The Power of Digital Body Language

Using Personalisation for a Stronger Marketing Strategy

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Trusted by leading retail brands worldwide

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- Shopify Plus
- Magento Technology Partner
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## Why personalise? By numbers

<table>
<thead>
<tr>
<th>Customer retention</th>
<th>Personalisation</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-25%</td>
<td>43%</td>
</tr>
<tr>
<td>More expensive to acquire new customers than to retain past customers</td>
<td>Purchases are influenced by personalised recommendations or promotions</td>
</tr>
<tr>
<td>65%</td>
<td>75%</td>
</tr>
<tr>
<td>Future business will come from existing customers</td>
<td>Consumers like it when brands personalise messaging and offers</td>
</tr>
<tr>
<td>75%</td>
<td>94%</td>
</tr>
<tr>
<td>Increase in profitability when a company increases customer retention by 5%</td>
<td>Companies see personalisation as critical to current and future success</td>
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</tbody>
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Transactional vs Behavioural data

Transactional data accounts for only **1.6%** of all the data generated by shoppers while onsite behavioral data accounts for **98.4%**.

- **Transactional**
  - 11 Million signals

- **Onsite behavioral data**
  - 683 Million signals

Source: Top10 Nosto stores - Q4 2017
How Nosto Works:
Nosto's Ecommerce Intelligence Engine
Understand the onsite personalisation journey
The Age of Personalisation

NETFLIX

Spotify

Google
**Netflix inspired: Continue Shopping Recommendations**

**Background**

- One of the most valuable recommendations to date
- Perfect fit for homepage

**Customer Benefit**

- Makes cross session purchases easier
- Makes user feel more welcome
- Replicate known UX from outside e-commerce
Category page Recommendations

Background
• Helps users see relevant products quickly
• Captures interest at a key drop-off point

Customer Benefit
• Personalised view of product range based on interests and affinities
Category page

Recommendations

Background

• Helps users see relevant products quickly
• Captures interest at a key drop-off point

Customer Benefit

• Personalised view of product range based on interests and affinities
PDP Recommendations for Average Order Value

Background

- Good PDP recommendations allows you to jump to associated complimentary categories
- Browsing history on PDP makes it easy to return to previously viewed items

Customer Benefit

- Customers can buy related items in one go as opposed to have to shop around or even have to go through multiple shopping sessions
The Power of the Pop-up

Behavioural pop-ups re-engage customers who may be leaving your store because of time, indecision, or loss of interest.

- Enable customer re-targeting by offering visitors to have their cart contents emailed to them
- Offer incentives to increase cart size: Inspire a customer to increase their spend, driving Average Order Value and conversion
- Personalise with specific trigger points such as brands/categories
- Grow your contact list, grow your sales - win!
Extending personalisation to ALL channels
Personalised Emails = A Stronger Marketing Strategy

Tailored customer emails enable brands to extend the personalisation journey beyond their webstore.

- 68% of marketers crown email as the communication channel that drives the highest value. (via dotmailer)

- Leverage pop-ups to continue the conversation offsite AND grow your email list

- Offer relevant email content through personalised recommendations

- Create a more cohesive and efficient marketing strategy for your brand
State of the (Online) Advertising Industry...

“Social media advertising budgets have doubled worldwide over the past 2 years — going from $16 billion U.S. in 2014 to $31 billion in 2016”
Managing Your Funnel

**STEP 1: Retention**
Using CRM data to create a Custom Audience (target size: 10k people)

**STEP 2: Intent**
Using Custom Audiences - customers have shown interest in your site (target size: 10k people)

**STEP 3: Discovery**
Using Custom Audiences (target size: 50k - 100k people)

**STEP 4: Awareness**
Using Core and Lookalike Audiences (e.g. target: 500k - 1 million people)
Timing is key in FB & Instagram retargeting

- Facebook & Instagram allow extremely granular retargeting
- Retargeting has evolved from simple view based approach
- Layered strategy with high budget for short term retargeting
The Power of **Visuals**

- It only takes about 50 milliseconds to form a first impression
- 64% of consumers will buy a product after watching a video about it
- Collection Ads display a main image/video and relevant product recommendations to support the visual
Questions?
Come see us -> Booth #J9

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