which are the more interacted sections or categories of your app or mobile site. Based on what’s “hot” and “cold” you can review and improve your strategy.



The so-called “big toe” or “fat toe” problem is one of the main frustrations within mCommerce. In 2016, Samantha Ingram wrote an article named [“The Thumb Zone: Designing For Mobile Users”](#) defining the easy-to-reach, hard-to-reach and in-between areas.

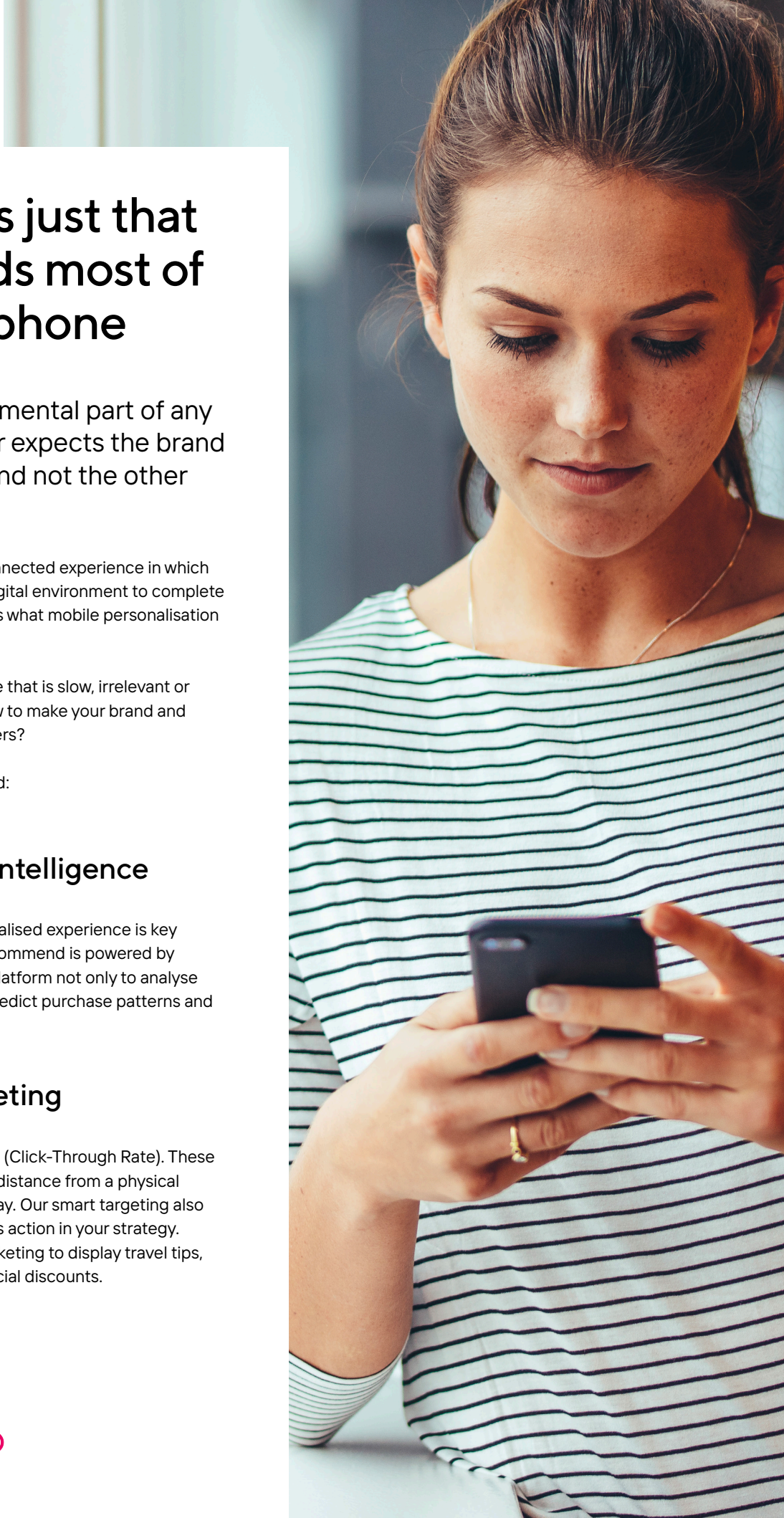


Personalisation from the outside

From the outside, personalisation can be implemented through push notifications, one of Recommend’s main features. Personalisation enables transactional messages, instant gratification through special discount coupons, and notifications when a favorite out-of-stock item reappears.

“Millennials and Gen Z, two of the largest customer segments, have a weak spot for instant gratification”.

Prasad Dhamdhere from Annex Cloud,



It's not ego. It's just that the user spends most of its time on its phone

Smartphones are a fundamental part of any person's routine. The user expects the brand to adapt to this lifestyle and not the other way around.

Platforms like Netflix or Uber offer a connected experience in which the user does not need to leave their digital environment to complete a transaction or receive a service. This is what mobile personalisation is all about.

Users are impatient, and any experience that is slow, irrelevant or difficult, will make them give up. So, how to make your brand and overall experience relevant to those users?

Here's when Recommend takes the lead:

Powered by Artificial Intelligence

Providing your customers with a personalised experience is key to user retention and engagement. Recommend is powered by artificial intelligence, which allows our platform not only to analyse the behaviour of that user but also to predict purchase patterns and make product recommendations.

