

The path to data-driven Personalisation



CONTENTSQUARE





Claudia Campbell
Customer Success Manager



The data-driven path to personalisation



Why should you personalise?

Let the stats speak for themselves



Data-driven personalisation examples

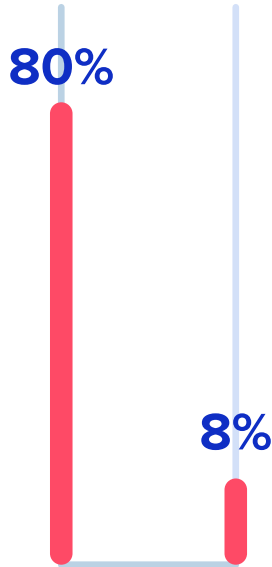
Ideas you can implement with little to none effort



Q&A Session

Ask questions, discuss challenges and share solutions

The Experience Gap



80% of businesses believe they delivered a superior experience.

Only **8%** of customer agree they receive a good customer experience.

Path to personalisation Q: What percentage of customers say they would stop buying from a brand they love after just one bad customer experience?

A

22%

B

46%

C

32%

D

18%



Path to personalisation Q: What percentage of customers say they would stop buying from a brand they love after just one bad customer experience?

A

22%

B

46%

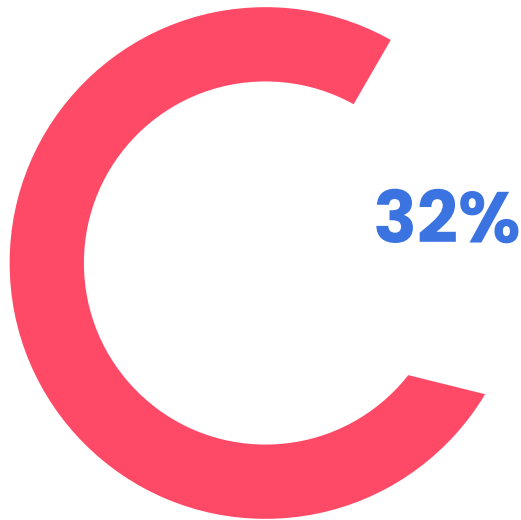
32%

D

18%



First impressions count



32% of customers say they will stop buying from a brand they love after just one bad experience.

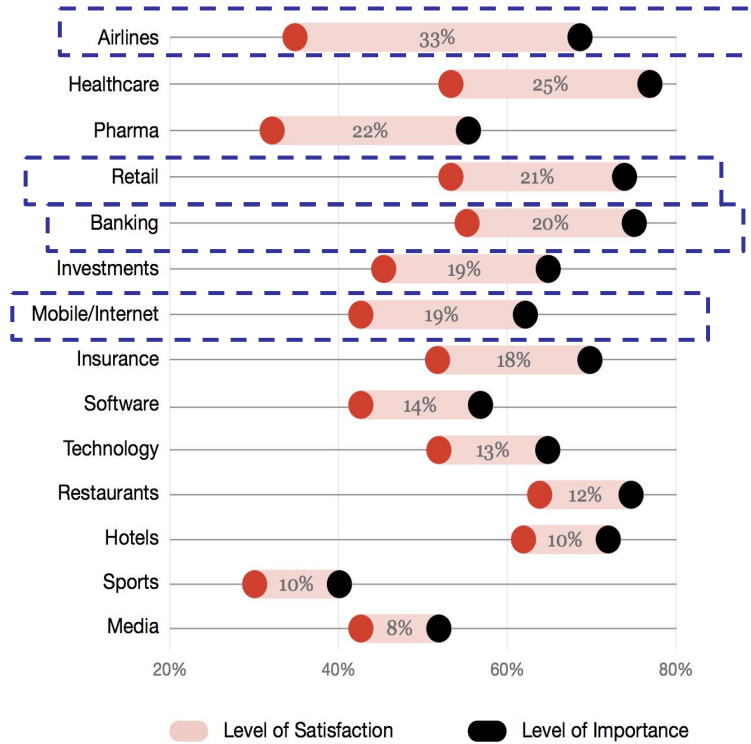
Revenue potential

86%



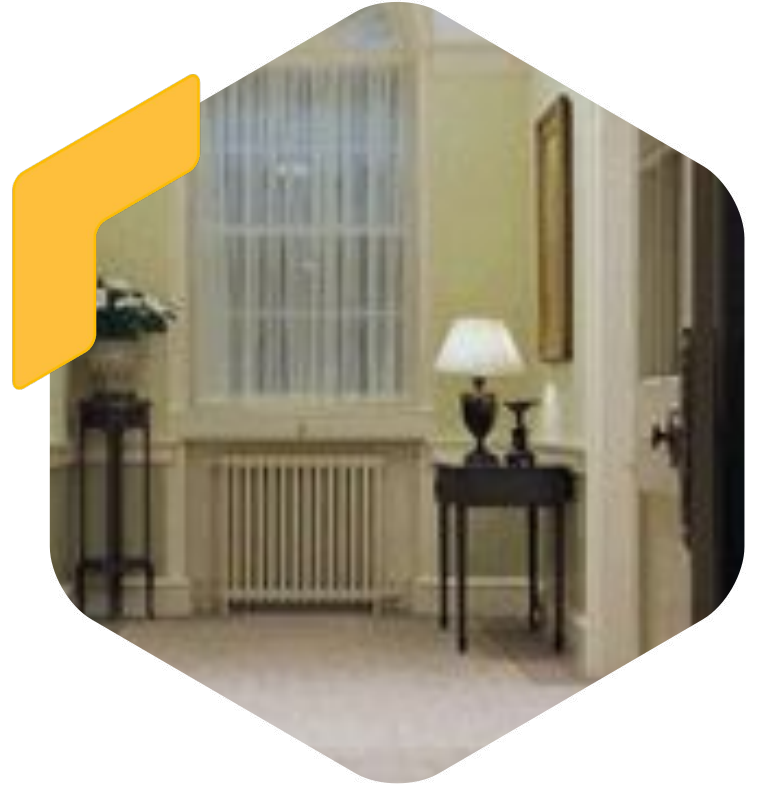
86% of buyers are willing to pay more for a great customer experience.

