CONNECTED OMNICHANNEL EXPERIENCES

Increase Customer Engagement with Product Recommendations

Most Popular Items

Expiring Deal

+ CAMPAIGN

Item Back in Stock

+35%

Drive Revenue[1]

Personalized product recommendations drive 35% of Amazon's revenue.

[1]McKinsey (2013). How Retailers Can Keep Up with Consumers.

INTRODUCTION

Driving Customer Engagement with Personalized Recommendations

Shopping today isn't what it used to be. On one hand, there's more control with instant access to product information and being able to purchase anything on the go. But on the other hand, there's an overwhelming selection with more products to sift through from an ever-growing number of ecommerce brands.

The retailers winning brand loyalty today are continuously presenting customers with products they actually want and helping them discover new products they didn't even know they needed.

That's how Amazon has leapfrogged the competition and remained in a league of its own — by curating the shopping experience to customers' preferences. In fact, product recommendations drive 35% of its revenue.[1]

In this playbook, we'll teach you about the various recommendation themes, how to select the right ones throughout your customer journey, and best practices to drive revenue and loyalty through product recommendations.

EXISTING CUSTOMERS

Grow Customer Engagement and Retention Through Greater Relevance

Whether you're trying to turn browsers into buyers, increase order value, or drive repeat purchases to grow lifetime value, success hinges on presenting personally relevant product suggestions throughout the customer journey.

Boost customer engagement and retention by delivering your brand's products with AI-powered recommendations and personalized content.
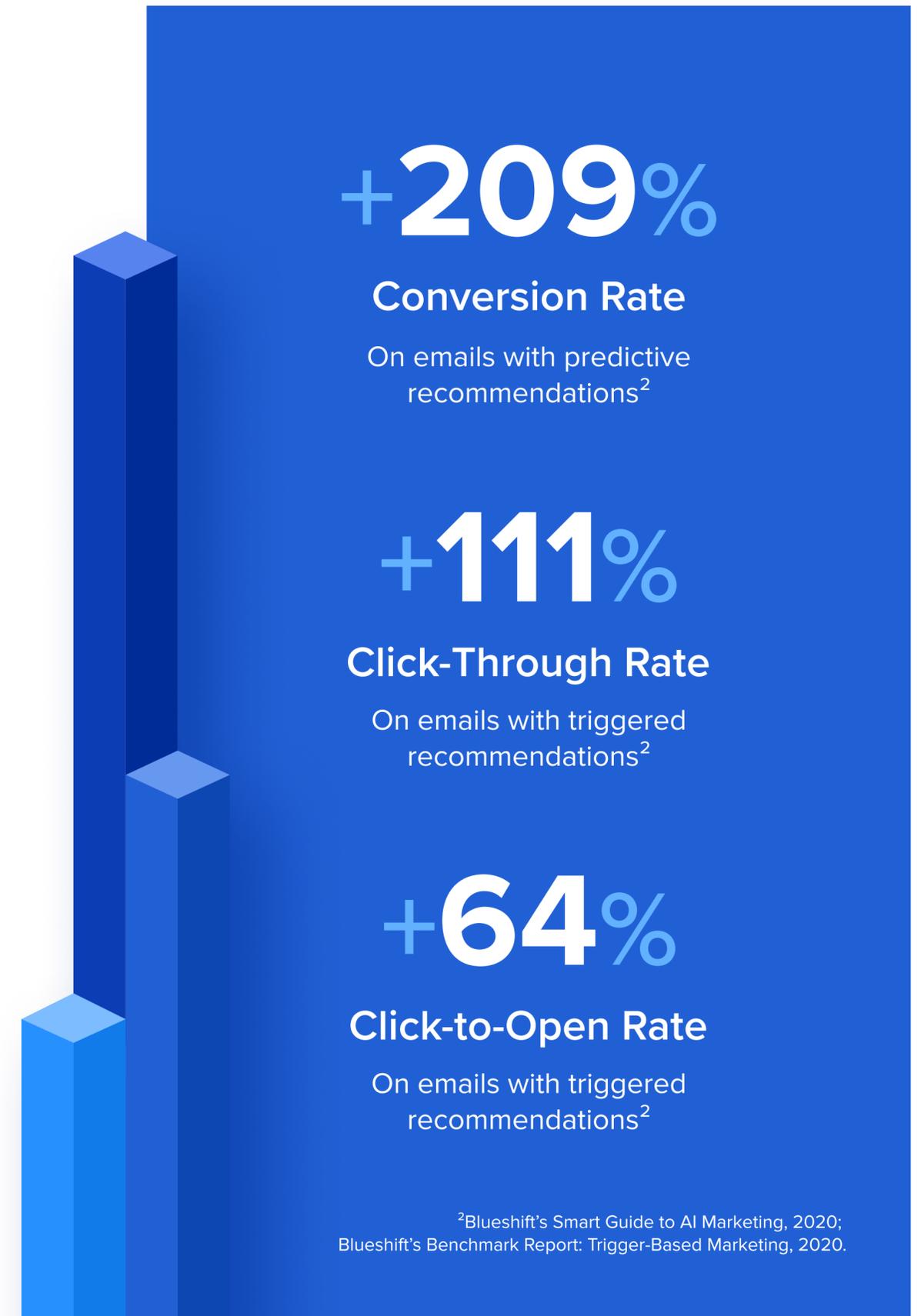
Recommender systems simplify crafting the right shopping experiences, but they need direction about which recommendation themes to optimize, which will depend on where customers are on their path to purchase (are they in research mode or close to purchase?) and their lifecycle stage (are they a new customer, a lapsing customer, or a VIP?).

