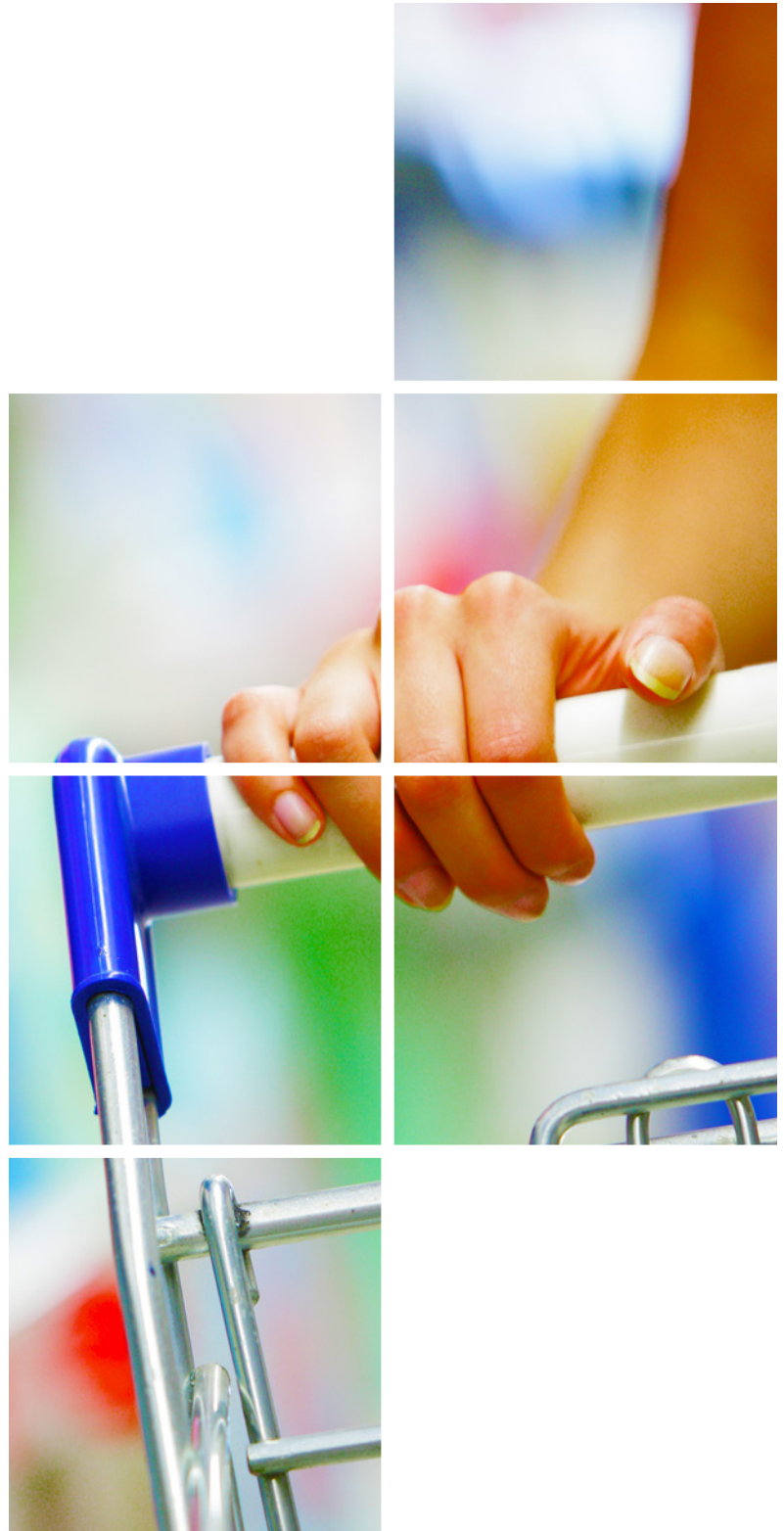


Marketing strategies for highly personalized online experiences

Retail Perspective

Personalization is retail's future; especially as more advanced technologies allow marketers to handle personalization more effectively—essentially, 1:1 marketing at a mass scale.

Amazon has been a leader in personalization for years; now brick-and-mortar retailers like Wal-Mart are getting in on the act. However, as one survey shows, most marketers aren't there yet: while 94% of marketers understand the importance of personalization, many don't know how to do it, with 95% sitting on untapped data.¹



¹ From Big Data To Big Personalization. Monetate. June 2013.
<http://content.monetate.com/h/i/12311817-from-big-data-to-big-personalization>

Why is everyone talking about personalization?

Here are a few good reasons

Improved ROI. Personalized online and digital experiences get better results. One study found that personalized website experiences resulted in an average 19% increase in sales.² For email, personalization is even more powerful, generating transaction rates and revenue six times higher per email than non-personalized emails. Yet, the same study found that 70% of brands don't take advantage of email personalization.³

There's more competition than you think.

Competition for consumers' attention and time online goes beyond direct competitors, including everything from news sites and cat videos to social media. And, once marketers finally do capture a customer's attention, it's essential to make the most of it. With personalization, marketers can increase the impact of each interaction.

