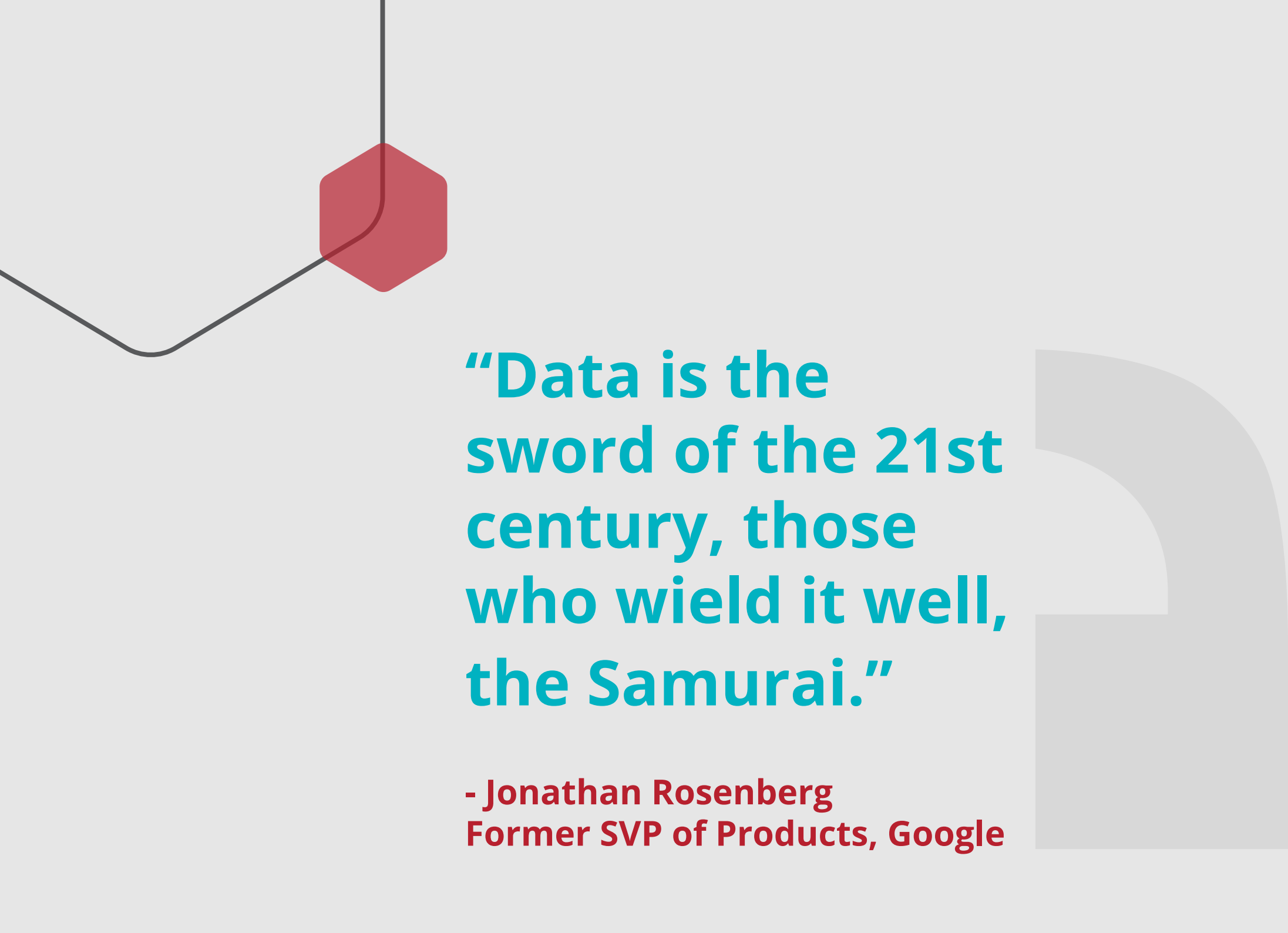


Are you **feeding the right data** to your **1:1 personalization solution?**

A decorative graphic in the top-left corner consists of a thin black line that descends from the top edge, curves to the left, and then ascends to meet a red hexagon. To the right of the main text, there is a large, light grey, semi-transparent curved shape that resembles a stylized letter 'C' or a partial circle.