Location-Based Marketing

Location-based content has a 40% CTR (Click-Through Rate). These communications may be related to the distance from a physical store to a promotion on a national holiday. Our smart targeting also includes location so you can include this action in your strategy. You can implement location-based marketing to display travel tips, events, restaurants, as well as offer special discounts.

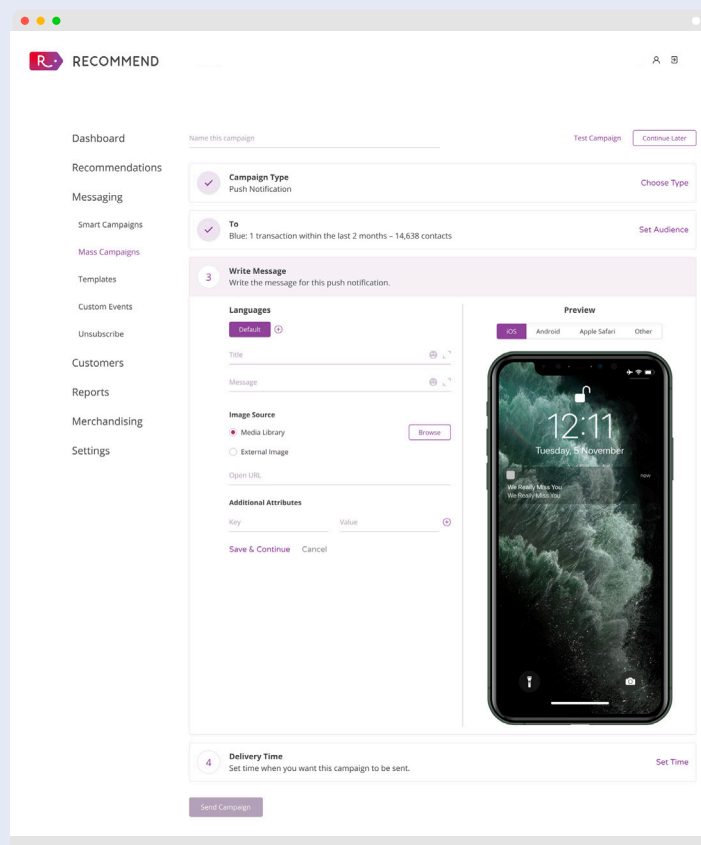


Push Notifications

Push notifications should be an essential part of your marketing strategy, and these are one of our main features.

Creating custom segmentations will allow you to make effective use of these notifications. You can send a push when there is a special promotion for a limited time only, to celebrate your users' birthdays or anniversaries, or when they have not used the app for a long time.

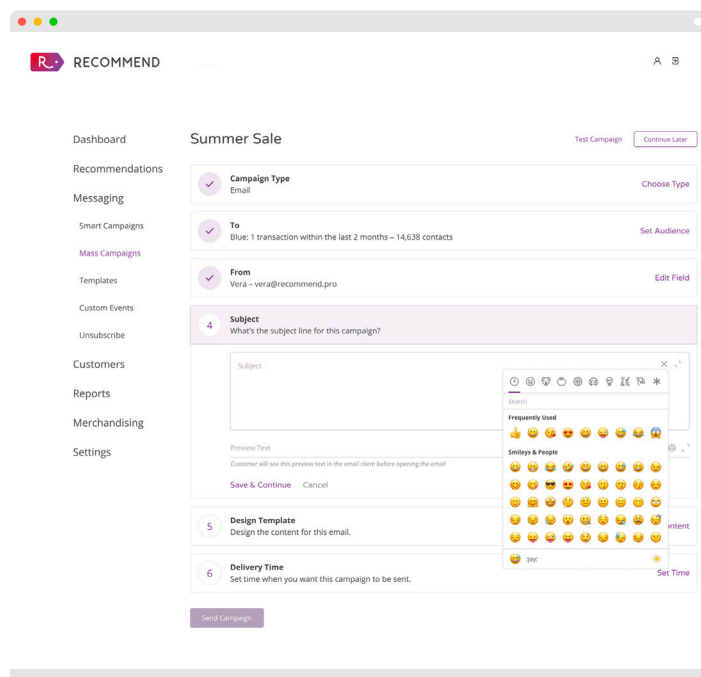
Personalised push notifications had a 4x higher open rate. Take advantage of the user location, the device, and even the purchase or browsing history to notify them when new or out-of-stock products from their favourite brands are back on your site.



Personalised Marketing Campaigns

Recommend shows you real-time statistics that can help you to analyse users' behaviours and identify browsing and purchase patterns

For example, you can send a push message if a user completes a predefined action. Another option is to identify a specific segment based on their browser or purchase history and offer them free shipping or a special discount.



Achieve data-driven results with Recommend

The click-through rate for push notifications are seven times higher than that of email marketing with an open rate of 90%, the benefits of push are a prime example of how successful your ROI can be with a conversion strategy that is primarily targeting mobile app users.

When it comes to consumer behaviour and segmentation, data-driven results are the only accurate way to measure a deeper understanding of your customers' wants and needs.

As an interaction tool, Recommend allows your brand to explore a hyper-personalised approach so that you can focus your mobile strategy on each customer, avoid generic messages, and instead turn more mobile browsers into buyers.



Contact

Are you ready to improve your mCommerce strategy?

Why not call our team of experts and discuss the benefits of mobile personalisation for your online business.

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