



HYPER-PERSONALISING THE BUYING JOURNEY: AN ANALYSIS OF STRATEGIES EMPLOYED BY LEADING E-COMMERCE COMPANIES

Understand how to make every customer experience unique, for every retail segment.

Summary

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2. A purchasing path for every customer
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2. Present every customer with products that inspire them to make a purchase
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Intro duction

The growth in e-commerce has led to an increase in consumer maturity. People now expect a high quality online shopping experience and customers want to be understood when they shop : **73% of consumers want a more personalised experience***.

Hyper-personalising the shopping experience is a key to customer satisfaction and loyalty. Indeed, **customers make purchases three times more often when they have a positive personalised experience****. It's time for online shopping to provide a more personal and human experience for every customer.

In this white paper we tackle the main challenges of hyper-personalisation for different types of purchase: recurring, impulsive and considered. For each one, **we look at examples of real-world hyper-personalised experiences provided by the market's global leaders. We examine the impact of these both for the consumer and for the sales performance of the e-commerce site.**

Finally we discuss how approaches to personalisation have developed, with technologies and different displays that allow you to hyper-personalise your shopping journeys and satisfy each of your customers.

We hope you enjoy reading it.

* Kameleoon Study

** Epsilon Study

I. **REGULAR PURCHASE:** A LOOK AT THE FOOD SECTOR



By its nature, regular shopping recurs frequently (e.g. once or twice a week). **It often equates to buying necessities and sometimes, as we all know, it can be a chore.** The most common example of regular shopping is in the food sector.

The COVID-19 health crisis

boosted the online sale of consumer goods. **Consumers, forced to stay at home, turned to delivery services or click and collect to carry out their shopping. In the food sector, e-commerce is now here to stay:** it has definitively entered consumer habits and its growth continues. **Online food shop-**

ping has grown 13% in 2021, building its share of the market to 9%.^{*}

Many players have yet to optimise the shopping experience itself. **For 47% of companies in this sector who are seeking to grow, the online experience has become a priority.**^{**} This optimisation will have one main objective: to streamline the user experience in order to improve loyalty. **The main challenge is to use hyper-personalisation to make the shopping experience more efficient and less time-consuming for the customer.** Don't lose sight of your objective as a merchant, however, and aim to trigger impulse purchases that will increase basket size and boost your margins.

To achieve this objective, **it is vital to know each customer in order to offer them relevant products and to adapt your screen layouts in accordance**

with their shopping needs, habits and tastes.



Let's look at some inspiring real-life examples of hyper-personalisation.

^{*} Source FEVAD

^{**}Salesforce Study

01 PERSONALISING SCREEN LAYOUT TO STREAMLINE SHOPPING

Adapting the screen layout for each customer according to their preferences and consumption habits **gives them more time to spend on shopping.**

Let's take the example of Ocado, a British company specialising in online food shopping.

In the shopping journey shown here, **Ocado offers the visitor the option of creating a "food profile" during their first session.** This feature allows the customer to enter ingredients that they or their family are allergic to. Studies have shown that **83% of consumers are willing to share personal information in order to have a personalised experience.**

In future searches, products that contain these ingredients will be flagged in the results list. For all subsequent sessions, **the customer can see at a glance any products that are not suitable for them or another member**

of their family. A reminder is also provided on the product page.



This saves valuable time. It avoids the customer having to open each product page to check the ingredients of a product before being able to place it in their basket.

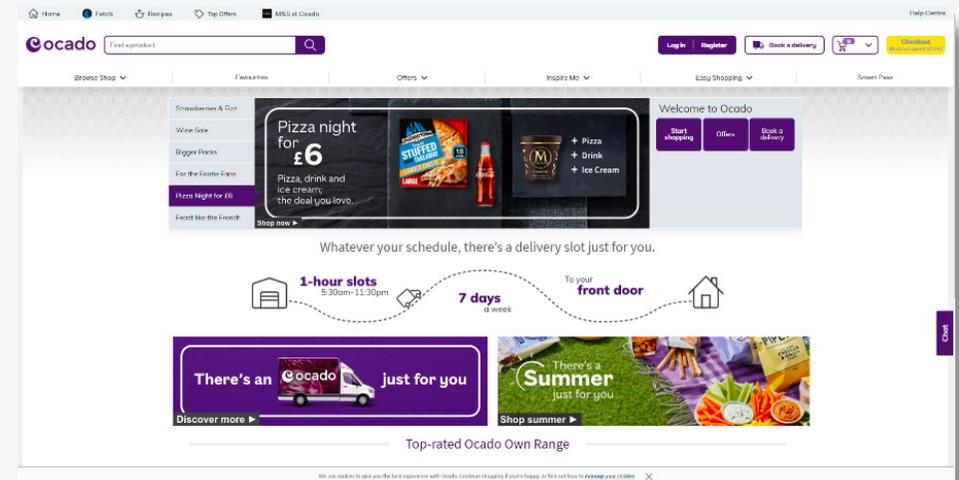
Customers find this hyper-personalised display invaluable once they have tried it, and it becomes a major contributor to loyalty. **Customers who believe that companies are succeeding at offering personalised shopping experiences shop more than 3 times more frequently.***

*Epsilon Study

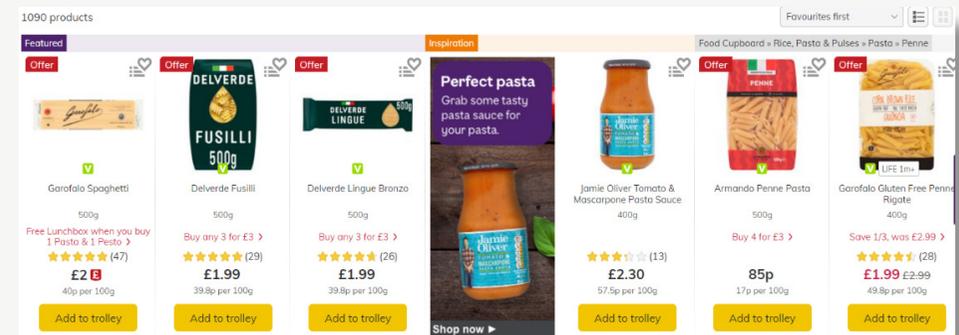
ZOOM PARCOURS

Ocado

1st visit : arriving on the site



Product list displays «pasta»



Customer completes « Food profile »

My Ocado Account Settings Food Profile

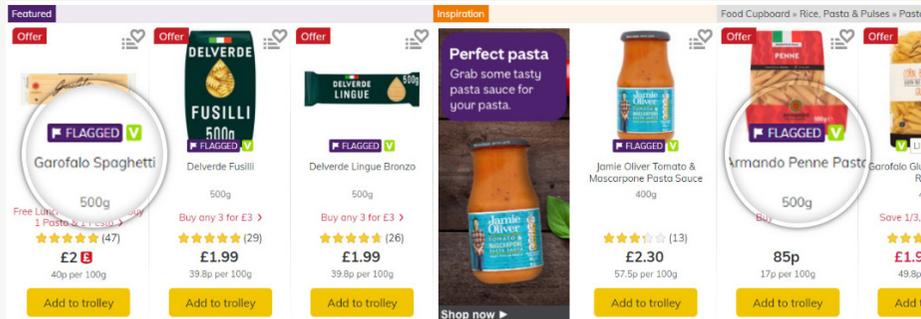
Food Profile

Toggle the ingredients you're allergic and/or intolerant to on. So you're aware: this service doesn't work with alcohol; pet and baby food; medication and supplements just yet, so please take care to check the ingredients on those products.

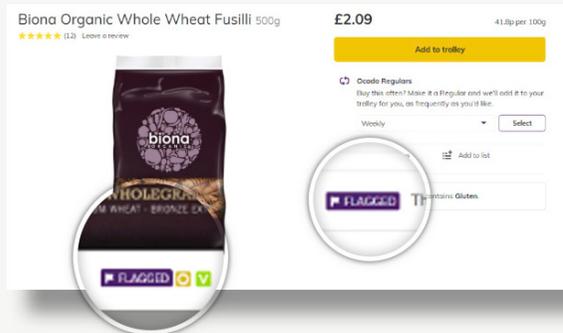
<input type="checkbox"/> Celery	<input checked="" type="checkbox"/> Egg	<input checked="" type="checkbox"/> Fish	<input checked="" type="checkbox"/> Gluten
<input type="checkbox"/> Lactose	<input type="checkbox"/> Lupin	<input type="checkbox"/> Milk	<input type="checkbox"/> Mustard
<input type="checkbox"/> Peanut	<input type="checkbox"/> Sesame	<input type="checkbox"/> Shellfish	<input type="checkbox"/> Soy
<input type="checkbox"/> Sulphites	<input type="checkbox"/> Tree Nut	<input type="checkbox"/> Wheat	

Save changes

The new « pasta » product list is displayed with the « allergenic » foods flagged



This warning also appears in the product details



02

A PURCHASING PATH FOR EVERY CUSTOMER

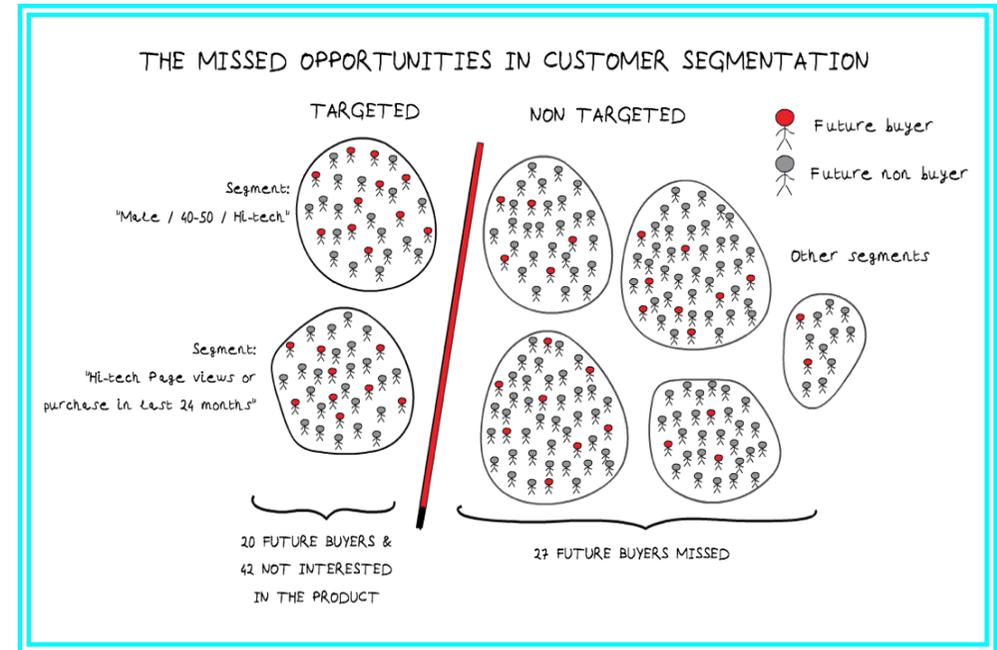
Customer segmentation alone is not enough to offer a hyper-personalised and relevant experience. When you conduct an RFM (recency, frequency, monetary) segmentation, **how can you be sure that everyone in your “star” cluster is interested in the product or offer that you have chosen to present to the group?** What if the customer does not want the product, or worse, doesn't like it?

This point is key because **80% of customers want personalized experiences***. However, the study also suggests that personalisation is a core attribute: customers take it for granted, but if a retailer gets it wrong they may turn to the competition.

It is impossible to manage every individual situation “by hand” for each of your visitors. It is also very difficult to spot and analyse all the subtle signals that enable you to get to know each customer.