**“Data is the
sword of the 21st
century, those
who wield it well,
the Samurai.”**

**- Jonathan Rosenberg
Former SVP of Products, Google**

Data is the raw material that analytical engines use to generate actionable business insights. But having a large amount of data is not enough; it is more important to have the right kind of data.

To accurately predict the intent of an individual shopper, the 1:1 personalization solution requires tracking and using the right set of shopper signals. Too few, and the prediction becomes unreliable. Too much, and the shopper moves on before the analysis is finished.

Let's take a look at a typical shopper's journey to understand what kind of data points ensure an unmatched 1:1 personalized shopping experience.



Meet Mary: a typical online shopper

Mary S

Age: 28

Location: San Francisco

Activities in current session:

Red-colored Louis Vuitton LBD

Activities in earlier sessions:

Multiple purchases at this online store

Last action:

Clicked on the 'Shoes' category



To illustrate the different data types that should be used to offer Mary a personalized 'Shoes' category page, we will explore three kinds of data sources:



**Real-time
session data**



**Historical
information**



**Catalog
performance**



Disclaimer: The example presented is solely for the purpose of providing a simplified illustration. A real-world AI algorithm is much more complicated.

Real-time session data



1 Clickstream data:

Refers to all the actions the shopper takes in a session.

Current clickstream data contains vital information about the shopper's intent and preferences via on-site behavior. The importance of this data increases with the length of each session.

For example:



Add to cart/purchases



Search queries



Last-viewed pages



Time spent on each page

Mary's data

Red-colored Louis Vuitton LBD

LBD, party dress, evening dress

Checkout, product display page,...

10s, 5s, 15s,...

INSIGHTS DRAWN BY THE AI SOLUTION

- **Preferred type:** Party shoes
- **Compatibility:** Compatible with red colored LV party dress

Real-time session data



2 Location:

Usually derived from the shopper's IP address, location information helps the AI solution take local factors (such as weather, local trends, etc) into account and surface the most relevant products.



3 Device information:

Provides information about the device the shopper is using. Different devices have an impact on the product selection, as well as the UX options. The information retrieved includes:



Type



Model/Brand



OS/Browser

Mary's data

San Francisco

Desktop

MacBook Air

Safari/Chrome

INSIGHTS DRAWN BY THE AI SOLUTION

Preferences:

- Current party shoe trends in San Francisco.
- Likely to purchase high AOV products

Historical Information

4 Past Purchases:

Provides details about a shopper's past purchases, such as:



Products bought



Brand preferences



Price inclination

However, care must be taken here, as not all of a category's preferences can be ported to another.

MARY'S DATA

Chanel No. 9 perfume, Asics running shoes size 7, ...

Chanel, Gucci, Armani, Steve Madden, Guess, ...

Expensive



INSIGHTS DRAWN BY THE AI SOLUTION

- **Brand preference:** Gucci, Steve Madden, Guess
- **Price affinity:** Expensive
- **Color affinity:** Grey
- **Shoe size:** 7



Historical Information

5 Historical clickstream data:

Refers to all the actions the shopper has taken in past sessions.

For example:



Add to cart/purchases

Chanel No 9, Light flowery perfume, sunglasses for outdoors, ...



Search queries

Chanel No 9 perfume, Armani aviator sunglasses, Asics running shoes size 7...



Last-viewed pages

Checkout, Product display page, Category page 'Perfume', ...



Time spent on each page

10s, 5s, 15s, ...

Similar to the clickstream data of the current session, historical clickstream data can also reveal a customer's preferences. However, the value of clicks depreciates with time.

MARY'S DATA

INSIGHTS DRAWN BY THE AI SOLUTION

- **Brand preference:**
Calvin Klein
- **Price affinity:**
Expensive

Historical Information

6 Logged-in information:

This is taken directly from the CRM system and can provide details that otherwise cannot be gathered from the on-site behavior of a shopper.

For example:

 Gender

 Wishlist



MARY'S DATA

Female

GUESS Floral-Lace
Ruffled-Hem Sheath,
Dolce & Gabbana
T-Strap Mary Jane,...

INSIGHTS DRAWN BY THE AI SOLUTION

- **Brand preference:** Dolce & Gabbana
- **Product preference:** Dolce & Gabbana T-Strap Mary Jane or similar

Catalog Performance



#7 Product association:

Includes popular products that are bought along with the customer's selected products.