Customers expect it. Sixty-four percent of consumers said it's important to receive relevant offers when shopping online.⁴ And, almost a third want more personalization during their online shopping experiences.⁵ Although some consumers express privacy concerns, 69% are willing to share preferences in order to receive recommendations.⁶

2 The Tipping Point for Personalized Website Experiences. Monetate. May 2013. <http://www.monetate.com/2013/05/the-tipping-point-for-personalized-website-experiences/>
3 Experian Marketing Services' 2013 Email Market Study. Experian. <http://www.experian.com/marketing-services/email-market-study-2013.html>
4 Today's Shopper Preferences: Channels, Social Media, Privacy and the Personalized Experience. Accenture Interactive. Nov. 2012. <http://www.accenture.com/SiteCollectionDocuments/PDF/Accenture-Interactive-Survey-Results.pdf>
5 Rethinking Retail: Insights from consumers and retailers into an omni-channel shopping experience. Infosys. 2013. <http://www.infosys.com/newsroom/press-releases/Documents/genome-research-report.pdf>
6 Listrak Releases Results of Harris Interactive Study. Listrak. 2014. <http://blog.listrak.com/post/73635704944/listrak-releases-results-of-harris-interactive-study>

5 strategies for personalized online experiences

For e-retailers to stand out, marketers need to employ new strategies. Here are some worth considering.

1 Omni-channel retailing

“Omni-channel” means delivering a seamless and consistent customer experience through any channel—online, mobile, and offline. True omni-channel allows customers to tailor their own experiences and path. For example, making the mobile experience as easy as the website. Or, enabling customers to order online and return at a store. Or, extending online experiences in-store, such as displaying top Pinterest pins to guide shoppers toward what’s trending.

2 Real-time, 24/7 marketing

It’s critical to be responsive to customers whenever and wherever it’s convenient for customers—even if that’s at 2:00 a.m. To do this, marketers need to leverage self-learning marketing automation technologies to respond appropriately, aid cross-selling, and serve up in-session personalized offers on a website, social media, mobile, SMS, or in email.

3 Map and design the customer journey

To ensure a consistent experience, it’s important to understand how customers interact with a brand at every touch point—before and after purchase. Mapping out the customer journey can help marketers identify and fix gaps and inconsistencies in a customer’s experience and eliminate barriers to purchase. For example, some e-retailers implement “shortcuts” like one-click purchasing, social sign-in, online refills, mobile shopping apps, and more.

4 Geographic targeting

Geolocation data allows marketers to personalize the mobile and online customer experience with location-, language- and culture-specific content and offers. A geographic targeting strategy can help make offers more compelling and memorable.

5

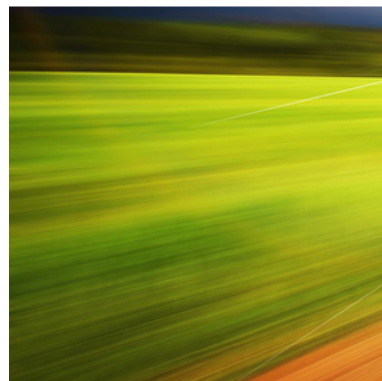
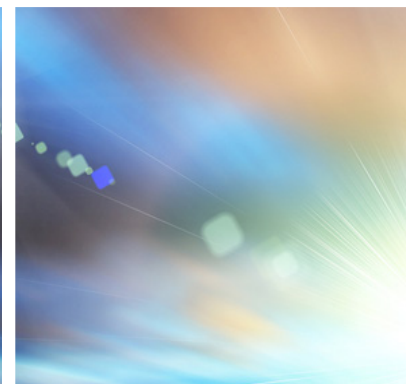
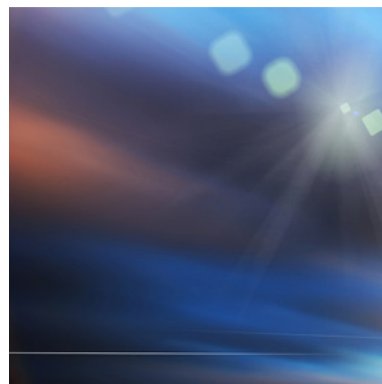
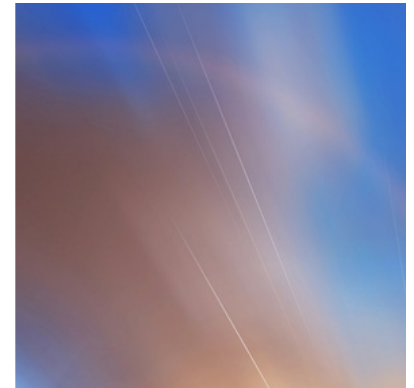
Content marketing

To create content so relevant that it's practically "personalized," marketers need to plan and execute strategically. By offering thought leadership, do-it-yourself or other content that's relevant to specific customer personas, marketers can create a robust self-help resource for shoppers any time they need it, drawing them to a brand's website, app and more.

Marketing technology required

To compete online today, retailers have to invest in the right technology, including marketing automation, CRM, social media management and data analytics tools, as well as more advanced e-commerce platforms. However, many companies don't, citing reasons like IT roadblocks (47%) and legacy technology (46%).⁷ This is a problem, considering that in the near future, more consumers will be shopping online and spending more. Although e-commerce makes up just about 12% of retail sales today, that number is expected to double in 10 years.⁸ Marketers: Now is the time to start exploring marketing technologies to support your brand's personalization strategy.

For more information, connect with Infor Marketing Management on Twitter [@InforMarketing](#), or [LinkedIn](#), or visit our [blog](#).



7 The Tipping Point for Personalized Website Experiences. Monetate. May 2013. <http://www.monetate.com/2013/05/the-tipping-point-for-personalized-website-experiences/>
8 Engaging online shoppers with custom, in-the-moment experiences. Webtrends, Inc. 2013. <https://webtrends.com/files/whitepaper/Whitepaper-Streams-Retail-Webtrends.pdf>



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