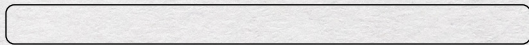
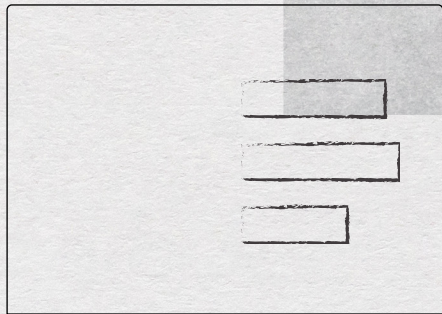
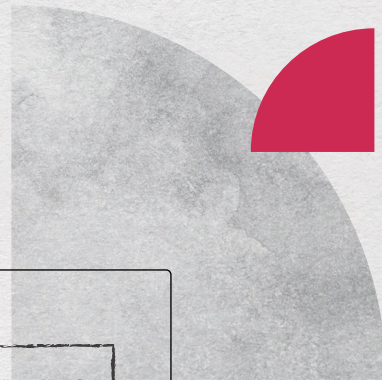


GET A MASTERS *in* MERCHANDISING

Discover how top merchandisers harnessed the power of Monetate AI-powered merchandising for increased CTR, CVR, AOV, and more!

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Introduction

Merchandisers have been practicing the art of positioning their products and wares since the invention of commerce.

From Christmas window displays, to the warm neon glow of signs in an 80s-era mall, or even to your first lemonade stand, visual merchandising has always had a place in society.

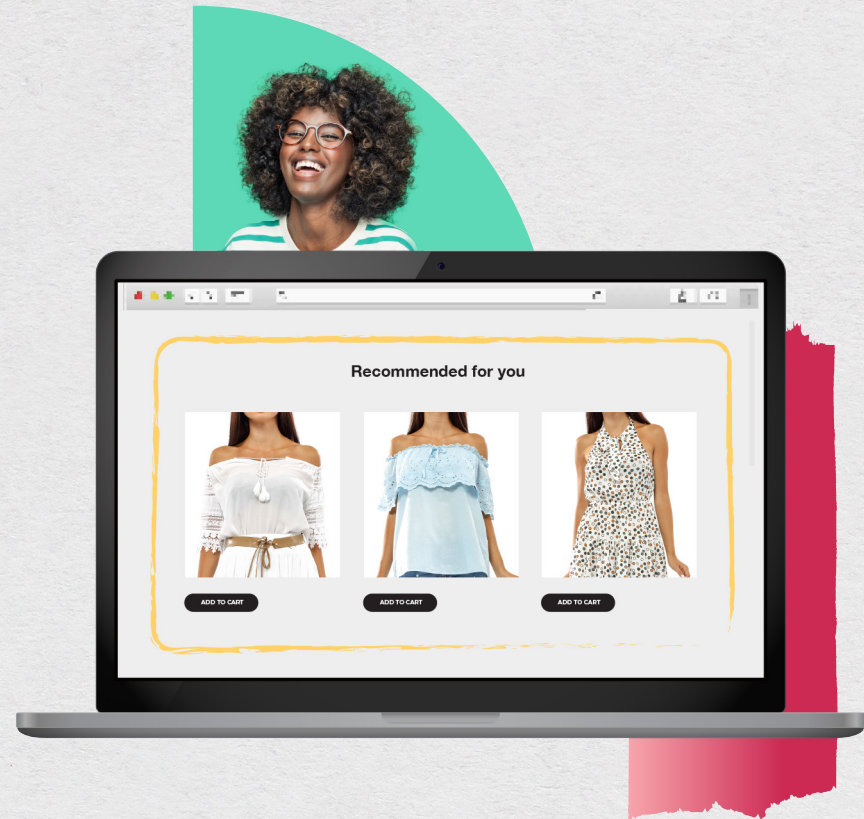
But for merchandisers, it isn't all about physical spaces anymore.

Merchandising techniques have adapted to online spaces and channels in ways early town square sellers (and customers) couldn't possibly have imagined.

