Power of Personalization

Champagne breakfast workshop

Mikael Gummerus   12.11.2020

HELLO!

My name is **Mikael "Miksu" Gummerus**.

CEO & Founder Frosmo
"Easiest to deploy personalization delivering the best results at the market"

Chairman & co-founder Dodreams
"Maker of Drive Ahead mobile games, with +175m downloads"

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FROSMO IS THE MOST VERSATILE PERSONALIZATION SOFTWARE, DELIVERING 1.5 BILLION PERSONALIZED CUSTOMER JOURNEYS DAILY.

What we will cover today

- Different elements of personalization
- Personalization: Product recommendations
- Personalization: Front page
- Personalization: Product page
- How to get started with personalisation
- Frosmo's special offer

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How do we proceed today?

1	**2**	**3**	**4**
Talk	**Question**	**Conversation**	**Talk**
5-minutes	Present a question to the group	1-2 minute in group conversations	5-10 minutes

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What is website personalization actually?

A. Just an old buzzword

B. Mostly "slideware"

C. Product recommendations

D. Every interaction with the customer is individualized

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"

Personalization is a process that creates a relevant, individualized interaction between two parties designed to enhance the experience of the recipient. It uses insight based on the recipient's personal data, as well as behavioral data about the actions of similar individuals, to deliver an experience to meet specific needs and preferences.

-Gartner

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Personalization in common sense language

"The website addresses me as a customer so well that I feel at home and that I want to buy from this service provider again and again."

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User experience

It's easy for me to find products that are relevant to me: my preferences, size, gender, price, allergies, ethical choices, etc. The service remembers key things about me: it's easy for me to complete purchase and continue where I left off.

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Inspiration

The site look, feel, and content inspire me. I feel at home, I feel like this service provider understands me and can inspire me with new ideas that I would have not thought about otherwise.

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Example list of concepts and elements of personalization

Concept	Elements
Product recommendations	Ease of use and inspiration, find faster more relevant products at the right time
Hero banners	Inspirational images, last viewed products
Content banners	Customers preferred categories, inspirational images
Product information	Size, availability, ethical preferences, allergies
Basket, category page, search	Preferred payments, product listings,
Email	Tailored to each customer specifically from images, content and product recommendations

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Q2

Personalization: how does your website product recommendations work?

A. I have no idea.
B. We create those manually.
C. They come from the platform, never changed.
D. There are some vendors, never changed.

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The non-linear purchase process
Customers leave a trail of breadcrumbs that AI and ML can make sense of
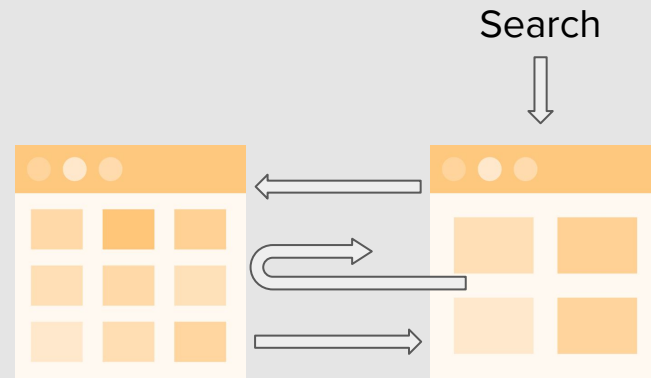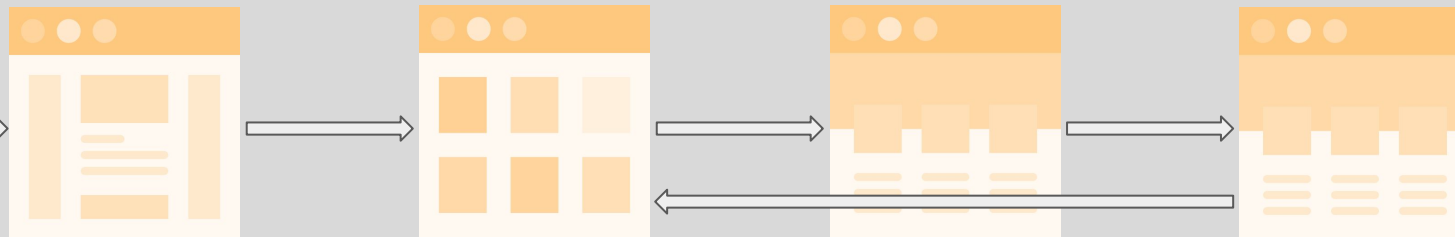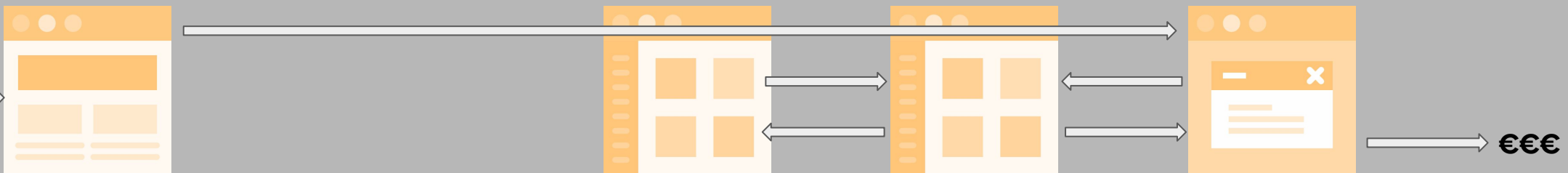
Driving the customer journey with automated merchandising and recommendations