Artificial Intelligence technologies dedicated to e-commerce are capable of detecting the purchasing intention of each client, according to their behaviour and buying habits on your website. This is an opportunity to offer each customer the right products, promotions or ranges. **AI learns all about your customers' behaviours to improve the relevance of recommendations, and ultimately your conversion rates.**

For Ocado, the use of these technologies has enabled the company to personalise product recommendations and send tailored messages to each customer. **By doing so, Ocado has increased conversions by eight times and the most valuable shopping baskets by 20%.****



* Study by McKinsey in the United States of over 1,000 consumers
** Dynamic Yield figures
Scheme : Tynyclues



ALEXANDER, STUDENT

Placed in basket

Shopping for his week:

- Pasta
- Sauces

Recommendations:

- Special offer on sauces
- Cheese to go with his meals

Book a delivery 3 £7.79 Savings £0.00

- Explore Cuisine Organic Green Lentil Penne £3.00
- Garofalo Gluten Free Penne Rigate £2.99
- Dolmio Bolognese Smooth Vegetable Pasta Sauce £3.00

Recommended to you

- M&S Made In Italy... 250g £3.00
- M&S Cheese & Tomato... 400g £2.25
- Loyd Grossman Tomato... 350g £1.85



MARY, MOTHER OF AN INFANT

Placed in basket:

- Milk for a six month old child
- Baby bottles

Recommendations:

- Nappies
- «First meal» jars

Book a delivery 2 £22.83 Savings £3.75

- Piccolo Organic Follow On Milk Stage 2 £11.24
- NUK First Choice+ Temperature Control Bottles with Silicone Teats £11.59

Recommended to you

- Pampers Pure Protect... 31 £6.00
- HiPP Organic Riso... 220g £1.25
- Eco by Naty Nappies Size 3 £9.99



MARK, PREPARING A BARBECUE FOR FRIENDS

Placed in basket:

- Barbecue meats
- A bag of charcoal

Recommendations

- Matches
- Firelighters

Book a delivery 3 £12.75 Savings £0.00

- M&S BBQ Chicken Drumsticks £3.00
- Ocado British Sweet Chilli Chicken Thighs £3.80
- Big K Instant Light Charcoal FSC 1kg £3.00

Recommended to you

- Cricket Firepower... £3.00
- Big K Firelighters 14 £1.50
- ZIP Odourless F... 32 per pack £3.00

03

THE SEARCH ENGINE: THE MAIN PLACE OF PURCHASE COMBINING EFFICIENCY AND MERCHANDISING

In the context of recurrent purchases and food shopping, product recommendations alone are not enough, as they cover only a small percentage of the shopping experience.

The value of hyper-personalised shopping for the end customer and for the retailer relies on one important point: **streamlining the shopping experience without allowing the consumer to be restricted to their shopping list.**

The 'shopping list' effect means that customers confine themselves to buying only their usual products. They are not able to see the full range of what's on offer to them, nor the "new in" products. For the retailer, this approach prevents any impulse purchases and limits opportunities for increasing basket size.

The hyper-personalisation of

the shopping experience must allow for quick suggestions of products which correspond to the wants and needs of each customer. This means moving away from existing purchases and proposing promotions and products that customers did not know about or had not planned to buy, but which correspond to their customer profile.

66% of customers expect companies to understand their needs and expectations*. Triggering an impulse purchase means striking a balance between what the client wants to buy and what they might be interested in finding out about, while taking into account the brand's sales strategy.

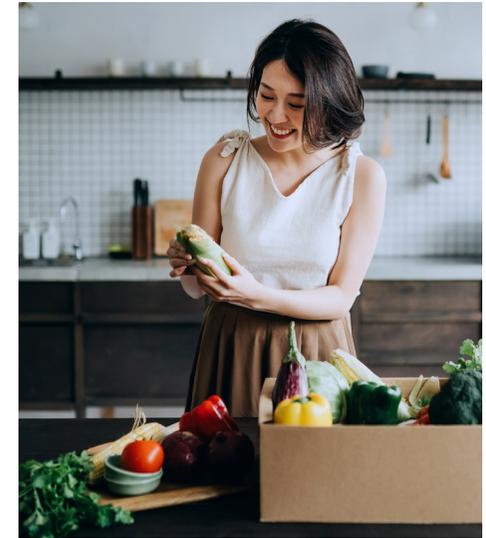
The search engine is the best place to communicate with the customer in a relevant and sales-focused way. It is the only part of an e-commerce site

where the user expresses what they want and it is used a great deal in repeat shopping. In the grocery sector, **80% of revenue comes from search, which has become the primary place of purchase for customers.**

Given highly relevant results, the customer will always find the product that they want. **AI, as well as optimising the accuracy of results, provides an enriched search experience by suggesting intelligent and individualised search terms, categories, offers and products.** The goal remains the same: to make the shopping experience ultra-efficient by ensuring that your product range is discovered and that impulse buying is encouraged.

Our example this time is our client [Placedumarché.com](#), which specialises in the home delivery of food products. **The**

search engine is built on AI algorithms and presents individualised search results for each customer according to their behaviour.

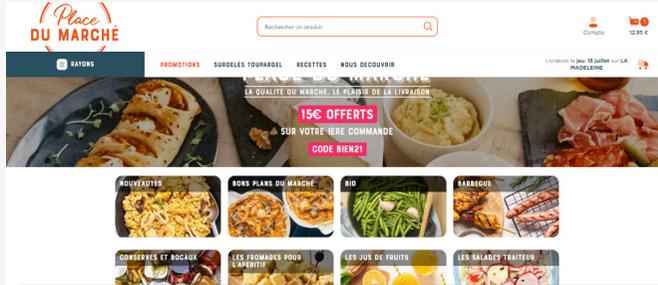


So, in our example below, the results are well matched to particular purchasing preferences (such as products from organic farming) or special dietary requirements (halal, vegetarian, etc).

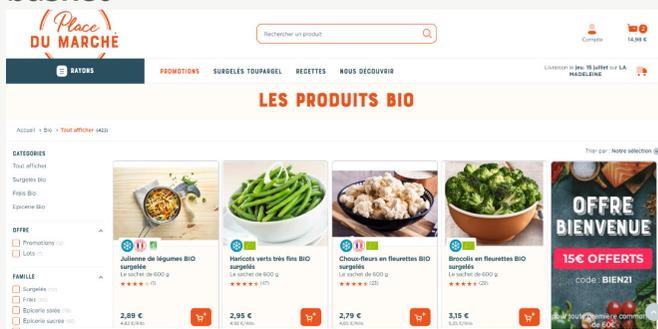
*Source Salesforce

JOURNEY 1: CUSTOMER WHO USUALLY BUYS ORGANIC PRODUCTS

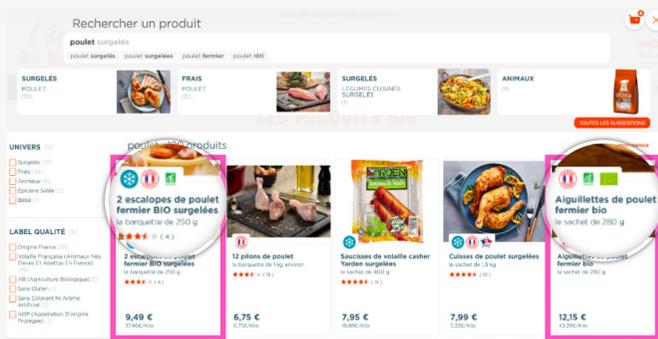
Arrival at the site: Click on the «Organic» section on the Home Page



Consults the product list for «Organic» and selects organic fruits and vegetables for the basket

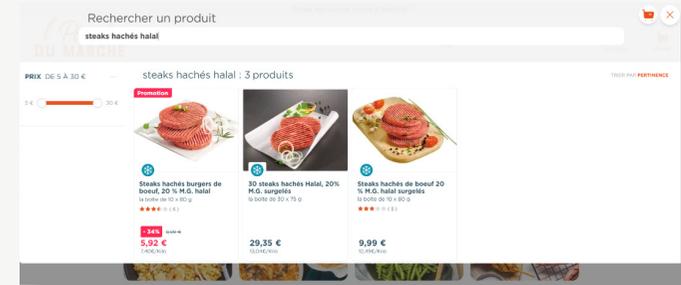


Searches for chicken
⇒ Organic products suggested on the first line

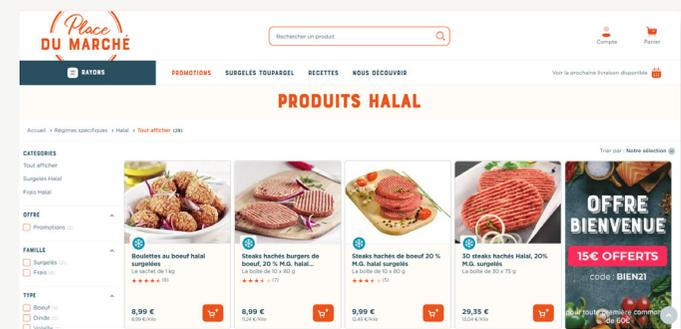


JOURNEY 2: CUSTOMER FOLLOWING A HALAL DIET

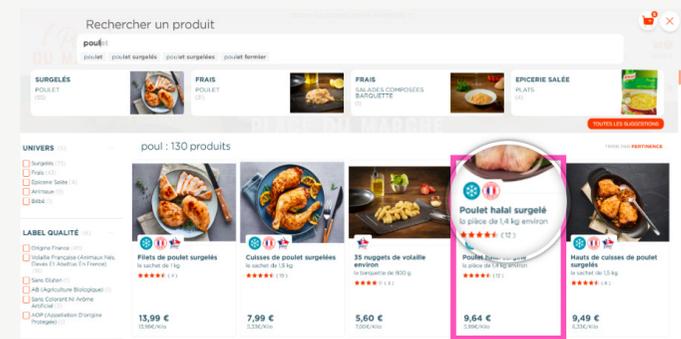
Arrives at the site: Searches for «halal burgers», and adds to basket



Consults of the «Halal Products» list and selects some items for the basket



Searches for chicken
⇒ Halal products suggested on the first line



II. **IMPULSE PURCHASE:** A LOOK AT THE APPAREL SECTOR



An impulse buy can be described as follows: “I want to buy something, but I don’t know what”. **This type of purchase happens on average once every couple of months.** In everyday language it translates as “I’m going shopping”. Let’s look at the apparel, fashion and beauty sec-

tor as an example.

The industry has been hit hard by shop closures caused by the COVID crisis. Consumers have moved to online shopping and this trend looks set to continue. Note that **global annual growth for fashion e-commerce in**

2021 is 21.6%*.

In this context of growth, beyond acquiring new customers, the main challenge is gaining the loyalty of every customer to your brand. **An experience of hyper-personalised buying is one of the main drivers of loyalty: customers are ten times more likely to become a «Top Customer»** - a customer who makes more than 15 purchases in one year**.

The success of a hyper-personalised shopping experience in apparel depends on the ability to ensure the discoverability of an offer. **Hyper-personalisation of the buying journey means quickly presenting products that match the tastes of each customer in order to trigger the purchase.** There are many challenges in achieving this result: the customer does not necessarily know what they want or does not make it clear. A pair of pants is trousers for some people, while a jacket could be

a blazer or a coat. **It is therefore important to observe the behaviour of the customer in real time, but also to listen and respond to them in order to ascertain their purchasing intentions.**

The key is to put products in real time in front of the customer that correspond to their buying intentions – and these can be deduced from their behaviour. **In fashion, the customer needs to see products in order to want to buy them.**

Here, the customer cannot see, touch, nor try on the clothes that they’re in the process of buying. How can hyper-personalisation reassure them about the quality of the product ?