All thanks to the wonders of technology.

Technology works behind the scenes to make things like digital merchandising and online shopping possible. Above all, with personalization, creating custom journeys for customers is a reality in-store and online.

In today's world, merchandisers are able to offer the same tailored personalized experiences to customers whether they shop in person or online.



Personalization Meets Digital Merchandising

Increasingly, personalization is a necessary part of the digital merchandising playbook.

Digital merchandising, aka the art and science of showcasing products in digital spaces like websites, apps, and email inboxes, incorporates the channels people use to shop and interact with retailers.

Personalized digital merchandising presents shoppers with the most relevant information possible in the form of product recommendations, reviews, content, and messaging as they move through their online buying journey.

The value of personalization lies in its ability to sell more products and increase revenue, but it also drives customer loyalty and satisfaction.

According to McKinsey, 71% of consumers expect personalized interactions from companies.

If you don't deliver this, your customers are likely to get frustrated and move on to greener (and more personalized) pastures.

This Week's Deals

Basketball
Tennis
Soccer
Football
Swimming
Skiing
Lacrosse
Hiking
Fishing
Baseball

Recommended For You

Top Sellers Based on Your Shopping



ADD TO CART



ADD TO CART



ADD TO CART



ADD TO CART

Most Likely Purchased Based on Your Shopping



ADD TO CART



ADD TO CART



ADD TO CART



ADD TO CART



Benefits of Personalized Digital Merchandising



Customers expect personalization. Custom tailored experiences enable customers to find products that they are sure to love, based on their interests, past purchases, and other real-time session data.

But besides building an effective customer journey and a delightful experience when shopping online, merchandisers also benefit from personalization as part of their digital merchandising strategy.

Effectively implementing personalized digital merchandising tactics will boost revenue streams, expose more of your product catalog, and positively impact key metrics across the board.

Consider the following benefits and the possibilities:

✔ ENCOURAGE REPEAT PURCHASES:

Digital merchandising motivates customers to come back to your website. What this looks like, in practice, is relevant product recommendations, easy navigation, and attractive, high-quality images. This helps create and nurture loyal customers who embrace your brand.

✔ ENHANCE PRODUCT VISIBILITY:

Regardless of whether you're selling something online or even offline in a physical store, product merchandising is all about visibility.

Digital merchandising incorporates many tools that let you bring visibility to products, including images, video, written descriptions, page layout, and digital signage (e.g., bold text, popups alerting visitors of sales and promotions, banners, promo boxes, etc.) All these elements work together to increase revenue, but only if they resonate with your customers.

✔ OPTIMIZE PRODUCT PLACEMENT:

In a digital setting, optimized product placement generally means that the products you want to promote are front and center on your homepage, category pages, and arranged strategically and logically as shoppers browse.

Optimization requires you to present customers with the products they're most likely to buy based on data and shopping history. This is where personalized digital merchandising really hits its sweet spot, resulting in more revenue and loyal, happy customers.

✔ INCREASE CONVERSION RATES:

Clear, compelling information reassures online shoppers. It increases conversion rates because it helps people trust you.



Professional images, social proof, free shipping, and easy return incentives work together to build consumer confidence. Reviews are particularly helpful when it comes to online selling, increasing conversions by as much as 270%, according to a study by Spiegel Research Center.

✔ PROMOTE CROSS-SELLING AND UP-SELLING:

In a physical store, upselling is as simple as putting a display of delicious candy next to the cash register or building a compelling tower of cookies beside a well-traversed aisle.