JAMES ALLEN®

"It's now simple for us to deliver 1:1 personalized recommendations tailored to each user based on their historical and real-time website activities…Blueshift enables us to collect, track, and act upon more data than ever before and use real-time behaviors to drive more personalized experiences."

Michal Halpern
Conversion Optimization Manager, James Allen

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+**209**%
Conversion Rate
On emails with predictive recommendations[2]

+**111**%
Click-Through Rate
On emails with triggered recommendations[2]

+**64**%
Click-to-Open Rate
On emails with triggered recommendations[2]

[2]Blueshift's Smart Guide to AI Marketing, 2020; Blueshift's Benchmark Report: Trigger-Based Marketing, 2020.

For Continued Engagement

Luckily today there are AI-powered marketing automation platforms to assist you in connecting customers with relevant products based on their individual interests, including stated preferences, inferred affinities, and previous browsing behaviors. These highly flexible recommender systems do the heavy lifting in collecting and activating customer data to personalize content while maintaining a seamless brand experience. By seamlessly personalizing products and content based on each user's vehicle type and site behaviors (both historical and real-time), Blueshift customer CarParts.com increased customer engagement by 400%.[3]
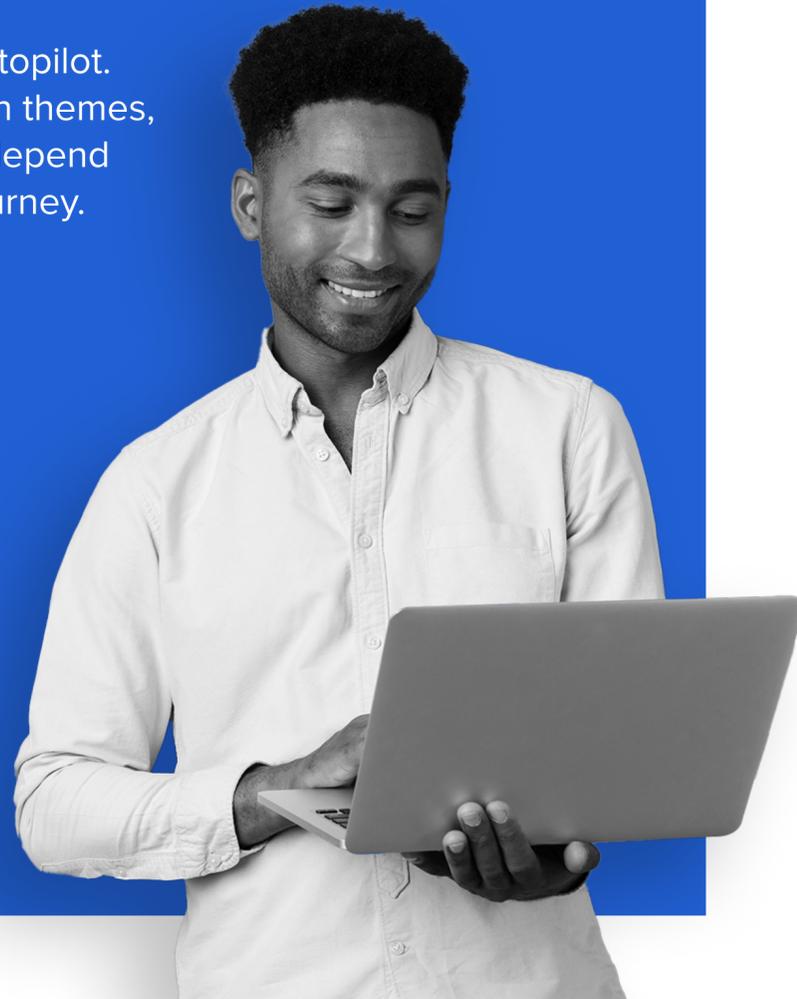
But recommender systems don't run on autopilot. They optimize to selected recommendation themes, and the best recommendation theme will depend on a particular customer's stage in their journey.