*Source : The Business Research Company
**Epsilon Study

01

REAL TIME INTERPRETATION OF WHAT EACH PERSON WANTS

The key for each retailer is to understand the needs and wants of each of their customers. This is an essential step in physical commerce. A salesperson takes the time to listen to the customer and to respond with the best possible advice.

Until now, the volume of traffic on e-commerce sites, along with technological limitations, have slowed down this approach. It seemed impossible to listen to every visitor to a web site in order to suggest products which best suited each one.

To hyper-personalise, it's important to listen, to respond, to observe and to understand each customer from the start of the buying journey. To do that, it is important to suggest ideas, categories, or even products to each customer.

These suggestions will allow the visitor to refine their search as

they go.



Artificial intelligence technologies enable the observation and analysis of each customer's behaviour in real time. Every visit to your web pages, every click, is a piece of information that allows you to interpret their purchasing intentions.



02

PRESENT EVERY CUSTOMER WITH PRODUCTS THAT INSPIRE THEM TO MAKE A PURCHASE

The customer doesn't know exactly what they want to buy during a shopping trip. To make them want to buy, they need to see the product to be able to say «hey, that's not bad!»

As with physical commerce, you need to use clothes displays and models to present the products that are most likely to please them.

Having observed a customer's behaviour in real time and detected their individual tastes, you can reap the benefits of hyper-personalisation: being able to suggest products that match the tastes of each one. This is particularly true within the search engine, where the customer does not have a firm idea of what they want, nor how to express what they want from generic searches.

Hyper personalisation will enable the top line display of the

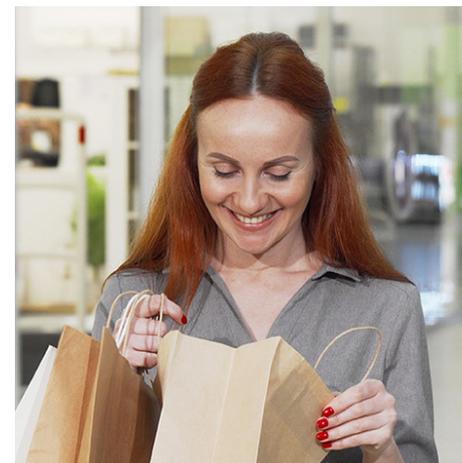
products most likely to be of interest to each customer, according to their buying intention, even from single word searches. **Thanks to instantaneous and hyper-personalised word suggestions in real-time, the search engine can help the customer find their words, refine their search and find products that meet their needs.**

What's more, product suggestions enable the entire buying journey to be hyper-personalised, thanks to cross selling logic. When viewing a product sheet, the customer will be offered products related to the items viewed, matching their tastes and buying interests.

Having established that customers engage more easily with entire outfits than single items, **the biggest players in the industry go even further by suggesting complete styles, based on the behaviour of the**

customer. Entire outfits are proposed to each customer, adapted according to their searches, the products they have viewed and the analysis of many other variables.

Implemented at Zalando, this practice allows the customer to discover new products that are right for them. It also has an impact on the site's performance: **40% increase in basket size and two times more conversions than with single products*.**



In the following example, we look at two shopping journeys that took place at Zalando.

In the first sales journey, I'm most interested in finding trainers, in «streetwear» style.

In the second, I'm more interested in finding work shoes, my usual style being business casual.

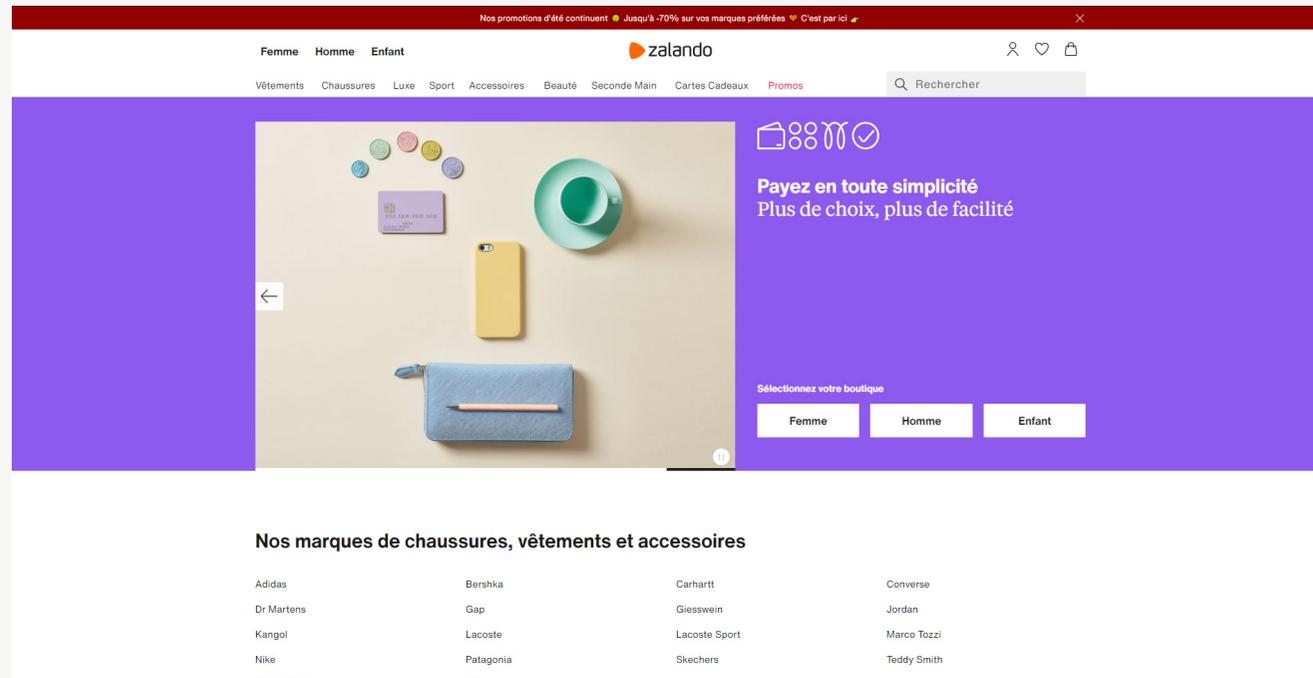
We can see that, from the first interaction, my purchasing intention is analysed and used in real time. The entire purchasing journey is then hyper-personalised: product suggestions, search results, product rankings are adapted based on my behaviour and my preferences which are detected and refined through sessions.

*Source Fashion United

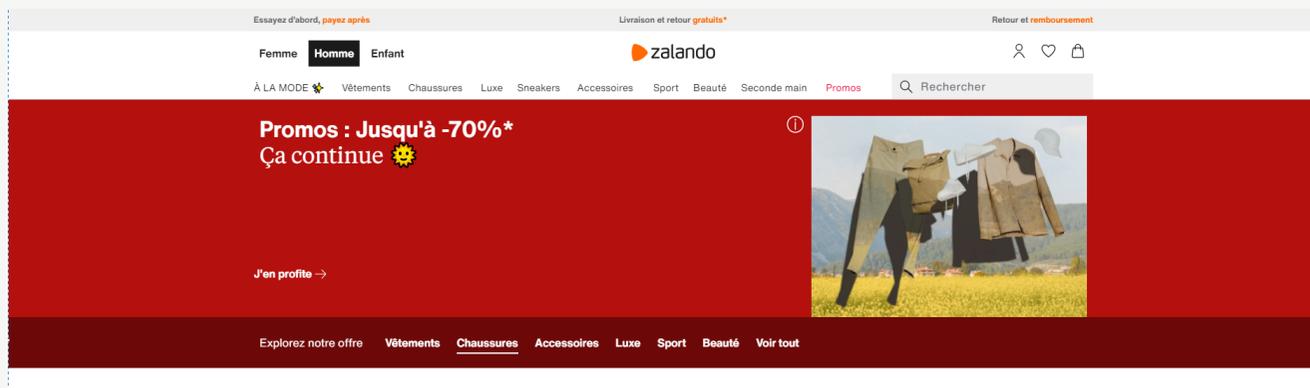
START OF A GENERIC SHOP



I arrive at the Home Page and select the menswear category

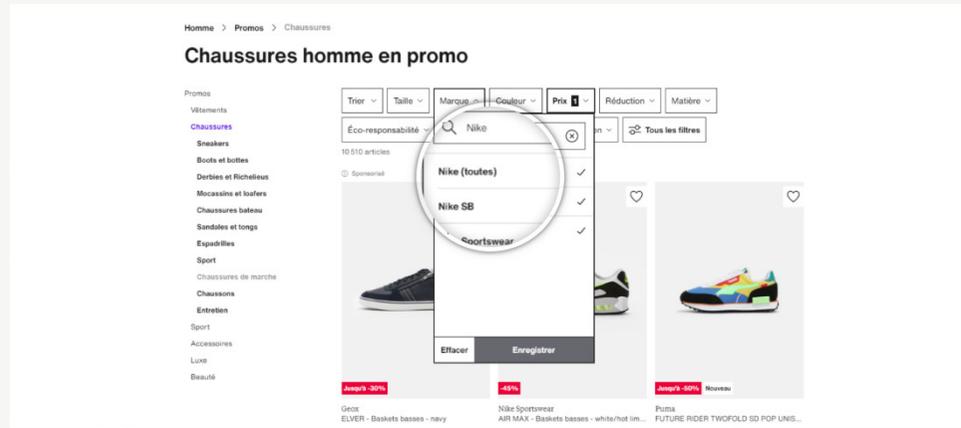


I select the shoes category



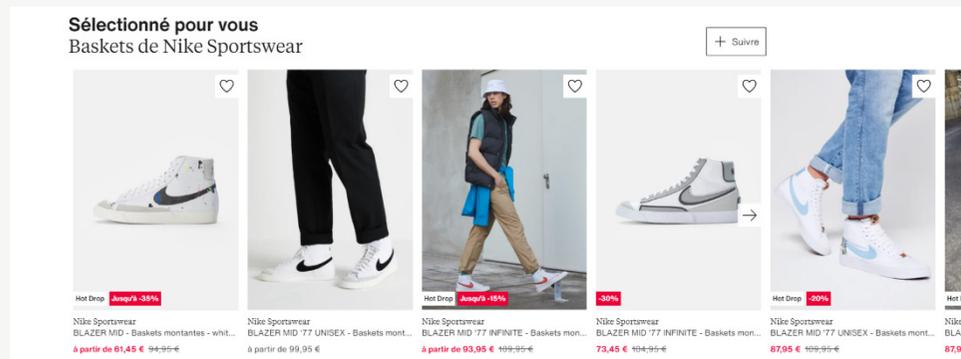
CUSTOMER JOURNEY 1: I'M LOOKING AT WHAT THERE IS IN SHOES... BUT I WANT TO BUY TRAINERS

I click on the «trainers» category and filter with the Nike brand



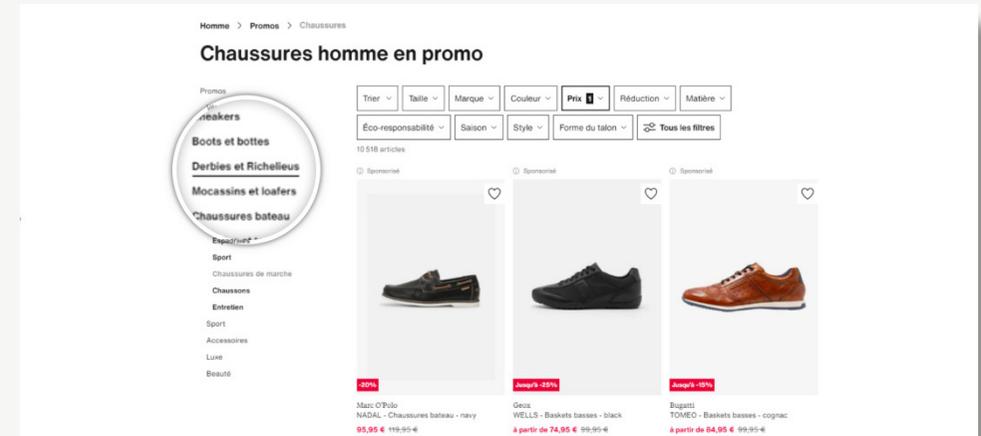
End of session 1
«Interesting! I'll come back and buy later.»

