



# THE ULTIMATE GUIDE TO **PERSONALIZING** THE CUSTOMER JOURNEY

Everything you need to know about showing  
the right product recommendation on your  
ecommerce site

## PERSONALIZING THE CUSTOMER JOURNEY

Recent statistics provide a compelling argument for product recommendations. 85% of consumers are more likely to open their wallets when they can find online recommendations to support offline advice.

[Source: CONE Communications]

WHAT IS THE BENEFIT OF SHOWING PRODUCT RECOMMENDATIONS TO CUSTOMERS?



Personalized recommendations are the virtual salesperson for an ecommerce site. They allow retailers to enhance product discovery and personalize customers' shopping experience at each stage of the purchase cycle.

**" If used effectively, product recommendations can increase average order value by up to 40% and boost conversion rates by 5 - 20%.**

It's essential that visitors are shown the most appropriate recommendations at each stage of their shopping journey.

FIND

SELECT &  
COMPARE

CHECKOUT

RETURN

## THE FIND STAGE

At this stage customers search and browse on your site to find products or categories of products they're interested in. Here, efforts should be made to help customers discover products they like.

" According to Findwise, 340/o of visitors leave the site if they can't find a product they were looking for. "

Although site search allows shoppers to proactively seek products, showcasing recommendations creates a more personalized experience.

### RECOMMENDATIONS TO ENHANCE PRODUCT DISCOVERY

Product recommendations like 'new arrivals' and 'bestsellers' bring the latest and most popular products to the customer's attention, increasing the chances of the customer engaging with the site.

As soon as customers land on a site, these widgets give them an idea of products in the catalog as well as give them a direction to get started. Keeping customers updated about new product additions to the catalog makes a site dynamic and engages customers.

### IN THE SPOTLIGHT

## HOT, HOT STYLES!



Unisa Gillean Leopard  
Over The Knee 8001

**\$49.95**

Compare at \$99.00



Steve Madden Emery  
Wingtip Boot

**\$109.95**

Compare at \$135.00



Steve Madden Emery  
Wingtip Boot

**\$109.95**

Compare at \$135.00

## WHERE MERCHANTISERS GO WRONG

On the homepage, merchandisers sometimes display recommendations only for recently viewed products. Though this enables customers to resume shopping, it does nothing for product discovery.

Product discovery is paramount for ecommerce sites. Discovery of long tail products is a prevalent problem for merchandisers that can be tackled by showing recommendations like 'New Arrivals', 'Best Sellers' etc.

The screenshot displays an e-commerce homepage layout. At the top, there is a navigation bar with categories: MEN, WOMEN, WATCHES, FOOTWEAR, SAREES, and three collections: FARHAN AKHTAR COLLECTION, ESHA GUPTA COLLECTION, and SONU SOOD COLLECTION. A 'log' icon is also present. Below the navigation is a red banner with the text 'FLAT 40% OFF ON ALL ORDERS NO MINIMUM PURCHASE REQUIRED'. The main promotional area features a large circular graphic with 'FLAT 40% OFF ON ALL ORDERS NO MINIMUM PURCHASE REQUIRED'. To the right of the main graphic are three product recommendations: 'MEN SHOES' with a black and blue sneaker, 'WATCHES COLLECTION' with a black watch, and 'WOMEN FOOTWEAR' with a pink shoe. Below the main graphic is a 'YOU RECENTLY VIEWED' section with five product cards:

- Yepme Casual Shoes... Rs.499
- Yepme Casual Shoes... Rs.499
- Yepme Colm Denim -... Rs-1399 Rs.1199
- Yepme Denver Polo ... Rs-699 Rs.415
- Yepme Red & White ... Rs-399 Rs.299

## THE SELECTION 8- COMPARISON STAGE

The selection stage is a critical phase in the customer's shopping journey. At this point a customer may either select a product or abandon his purchase. It's imperative that the category and product pages are relevant, easily navigable and tempt customers into selecting products and adding them to their shopping cart.