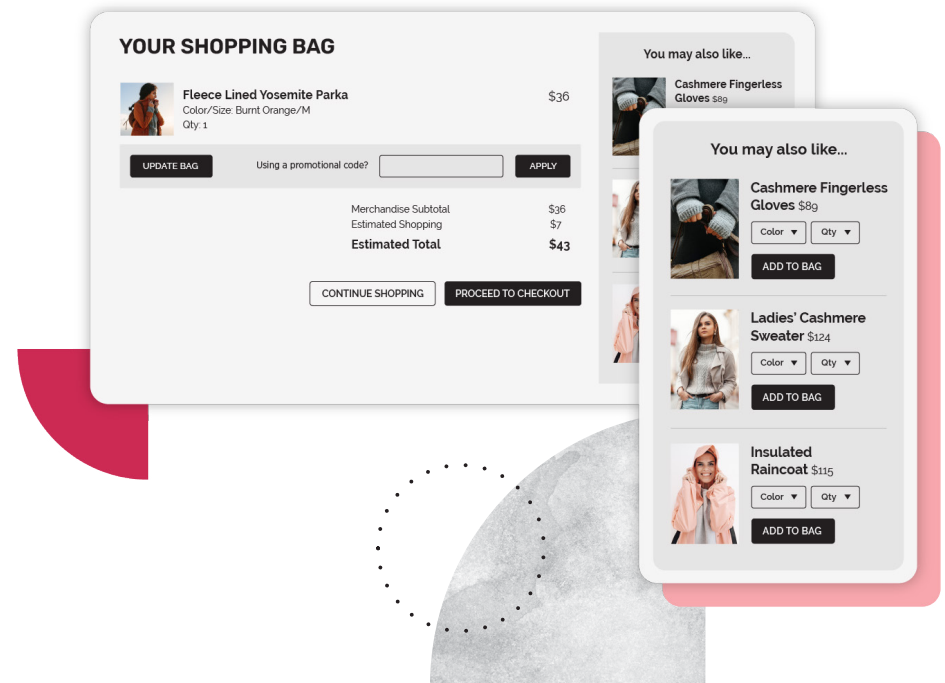
In online spaces, digital merchandising is needed to cross-sell and up-sell successfully. Suggesting similar items based on a shopper's browsing history, using banners and widgets to showcase popular items (customers who bought this also bought that), and making product suggestions post-purchase are ways to do this.

✔ REDUCE CART ABANDONMENT:

Digital merchandising reduces cart abandonment by making the checkout process as painless as possible.

Elements like a clear list of products in the customer's shopping cart, a delivery date range, and flexible payment options inspire confidence in customers who, after all, don't have any physical evidence that what they're doing on their end of the screen will produce actual products.

Basically, the more information you can provide throughout the shopping experience up to and including when a customer completes their purchase, the better.



As we continue to forge ahead in an increasingly digital-driven world, retailers and digital merchandisers must pivot, adapting and innovating to craft experiences that resonate, guide, and reassure online shoppers.

Employing strategic digital merchandising solutions—from enhancing product visibility to mitigating cart abandonment—becomes the cornerstone to navigating the **digital marketplace**, carving out a space where your products don't just exist but compellingly engage and convert.



Standing Out in a Busy Marketplace

In an era where shopping has predominantly moved online, digital merchandising has become a cornerstone for retailers to captivate shoppers' attention in the absence of physical shelves and window displays.

Digital merchandising is a multifaceted approach that goes beyond displaying pricing and product visuals, such as images and videos, or crafting compelling product descriptions.

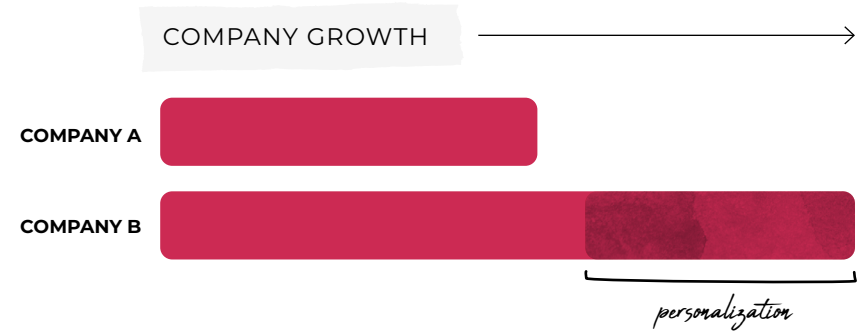
It encompasses tools like social proof, product reviews, recommendations, product bundling, product finders and quizzes, personalized search, and persuasive content to forge a positive, personalized shopping experience to spur purchasing decisions.