Phase in the journey

DISCOVERY   SELECTION   UP-/CROSS-SELL

1. (Auto-)Identifying primary affinity
2. (Auto-)Identifying the phase
3. (Auto-)Fitting strategy to context, phase & affinity

Don't forget these...

Popular products with road bikes

Build the complete package

KPI: Avg order value(AOV)

Bestsellers - road bikes

KPI: Conversion %

Most popular

KPI: Bounce %

BUYING   KNOWN   NEW

Customer insight

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Q3

Why product recommendations are important?

A. I have tons of more important stuff to do.
B. They are required but not super important.
C. Improving them would be fast way to improve conversion and AOV.
D. It has a super important impact to the whole site and business.

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Top reasons why product recommendations matter

Reason	Argument	Data
Better user experience	Customers find faster relevant products & discover new products & feel more at home	Increase in retention and reduced bounce

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Multichannel	Recommendation experience can continue in email and even at offline store	Conversions from emails up 5-10% annually

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Time saved	Significant amount of manual work is saved	Tens of hours monthly compared to manual creation

Does your front page change after the user has visited your site?

A. I don't think so.

B. There is 'you viewed last time'.

C. The hero banner is personalized.

D. Hero banner, category banners, and recommendations personalized.

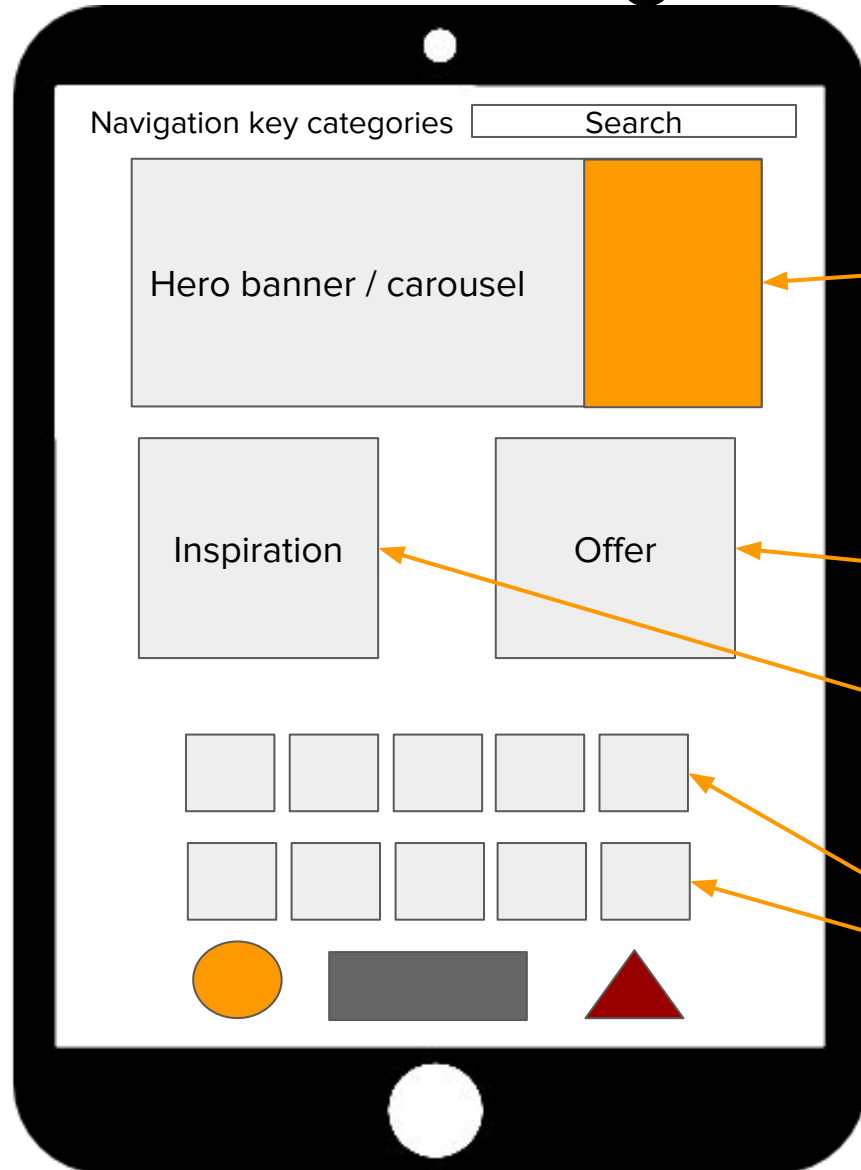FROSMO

Personalizing the elements of "standard" front page

Navigation key categories | Search

Hero banner / carousel

Inspiration   Offer
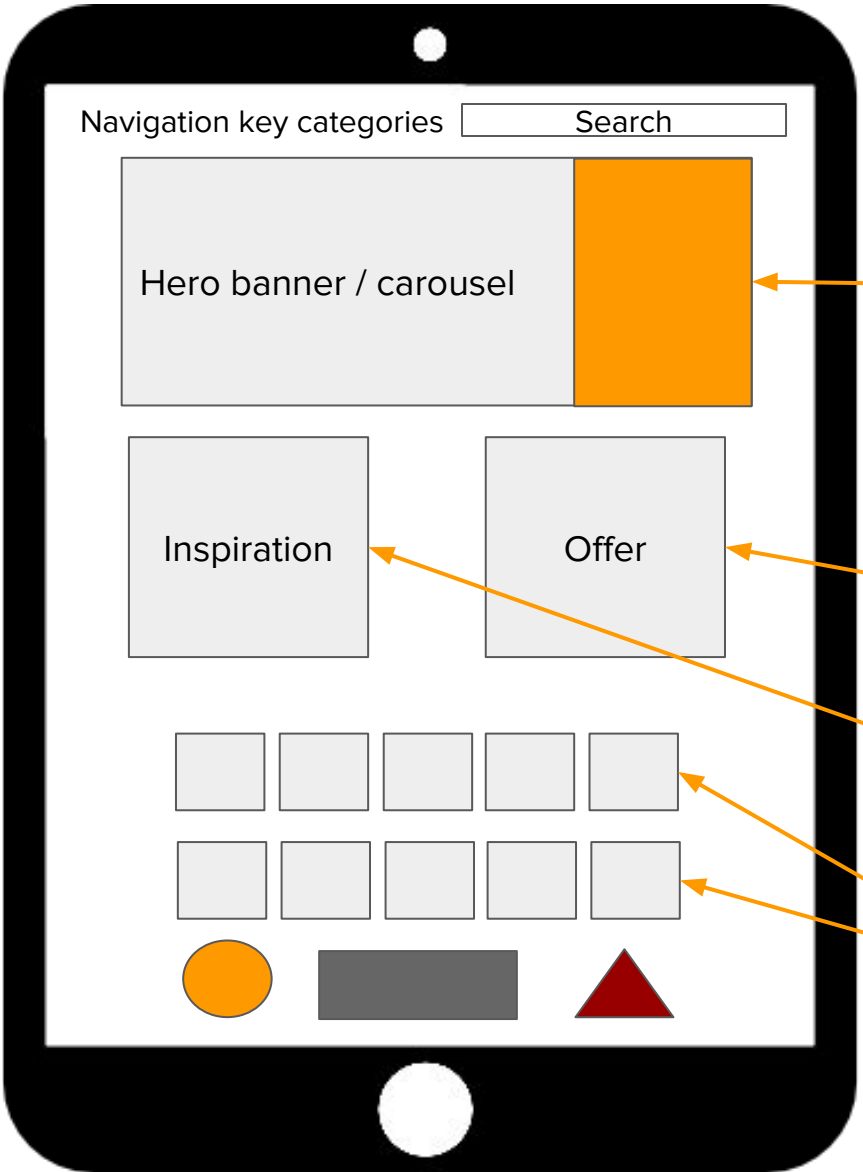
Automated segment based optimization of key banner