Start of session 2 – Home Page:
I'm presented with a selection of Nike trainers



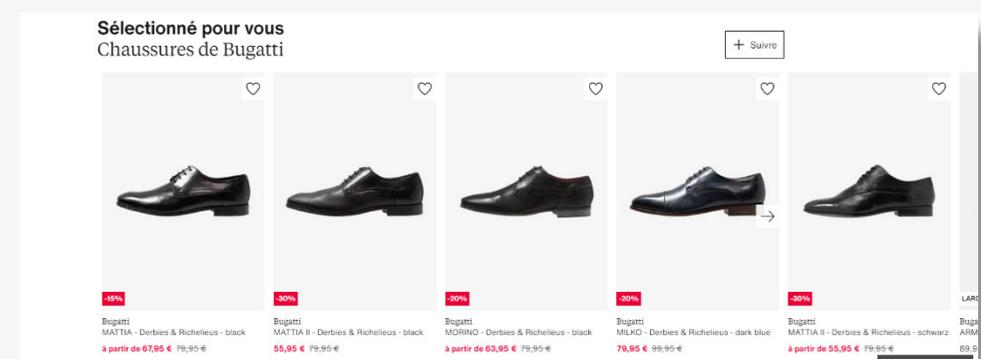
CUSTOMER JOURNEY 2: I'M LOOKING AT WHAT THERE IS IN SHOES... BUT IT'S THE END OF THE HOLIDAYS, AND THERE WILL BE LOTS OF BUSINESS MEETINGS

I click on the «brogues» category



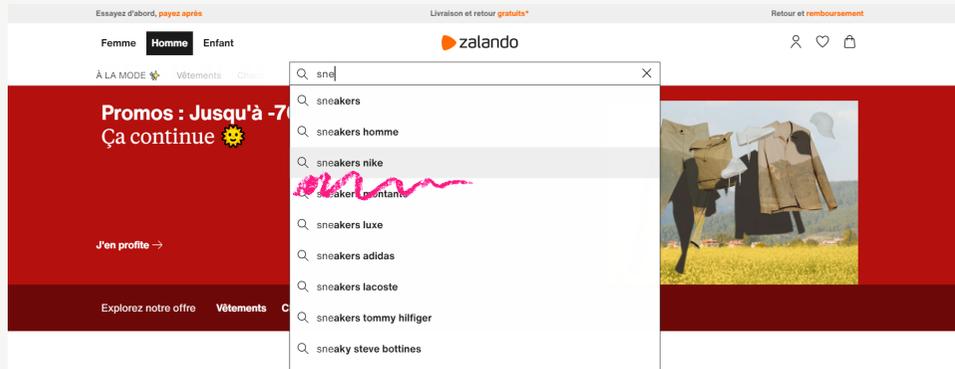
End of session 1
« Interesting! I'll come back and make my purchases later. »

Start of session 2 – Home Page:
I'm presented with a selection of office shoes

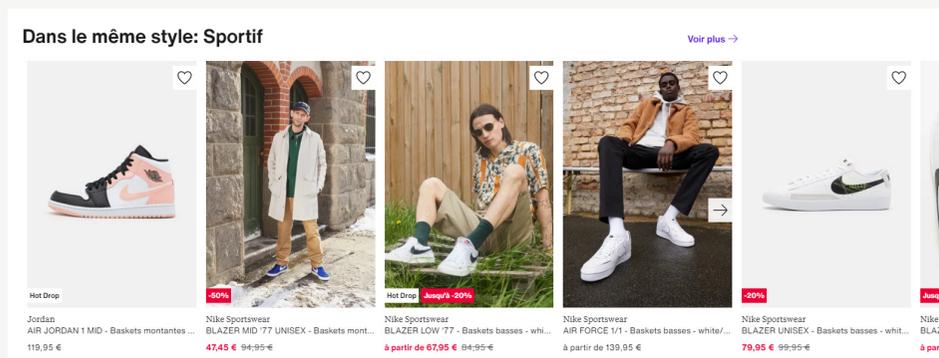


Journey 1 (continued)

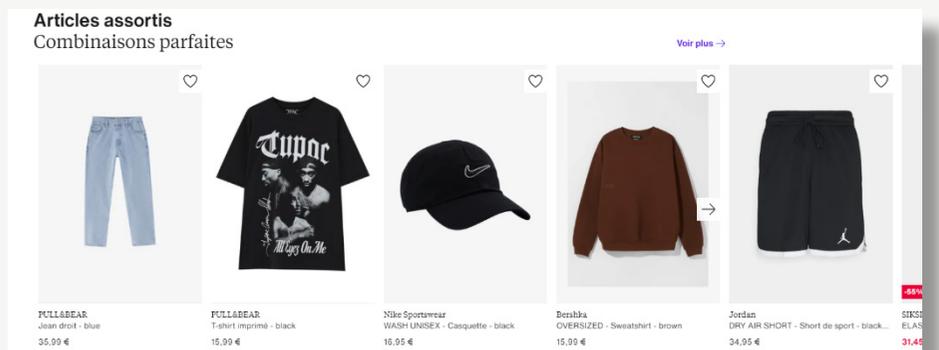
I want to find what I was looking at earlier: the broad search "traï" comes back with personalised suggestions



I click on a product and a selection of «streetwear» items is presented to me. I look at them:

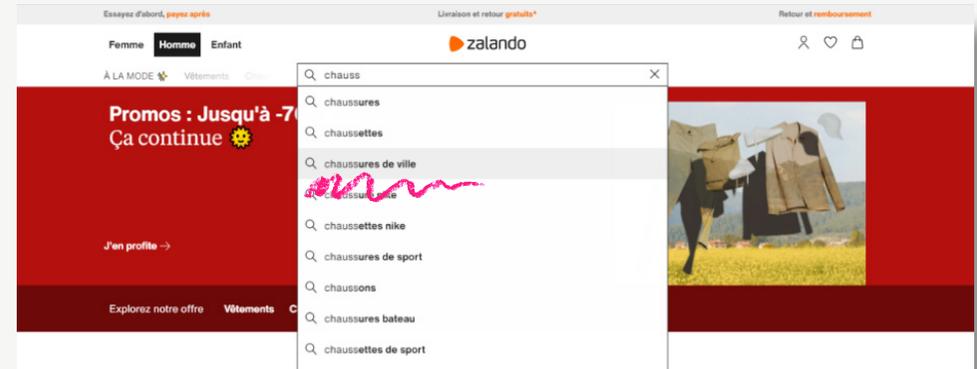


Cross-selling is hyper-personalised for each journey

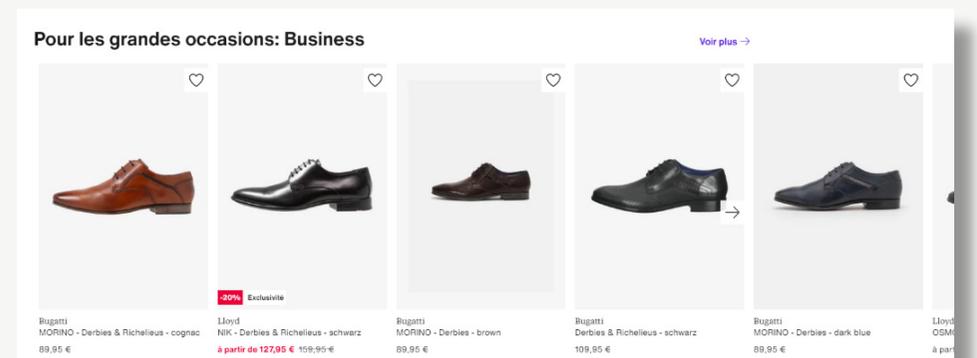


Journey 2 (continued)

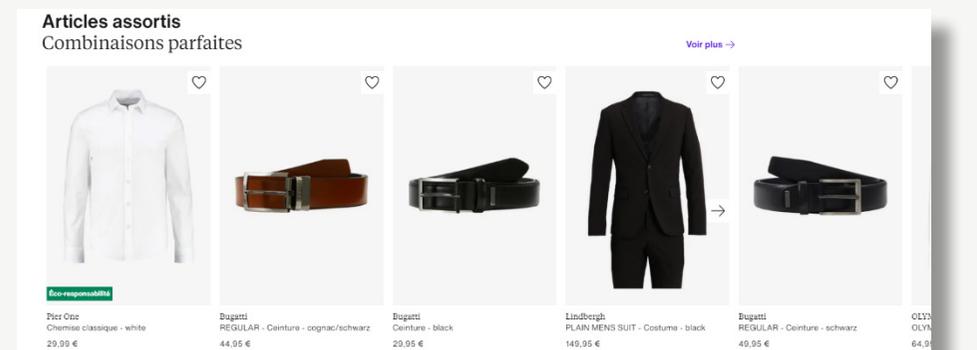
I want to find what I was looking at earlier: broad search "sho" comes back with personalised suggestions



I click on a product. A selection of «business» items is presented to me. I look at them:

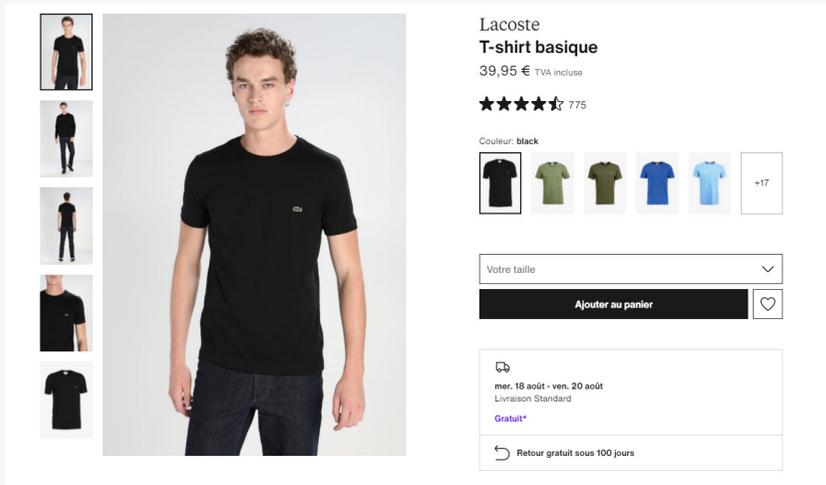


Cross-selling is hyper-personalised for each journey



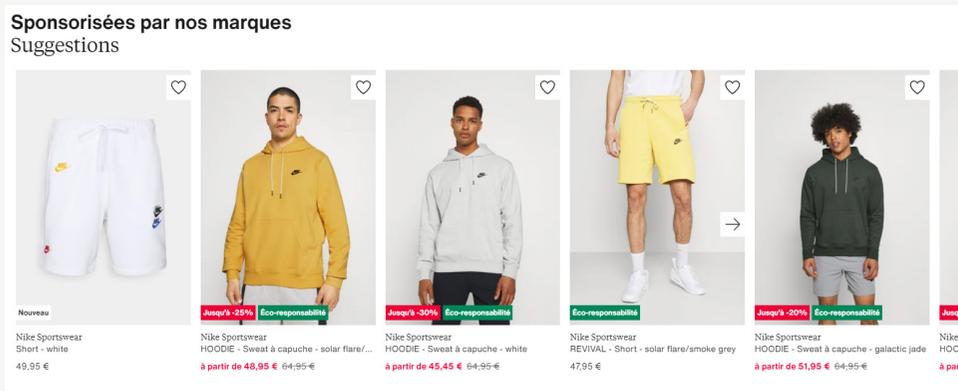
Journey 1 (continued)