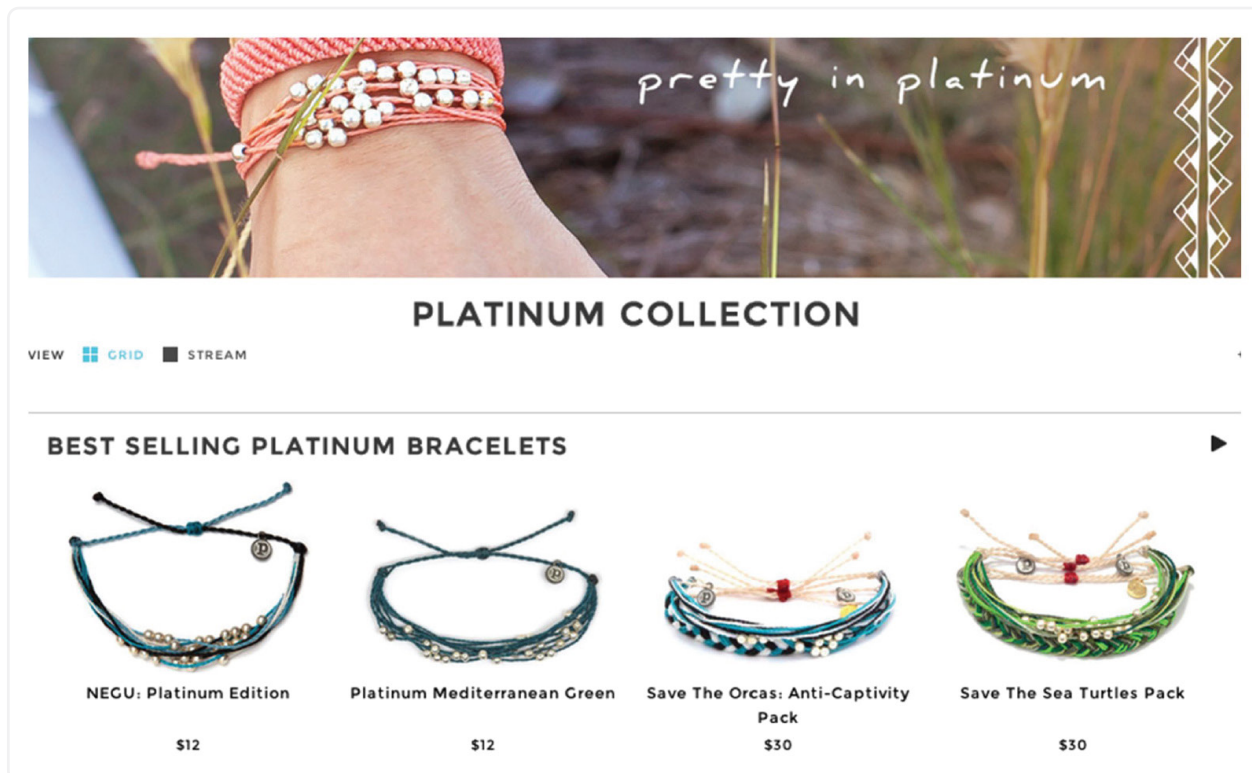
### CATEGORY PAGES

A customer reaches the category page either by using the website's navigation or by searching for a particular product/category. For online fashion retailers, the buying intent is not highly pronounced at this stage but the customer is now getting deeper into the purchase journey and towards the goal of buying a product.

Category pages should be highly pertinent such that they encourage customers to click through to product pages.



### RECOMMENDATIONS FOR GREATER CLICK-THROUGHS

Since, customers on the category pages are still discovering the products they'd be interested in, showing best selling/popular products will help them get an idea of products that are frequently bought by other customers .







pretty in platinum

## PLATINUM COLLECTION

VIEW  GRID  STREAM

### BEST SELLING PLATINUM BRACELETS

			
<b>NEGU: Platinum Edition</b>	<b>Platinum Mediterranean Green</b>	<b>Save The Orcas: Anti-Captivity Pack</b>	<b>Save The Sea Turtles Pack</b>
\$12	\$12	\$30	\$30

## PRODUCT PAGES

The product page is a crucial link in the conversion chain. Correctly optimizing the product page can drastically improve conversions and increase the average order value. Here, it becomes doubly important to show appropriate recommendations that will help the customers add more products to their cart.

### RECOMMENDATIONS FOR INCREASED AVERAGE ORDER VALUE

Online fashion retailers should show *upsell and cross-sell* recommendations on the product page to increase average order value .

### UPSELL SIMILAR PRODUCTS

" The statistics show that upselling, in which visitors are shown similar but more expensive products than the one in view, drives over 40/o of sales "

[Source: Econsultancy]

Upselling widgets allow customers to discover additional products and give them better and more expensive options to choose from. Another benefit of recommending similar products is that it allows customers to compare the products they're viewing with the available options. This enables them to make an informed choice and boosts their confidence in the site.