Expectation vs Satisfaction



21% experience gap for Retail

— **What does a good customer experience look like?**



Competing with the beast

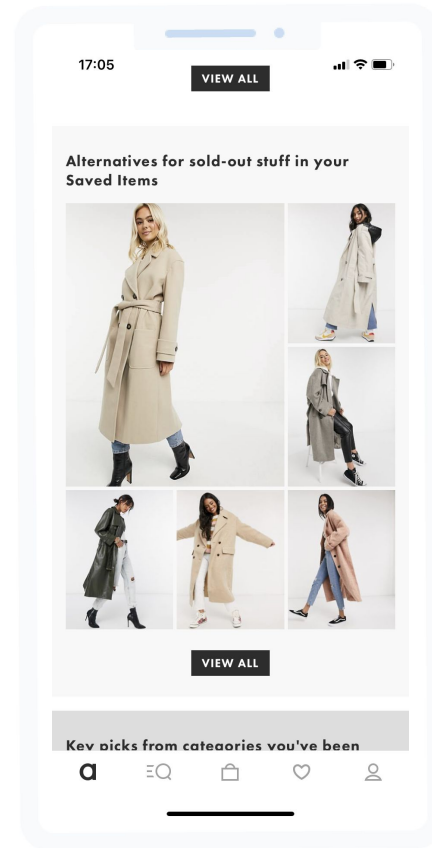
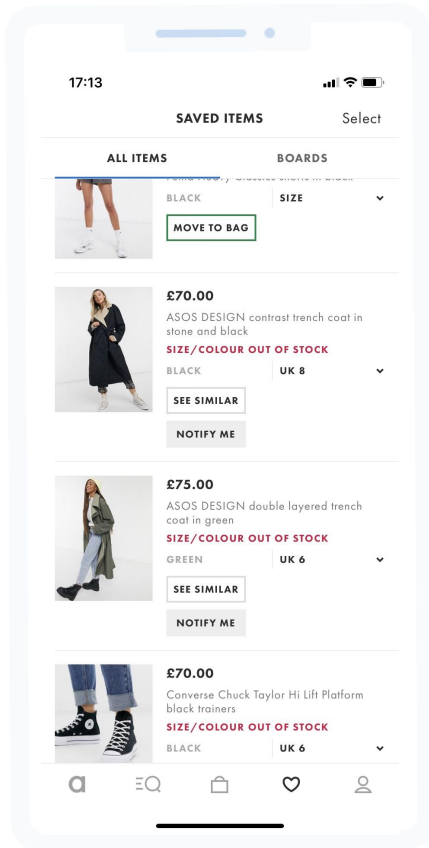
The screenshot displays a personalized Amazon homepage for a customer named Elise. The layout is organized into several sections:

- Hi, Elise** (Customer since 2012): "Your recent order" showing a stack of black items.
- Recently viewed**: A collection of fish.
- Over 530 Kindle Books from 99p**: A book cover for "FOLLOW THE SHEEP".
- eGift Cards**: A card for "AURIQUE Activewear".
- Video: Recommended for you**: A video thumbnail for "Upload - Season 1".
- Books on your favourite authors' shelves**: A bookshelf image.
- Our actions during COVID-19**: A person wearing a face mask.
- Related to items you've viewed**: A row of various food and household products.
- Books you may like**: A row of book covers including "COLLINS BRITISH TREES" and "KILLY REID SUCH A FUN AGE".
- Featured Home Products**: A grid of home goods including "Home Accessories", "Storage & Organisation", "Bedding & Linens", and "Lighting".
- Products to upgrade your home**: A room interior with a lamp.
- Shop smart home**: "Lighting & plugs" and "Security".
- Car accessories by AmazonBasics**: A car interior view.
- Inspired by your shopping trends in Home, Garden & Tools**: A row of cleaning and home care products.

35% of Amazon purchases are done because of personalisation.

A personalised customer experience is the must for digital retail.

Using personalisation to drive conversion



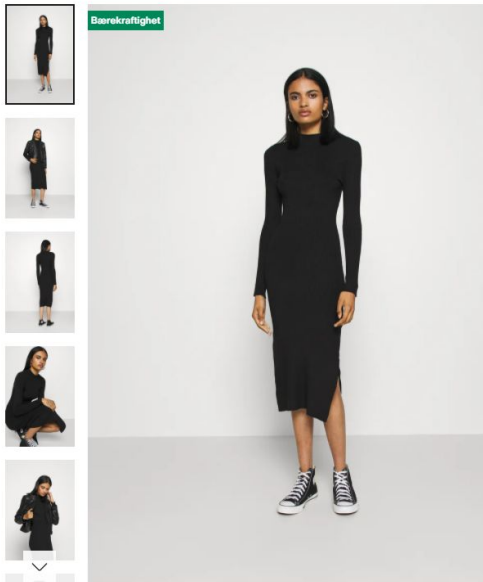
Dame Herre Barn

zalando



Get the Look Nyheter Klær Sko Sport Accessories Undertøy Designermote Merker **SALG**

Søk



Barekraftighet

Even&Odd Strikket kjole

349,00 kr inkl. mva.

★★★★☆ 39

Farge: black



Vi anbefaler størrelse **S**.

Hvortor?