Can be automatically matched with external campaigns via UTM tags

Either static image or carousel with key segments

Returning user last viewed product

Best performing offer within the segment/category/

Automated optimization per segment searching for the best performing inspiration

Product recommendation strategy according to phase & affinity

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Best results are achieved with combination of automated testing and recommendations

Navigation key categories | Search

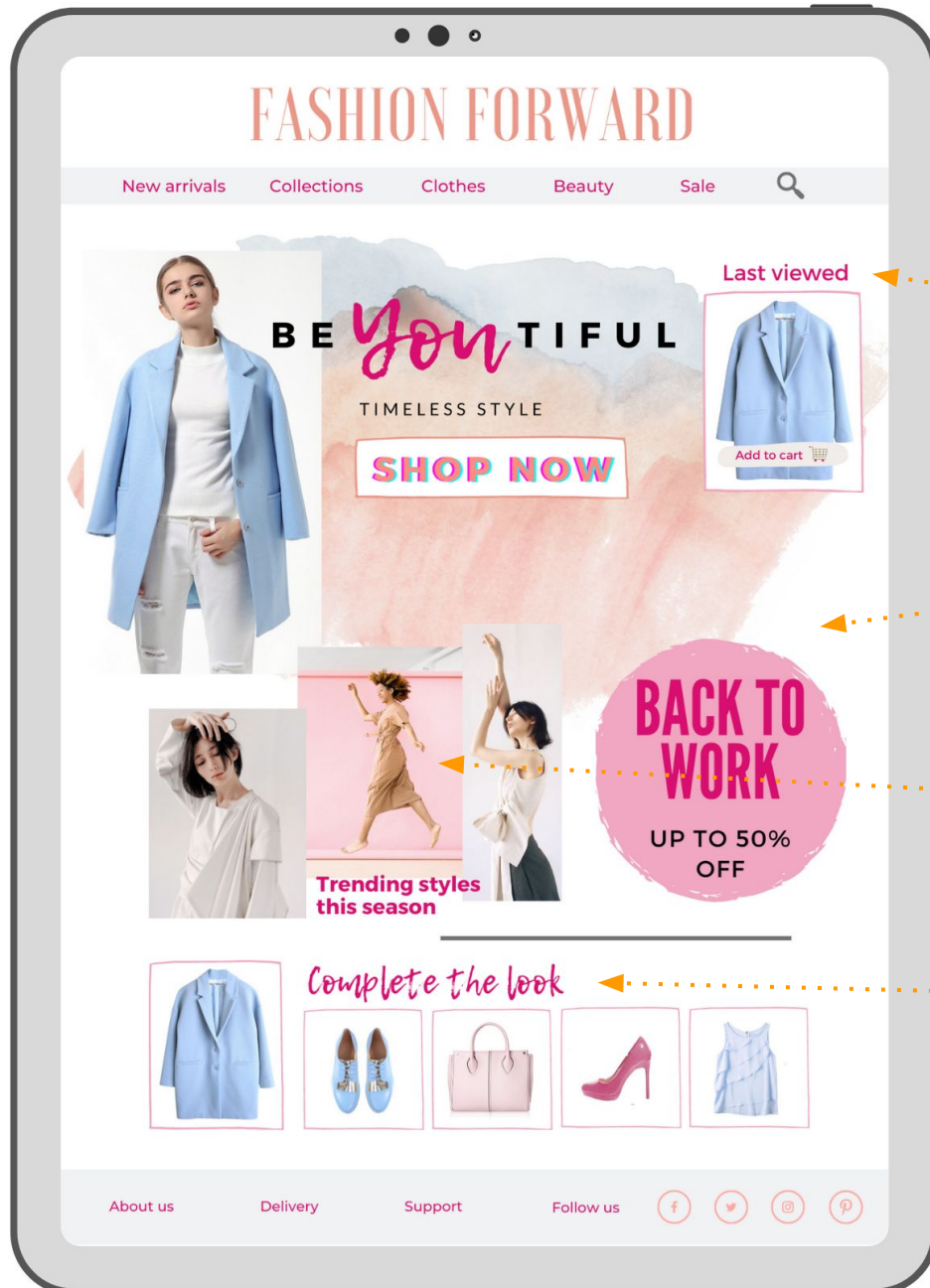Hero banner / carousel

Inspiration

Offer

Automated optimization (MAB) with key segments
Show last viewed product for returning visitor

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Reco strategies according user journey phase

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Automated optimization (MAB) with key segments
Show last viewed product for returning visitor

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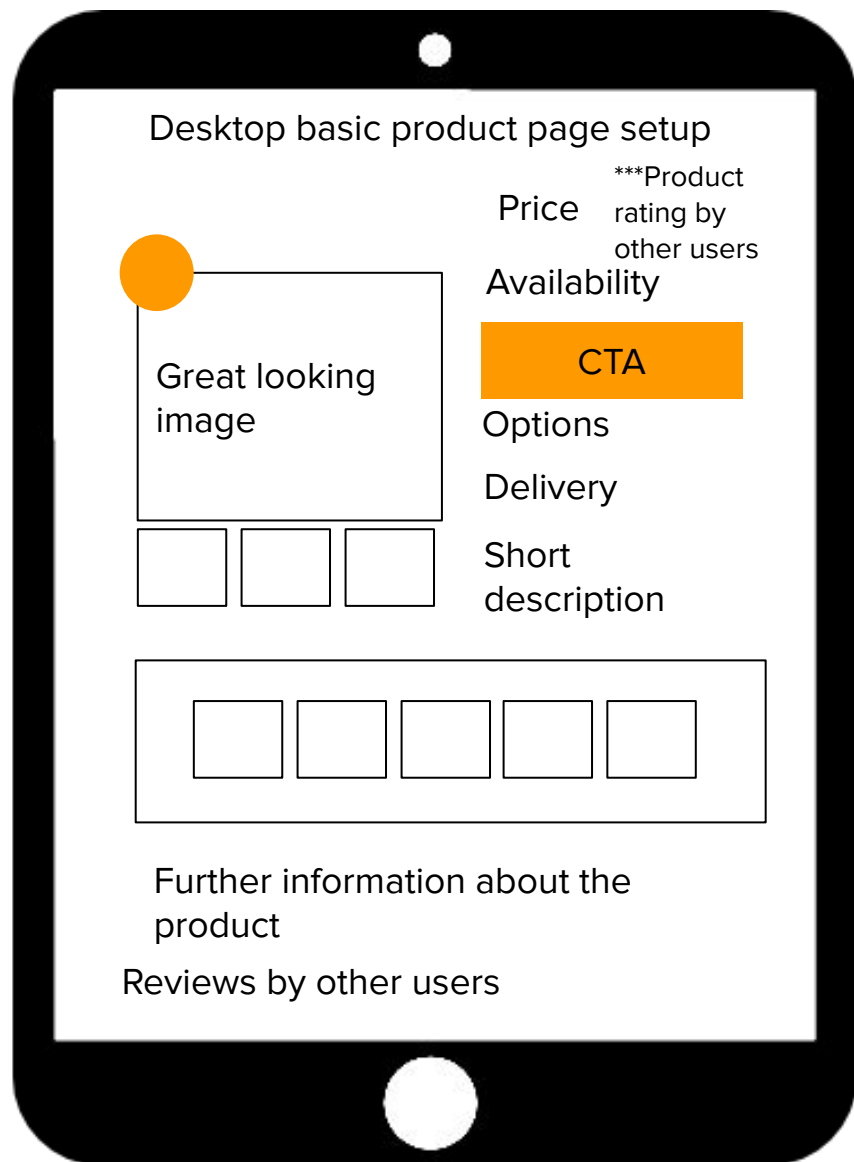Automated optimization (MAB) with key segments