The screenshot displays a product page for a 'Strapless Ombre Bandage Dress'. The main product image shows a woman wearing a dress with a gradient from orange to yellow. To the left, there are three smaller images showing different views of the dress. To the right, the product details include the title 'Strapless Ombre Bandage Dress', price '\$139.00', and an 'In Stock' status. There are dropdown menus for 'Color' (set to 'Orange Bust') and 'Size' (set to 'x-small'), along with a 'Size Chart' link and an 'Add To Cart' button. Below the product details, it says 'Free Shipping On All Orders'. A 'Product Description' section follows, stating: 'A beautiful ombre bandage dress in rainbow colors, off shoulder and made from high quality rayon, nylon and spandex.' There is also a 'Size Measurements' section with a plus sign. Below the main product, a 'YOU MAY ALSO LIKE' section features a carousel of four recommended dresses: 'New Strapless Bandage Dress' (\$139), 'Gray Strapless Ombre Bandage Dress' (\$139), 'Knitted Strapless Bandage Dress' (\$149), and 'Hot Strapless Bandage Dress' (\$149).

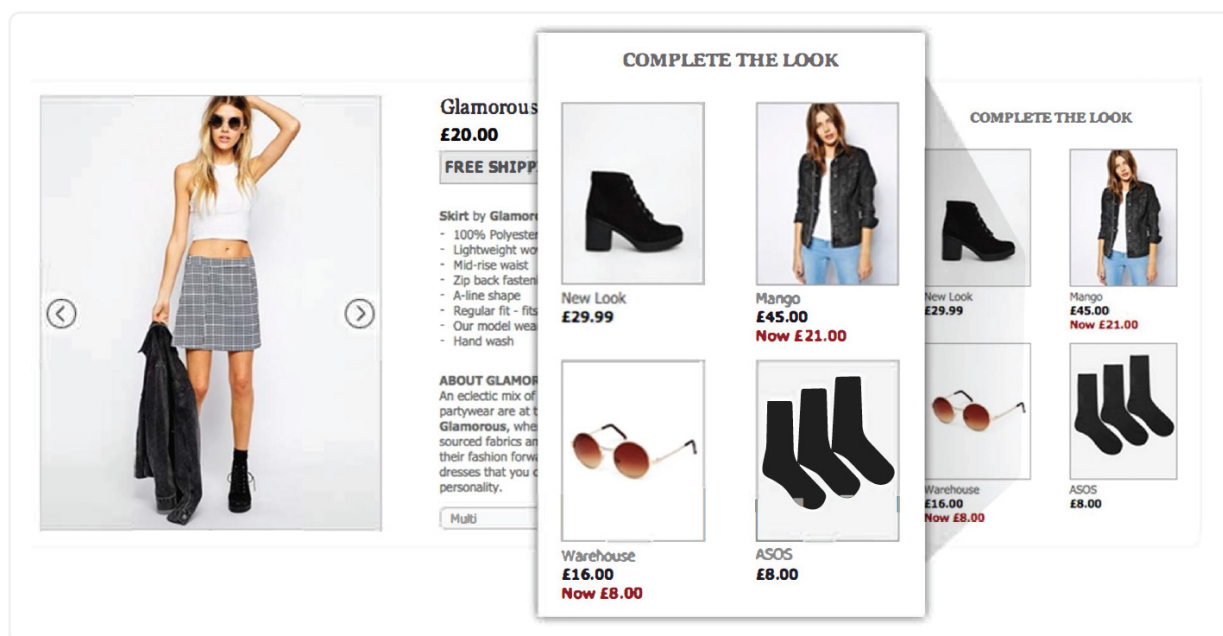
## CROSS-SELL

Merchandisers can use cross-sell recommendations to increase cart size and average order value. However, care should be taken to ensure pin-point relevancy while recommending complementary products, to prevent customers from losing sight of their purchase goal.

" Revenue was increased by 240/o by adding cross-sell options to the landing page where visitors were already in the "desire" stage. "

[Source: Liftopia]

A superior approach is to showcase complementary products that help customers visualize an entire outfit while they're viewing a product. Which is why recommendations like 'Complete the Look' are so successful.



## WHERE MERCHANDISERS GO WRONG

Cross-selling on a product page requires merchandisers to carefully craft product relationships. Care should be taken to use merchandiser insight to determine cross-sells per product instead of simply broad matching complementary categories.

While upselling recommendations, merchandisers should keep in mind customers preferences such as price, brand, colour etc. and showcase only those products that they may consider buying.

