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.

Source: Softcube Customer Data
EMAIL SUBJECT LINES WITH PERSONAL DATA INCREASE OPEN RATES BY UP TO 41%

Source: The State of Marketing Technology 2015 Report, Venture Beat
Geo-targeting in emails helped one loyalty program vendor increase click-through rates by 66.7%.

Source: The State of Marketing Technology 2015 Report, Venture Beat
Over 40% of consumers want nothing short of a guaranteed offer in return for giving up their email address.

Source: The State of Marketing Technology 2015 Report, Venture Beat
OVER 77% OF DIGITAL NATIVES EXPECT A PERSONALIZED WEBSITE EXPERIENCE

I have unique tastes

Source: The State of Marketing Technology 2015 Report, Venture Beat
NO TWO CUSTOMERS ARE THE SAME; SITUATIONS, MAKE-UP AND LOCATION IN REAL TIME MATTERS TO THEIR SHOPPING EXPERIENCE

Source: Monetate
LOOKING FOR INTERESTING CONTENT ON PERSONALIZATION AND E-COMMERCE?

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