+400%

Customer Engagement

CarParts.com increased customer engagement 400% with Blueshift's Recommendation Engine

[3]Blueshift Customer Case Study, 2020.

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Most Popular

Highlight top purchased, carted, or browsed items. Narrow down by category or location.

Trending

Highlight the most purchased or browsed products over the last day, week, or other timeframe.

Early Access

Provide first access to new products from across all categories or in a specific category or location.

Limited Stock

Create urgency by giving one last chance to purchase items before they're out of stock.

Expiring Deals

Drive urgency by highlighting deals that are about to end. Narrow down by category or location.

Best Value

Make the customer feel confident in their purchase by highlighting the best price point items in a category.

For Continued Customer Engagement

Similar Items

Help customers select the best fit product and avoid drop-off by promoting various relevant alternatives. Or showcase other products from customers' favorite brands or sellers.

Bought Together

Increase the basket size by cross-selling or upselling customers with complementary products to round out their purchase based on what others who bought the product bought with it.

People Like You Buy

Collective choices of others make us confident in our purchase decision. Showcase high-converting products that people with shared preferences and buying behaviors ultimately purchased.

New Arrival

New items are perceived to be more desirable. Build customer interest by suggesting the latest products from across all inventory or in a specific category or location.

Recently Viewed

Make it easy for customers to get back to where they left off in a previous shopping session by displaying the products they recently viewed, searched, or added to their cart.

Price Drop

Give customers a reason to buy now by alerting them when prices drop for recently viewed or carted items or for products that match their category affinities.

Repeat Purchase

For products with cyclical buying cycles, remind customers it's time to buy again by promoting items they have previously bought with a timely reminder.

Back in Stock

Popular items sell out fast. Drive urgency to buy by alerting customers when an out-of-stock item they viewed or carted is available again.

Seasonal

Drive interest by showcasing in-season must-have products. Items featured can be from across all inventory or in a specific category or location.

Campaigns and Channels

Realize the full potential of recommendations within your campaigns across all channels with the following tips:

Triggered Messages

Set up automated messages with tailored recommendations that trigger based on key customer actions.

Seamless Omnichannel

Remove friction and improve experiences by linking customers directly from a message recommendation to where they left off.

Personalize at Open Time

Make sure content is always fresh and relevant by populating recommendations at the time of open, not send.

Personalize Subject Lines

Grab attention with dynamic subject lines that pull in content based on customers' needs, interests, and goals.

Engagement Time

Optimize the send time of messages by sending when customers are most likely to engage based on historical behaviors.

Test and Optimize

Continue to optimize every element of your marketing messages by analyzing what's driving clicks and actions.

Email

This channel provides the most real estate for recommendations. Take advantage by sending personalized daily or weekly newsletters.

Push Notifications

Create urgency by focusing on one critical action for customers to take such as browsing new products or completing a purchase.

In-App

Keep customers in your app longer by introducing an infinite scroll of recommendations to easily skim through and find the right products.

Onsite

Use onsite recommendations for in-session recommendations based on customers' most recent content engagement.

Support Desk

Provide an easily accessible list of product recommendations tailored per customer to help promote retention opportunities.

THE FUTURE OF CUSTOMER ENGAGEMENT

With Product Recommendations

The future of recommendations and ecommerce are one in the same. Recommendations and personalized experiences aren't a "nice to have" — they're industry standard. Recommendations are the key to creating a seamless omnichannel shopping experience that feels cohesive and relevant, regardless of which channels customers interact with across your brand.

Key Takeaways

As you begin to deliver recommendations across the customer journey, remember:

- The right knowledge and guidelines from recommendations experts
- The right tool to fully unlock your data, like Blueshift's SmartHub CDP
- The right recommendations strategy should be tailored to your business goals and customer engagement channels, not a carbon copy of other retailers

Ready to start your journey to stellar recommendations that drive revenue for your brand? Reach out to our team of ecommerce marketing experts to learn more.

VIEW RESOURCES   CONTACT US