

DISCOVERY

## Stand out from the Holiday Crowd.

This holiday season, merchants face massive competition for consumer attention. **Digital marketing experts** estimate that most Americans are exposed to up to 10,000 ads each day.

Interestingly, **bounce rates actually rise** over the holidays—particularly in the US where we see an increase of 12 percent on Thanksgiving and 5.2 percent on Black Friday. This is especially evident on mobile devices, as people scan quickly through pages and sites for the best gift and shopping ideas. **A recent study** found that mobile visitors to online fashion stores only stick around for about 163 seconds (compared to 239 seconds on desktop).

So how do merchants cut through the noise and grab the attention of this year's mobile, savvy shopper? The key is personalization. Nothing says "we get you" like recommendations based on a user's unique attributes. To do this alone would take a lot of time and resources. Thankfully there are intelligent solutions available to help surface those relevant, personal experiences in time for the upcoming holiday season.



*The experience itself has become a key part of the value proposition of any eCommerce business. By actioning the incoming wave of behavioral, contextual, and explicit data signals from site visitors, the holiday season is a prime time for personalization and experiential shopping.*

**Jan Soerensen, General Manager North America, Nosto**

DISCOVERY

## Make Holiday Magic with Clever Discovery.

During the holiday season, if merchants don't have something relevant to show shoppers within three or four seconds of visiting a site, they risk losing a sale—particularly on mobile devices where screen real estate is limited. To capture attention during this brief window of opportunity, it's important to have a solid discovery strategy. Follow these best practices to make holiday magic this season:

### 1. Adopt Multi-Pronged Discovery Strategies

By analyzing multiple behavioral and contextual customer data sources, as well as business-related data like margin and inventory, merchants can surface relevant products to inspire customers and encourage them to make a purchase. Merchants can use insights from previous browsing history to surface relevant content to shoppers, perhaps reminding them of the perfect gift they browsed last time they visited. They can also use geo-location and browsing history to craft content to appeal to the individual. For example, if a particular toy is trending in New York City, parents of a certain age can be targeted with content related to that must-have toy.

To reinforce shoppers' interests or trigger responses from hesitant shoppers, merchants can adopt strategies like continue shopping recommendations and targeted pop-ups. Targeted pop-ups evoke a fear of missing out and elicit an immediate response from visitors. They also help email service providers (ESPs) orchestrate retargeting campaigns to further reinforce the product message. More recently, some merchants are explicitly offering guided shopping experiences by asking the shopper about their shopping goals and serving up content and experiences to help them meet those goals.

DISCOVERY

# Make Holiday Magic with Clever Discovery.

## 2. Promote Content-Driven Product Recommendations

Content is still king, although personalization is the crowning glory. To begin, merchants should at least have product recommendations on the homepage and product details page (PDP). These should include alternative and complementary products to ensure buyers are being exposed to all relevant products. Using buyer signals, like brand affinity or discount shopping habits, can help merchants display the right banners on their sites. If a shopper only purchases clothing from a particular brand, they'll be targeted with apparel items from that brand. Or if they only shop sale items, they'll be targeted with the red-tagged discount goods available on the site. Content strategies can be customized for each specific industry. For example, in the cosmetics industry, delivering recommendations at the top of the PDP can be more effective than at the bottom of the page. Replenishment recommendations are effective in the cosmetics and groceries industries as they surface recommendations after a period of time coinciding with a shopper's product running low.

## 3. Build Segmentation Blocks

Segmentation is complex since a merchant's audience can be sliced and diced many different ways, creating a veritable rabbit hole of personalized content. To get started, merchants can take a standardized approach, engineering their sites to comprise five or six predictive segment blocks, each with a different goal. One block could segment and target customers based on lifetime value whereas another could segment and target based on the stage in the customer lifecycle (new customer, returning customer, window shopper, etc.). In this way, merchants can create efficiencies in their content creation while still delivering a relevant, personalized experience to their users. For example, prospects can be targeted with relevant, engaging content, whereas window shoppers can be added to custom audiences on Facebook and Instagram.

DISCOVERY

## Make Holiday Magic with Clever Discovery.

Add a personal touch to your eCommerce discovery with Nosto's AI-powered personalization platform. To learn more, visit [www.nosto.com](http://www.nosto.com).

### 4. Create a Seamless Experience Across Desktop and Mobile

Personalization is even more important on mobile where merchants have less space to capture customer attention. If a merchant uses two personalization elements on their desktop experience, on the mobile they may use as many as five.

Merchants should also aim for cross-device personalization and continue shopping capabilities to create a seamless experience for users from desktop to tablet to mobile.

*naughty*

Ignore your data.

Have a one-size-fits-all approach to content.

Forget about the mobile experience.

*nice*

Gather and analyze behavioral and contextual customer data to understand customer intent.

Add personalized product recommendations and content to capture attention.

Create a seamless experience across desktop and mobile.