In a busy marketplace, with an abundance of competition, merchandisers are fighting to make their mark.

As a merchandiser, how do you stand out? What can you do to captivate your audience and turn them into repeat customers?

Now it's more important than ever for brands to deliver world-class customer experiences that are both personalized and tailored to delight.

According to research from McKinsey, companies that grow faster are driving 40% more of their revenue from personalization when compared to their slower-growing counterparts.



But, contrary to the substantial evidence showing the impact of personalization, there's a serious lack of actionable help showing data-driven insights on where and how to deliver powerful personalized experiences across the digital journey.

That's where this playbook comes in.

We've pulled together our favorite tips and tricks from leading merchandisers and brands.

From your homepage through checkout, we're revealing the best practices and exact experiences we've seen work for brands at the top of their merchandising game, including Nespresso, Pandora, Clarks, and others.

You'll also find key definitions, different tactics, and proven tips to optimize your merchandising and personalization strategies across digital touchpoints. Let's jump in!



Definitions & Best Practices

When personalizing the customer experience, certain key tactics or strategies will allow you to get a firm grip on continually optimizing your site or app.

These elements are common to all the pages on your site and form an overall approach to an integrated personalization strategy.


These are the tools that you should have at your disposal to use to improve the digital customer journey:



Testing & Experimentation




Segmentation & Targeting



Automated Personalization



Product Recommendations & Dynamic Bundles



Personalized Search



Product Finder



Social Proof



Badging

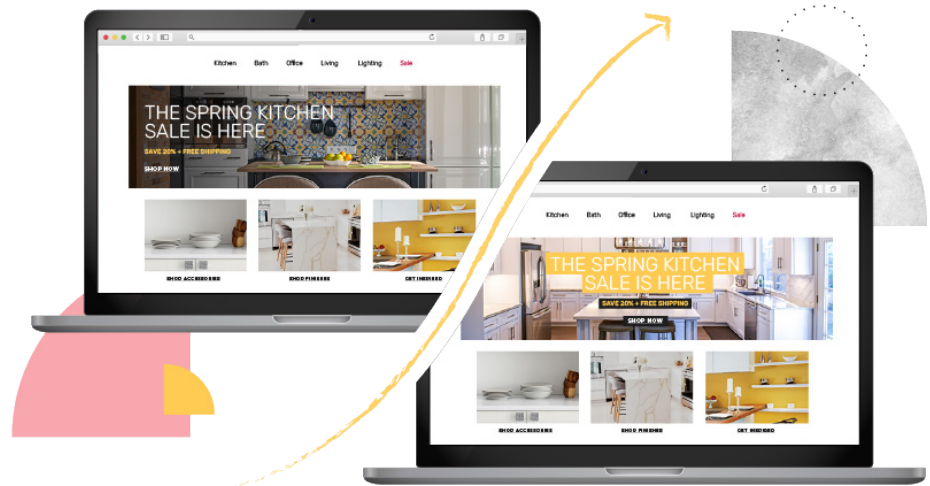


Testing & Experimentation

Testing is a fundamental practice for any merchandiser with a digital presence. A/B, A/B/n, multivariate, or multi-armed bandit testing are all forms of testing and experimentation, all with different ideal uses. The desired outcomes vary between each type, but the core goal with testing is to validate that the changes you intend to make to an ecommerce site or app are worth the investment. Do they delight customers? Help them find the products they want?

Monetate provides a variety of testing capabilities, from standard A/B tests, A/B/n tests, multivariate tests, client, server-side, or hybrid testing, and dynamic or (machine-learning powered) testing that are important in any merchandiser's toolkit.

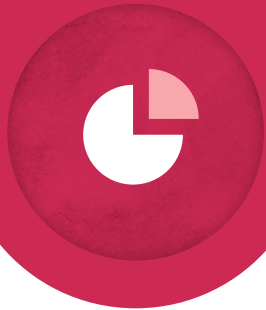
Our A/B testing tools are designed to make it easy to monitor campaigns, collect relevant data, and make better decisions. Armed with these key findings, brands are aware of what's working and what's not working.