S

Legg i handlekurven



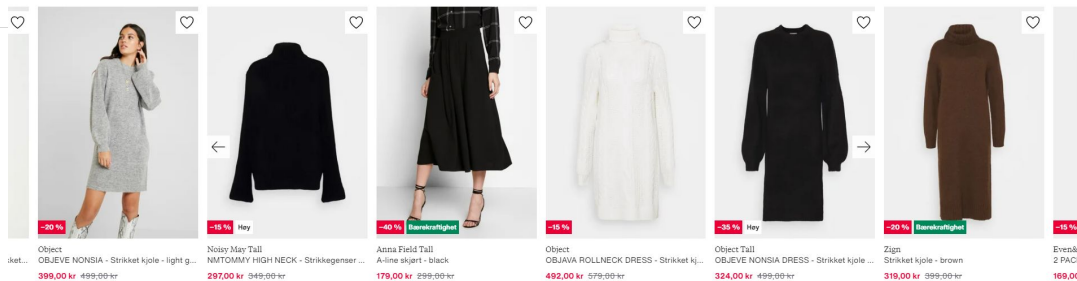
4-7 virkedager

Standardforsendelse

Gratis*

Dine beste deals Nedsatt for deg

Se mer →



When personalisation goes wrong

Enjoy SALE at up to 50% off.

Home · Clothing · Knitwear · Turtlenecks · Cropped Turtleneck Knit Jumper

& Other Stories - Calculate my size

Age & Bra Size helps us predict your measurements more accurately to find the best fit possible.

Age: 26

Bra Band: 80

Bra Cup: [dropdown]

RECOMMENDATION

Powered By Bold Metrics

DESIGNED IN STOCKHOLM

Cropped Turtleneck Knit Jumper

£85

Creme

SIZE: XS S M L

[Calculate my size](#)

ADD TO BAG

Free shipping over £90
Free returns

Long sleeve turtleneck knit jumper with a cropped silhouette and exposed front seam.

Ribbed collar, cuffs and hem

When personalisation goes wrong

The screenshot shows a website interface with a modal window titled "& Other Stories - Calculate my size". The modal displays a message: "Based on our calculations, your best size is **MEDIUM.**". Below this is a diagram of a human torso with two horizontal dashed lines representing chest and waist measurements. A green checkmark icon is next to the chest measurement line, labeled "Just Right". A green plus sign icon is next to the waist measurement line, labeled "Slightly Loose". At the bottom of the modal, there are three size selection buttons: "S", "M" (which is highlighted with a yellow star), and "L". Below these buttons is a large black button labeled "SELECT SIZE" and a smaller link labeled "START OVER". In the bottom left corner of the modal is a "Back" link, and in the bottom right corner is the text "Powered By Bold Metrics" with a logo.

Enjoy SALE at up to 50% off.

Home · Clothing · Knitwear · Turtlenecks · Cropped Turtleneck Knit Jumper

DESIGNED IN STOCKHOLM

Cropped Turtleneck Knit Jumper

£85

Creme

SIZE

XS S M L

Recommended Size: M

ADD TO BAG

Free shipping over £90
Free returns

Long sleeve turtleneck knit jumper with a cropped silhouette and exposed front seam.

Ribbed collar, cuffs and hem

Length of jumper: 52cm / 20.5"

The wrong use of customer data



Kim Possible 🇺🇸
@kimlockhartga



Creepy marketing: My dad is in assisted living. Today, he received a Christmas basket from the local mortuary.

5:36 PM · Dec 23, 2016



23



See Kim Possible 🇺🇸's other Tweets



Netflix US ✓
@netflix

Follow



To the 53 people who've watched A Christmas Prince every day for the past 18 days: Who hurt you?

6:52 pm - 10 Dec 2017

106,322 Retweets 433,841 Likes



8.0K



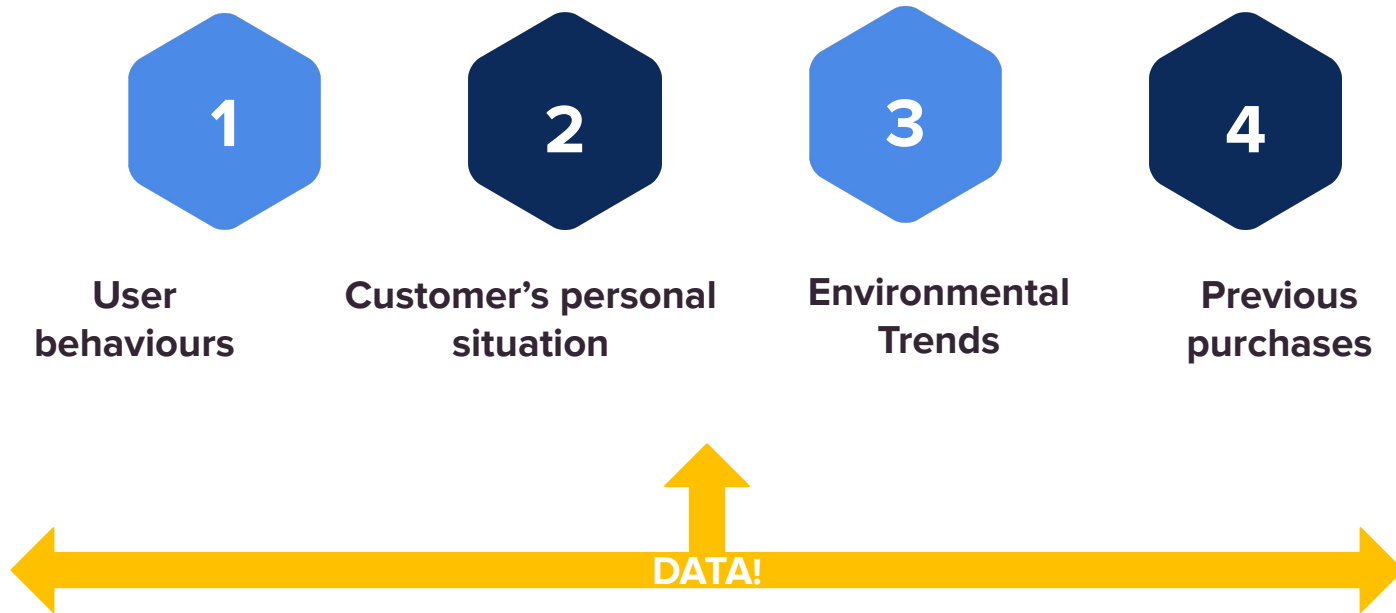
106K



434K

The easy data-driven path to Personalisation

because you can start with baby steps to create a better personalised customer experience