## THE CHECKOUT STAGE

The checkout page is a tricky point in the customer journey. Even a slight uncertainty or usability hiccup can cause a customer to abandon their purchase and exit.

If customers make it to the checkout page, it's evident that they're interested in making a purchase. So why not recommend additional products they might be interested in?

Checkout pages are the best time to cross-sell products to the customers. Merchandisers should be careful to show only the most relevant recommendations that complement the products they've already added to cart.

### RECOMMENDATIONS FOR INCREASED CART ADDITIONS

While recommending products on the checkout page, merchandisers should suggest items based on the products in the shopping cart. This personalizes a customer's on-site experience by showing products that are complementary to what he's currently purchasing.

**CART OVERVIEW**  
1 item (\$149.95)

The screenshot displays a checkout interface. At the top, it shows 'CART OVERVIEW' with '1 item (\$149.95)'. Below this is a product card for 'ERIN KAFTAN' with a quantity of 1 and a price of \$149.95, and a 'Remove' button. A section for 'Add special instructions for your order...' includes an 'update' button and a total price of \$149.95. Payment options include 'Checkout using Credit Card or Bank Deposit' with a 'check out' button, and '- Or Check Out using :-' with a 'Check out with PayPal' button. The bottom section, 'RECOMMENDATIONS BASED ON YOUR CART', features five items: 'FOB BELT BLACK' (\$24.95), 'ANA BELT' (\$26.95), 'CAPTAIN HOOK CROSSBODY' (\$20.95), 'CYNTHIA KAFTAN' (\$149.95), and 'LOTUS KAFTAN' (\$149.95).

### WHERE MERCHANTISERS GO WRONG

Disregarding the products in a customer's cart and not showing personalized recommendations will reduce the chances of them adding/considering more products.



## THE RETURN STAGE

Loyal customers are often worth a lot more to a business than new prospects because they are easier to sell to and more likely to buy again.

" According to Econsultancy, e-retailers in the US account for 410/o of overall revenue from repeat customers. "

Personalization is the key to customer retention. It intuitively understands the intent of each customer and shows the most relevant recommendations. Personalization promises to help online merchandisers better serve their customers by offering an engaging shopping experience.

" According to Metail, 560/o of consumers say they would be more inclined to use a retailer if it offered a good personalised experience. "

### RECOMMENDATIONS FOR A PERSONALIZED USER EXPERIENCE

Personalized recommendations like 'Recommended for you' or 'Recently Viewed' show product suggestions based on each customer's preferences. A personalized recommendation engine will track customer interactions like search keywords, products viewed, social signals and more, to identify preferences and show 1000/o personalized recommendations.

**HELLO THERE**

You are just a click away from a whole new you!

Hit refresh on your wardrobes with our blend of international labels, local brands, and designer wear.

[SHOP WOMEN](#)

