

5 WAYS ECOMMERCE PERSONALIZATION

CAN ROCK YOUR BUSINESS

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ECOMMERCE PERSONALIZATION

94% of senior marketing executives believe that personalization is critical in order to reach customers. eCommerce businesses are investing a lot of money in decoding customer data and in predictive analysis.

PWC Digital Services Group

DEFINITION

An eCommerce website can be personalized with the help of past customer interactions, clickstream data, abandoned carts, product reviews left by the customer on a previous visit and similar customer trails.

All these data are analyzed and are then used to predict the actions, a customer is likely to take on their next visit. This is known as "Predictive Personalization".

EXPERIENCE

When an online store is personalized, it tailors the website content to the individual needs of the customers.

The eCommerce website applies the information about the customer's past shopping trends, product reviews, social channels and interactions and presents content in the form of suggestions, recommendations etc. which increases the probability of the customer buying from them.

IMPORTANCE

Personalizing online shopping experiences down to the individual customer, simplifies the search of a product by the shopper.

One of the main advantages of eCommerce today is its ability to offer a different shopping experience every time we log on to a particular eCommerce website.

USER INTERFACE

Every single element – starting from personalized banners on the homepage, intelligent guesses, to personalized product recommendations based on the customer's past purchases or abandoned carts, are targeted to give the customer an enriched shopping experience.

BENEFITS



Drives
Revenue



Recommends
the Best Product



Helps for Churn
Prediction



Reduces the Return
of Products



Gives an Insight on
Products in Demand

By using predictive personalization in customer journeys, an eCommerce business can create a rich and more relevant experience that will drive conversions and business outcomes, and also leave its customers satisfied – all at once.

THANK YOU

Looking for more content on eCommerce and Personalization?

PERSONALIZATION RESOURCES