I click on a t-shirt from the cross-sell product suggestions:



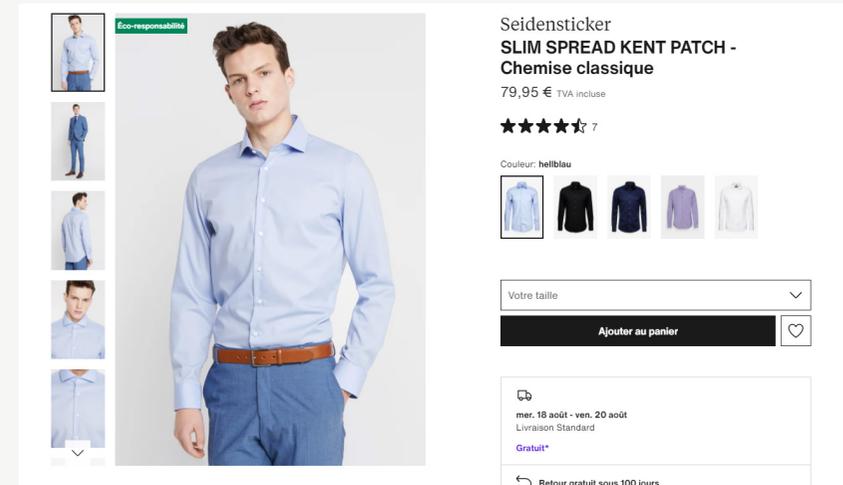
New cross-selling suggestions

I came for shoes, I now want to buy a pair of shorts and a sweatshirt in the « Streetwear » style



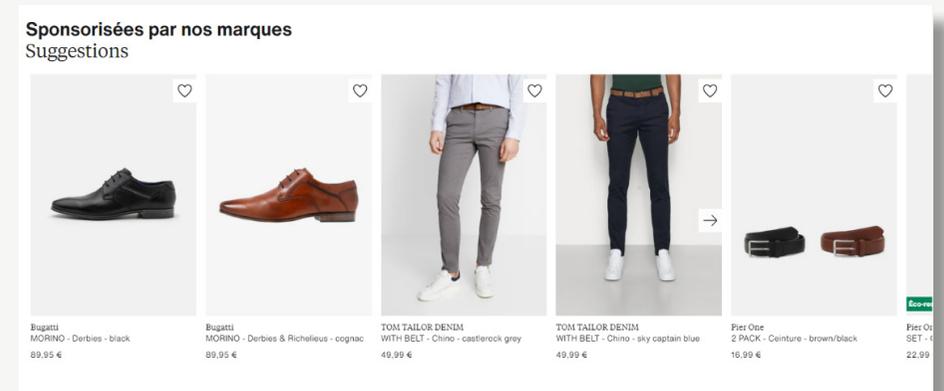
Journey 2 (continued)

I click on a shirt from the cross-selling suggestions:



New cross-selling suggestions

I came for shoes, I now want to buy trousers and a belt in a «business casual» style



Journey 1 (continued)

Return to the Home Page
Style suggestions are now hyper-personalised

Choisi pour vous

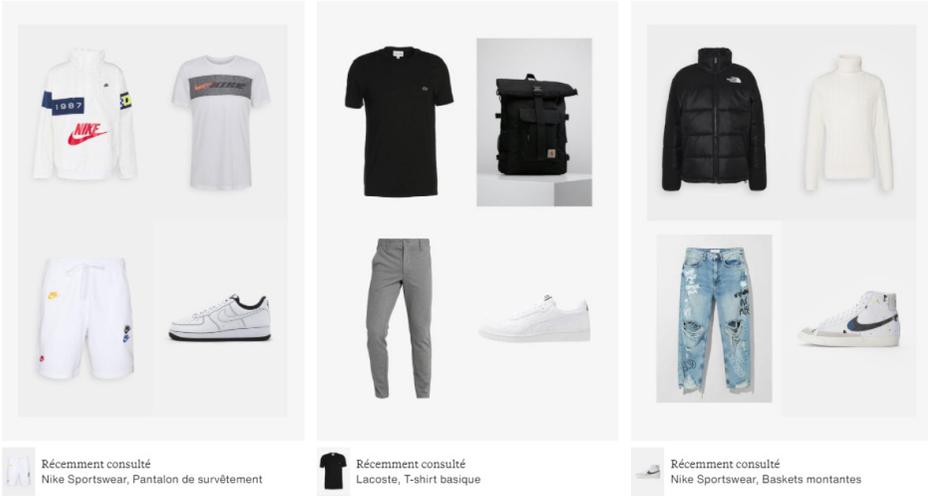
Basé sur ce que vous avez consulté

[Voir plus →](#)



De la tête aux pieds

Complétez votre look



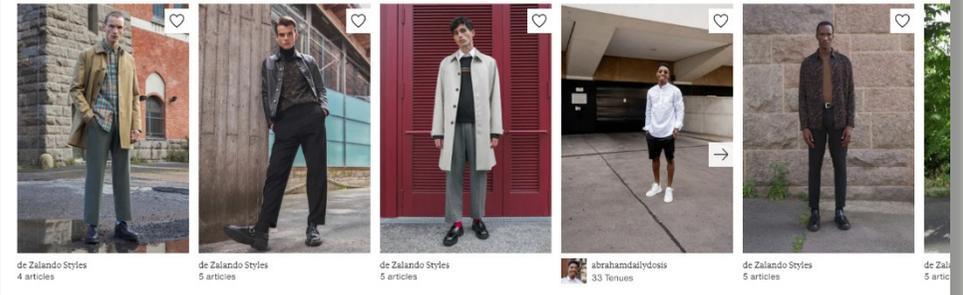
Journey 2 (continued)

Return to Home Page :
Style suggestions are now hyper-personalised

Choisi pour vous

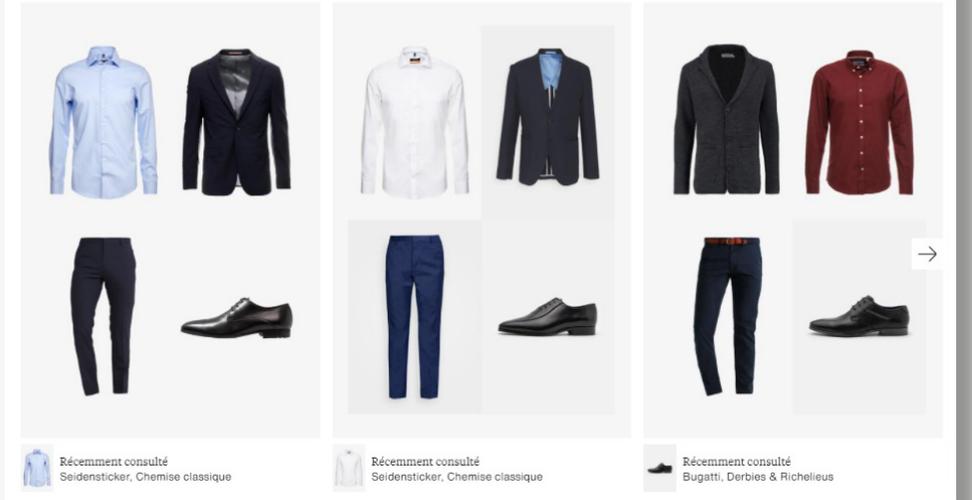
Basé sur ce que vous avez consulté

[Voir plus →](#)



De la tête aux pieds

Complétez votre look



03

REASSURE EACH CUSTOMER ABOUT THE QUALITY, SIZE AND COMFORT OF THE PRODUCT

Even though we can now advise each customer and influence the route for every purchase, there is still a barrier to completing an online purchase: the inability to touch or try on the product.

Online it's often difficult to know if the size chosen by the customer suits their shape, and if the product will have the quality they expect.

Again, artificial intelligence enables us to address this problem. **Let's take the example of Asos. The Asos "Fit Assistant" allows the customer to provide a series of details about their shape and size: height, weight, age, chest – in order to match the customer with the right size in each product.**

This is a feature that has had dual impact: **the conversion rate with Asos Fit Assistant has increased by 11.5% and returns have reduced by 4.4%.***

In our example, I decide to buy t-shirts but am not sure which size to choose, so I enter information into the fit assistant information: I am a six-foot 26-year old man, weighing 80kg, of average build. I also provide information about the sizes I wear from my favourite brands and my clothing style; whether I prefer slim or relaxed fit.

The algorithm analyses my shape and size, preferences and the product sizes. It advises me to take one of the t-shirts that I've chosen in large and the other in medium.

*Source Fit Analytics

GUIDE SUR MESURE ✕

La taille préconisée par le Guide Sur Mesure est disponible.

L 71 %

M 29 %

Cette recommandation se base sur la taille sélectionnée que **des personnes aux mensurations similaires** ont achetée et n'ont pas retournée.

Selon les achats effectués par des milliers de clients semblables, il y a **71 % de chances** que vous soyez satisfait de la taille L.

CONTINUER LES ACHATS

[Recommencer](#)

Confidentialité

GUIDE SUR MESURE ✕

La taille préconisée par le Guide Sur Mesure est disponible.

M 53 %

L 47 %

Cette recommandation se base sur la taille sélectionnée que **des personnes aux mensurations similaires** ont achetée et n'ont pas retournée.

Selon les achats effectués par des milliers de clients semblables, il y a **53 % de chances** que vous soyez satisfait de la taille M.

CONTINUER LES ACHATS

[Recommencer](#)

Confidentialité

III. **CONSIDERED PURCHASE:** A LOOK AT THE FURNITURE AND DIY SECTOR



A considered purchase is often a “mini-event” in the consumer’s life. It usually takes place around once every one to three years. This means it is a rare purchase and one which often represents an investment.

It’s therefore important to use hyper-personalisation in

order to help the customer in the product selection and buying process for their project. Let’s take the example of the household goods sector.

This sector has seen significant growth as a result of the COVID 19 pandemic. Customers were stuck in their homes, unable to

go on holiday or go out. Home improvement budgets therefore increased. Furthermore, shops were closed and consumers moved towards buying online. This is one habit which is likely to continue: **a 35.8% increase in online sales was observed in June 2020 and this trend is being reaffirmed in 2021 with a 5% increase in sales expected over the year.***

However, there can be many barriers to making an investment in home furnishings on the internet. It’s impossible to physically speak to a salesperson and you can’t see or touch the product to work out its proportions, material or whether it fits with your plans.

Taking a customer along the selection and buying process with hyper-personalisation needs to be split into several stages:

● **Knowing the customer’s**

tastes in terms of style so that you can present them with all available options for their project, putting forward the styles and collections which will work for them.

● **Taking into account the constraints of each customer’s home** and allowing them to see comparisons in order to make their choice.



Let’s detail the methods shown using different examples.

*Source : the Institute of Forecasting and Studies on the Furniture trade (IPEA)

01

SHOWING THE CUSTOMER THE AVAILABLE PRODUCTS FOR THEIR PROJECT, PUTTING FORWARD THE STYLES AND COLLECTIONS WHICH WILL WORK FOR THEM

Lots of customers visit your website to buy the products they need, but also to find ideas that correspond to their taste.

They often come with a project in mind, such as wanting to redecorate a bathroom or replace a sofa, but they are often in search of an overall style that they like and want to put into their home.

