

In vijf stappen meer verkopen dankzij personalisatie

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Een gepersonaliseerde online winkelervaring zorgt voor meer producten in het digitale winkelmandje en meer afgeronde transacties. Maar waar begin je, en hoe zorg je ervoor dat je bij de implementatie van een personalisatieprogramma geen essentiële dingen over het hoofd hebt gezien? Deze infographic van Monetate helpt je in vijf praktische stappen op weg.

IMPROVING ECOMMERCE EFFECTIVENESS

HOW TO USE A PERSONALISATION PROGRAMME TO INCREASE ONLINE SALES

Use these 5 steps to review and improve your personalisation programme and ensure you are using all the tools available to reach your optimisation goals.

1. Select Your Goals Most Appropriate to the Funnel Stage

With so many metrics to choose from, it's vital that you select the measure(s) that are most relevant to the part of the conversion funnel you're looking to improve.

Select a Goal Metric That Has Proximity to Your Experience

Point of entry

- Decrease bounce
- Increase engagement
- Identification

Mid funnel

- Page views
- Add-to-cart
- Conversion

Down funnel

- Revenue per session
- Average order value
- Decrease abandonment



2. Apply Testing Optimisation

Testing Optimisation is a process of testing different approaches, analysing the results to identify the top-performing design, and then implementing the winner. A/B testing, as well as multi-variant and full-page testing are instrumental to improving your conversion funnel.

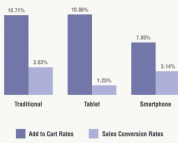
3. Segment for Greater Lift

Segmentation is when the marketer breaks the audience down into smaller "segments" to target each one with specialised content. This allows the marketer to apply the principles of optimisation, but with more precise messaging that takes advantage of obvious distinctions in audience groups.

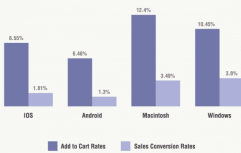
To get started, it's useful to think about key audience segments which can include first time visitors against repeat visitors and customers, visitors from different traffic sources, device types and interactions with different page types and products.

Here we present retail sector averages from Monetate.

Conversion Rates by Device Type



Conversion Rates by Operating System



4. Apply 1:1 Machine Learning for Individualised Experiences

1:1 Personalisation leverages Artificial Intelligence (AI) technology to deliver an individualised experience to each customer. This technology can empower you to solve problems that are very difficult to solve with testing and segmentation: know exactly which content to show which people at each stage of the buying cycle, continually optimise based on in-the-moment customer behavior, automatically react to changes in long-term trends.

5. Incorporate Optimisation, Segmentation and 1:1 to Achieve Your Goals

A holistic personalisation program that maximises results incorporates all three elements: Optimisation, Segmentation, and 1:1 Machine Learning. How you incorporate all three, and where you apply them will be unique to your business and your needs.

Three Parts of a Personalisation Programme



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- Path to Success in Email Marketing
- The Business Case for Personalisation
- The Power of Content Marketing
- The State of Digital Marketing
- Personalisation Development Study