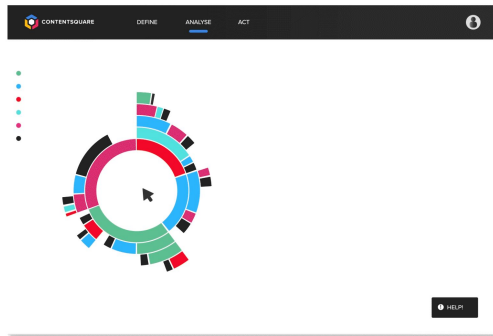
Path to Personalisation

Plot 1: User behaviour data

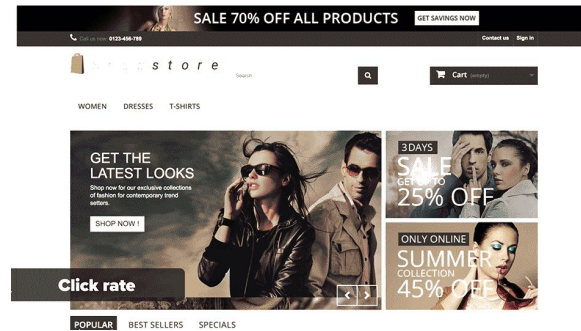


First things first, what does the data say?

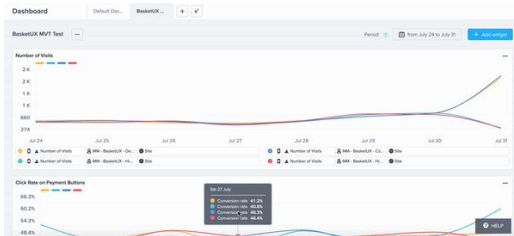
JOURNEYS



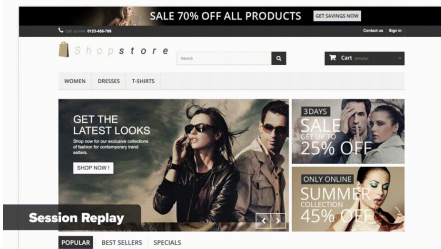
ZONES



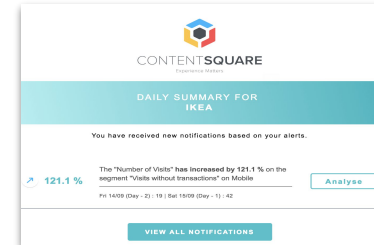
WORKSPACES



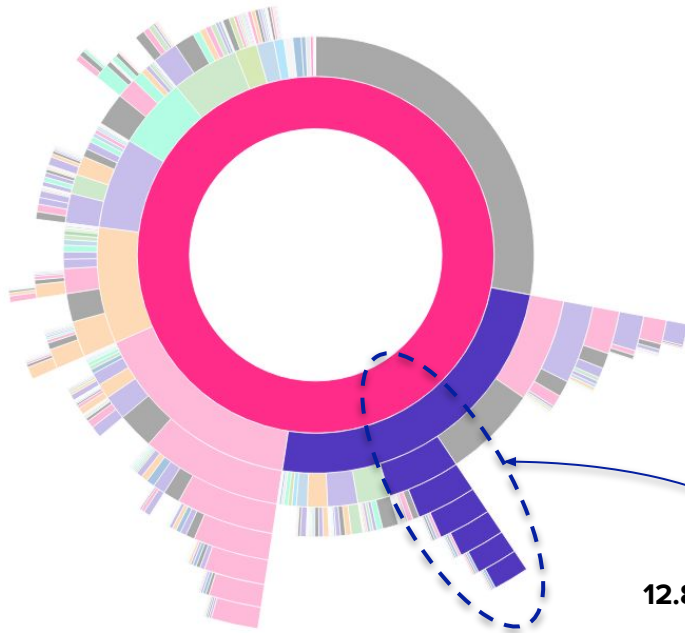
SESSION REPLAY



AI ALERTS



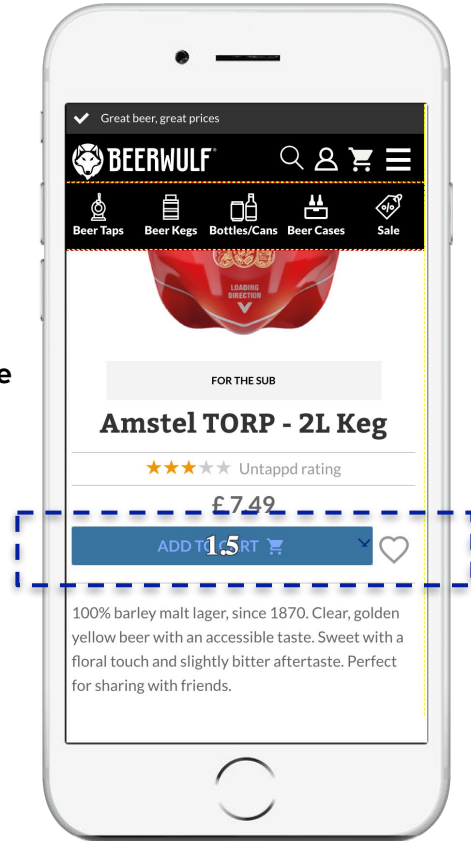
First things first, what does the data say?



12.8% of visitors add to cart multiple times.

- TORP product page
- Add to cart

Click recurrence



Personalising for..

Visitors who add multiple of the same product to the cart



My data-driven personalisation segment is
Multi add visitors



I want to create the experience on
Product Page



To drive the objective of
Easier/quicker adding to bag
Increasing CR & AOV

Path to personalisation Q: Knowing your visitors add multiple of the same item to cart, what would you do to create a better experience for them and thereby increasing your CR + AOV?