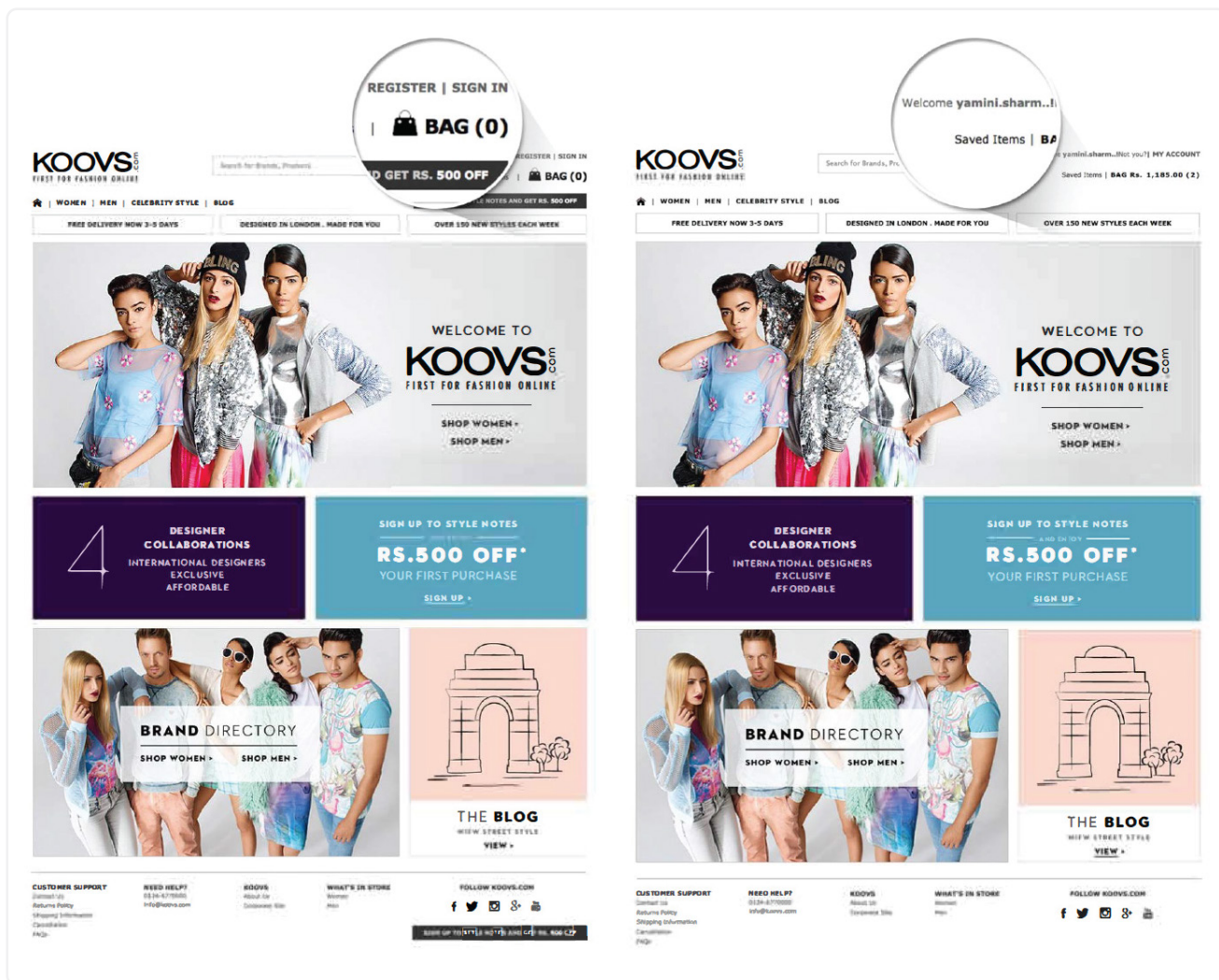
[SHOP MEN](#)

**RECOMMENDED FOR YOU**

<p>Mazsport Navy Blue Shorts Rs.600 Rs.350</p>	<p>Andrew Hill Smart Green Full S... Rs.706 Rs.398</p>	<p>Gaa Olive Ralph'S Jeac... Rs.2000 Rs.2093</p>	<p>Proline Blue Shorts Rs.740 Rs.375</p>	<p>Phosphorus Maroon Full Sleeve... Rs.640 Rs.220</p>
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## WHERE MERCHANDISERS GO WRONG

Merchandisers don't make use of the data generated for each of their customers while they shop on the site. Bestsellers and New arrivals are shown even to repeat customers, depriving them of a personalized experience. Cross-selling on a product page requires merchandisers to carefully craft product relationships.



## CONCLUSION

The different stages of a customer's purchase journey warrants different recommendations to match their intent. Shoppers are in different mindsets at each stage of the journey and appropriate recommendations must be shown to capture their intent.

Product recommendations not only offers personalization ct relevancy but also offers a heightened shopping experience to customers.

The types of recommendations that are shown and its positioning on the site is a crucial factor in customer engagement and shopping satisfaction. We hope hope this guide has given you in-depth insights into the four stages of the customer purchase journey and how best you can show recommendations that can help you increase conversions and yield happy customers.

STAGE	OBJECTIVE	TYPE OF RECOMMENDATIONS
Find Stage	Increase Product Discovery	New Arrivals Bestsellers
Select &- Compare Stage	Increase Click-throughs on Category Pages	Best Sellers
	Increase Average Order Value	Similar Products Complete the Look
Checkout Stage	Increase Cart Additions	Cross-sell Recommendations
Return Stage	Personalized User Experience	Recommended for you Recently Viewed

# UNBXD PERSONALIZED PRODUCT RECOMMENDATIONS



## INSTANT PERSONALISATION

Offer products tailored to each  
of your customers preferences.  
In real-time.



## 10 RECOMMENDATION WIDGETS

Personalized recommendations  
for each stage of the customer  
purchase journey



## MERCHANDISING CONTROL

Take control of the  
recommendation widgets.  
Merchandise!



## ACTIONABLE INSIGHTS AND REPORTING

Get in-depth insights on your  
recommendation widgets  
performance.



Contact Us for a Personal Demo

Email: [sales@unbx.com](mailto:sales@unbx.com)