

# 6 GREAT FACTS ON PERSONALIZATION



VISITORS TO ONLINE SHOPS  
BROWSE ON AVERAGE  
**5-6 PAGES PER SITE VISIT**  
BUT THE COMPLETE  
CATALOG OF AN ONLINE SHOP  
IS TYPICALLY AROUND  
**5,000 PRODUCTS**  
PERSONALIZATION HELPS  
VISITORS FIND THE PRODUCTS  
THEY'RE LOOKING FOR

# EMAIL SUBJECT LINES WITH PERSONAL DATA INCREASE OPEN RATES BY UP TO 41%



# GEO-TARGETING IN EMAILS HELPED ONE LOYALTY PROGRAM VENDOR INCREASE CLICK-THROUGH RATES BY 66.7%



# OVER 40% OF CONSUMERS WANT NOTHING SHORT OF A GUARANTEED OFFER IN RETURN FOR GIVING UP THEIR EMAIL ADDRESS



# OVER **77%** OF DIGITAL NATIVES EXPECT A PERSONALIZED WEBSITE EXPERIENCE



*I have unique  
tastes*

NO TWO CUSTOMERS  
ARE THE SAME;  
SITUATIONS,  
MAKE-UP AND  
LOCATION  
IN REAL TIME  
MATTERS TO  
THEIR SHOPPING  
EXPERIENCE



LOOKING FOR INTERESTING CONTENT ON  
PERSONALIZATION  
AND E-COMMERCE?

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