Reco strategies according user journey phase

Must have basics of a product page

Desktop basic product page setup

Price   ***Product rating by other users

Availability

CTA

Great looking image

Options

Delivery

Short description

Further information about the product

Reviews by other users

1. Great-looking product image on a white background that loads fast and is easy to click to the next image, with as many product images

2. Price can be seen immediately clearly. Possible discount is highlighted both in numbers and %, also in the corner of the image

3. CTA (add to cart) as high as possible, with mobile sticky CTA

4. Product availability

5. Delivery information is crucial, have that clearly visible

6. Product rating by other users, options and very short description next to the image on desktop, below the image on mobile

7. Recommendations (see next page correct strategies)

8. Further product information, reviews and comments by other users

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Blue fabric coat

★★★★ Read reviews >

€129.99 €64.99 50%

A contemporary, modern piece that has a soft touch and features two side pockets, a notched lapel, and two buttons.

Select size ∨   Quantity ∨

🛒 **Add to cart**

More product information >

📍 Check in-store availability

🚚 Free store delivery   📦 Standard delivery 3-5 days
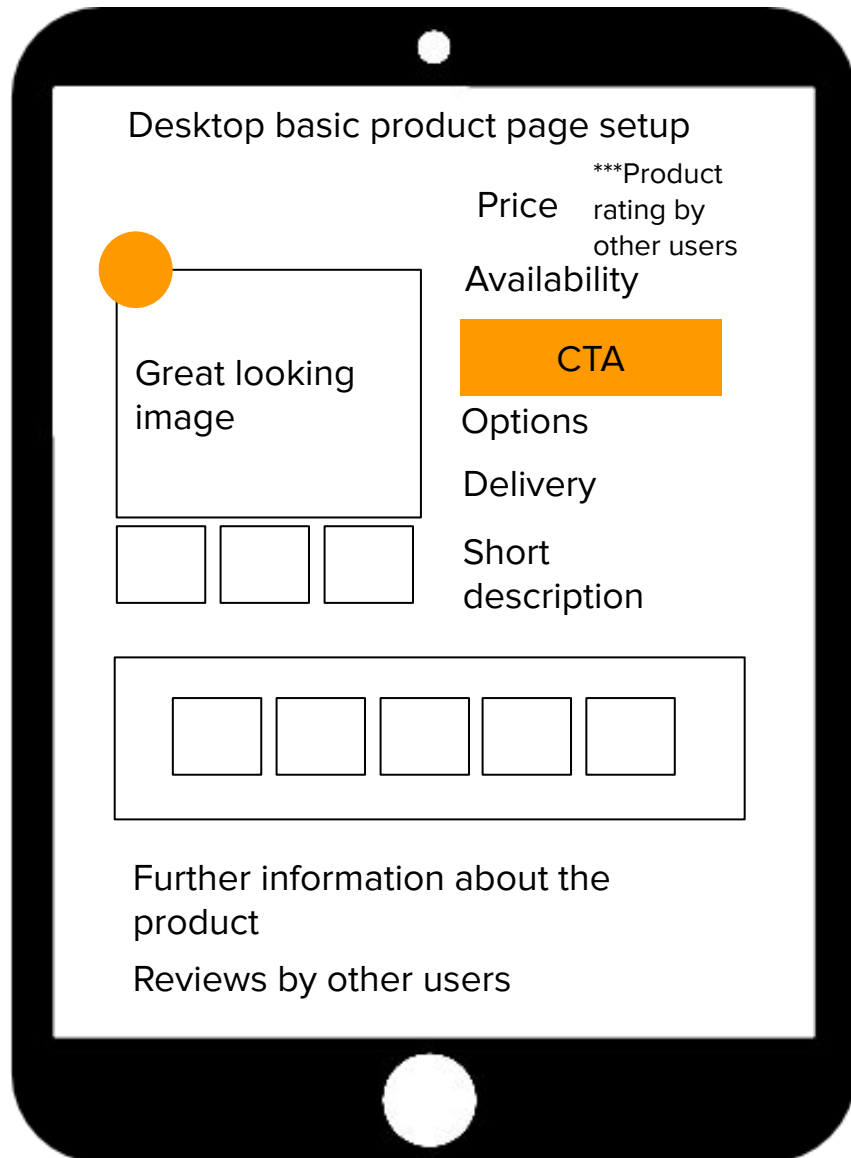
Complete the look