A

Do nothing, they are already adding multiple to cart themselves

B

Add a changeable quantity box in front of the add to cart CTA

C

In the added to bag dropdown, encourage to add product again

D

Add an additional CTA underneath the original CTA to add 8 at once

Path to personalisation Q: Knowing your visitors add multiple of the same item to cart, what would you do to create a better experience for them and thereby increasing your CR + AOV?

A

Do nothing, they are already adding multiple to cart themselves

B

Add a changeable quantity box in front of the add to cart CTA

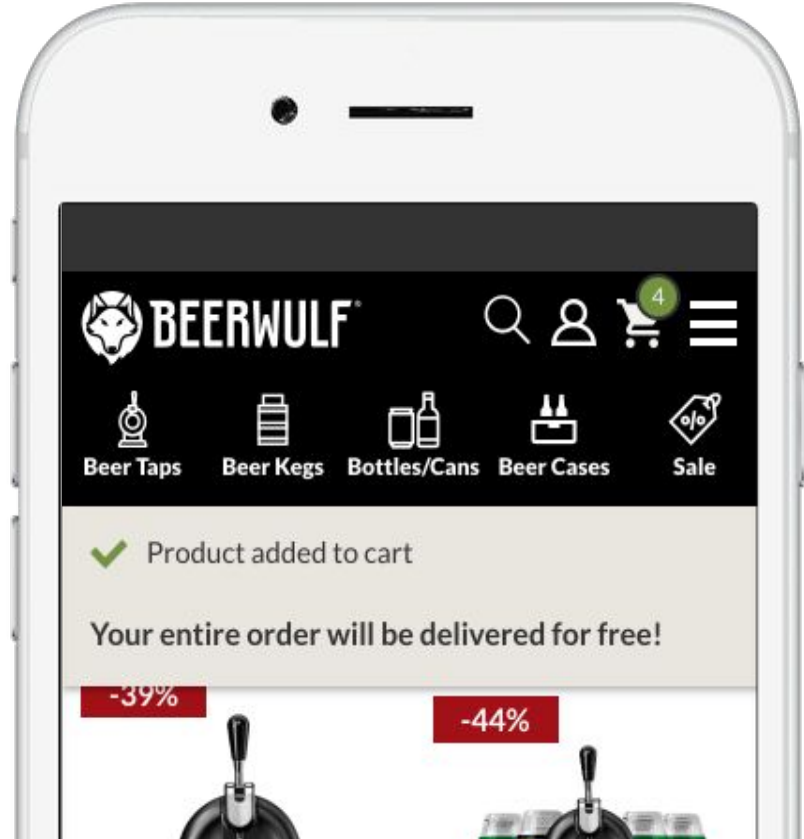
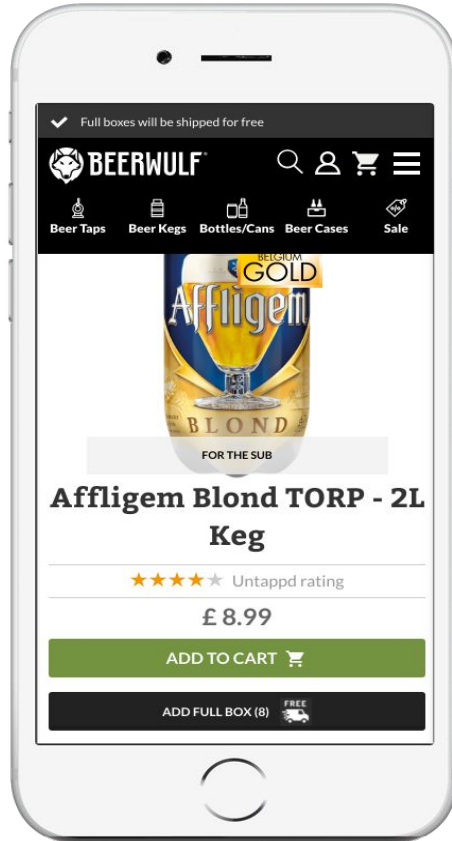
C

In the added to bag dropdown, encourage to add product again

D

Add an additional CTA underneath the original CTA to add 8 at once

Beerwulf's Path to Personalisation



Data + personalisation = \$£€



Add to Cart

+5.8%



AOV

+6.4%



REVENUE

+6.7%

— Path to Personalisation

Plot 2: Insights into Environmental trends



First things first, what does the data say?

Groceries ▾ Favourites Offers Discover Recipes Delivery Pass Father's Day

Search products



Summer ▾

- All Summer
- BBQ
- Picnic
- Ice cream & desserts
- Salads & sides
- Summer drinks
- Tableware & accessories
- Dietary & lifestyle
- Sun care & toiletries

Special offers



Delivery information

We have this address:

HOME SW18 4LN

Book your delivery slot to see the latest product information and special offers.

Book delivery

My dietary profile

We've flagged any products that might not be suitable for you according to your profile but please remember to check the ingredients.

On

[Edit profile](#)

[Terms & conditions](#)

Dietary profile questionnaire

First things first, what does the data say?

Explore more at Sainsburys.co.uk Help Centre Store Locator My account Logout £12.00

Sainsbury's

Groceries ▾ Favourite

Summer ▾

- All Summer
- BBQ
- Picnic
- Ice cream & desserts
- Salads & sides
- Summer drinks
- Tableware & accessories
- Dietary & lifestyle
- Sun care & toiletries

Special offers

My dietary profile

Please select any food allergies or intolerances:

Celery	<input type="checkbox"/>	Mustard	<input type="checkbox"/>	Gluten (All Cereals)	<input type="checkbox"/>
Crustacean	<input type="checkbox"/>	Nuts	<input type="checkbox"/>	Barley (Gluten Containing)	<input type="checkbox"/>
Egg	<input type="checkbox"/>	Peanuts	<input type="checkbox"/>	Kamut (Gluten Containing)	<input type="checkbox"/>
Fish	<input type="checkbox"/>	Sesame Seeds	<input type="checkbox"/>	Oats (Gluten Containing)	<input type="checkbox"/>
Lupin	<input type="checkbox"/>	Soy Beans	<input type="checkbox"/>	Rye (Gluten Containing)	<input type="checkbox"/>
Milk	<input checked="" type="checkbox"/>	Sulphur Dioxide & Sulphites	<input type="checkbox"/>	Spelt (Gluten Containing)	<input type="checkbox"/>
Molluscs	<input type="checkbox"/>	Wheat	<input type="checkbox"/>	Wheat (Gluten Containing)	<input type="checkbox"/>

Save Delete profile

Powered by Foodmaestro

Multi-product search

products

ation

s:

lot to see the latest and special offers.

ry

file

products that might not according to your profile or to check the

[Terms & conditions](#)

Shop now

Ice cream & dessert

My trolley

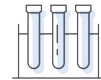
Dietary profile questionnaire

Personalising for..

