

# Automated Personalization to Explode eCommerce

*A strategy brief created by BigCommerce and Trinity*



Creative, development, and optimization services for eCommerce



The industry's most versatile solution for advancing your commerce experiences

## eCommerce Businesses Must Personalize and Automate the Customer Experience at Scale

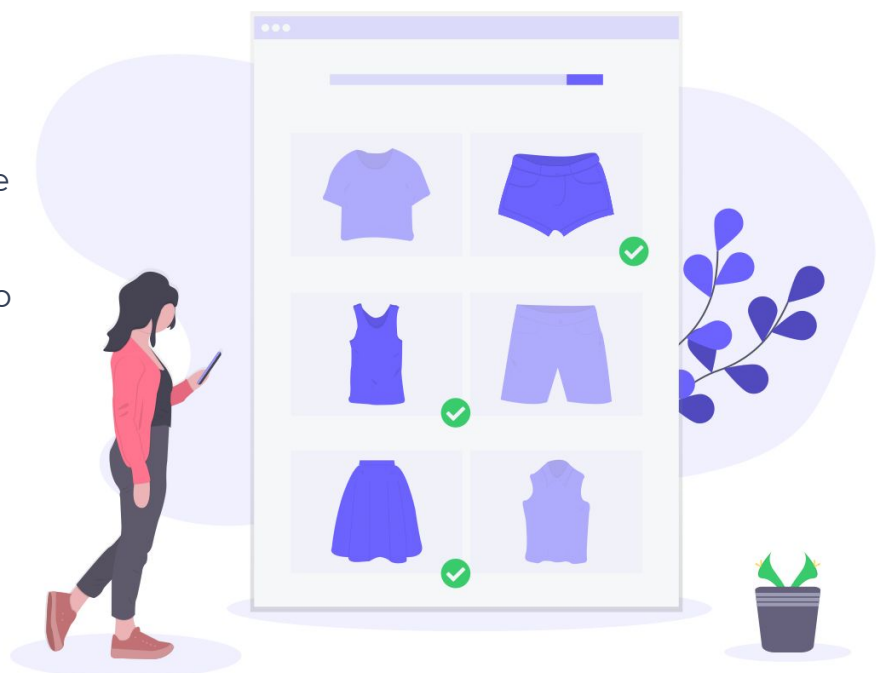
As we start a new decade of digital commerce, it is evident brands that will win in the future will be the ones that deliver differentiated and personalized experiences that exceed expectations.

*80% of shoppers are more likely to buy from a company that offers personalized experiences (Epsilon).*

However, exceeding expectations is not easy in the age of Amazon. Even with the rise in consumer expectations, a large subset of the ecommerce website market does not leverage personalization and/or automation to better merchandise and market their products.

This report provides you with a strategic action plan to kickstart the effectiveness of your ecommerce personalization efforts:

- We'll break down the fundamentals of ecommerce automation,
- Outline how your BigCommerce store can drive personalization and
- Provide an overview of how to leverage your data to provide a complete view of all customer interactions



# Consumers Want Tailored Experiences that Speak to Preferences

The case for personalization within your organization is clear: it is the foundational element that will help **build long term customers** by creating repeat customer behavior.

Data application provider Segment reports that [44% of consumers say that they will likely become repeat buyers after a personalized shopping experience with a particular company.](#)

Personalization starts with data. Your company needs to have a “data layer” within on-site scripts that enables your website to create an ongoing historical pattern of clickstream data (pages and clicks) that will power future customer models and triggered based events.

If possible, this data should be perpetually stored and then unlocked for marketing when a visitor initiates a “identification event”. This event could be the opting in to an email list on-site, signing up for a product event on Facebook, or in most cases the completion of a purchase.

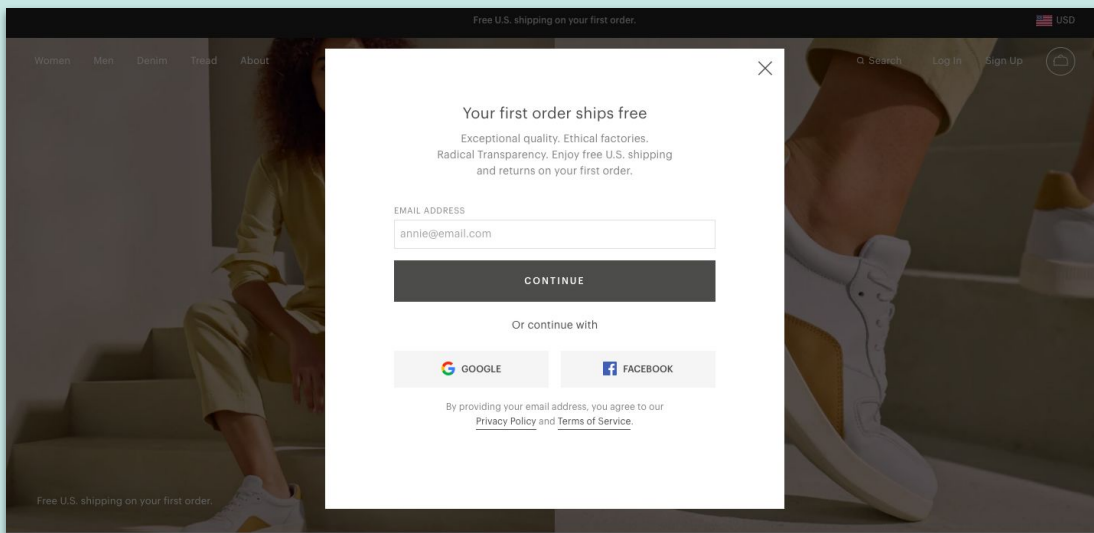
The benefit of this deeper level of granular data is the ability to create unique messaging and offerings to distinct segments that power pre-sale, post-sale, and loyalty personalization. Let's dive into all three.



# 1 Pre-Sale Automations

Within presale automations, we are looking to break through and gain that first sale. Our goal is to earn the trust of the consumer and persuade them to the point in which they type their credit card digits.

Pre-sales automation is done typically by capturing the email address of the consumer by offering a modal that speaks to a category promotion. This is a critical first step as it enables the “authentication” of the shopper that is so vital to long term personalization.



***Everlane.com presale modal***

For example, if a shopper reaches 3+ product pages within the suit category - the ecommerce store could present an email capture modal that offers a tailored coupon to the category for first time shoppers.

These email modals convert at high levels and now provide the ability to create a dialogue and tailor communications based on subsequent visits. This information about the customer needs to be captured within a core CRM that can be leveraged for future campaigns.