#8 Segment preference:

Suggestions are derived from shoppers with profiles similar to Mary's, who have bought party shoes.

MARY'S DATA

- Alexander McQueen Velvet Pumps, Sergio Rossi Virginia, ...
- Burberry Heels, Stuart Weitzman Sleek, ...

INSIGHTS DRAWN BY THE AI SOLUTION

- **Product preference:** Alexander McQueen Velvet Pumps, Sergio Rossi Virginia, Burberry Heels, Stuart Weitzman Sleek, or similar

Insights drawn by AI solution

This is the list of insights that the AI solution was able to extract from the data sources shown earlier.



DERIVED INSIGHTS

- **Preferred type:** Party shoes
- **Compatibility:** Red-colored LV party dress
- **Preferred type:** Party shoes
- **Preferences:** Current party shoe trends in San Francisco
- **Brand preference:** Gucci, Steve Madden, Guess, Calvin Klein, Dolce & Gabbana
- **Price affinity:** Expensive
- **Color affinity:** Grey
- **Shoe size:** 7
- **Product Preference:** Dolce & Gabbana T-Strap, Mary Jane, Alexander McQueen Velvet Pumps, Sergio Rossi Virginia, Burberry Heels, Stuart Weitzman Sleek, or similar

Personalized category page

Shoe shoppie



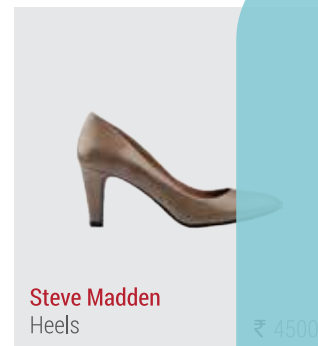
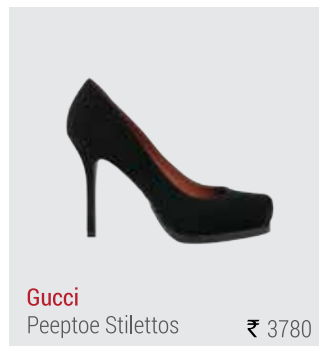
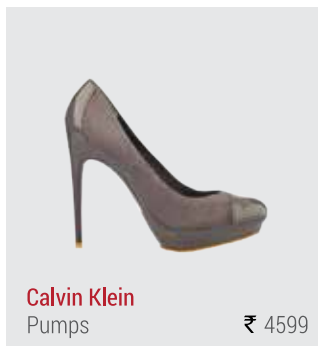
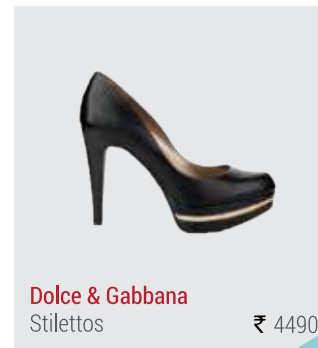
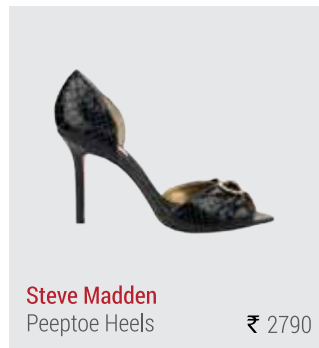
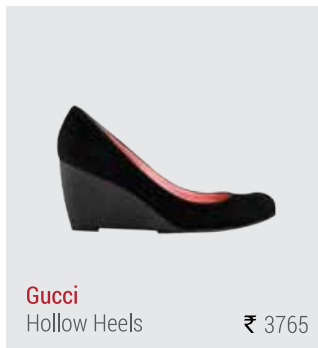
home / women / footwear / heels

Type: Party Brand: Gucci, Steve Madden, Guess, Calvin Klein Size: 7 Price: High Color: Grey

CATEGORIES

- Heels
- Flats
- Flipflops
- Sport Shoes

COLOR



Using a combination of these insights, the AI solution presents Mary a category page that is personalized to her individual shopping needs, ensuring an engaging shopping experience every single time.

For more information on enhancing your shopper experience with 1:1 personalization, contact us at **sales@unbx.com**

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