Here are some best practices for testing & experimentation:

1. It is crucial to ensure that you are measuring the correct goal. To do this, it's useful to start with a strong hypothesis. It's also important to [select the correct type of testing](#), whether dynamic testing (multi-armed bandit testing) or A/B testing.
2. Testing should also be integrated into segmentation, recommendations, and broader merchandising experiences (social proof, badging, etc.) This way, you continually optimize these key customer touchpoints. Across all experiences, make testing a priority to continue learning, improving, and actioning upon what is working.



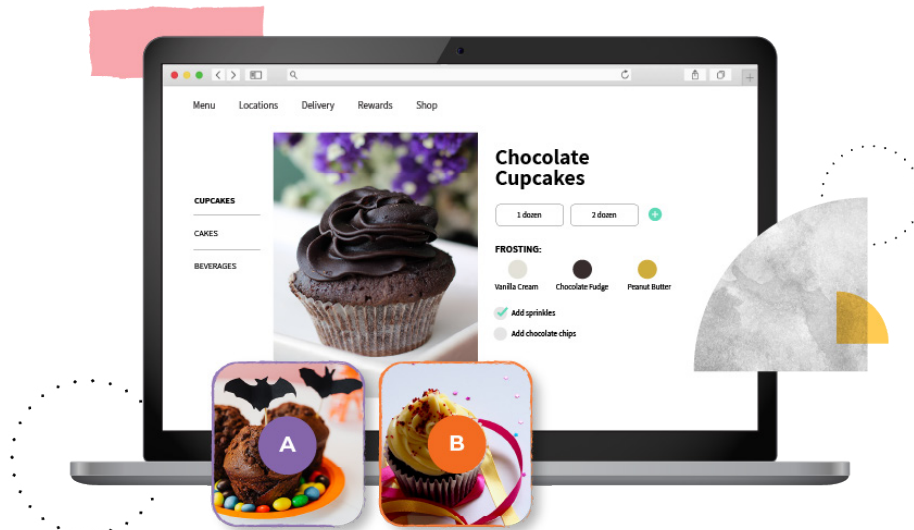


Segmentation & Targeting

We've found that the most successful merchandisers use the data gathered from testing to segment their audience.

Segmentation, or 'targeting,' is dividing your audience into groups based on common characteristics (location, age group, etc.), behavioral traits, or situational circumstances, and delivering tailored experiences to that sub-audience.

Segmentation is a crucial element of a well-orchestrated personalization strategy. For merchandisers who are competing in a busy marketplace, it's important to stand apart from the competition by giving your customers what they want.

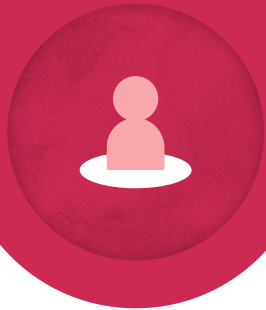


Here are some best practices for segmentation:

1. A great place to start is looking at splitting experiences between new visitors vs. those returning to your site (more on this later in the playbook).
2. A great segmentation use case is to target your VIP customers with tailored offers and personalized product recommendations.
3. Avoid targeting very small audiences. Smaller groups require more or the same level of effort and yield significantly smaller returns. At this stage, look to automated personalization. With automated personalization, you can deploy optimal personalized experiences across all touchpoints based on everything you know about them.

Segmentation, however, can only take you so far. To fully optimize the customer experience, you need to go further (see Automated Personalization).





Automated Personalization

Whether your customers have just landed on your home page or are about to hit the checkout from your product page, you need to show them the right content or product at the right time. That means delivering hyper-personalized experiences to each and every site visitor.

As a merchandiser, imagine the impact on CVR, AOV, and revenue if your customers could get the same custom, personalized experience online as they could from a sales associate in your store?