Visitors with dietary requirements



My data-driven personalisation segment is
Visitors that have dietary restrictions



I want to create the experience on
Product & Listing Page



To drive the objective of
Inform them of no-go products to help drive conversions

Sainsbury's path to Personalisation

Explore more at [Sainsburys.co.uk](https://www.sainsburys.co.uk) [Help Centre](#) [Store Locator](#)

[My account](#) [Logout](#)  £12.00

Sainsbury's

[Groceries](#) [Favourites](#) [Offers](#) [Discover](#) [Recipes](#) [Delivery Pass](#) [Father's Day](#)

[Multi-product search](#)

Search products 



Jude's Low Cal Vegan Chocolate Ice Cream 460ml

 Dietary profile warning

£4.50/unit 98p / 100ml

Add

★★★★★ Reviews (9)


FROZEN

£ Offer



Jude's Low Calorie Vanilla Bean And Salted Caramel Ice Cream Mini Pots 4x95ml

Only £2.95. Save £1.55

 Dietary profile warning

£2.95/unit 77p / 100ml

Add

[Write a review](#)


FROZEN

£ Offer



Jude's Vanilla Clotted Cream Dairy Ice Cream 460ml

Only £2.50. Save £1.50

 Dietary profile warning

£2.50/unit 54p / 100ml

Add

★★★★★ Reviews (13)


FROZEN

£ Offer



Jude's Vegan Salted Caramel 460ml

Only £3.00. Save £1.50

 Dietary profile warning

£3.00/unit 65p / 100ml

Add

★★★★★ Reviews (7)

FROZEN

My trolley

Trolley total: £12.00
Includes savings of £0.00

If you have coupons, we'll deduct these when you check out.

[Full trolley view](#)

[Save trolley.](#)

[Checkout](#)

Quantity	Product	Price
- 1 +	Sainsbury's Home Father's Day Daddy Cool Drinks Bottle	£10.00
Delete		

Mollusc



Personalising for..

Visitors who are environmentally conscious



My data-driven personalisation segment is
Environmentally conscious visitors



I want to create the experience on
Product Listing page



To drive the objective of
Tailor the site to their needs

Lush's path to Personalisation

All Packaging Free

77 products

Bestsellers 



GODDESS

Washcard

Holy sheet!

£2.00/ Each



GODDESS

Soap

Simply divine

£7.95/ 95g

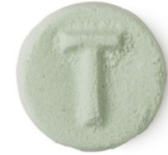


SEANIK

Shampoo Bar

Buoyant and beautiful hair

£7.50/ 55g



TEA TREE

Toner Tab

Treat and clear your skin with the power of n...

£1.00/ 5g



 CHAT WITH US

— Path to Personalisation

Plot 3: Insight into the customers personal situation



First things first, what does the data say?

Don't want any Father's Day reminders? No problem. > Inbox x



Lucy at Bloom & Wild <lucye@bloomandwild.com>
to me ▾

Sun, 31 May, 13:01 (20 hours ago)



Hello Elise

Father's Day can be a really tough time of year for some people. So I wanted to remind you that if you don't want us to mention it to you again, we won't. Just [let us know by clicking here](#). And we'll keep you updated with everything else, like normal.

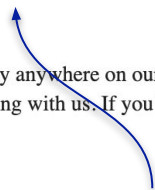
By opting-out, we promise not to send you any email reminders about it. And when you log into your account, you won't find anything related to Father's Day anywhere on our site either. We're also encouraging other businesses to join our opt-out movement and have a community of over 100 brands committed to thoughtful marketing with us. If you'd like to know more about this, you can take a read [here](#).

Best wishes,

Lucy

Lucy Evans | Customer Experience Manager

T: 020 7352 9499 • www.bloomandwild.com



Opt out
Options for
email + site
experience

First things first, what does the data say?

Don't want any Father's Day reminders? No problem. ▷ Inbox x



Lucy at Bloom & Co
to me ▾

Hello Elise

Father's Day can be a bit tricky. You can opt out of any occasions that may be sensitive for you. [Clicking here](#). And

By opting-out, we'll stop sending you any emails about these occasions either. We're all about respecting your privacy, so we like to know more about how you want us to communicate with you.

Best wishes,

Lucy

Lucy Evans | Customer Support

T: 020 7352 9499 • [www.lucyandco.co.uk](#)

Occasion preferences

We don't want you to receive anything you don't want to, so we're giving you the option to opt out of any occasions that may be sensitive for you.

Just tick the occasions you'd like to see from us when you're logged in

- Mother's Day
- Father's Day
- Valentine's Day
- Grandparent's Day

UPDATE DETAILS

[Let us know by](#)

anywhere on our website with us. If you'd



Opt out
Options for email + site experience

Personalising for..

Visitors sensitive to key events



My data-driven personalisation segment is
Visitors preferring to be opted out of events that are sensitive to them



I want to create the experience on
Everywhere on the site



To drive the objective of
Reducing (sensitive) friction

Bloom & Wild's path to Personalisation

We're still open (with delivery slots this week) and following government advice to [keep everyone safe](#).

