



How to monetize the long tail in your catalog?



Passionate About
Digital Commerce

- ✓ Is your Catalog huge?
- ✓ Is your complete Catalog not being looked by the customer?
- ✓ Are you getting most of the revenue from search pages?
- ✓ Are you still using an old search engine?

The answer to above questions is *Personalized search.*

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In Today's world, more than 30% of the Catalog is never being looked up by the customers, the Personalized search will recommend and bring these items into picture and helps retailers sell those.

If you are not using eCommerce personalization, you are losing revenue. But if you get it right, you can make huge gains. Gartner predicts a 15% profit boost for those who successfully handle personalization in eCommerce.

Being digital is not enough. People expect tailored experiences powered by the cloud, data, and AI. Intelligence Platform enables your business to thrive in this environment.

What is eCommerce Personalization?

Ecommerce personalization is the process in which we create a shopping experiences that cater specifically to individual customers and not to the larger audience.

According to Janrain, 74% of people hate being shown irrelevant content.

Instead of bombarding customers with the products, you should rather **focus on the products which are of interest to the customer landing on your web application**. The one-size-fits-all approach does not fit anymore and as customer will move to other store.

Personalization is nothing but AI-powered information and recommendations across all digital experiences, driving self-service intelligence from websites to contact centers and intranets.

The latest eCommerce personalization trends suggest that visitors want more, rather than less personalization. According to Janrain, 74% of people hate being shown irrelevant content.

48%

Spend

48% of consumers spend more when their experience is personalized

Facts about Personalization

90%

Usage

90% of marketers believe personalization is the future

74%

User Experience

74% of consumers get frustrated when content has nothing to do with them

How does Personalization work?

Data is backbone of Personalization. You can only display personalized stuff only when you have relevant data. You can use following data to display customer’s specific content:

Statistical Data	Customer Behavior	Web Intelligence
Seasonal, Geo-location, Gender & Age becomes a valuable segmentation	You should track the customers visiting the site and their buying behaviour which gets combined with the browsing history and actual purchases to understand the products and their respective categories the customer is interested in.	For new/anonymous customers, there should be possibility to display most sold products/categories plus the promotional products which should all be configurable.

Some examples of a Personalized Search in eCommerce:

Adjust navigation to visitor’s interest	Personalized Search Results	Send Personalized Email Based on User Behavior
Show Category-Specific Discount Coupons	Sort Recent Products by Interest Level	Suggest Complementary Products
Show Recommendations below the Product	Personalize the Homepage Banner by Category	Show Personalized Offers to Returning Visitor
Show Product Recommendations Below the Product		

Self-learning and AI enabled systems deliver the right results the first time for increased collaboration, productivity, and insights

AI and ML understands natural language questions, learns from, and adapts to user behavior, and delivers smarter, more relevant answers over time.



Using Data driven search will move beyond keyword-based search to deliver conversational AI and search experiences at scale to customers. This will help to better understand the meaning behind natural language searches to deliver relevant, personalized results that users can act on right from the search results window.

Where do we start?

Home or Landing Page

Always the first point to bring more emotions to the application. By having the “Just for You” or “Based on your browsing history” sections, you can target even more sentiments. More than 36% of the eCommerce applications follows the same.

Search Pages

The major revenue generates from the search pages, either it's category search page or it's the search results page from a text/typed search. This is where Personalized search comes in picture. Personalized search is extremely helpful just like Golden goose.

Navigation

This is just one part of the game, Navigation which is also part of search can also be a guided or personalized one based on the customer's interests or the demographic data

Product Recommendations

Personalized products recommendations are based on a shopper's profile. They are usually determined by two things: past visitor activity & preferences of a customer. It can even be delivered through paid ads or via email channel.

Type Ahead Search

Serves a major role in showing the customers the relevant products to choose from the search results displayed while typing/searching for a product/category. The results can be customized to cater the interests of the customer or to highlight the most popular products available.

What types of features do you feel are needed in a modern search solution?