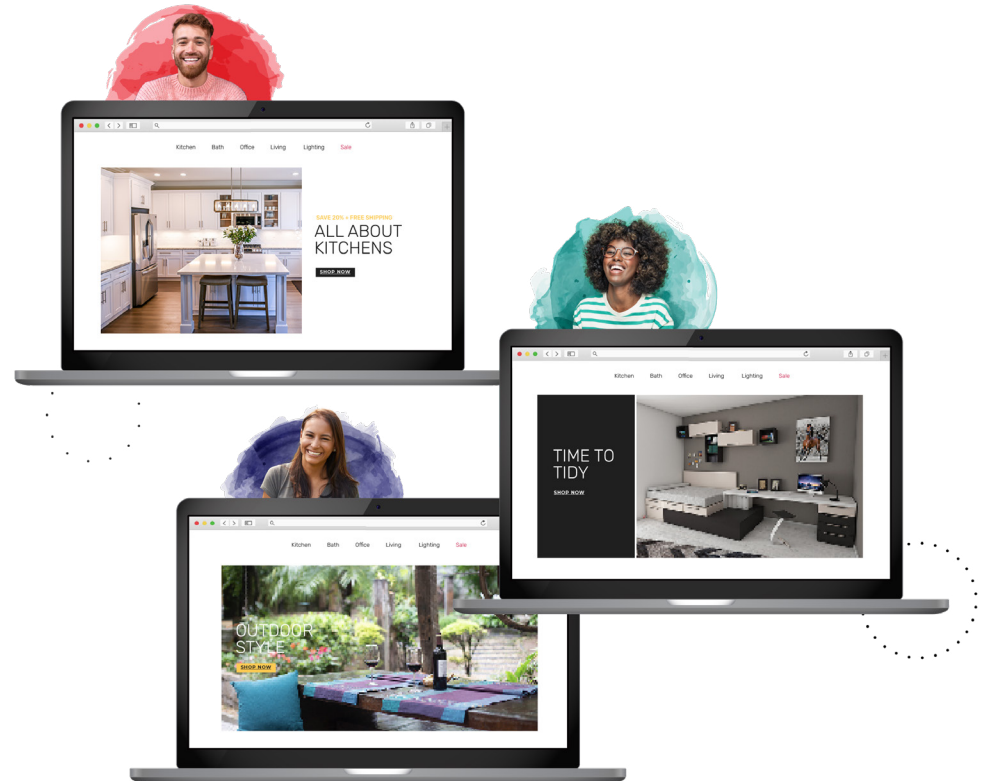
Here are some best practices for getting automated personalization right:

1. Choose an appropriate goal for the engine to optimize toward. For example, an experience on the homepage would have bounce rate, or click-through rate (CTR) as the goal metric, not conversion.
2. As with all machine learning engines, the more, and the better-quality data that you input, the better the output.

Merchandisers need an advanced, open, machine-learning-powered solution to enable automated personalization at scale. Without an advanced machine-learning engine, 1-to-1 personalization just isn't possible. Fortunately, with Monetate, it is.

With Monetate, 1-to-1 or automated personalization can be applied to any digital interaction to optimize towards your given goal.

No matter the goal, leverage automated personalization to boost customer satisfaction and to win loyal customers for life.





Product & Content Recommendations

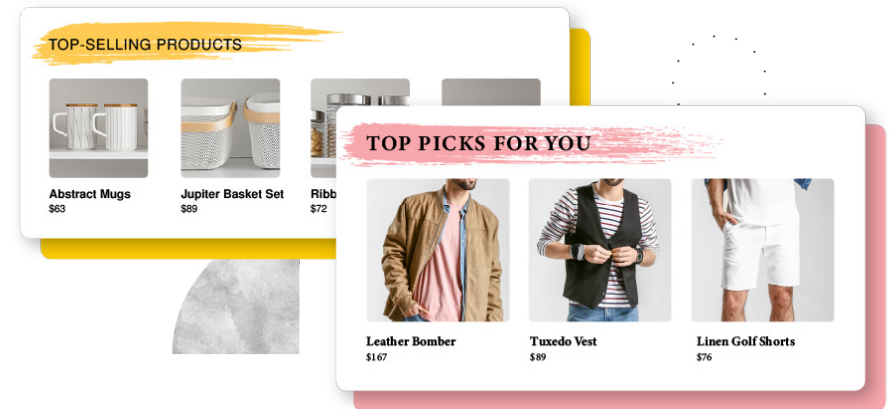
Product and content recommendations give merchandisers and digital marketers the power to show contextually relevant products, services, or content suggestions to audiences. Recommendations are multi-faceted and come with varying degrees of sophistication and a multitude of different capabilities that can be used.