It's therefore important to work out quickly what each customer likes in terms of individual style for their project. **The purchasing journey can be hyper-personalised according to their taste in order to offer the products that the customer is most likely to buy, even with product catalogues that are often large and technical.**

Let's take the example of Wayfair, a pure player and major online retailer of home furnishings.

As you can see in our example on page 23, with Wayfair you can (in the same way as with Pinterest) browse and choose photographs of rooms according to decorative styles, adding the ones you like best to your favourites. You can also browse and buy products that are on display on the "Room ideas" page.

Next, **the styles that have been viewed and 'liked' by each customer are analysed, preferences are detected and results lists, product suggestions and user search results are configured in real time.**

Wayfair measures the success of its personalisations during the buying journey by the number of "repeat customers" and the number of orders per customer. This seems to be paying off. These two KPIs are increasing year on year, with a steady increase of 55% in the number of orders per customer.



02

TAKING INTO ACCOUNT CUSTOMER CONSTRAINTS AND ADAPTING THE PURCHASING JOURNEY ACCORDING SIZE, WEIGHT, MATERIAL, OR DELIVERY

This type of purchase is an investment for the customer and can sometimes prove complex. There can be many practical and technical constraints. **The customer needs to know all the details and attributes of the product they are buying, to be sure that it fits in their room, is compatible with the systems installed in their home, and that it can be delivered to their home.** In short, they need reassurance that the project is feasible - and this needs to happen very early in their buying journey.

Hyper-personalisation therefore needs to take these technical and practical criteria into account. It's important that the customer can enter specific details or apply filters according to their project. **It is also possible to deduce particular technical features that a customer is looking for by analysing their online behaviour in real time**

online. The purchase journey can then be tailored accordingly.

The selection process often requires a product comparison step. The customer needs to see a range of products which correspond to their needs in order to decide on which is the best product for them. **Therefore they need to be presented with several suggested products (that are adapted to their needs) and to be shown the key comparison criteria for each.**

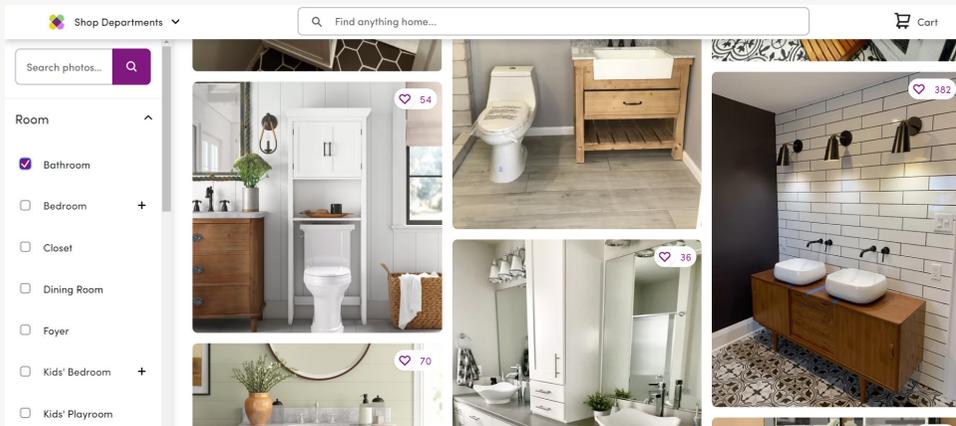
In our example with Wayfair below, the buying journey is hyper-personalised. We have studied the purchase processes of two customers who have bathroom transformation projects. They are searching for the same product: a sink, but their tastes are completely different, as are their installation and connection issues.



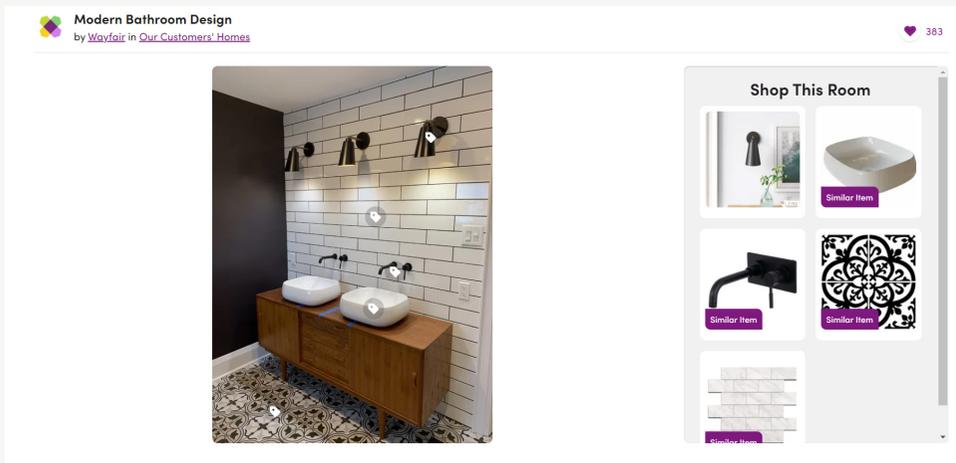
Let's see how Wayfair hyper-personalises the journey for each of them and leads them through the selection and buying process.



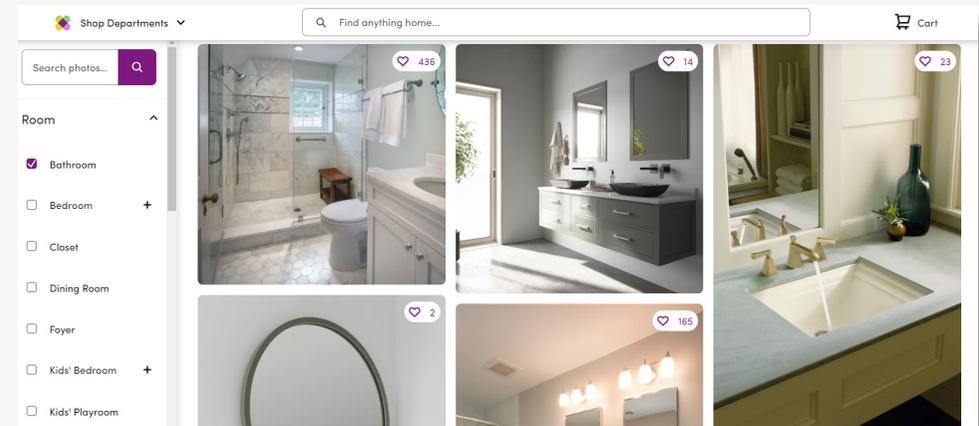
CUSTOMER JOURNEY 1: I'M LOOKING FOR A BATHROOM STYLE WITH A COUNTERTOP SINK



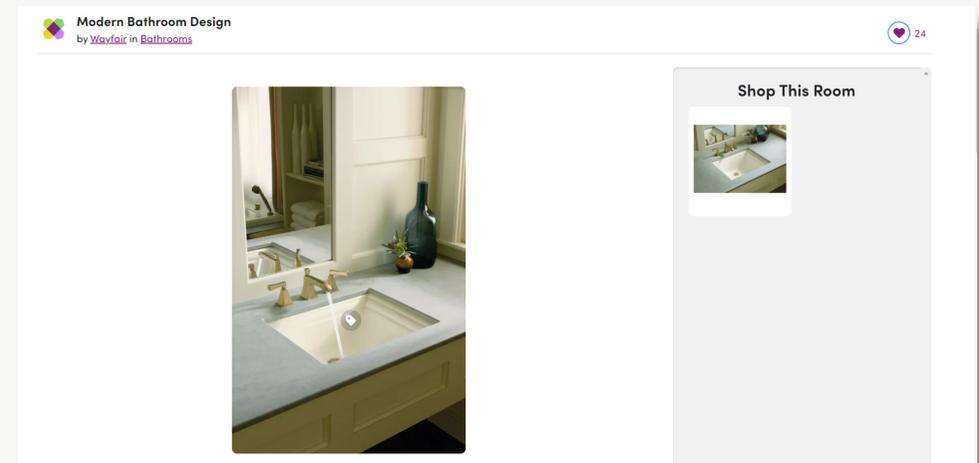
I find a bathroom style which I like.
I add it to my favourites and look at the sink's product details



CUSTOMER JOURNEY 2: I'M LOOKING FOR A BATHROOM STYLE WITH A BUILT-IN SINK



I find a bathroom style which I like.
I add it to my favourites and look at the sink's product details



Journey 1 (continued)



HY-5105 Ceramic Oval Vessel Bathroom Sink
See More by [Arsumo](#)
★★★★☆ 3.5 [2 Reviews](#)
\$104.99 ~~\$269.00~~ 61% Off
\$40 OFF your qualifying first order of \$250+¹ [with a Wayfair credit card](#)
Shopping for a business? [Unlock insider pricing](#)
Free Shipping
Get it by Wed, Aug 25
Ship To: [67346 - Grenola](#) ▼

Get Everything You Need

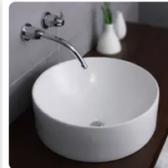
\$22.83
[P-Trap 10.75" W x 5" H Plastic](#)
[Why do I need this?](#) ▼

Total: \$104.99 Items: 1

-
1
+
♥
Add to Cart

On the product page, other similar products matching my needs are suggested to me...

Compare Similar Items

 <small>Current Item</small>				
<p>Ceramic Oval Vessel Bathroom Sink by Arsumo</p> <p>\$91.99 ★★★★☆ 2</p> <p style="text-align: center;">Add</p>	<p>Bryant Vitreous China Circular Vessel Bathroom... by Kohler</p> <p>\$219.94 ★★★★★ 61</p> <p style="text-align: center;">See Details</p>	<p>Ceramic Circular Vessel Bathroom Sink by Decoraport</p> <p>\$62.99 ★★★★★ 6</p> <p style="text-align: center;">See Details</p>	<p>Ceramic Circular Vessel Bathroom Sink by Elanti</p> <p>\$139.38 ★★★★★ 10</p> <p style="text-align: center;">See Details</p>	<p>White Ceramic Square Vessel Bathroom Sink by DeerValley</p> <p>\$50.99 ★★★★★ 167</p> <p style="text-align: center;">See Details</p>
Installation Type				
Vessel	Vessel	Vessel	Vessel	Vessel
Primary Material				
Ceramic	Vitreous China	Ceramic	Porcelain	Ceramic
Faucet Included				
No	No	No	No	No
Compatible Faucet Type				
Info unavailable	Deck Mounted	Widespread Faucet	Single Hole Faucet	Vessel Sink Faucet
Overall Length - Side to Side				
22.04" L	16.5" L	16" L	15" L	15" L

[See Full Details](#)

Journey 2 (continued)



K-2339-0 Memoirs Vitreous China Rectangular Undermount Bathroom Sink with Overflow
See More by [Kohler](#)
★★★★★ 4.7 [127 Reviews](#)
\$300.15 ~~\$400.20~~ 25% Off
\$40 OFF your qualifying first order of \$250+¹ [with a Wayfair credit card](#)
Shopping for a business? [Unlock insider pricing](#)
Free Shipping
Get it by Thu, Aug 19
Ship To: [67346 - Grenola](#) ▼

Select Sink Finish: White

White

Biscuit

Ice Gray

Black

Sandbar

+ 5 More

Get Everything You Need

On the product page, other similar products matching my needs are suggested to me...