Account Ship to: 

BLOOM & WILD

the flower Journal



SHOP NOW

Peonies

Letterbox flowers

Hand-tied bouquets

Plants & home **new**

Occasions

All

Get help fast

Occasions

Birthdays

Thank yous

Celebrations

With sympathy

Get well soon

Best friends

Romantic

Just because

All occasions



Father's Day **not shown**

We're still open (with delivery slots this week) and following government advice to [keep everyone safe](#).

Log in / Register Ship to: 

BLOOM & WILD

the flower Journal



SHOP NOW

Peonies

Letterbox flowers

Hand-tied bouquets

Plants & home **new**

Occasions

All

Get help fast

Occasions

Birthdays

Thank yous

Celebrations

With sympathy

Get well soon

Father's Day **new**

Best friends

Romantic

Just because

All occasions



Shop for special treats

Father's Day **shown**

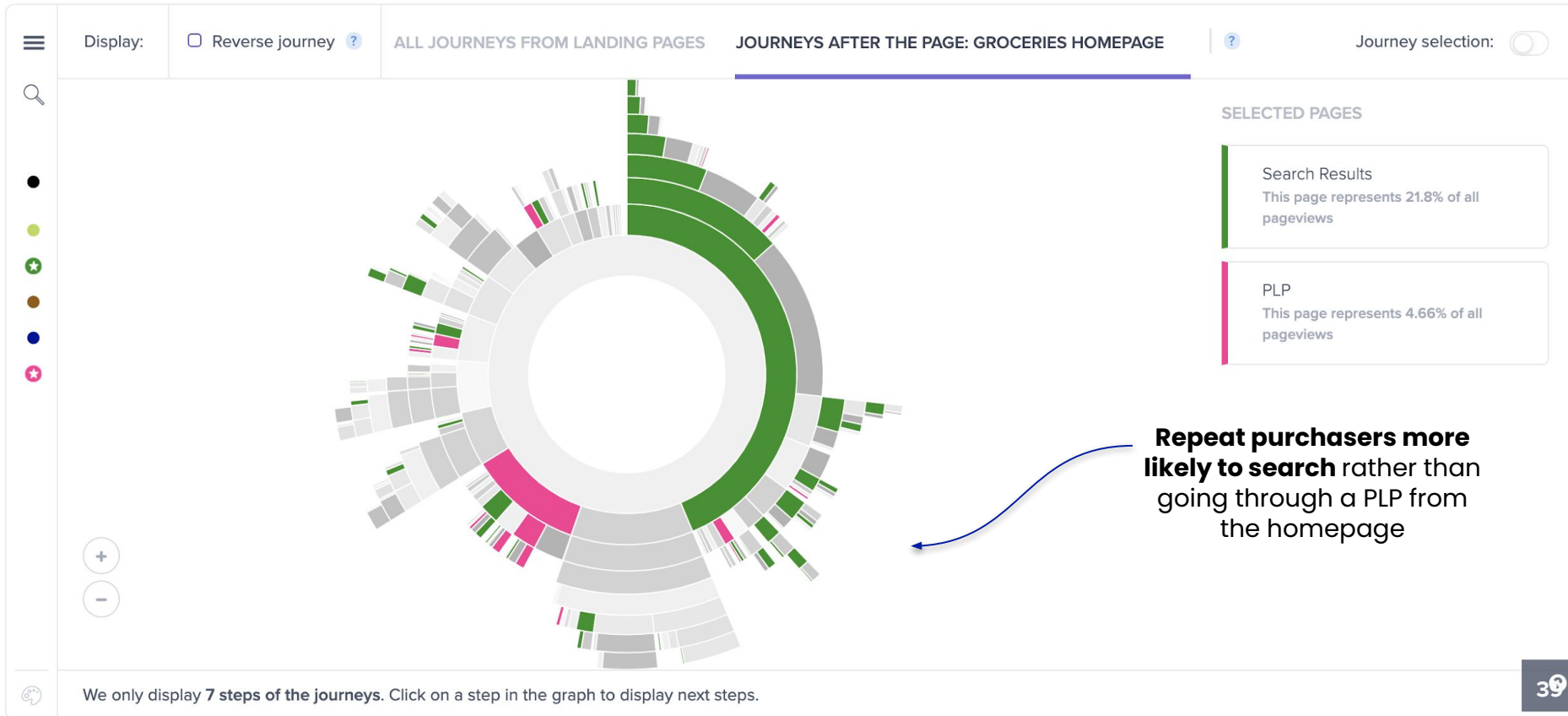
We've delighted over 2 million customers with our letterbox flowers.

SHOP NOW

— Path to Personalisation

Plot 3: Previous purchase data

First things first, what does the data say?

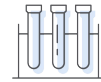


Personalising for..

Repeat purchasers



My data-driven personalisation segment is
Visitors that have previously purchased products