What types of features do you feel are needed in a modern Search Solution? Multiple responses allowed	
Personalized results (1-to-1)	76.5%
Machine learning & AI driven relevance/ranking	64.7%
Flexible API's using modern frameworks	38.7%
Actionable insights, reports and tools	60.5%
Cloud Service	29.4%
Support for global enterprise(e.g. multi country, currency, language & domain)	33.6%
Merchandiser friendly tools and dashboards	58.0%
Support for multiple industry verticals	26.9%
Semantic understanding and/or NLP (natural language processing)	34.5%
Voice Search	29.4%
Image Search	39.5%
Other	2.5%

Why Is It Hard to Return Relevant Results?

Search can be messy. Spelling mistakes, use of broad terms, differences in how people describe the same product can make accurate search results a struggle.

On top of that, Merchandisers need to set the rules to boost and bury the products and brands important in the moment.

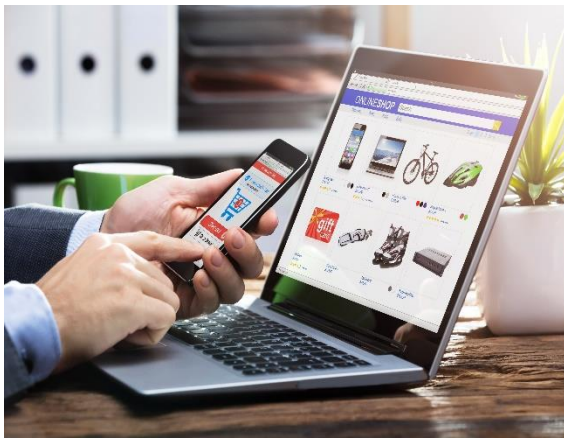
When search is handled manually, or it's impossible to tweak the algorithms to fit with your specific goals, these factors quickly pile up.



How do we achieve this?

Personalized Search is a feature that benefits massively from this core data, and with only 8% of retailers taking advantage of that and 13.8% of revenue coming from site search users, those who start building their search strategy now are reaping the benefits of an exceptional customer experience.

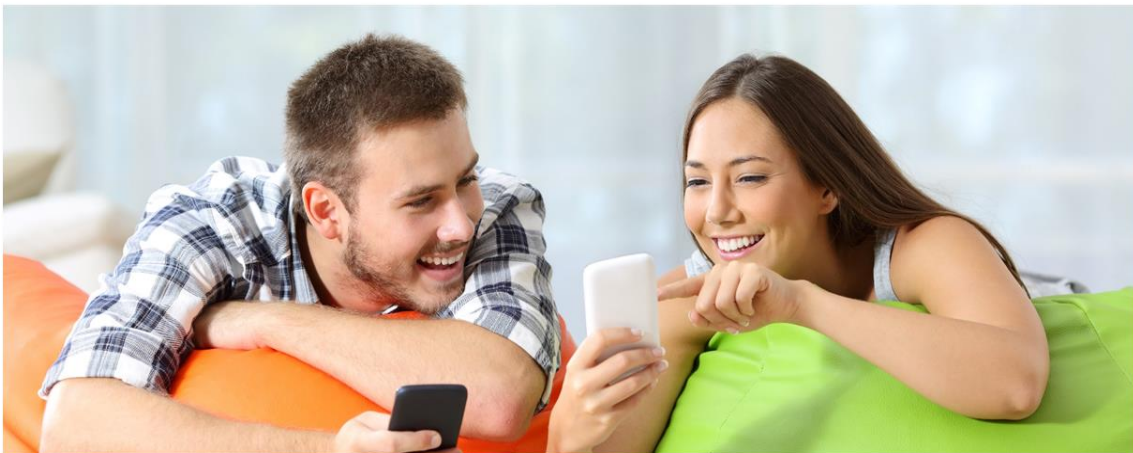
You don't have to redesign the complete portal to provide customers with the personalized experiences. In fact, the best approach is the complete opposite. It's all about adding lots of small but powerful elements.



You can also rely on the **AI-powered and ML search engines**. AI-powered search pulls in multiple dimensions of shoppers to give them what they are looking for, sometimes before they even know they need it.

Search should be an experience marketed to fulfil an individual intent, by making it an ongoing opportunity to learn more about the behavior of customers & provide the best and personalized experiences.

Hence, it is also important to take an omnichannel approach. **Personalization isn't just about your website**. All other factors like **Social Media channel, email marketing, paid ds, customer service**, all together can help target the right products for the target customers.



Streamlining Digital
Transformation