Compare Similar Items

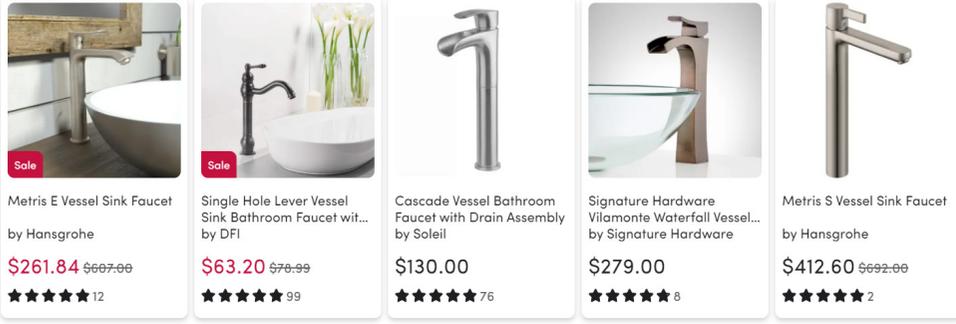
 <small>Current Item</small>				
<p>Memoirs Vitreous China Rectangular Undermount... by Kohler</p> <p>\$261.00 ★★★★★ 113</p> <p style="text-align: center;">Add</p>	<p>Ladena Finish Ceramic Rectangular Undermount... by Kohler</p> <p>\$274.50 ★★★★★ 182</p> <p style="text-align: center;">See Details</p>	<p>Archer Vitreous China Rectangular Undermount... by Kohler</p> <p>\$134.98 ★★★★★ 426</p> <p style="text-align: center;">See Details</p>	<p>Verticyl Ceramic Rectangular Undermount... by Kohler</p> <p>\$140.62 ★★★★★ 758</p> <p style="text-align: center;">See Details</p>	<p>Devonshire Ceramic Oval Undermount Bathroom... by Kohler</p> <p>\$196.12 ★★★★★ 52</p> <p style="text-align: center;">See Details</p>
Installation Type				
Undermount	Undermount	Undermount	Undermount	Undermount
Primary Material				
Vitreous China	Ceramic	Vitreous China	Vitreous China	Vitreous China
Faucet Included				
No	No	No	No	No
Compatible Faucet Type				
Wall Mounted Faucet	Info unavailable	Wall Mounted Faucet; Deck Mounted	Wall Mounted Faucet; Deck Mounted	Info unavailable
Overall Length - Side to Side				
21" L	20.88" L	19.875" L	19.8125" L	20.5" L

[See Full Details](#)

Journey 1 (continued)

As well as other products that go with them.

Compatible Products

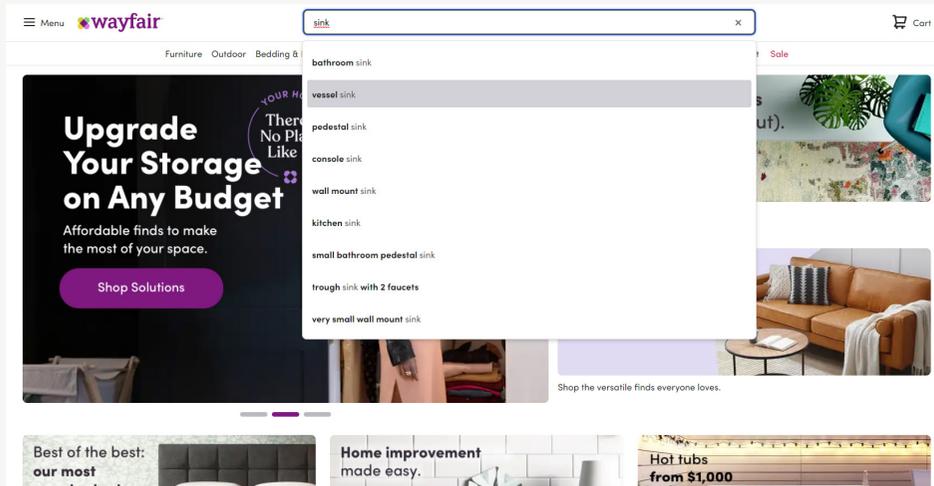


End of session 1:

I've found the products which correspond to my search. I will complete the purchase later.

Start session 2:

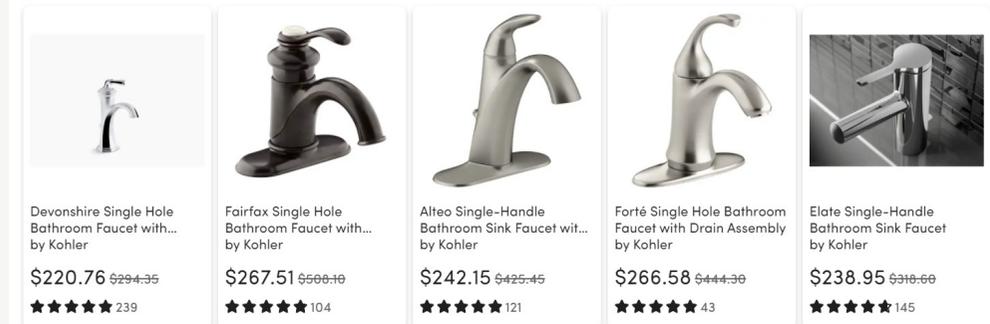
I carry out a generic «Sink» search. An «Vessel sink» which I looked for earlier is suggested.



Parcours 2 (suite)

As well as other products that go with them.

Compatible Products

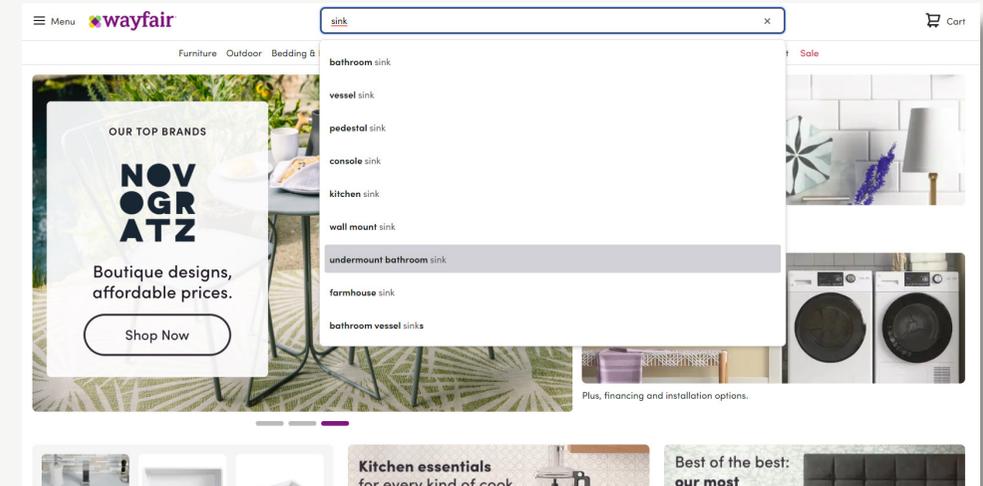


End of session 1:

I've found the products which correspond to my search. I will complete the purchase later.

Start session 2:

I carry out a generic «Sink» search. An «undermount bathroom sink» which I looked for earlier is suggested.



Journey 1 (continued)

The results are linked to my style preferences and my technical constraints.
I can refine my search accurately using several filters.

Home Improvement / Bathroom Remodel & Bathroom Fixtures / Vessel Sinks

Sort by Recommended

Shape: Round X Shape: Oval X Clear All

Shape: Rectangular, Round, Square, Oval, Specialty, U-Shaped

Overall Dimensions: Sink Size (Small, Standard, Large), Overall Length (Up to 10 in., 10-20 in.)

Finish

Features

Compatible Faucet Type: Centerset Faucet, Single Hole Faucet, Vessel Sink Faucet, Wall Mount Faucet, Wide-spread Faucet

Brand

Choose Your Material

Style

Commercial Use

Price Per Item

Special Offers

Availability

Customer Rating

Shop Sustainably

Search this category

Oval & Round Vessel Sinks
5 649 Results

Bryant Vitreous China Circular Vessel Bathroom Sink with Overflow by Kohler
\$191.25 ~~\$255.00~~
★★★★★ 61
Free 2-Day Shipping
Get it by Tue, Aug 3

Vox Vitreous China Oval Vessel Bathroom Sink with Overflow by Kohler
\$201.75 ~~\$269.00~~
★★★★★ 59
Free 2-Day Shipping
Get it by Tue, Aug 3

Vitreous China Oval Vessel Bathroom Sink by Ozone
\$58.99
★★★★★ 26
Free Shipping

Eden Bench Mount Ceramic Circular Vessel Bathroom Sink by Glass Warehouse
\$84.99 ~~\$97.99~~
★★★★★ 35
Free Shipping

Thin ceramics Circular Vessel Bathroom Sink by Kraus
\$99.95 ~~\$210.00~~
★★★★★ 31
Free Shipping

Harmon Ceramic Oval Vessel Bathroom Sink with Faucet Overflow by Kingston Brass
\$160.77 ~~\$279.95~~
★★★★★ 13
Free Shipping

White Ceramic Circular Vessel Bathroom Sink by DeerValley
\$49.00 ~~\$79.00~~
★★★★★ 186
Free Shipping

Vitreous China Oval Vessel Bathroom Sink with Overflow by MR Direct
\$94.54 ~~\$144.00~~
★★★★★ 16
Free Shipping

Vitreous China Circular Vessel Bathroom Sink by The Renovators Supply Inc.
\$114.99 ~~\$199.95~~
★★★★★ 9
Free Shipping

Modern Ceramic Oval Vessel Bathroom Sink by Fine Fixtures
\$145.99 ~~\$175.00~~
★★★★★ 74
Free Shipping

Black/White Ceramic Circular Vessel Bathroom Sink by ElecVoo
\$89.00
★★★★★ 8
Free Shipping

Matte Stone® White Stone Handmade Oval Vessel Bathroom Sink by VIGO
\$179.90 ~~\$265.00~~
Open Box Price: \$179.90
★★★★★ 1008
Free Shipping

Journey 2 (continued)

The results are linked to my style preferences and my technical constraints.
I can refine my search accurately using several filters.

Menu wayfair

undermount bathroom sink

Furniture Outdoor Bedding & Bath Rugs Décor & Pillows Organization Lighting Kitchen Baby & Kids Renovation Appliances Pet Sale

Home Improvement / Bathroom Remodel & Bathroom Fixtures / Bathroom Sinks & Faucet Components / Bathroom Sinks

1- or 2-Day Shipping to \$73.46

Shape: Rectangular, Round, Oval, Square, Specialty, U-Shaped

Overall Dimensions: Sink Size (Small, Standard, Large), Overall Length (Up to 10 in., 10-20 in.)

Finish

Type: Vessel / Bowl Sinks, Under-mount Sinks, Drop-in Sinks, Wall Mount Sinks, Pedestal Sinks, Console Sinks, Corner, Trough

Features

Compatible Faucet Type

Brand

Choose Your Material

Style

Commercial Use

Price Per Item

Special Offers

Availability

Customer Rating

Shop Sustainably

Search this category

DeerValley®
Let your style flow.
Shop the Brand Sponsored

Undermount Bathroom Sinks
4 076 Results

Type: Undermount Sinks X Clear All

White Vitreous China Rectangular Undermount Bathroom Sink with Overflow by DeerValley
\$68.99
★★★★★ 65
Free Shipping

Kohler Caxton Rectangle 20-1/4" Undermount Bathroom Sink with Overflow by Kohler
\$95.35 Options Available on an Open Box
★★★★★ 357
Free Shipping

Verticyl Ceramic Rectangular Undermount Bathroom Sink with Overflow by Kohler
\$140.62
★★★★★ 758
Free Shipping

Ladena Finish Ceramic Undermount Bathroom Sink by Kohler
\$274.50 - \$349.99
★★★★★ 182
Free Shipping

Archer Vitreous China Rectangular Undermount Bathroom Sink with Overflow by Kohler
\$134.98 - \$251.95
★★★★★ 426
Free Shipping

Caxton Ceramic Oval Undermount Bathroom Sink with Overflow by Kohler
\$93.38 - \$181.80
Open Box Price: From \$46.07
★★★★★ 189
Free Shipping

Studio Vitreous China Square Undermount Bathroom Sink with Overflow by American Standard
\$141.05
★★★★★ 53
Free Shipping

Rectangular Undermount Bathroom Sink by Bosteloff
\$549.99
Free Shipping

IV. FROM A STATIC LAYOUT TO REAL-TIME PERSONALISATION: HOW TO HUMANISE THE CUSTOMER JOURNEY



In order to respond better to the needs of consumers, retail professionals began to “segment” them. In other words, they classified customers into homogeneous groups in order to identify the characteristics specific to each group and to understand them better. They adapted their marketing approach for each

group, and continued to refine this over time. At the end of the 19th century, early retailers used a “one-size-fits-all” approach, offering one product for everyone, without personalisation or adaptation for a customer group.