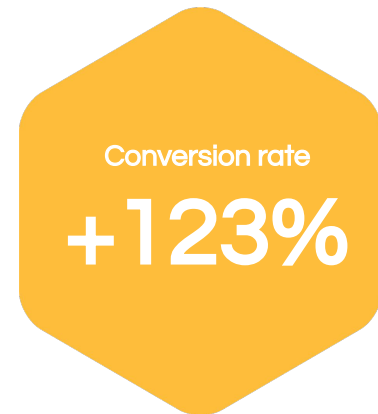
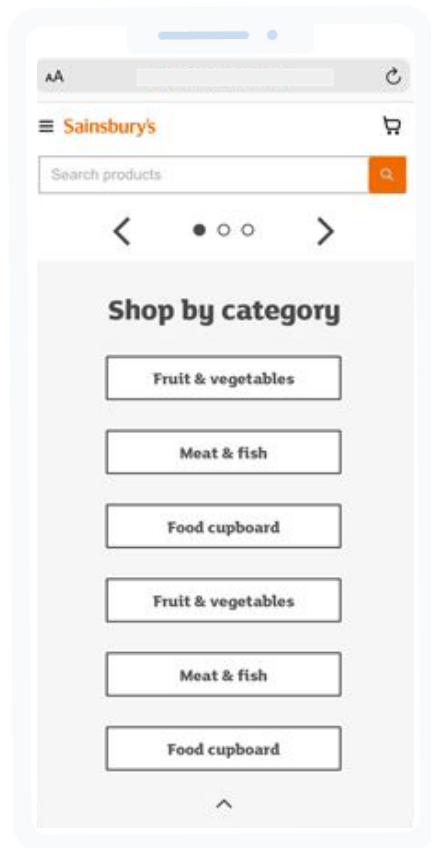
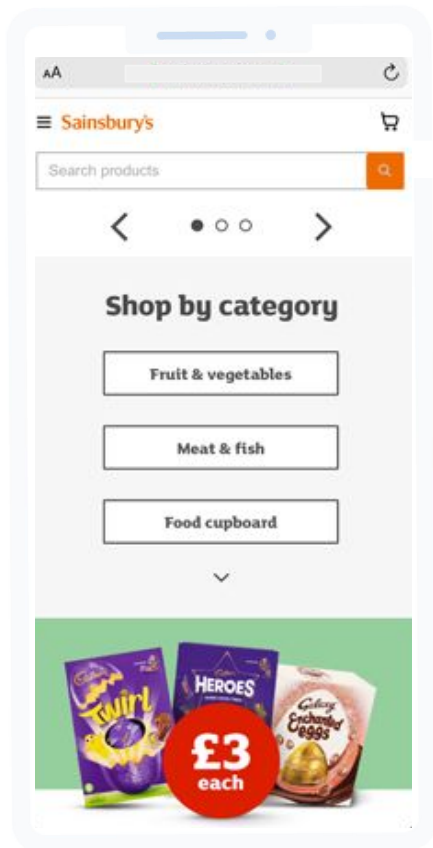


I want to create the experience on
Everywhere on the site



To drive the objective of
Ease the customer journey
Increase purchase frequency

Provide users with personalised quick links to relevant searched PLP categories from the landing page

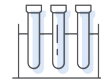


Personalising for..

Repeat purchasers



My data-driven personalisation segment is
Visitors that have previously purchased products

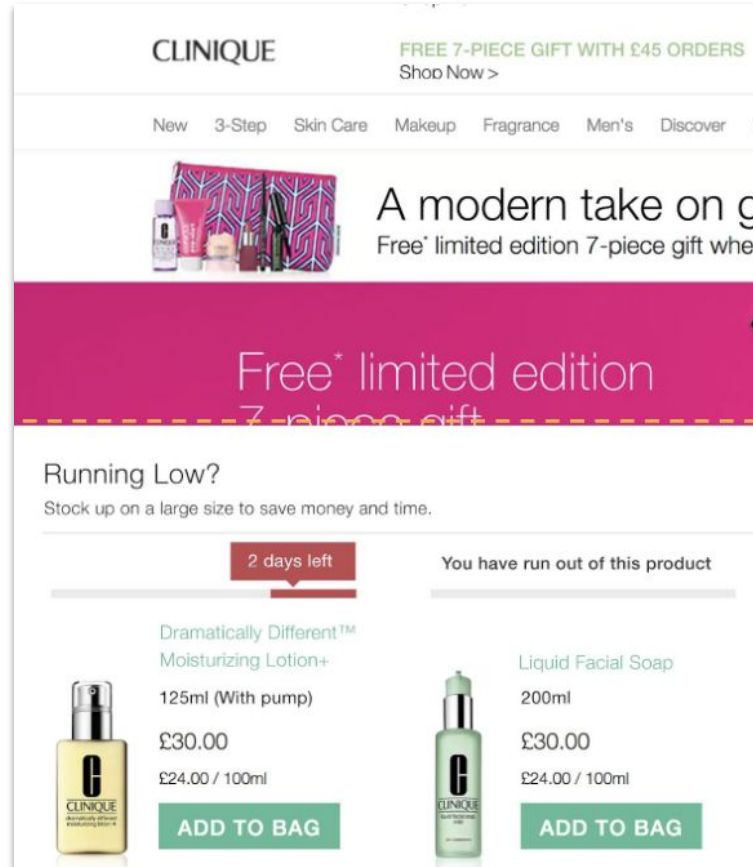
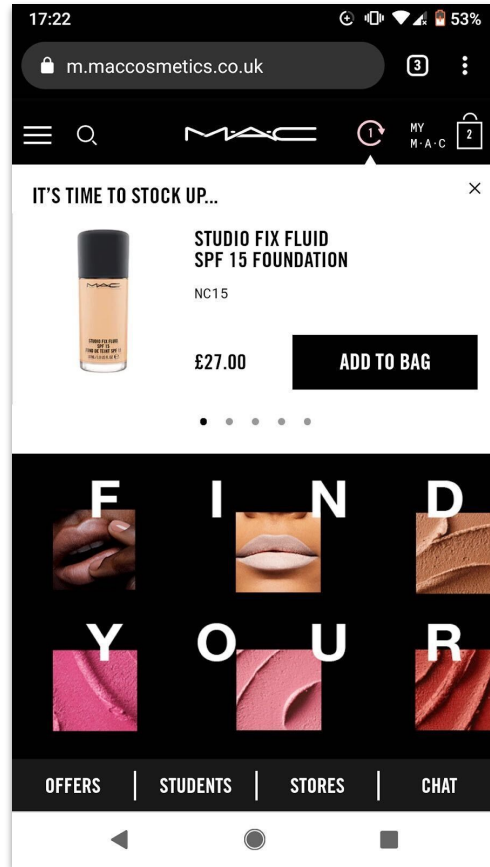


I want to create the experience on
Everywhere on the site



To drive the objective of
Ease the customer journey
Increase purchase frequency

Estee Lauder's path to Personalisation



Event Special Offer

Page load audit that compares your site speed with another website of your choice



Bespoke report highlighting any issues with recommendations to optimise and improve load time



Q&A Time!



CONTENTSQUARE

Thanks