50%

1

2

3

4

5

6

7

8

29

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Additional power features for a product page

Desktop basic product page setup

Price   ***Product rating by other users

Availability

Great looking image

CTA

Options

Delivery

Short description

Further information about the product

Reviews by other users

1. Product videos

2. Links to product catalogue, information, other reviews in the web

3. Additional recommendations: complementary products if available,

4. Information about your company and why to choose you

5. Customer images, customer videos

6. Articles, blog posts, other content about the product

7. Sense of urgency/fear of missing out - features, like this price available only today, only 2 products left, free shipping offer valid only today,

8. Social proof features - others bought recently, bestseller tags

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BEST SELLER

1

See it in action

3
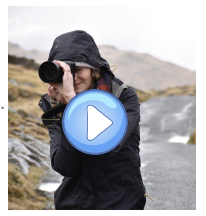
Complement your product with these

DSLR camera

★★★★ Read reviews >

FREE SHIPPING ONLY TODAY!

7

€1799.99

Black digital SLR Camera with EF-S 18-55 is STM Lens

Quantity	∨

🛒 **Add to cart**

2

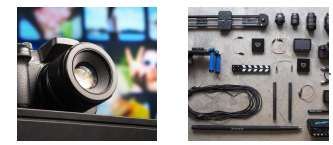Learn more about the product >

📍 Check in-store availability   📦 Standard delivery 3-5 days

8

Customer images and videos

Articles about the product

6

Why **Camera City**?

Best in the business for over 100 years.

5

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Q6

How to get started?

A. We have tons of more important things right now.

B. It's a very BIG project.

C. We're trying our best all the time.

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Adapting personalization

1. Automated product recommendations that change according to the customer journey and are machine-optimized continuously, deploy DATALAYER to easily add attributes important for YOUR BUSINESS.

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2. Industry standards to each page one page at a time: front-page, category page, product page -> start with the one that is easiest to get up to par!

3. Start adding more complicated features: multichannel, connect with CRM/CDP and offline, with CMS.

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Would you like to try Frosmo for free?

A. Let's do it today!

B. Let's talk tomorrow!

C. Tell me more now!

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30-day free trial

What you'll get:

- **Segmentation**
    - Based on the customer journey phase: new visitors, those discovering products, who are about to buy, and who already bought
    - Based on the site activity i.e. how many times visited or how many products viewed
    - 2 segments on top product categories

- **Personalized recommendations on three page types with 9 recommendation strategies** available to support the whole customer journey: **Front, Product, Category**

- **AI-driven optimization**, a maintenance-free machine learning tool MAB (multi-armed bandit) that dynamically searches for the best algorithm or recommendation strategy for a specific visitor segment and automatically verifies its performance according to a specified KPI.

- **Weekly business value reporting**
    - Revenue and conversions generated by personalized recommendations
    - Average order values and and conversion rates for five featured segments

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Datalayer instructions

Datalayer instructions for your developers:

https://developers.google.com/tag-manager/enhanced-ecommerce

Datalayer checker:

https://chrome.google.com/webstore/detail/datalayer-checker/ffljdddodmkedhkcjhpmdajhjdbkogke?hl=en

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Thank you!

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