As time went on, retailers began to personalise their offers in line

with their customer segmentations, moving from one-to-many to one-to-few, and arriving today at hyper-personalised offers for each client: the one-to-one approach.

Example: *Coca-Cola*

- **Mass marketing:** a single product.
- **One to many :** recipes that vary by continent.
- **One to few :** recipes that are adapted for people with particular dietary requirements.
- **One to one :** the ability to personalise cans.

● THE MASS MARKETING APPROACH

1886

- Creation of Coca-Cola
- A single product, without any specific segmentation

● THE ONE-TO-MANY APPROACH DIVERSIFYING PRODUCTS FOR LARGE, PRIORITY SEGMENTS, BUT WITH AN IDENTICAL MARKETING MIX

Middle of the 20th century

- Export of Coca-Cola
- Recipes adapted according to local tastes

1982

- Launch of Diet Coke (Coca-Cola Light)
- ⇒ Targeting of figure-conscious women

2005

- Launch of Coca-Cola Zero
- ⇒ Targeting of men who are figure-conscious (the “manly” approach)

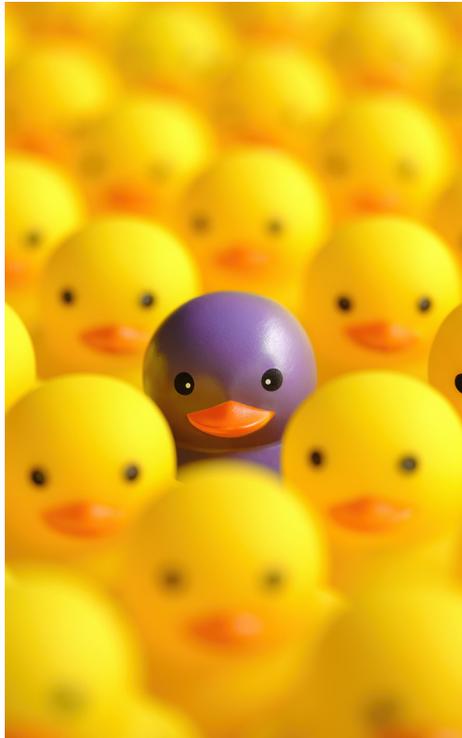
● THE ONE-TO-ONE APPROACH ADAPTATION/PERSONALISATION OF THE MARKETING MIX

2011

- Cans can be personalised with first name inscriptions
- A one-to-one approach with personalised packaging

Today, it is the whole shopping experience that must be hyper-personalised for each customer, through a one-to-one approach.

E-commerce is no exception. However, while individualising the shopping experience for each customer through interactions with sales staff seems quite natural in a physical store, it feels very complicated to offer each visitor a unique shopping journey and a personal experience online.



However, the evolution of technology means that the one-to-one approach can now be applied to websites. Let's take a moment to look at the progress of these different technologies:

- **THE MASS MARKETING APPROACH**

- Static page layouts.

- **THE ONE-TO-MANY APPROACH**

2000

- Dynamic page layouts.

2005

- Contextualised displays.

- **THE ONE-TO-FEW APPROACH**

2010

- Segmented page layouts.

- **THE ONE-TO-ONE APPROACH**

2020

- Individualised page layouts.



How do these different page layouts work? Which ones personalise the shopping journey? What tools do we have to make the shopping journey more human?

In the next chapter, we take a look at these different approaches and discuss their advantages and disadvantages.

01

DYNAMIC PAGE LAYOUTS: DISPLAYS THAT MOVE BUT ARE NOT PERSONALISED

Dynamic page layouts, which appeared during the 2000s, allow the products on display to be changed over time, according to activity on the website. This means that it is possible to display, for example, the most popular products, or the current best sellers.

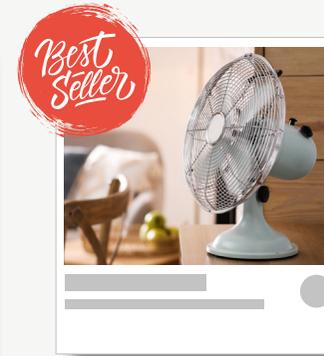
This type of display is not personalised. It is not related to the activity of the customer or to their particular situation, but is based solely on website data. It is not intelligent and nor is it relevant to what the customer wants. Moreover, **this type of page is unlikely to be updated frequently - once or twice a day at best.**

An example from the D.I.Y. sector:

It's July and the temperatures are rising. On a D.I.Y. website, there is a rush for air conditioning units. These products are

therefore among the current best sellers. A dynamic display of "currently trending products", based on the best sales of the last 30 days, appears on the home page, and the air conditioning units are shown first.

This display will not be useful, nor relevant, to a shopper if they are looking on the D.I.Y. site for a bathroom remodelling product, especially if they have thought ahead and already bought an air conditioner on the same site two months earlier. Neither their past purchases nor their purchasing intent are taken into account with these suggestions.



I have a project for my bathroom ...
I need to see the sinks.



02

CONTEXTUALISED SCREEN LAYOUT: ADAPTING TO YOUR CUSTOMER'S ENVIRONMENT

The contextualised screen layout is the first method which personalises the display according to the situation in which the customer finds themselves. This layout is based on the data from the customer and develops depending on the context:

- Customer Location (country, region, etc)
- Date/Time
- The source of traffic (where the customer has come from)

This data is found relatively easily: location is readily available thanks to the customer's IP address, and the same applies to the time zone.

This one-to-many approach remains quite large and very broad. It's not possible to say that all people living in the same region, coming from a particular search engine or social network have the same, or even similar,

purchasing intentions. This is a very limited approach and seldom relevant.

Let's illustrate this with an example from the food and consumer goods sector. For a major e-commerce player, whose activity is spread across several countries including France and England, contextualised product suggestions are put in place, according to the country.

It is decided that the product suggestions will be:

- Bake-at-home baguettes for France,
- Fruit cake for England.

It's clear that these suggestions will not prove very relevant, and are very limited for a large number of customers in each geography.

If I am an English customer who is not planning on having fruit cake any time soon, doesn't like

fruit cake, or has come to look for something else, the suggestion doesn't help at all.

Moreover, it does not adapt to my current mood and remains displayed on the screen layout throughout my shop. It's a situation that could possibly irritate me as a customer.



03

SEGMENTED DISPLAYS: PRODUCT SUGGESTIONS FOR A GROUP OF CUSTOMERS

Segmented screen displays enable you to offer layouts based on customer segments that you have already built. These can be RFM segments of marketing cohorts, and so often mirror the retailer's target personas.

This one-to-few approach is another step towards personalisation, the relevance of which is also dependent on the accuracy and composition of the segments. It remains a prescriptive approach: the retailer decides, beforehand, which products will be displayed for one segment or for another.

Even if these screen layouts are more precise, they are still limited and sometimes irrelevant, as they do not adapt in real time to what the customer wants. It isn't possible to know exactly what the purchasing intention of a customer may be at any given moment

without having communicated with them and observed their behaviour, even if we have information about them.

An example in apparel.

An e-commerce site specialising in ready-to-wear clothes and footwear has an RFM segmentation and personalises its product recommendations on the Home Page according to the visitor's segment.

The marketing team uses this approach to highlight the release of a limited edition pair of shoes, flagship brand. They only offer this product to the customers who belong to the "Stars" segment - customers who have spent more than 100€ at least twice in the last six months.

If I am a loyal customer of that shop and a member of this segment, I will see the suggestion of the limited edition product.

However, it happens that I don't like this brand's products so I find the suggestions irrelevant, maybe even disappointing.

What's more, today I want to

buy a new coat and not a pair of shoes. This suggestion is not at all adapted to my desire to buy. I would definitely prefer to be shown new items coats that match my style.



04

INDIVIDUALISED SCREEN DISPLAYS: A SPECIAL RELATIONSHIP FOR EACH CUSTOMER

An individualised screen display makes it possible to adapt product suggestions, search results, specific features and product list rankings, etc, in real time, for each customer. This can relate not only to their wants and preferences, deduced from their behaviour on the website and on their context, but also whether the segment to which they may or may not belong.

Each shopping journey then becomes unique and is tailored to the wants and needs of that customer. The Artificial Intelligence algorithms allow for the observation of each customer's behaviour, to detect purchasing intentions and to adapt the shopping experience to each person, in real time.

This approach is adaptive: the journey is tailored for each customer thanks to an algorithm which uses all the data

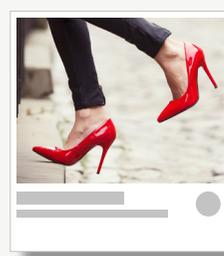
at its disposition. The data can be explicit - provided intentionally by the customer - or implicit: not provided by the customer but drawn and derived from an analysis of their behaviour.

A prescriptive approach can be added to the mix and adjusted by the retailer to ensure that merchandising and sales strategies are always adhered to.

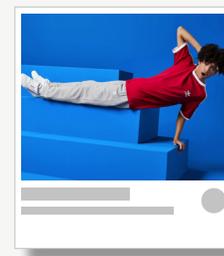
For example, if two products correspond to the customer's criteria and you want to highlight one of these two because of a defined business strategy (stock clearance, margin optimisation, commercial operation, etc), it is this product which will be highlighted more, while corresponding to the wants and needs of the customer.



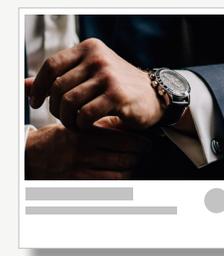
«I would like red heels...»



«I love the streetwear style...»



«I need a new watch...»



«I'm looking for a present for my brother...»



Conclu sion

To restore the human element to your shopping experience, you must be the eyes and ears for each of your customers. This will enable you to improve interactions and ensure that every purchasing desire is understood so that it can be satisfied. **The humanisation of the shopping journey requires a one-to-one approach: offering a unique and personal experience for each customer.**

Technological advances - artificial intelligence (AI) in particular - which were long considered impossible in e-commerce, now enable every online retailer to achieve this holy grail. Listening to each of your customers and advising them accordingly, must form part of your commercial strategy.

AI technologies dedicated to e-commerce, such as Sensefuel, allow you to individualise the buying process for every customer. They also make it possible to optimise your margins, move slow-moving stock, promote special offers and configure new strategies easily.

Market leaders are providing inspiring examples of hyper-personalised experiences and the significant impact they are having on business performance. **For consumers, these individualised experiences will gradually become the standard for shopping online.**

This is the dawn of a new era for e-commerce, with the humanisation of the purchasing process made possible by the adoption of new technologies.

Over to you?



**BECAUSE EACH CUSTOMER IS UNIQUE,
WE INDIVIDUALIZE THEIR SEARCH RESULTS**



**A onezone
sales engine**



**Personal and captivating
experiences**



**A sales performance
accelerator**

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