Recommendations can be based on the attributes that you have assigned to your products. These include brand and model numbers, product titles, ratings/stars, price, design variations, and more.

Merchandisers can also lean on automated algorithms to know what content/product will be optimal for each customer on an individual basis.

Capabilities like slotting & predictive slotting provide manual control or automated decisions over the individual slots within a recommendations container.

With a strong recommendations solution, users can also set business rules to boost or bury products based on whatever criteria are needed to help a business, such as promoting a new product line or burying low-margin items during key periods.



Here are some best practices for deploying effective recommendations:

1. Place recommendations above the fold.
2. Display 3 to 5 recommendations to not overwhelm visitors.
3. Exclude carted or wishlist items from the display.

To learn more about the 9 benefits of a recommendations engine, [check out our blog here.](#)





Dynamic Bundles

Merchandisers can enhance product recommendations further through the dynamic bundling of complementary and curated product sets.

Dynamic Bundling works through a combination of merchandiser expertise and AI. While merchandisers have a basic idea and understanding of what products go together and are often purchased in sets, it's easy to scale these efforts with a tool like Monetate Dynamic Bundles.

With Dynamic Bundling, merchandisers can increase catalog exposure, improve CVR and AOV, improve item findability, and differentiate their brand from others in the marketplace and across customer journeys.

Making Dynamic Bundling part of your merchandising strategy is not just about automation. It's really about revolutionizing the way digital teams function to drive sales and enhance the overall customer experience.



COMPLETE THE LOOK



With Dynamic Bundling, encourage customers to purchase complementary items that match, such as a scarf, hat, and even a necklace to go with a blouse to “Complete the Look.”

Merchandisers can also help customers pick out makeup and skincare products that go together to “Complete the Routine.” Many different industries can take advantage of dynamic bundles, including home goods, automotive, DIY, and the home improvement industry.

Here are some best practices for leveraging dynamic bundles:

1. Leverage your catalog filters to specify which products should be included when building dynamic bundles.
2. Merchandisers know best, but let your data and the power of AI be your guide when building curated and complementary product sets.
3. Apply business rules when building dynamic bundles—make sure you're only recommending products in bundles that are in-stock.

To learn more about dynamic bundles, [check out our blog here.](#)





Personalized Search

The rewards for delivering an accurate, seamless search and discovery experience are massive for merchandisers. 43% of retail customers head [directly to the search bar](#) on a website ([Forrester, 2023](#)), and according to a study from Google and Harris Poll, search abandonment is costing US retailers over \$300 Billion annually.

Therefore, if merchandisers can improve the search and discovery experience, the impact on revenue and loyalty can be huge. That's why it's important to offer hyper-relevant product discovery leveraging real-time shopping intent and historical data.

By personalizing search, we add relevance and remove friction to this key stage in the journey. From displaying results as soon as a visitor starts inputting terms, through to the hyper-relevant search outcomes, personalizing search covers multiple areas across the journey.

The primary goals of personalizing search are to:

1. Provide more relevant search results for audiences, and;
2. Display or rank search results in an order most likely to help the searcher find what they're looking for.

With Monetate, the search and discovery journey are covered and personalized by three fully intertwined solutions:



SITE SEARCH

Delivering hyper-relevant results by personalizing the search experience for each visitor.



PERSONALIZED CATEGORY PAGES

Dynamically sorting the product grid on category or sub-category pages for each visitor by analyzing in-session behavior to predict intent.



PRODUCT FINDERS & GIFT FINDERS

Engage shoppers by asking questions, capturing explicit insights, and then helping narrow down options to products that are the best match.



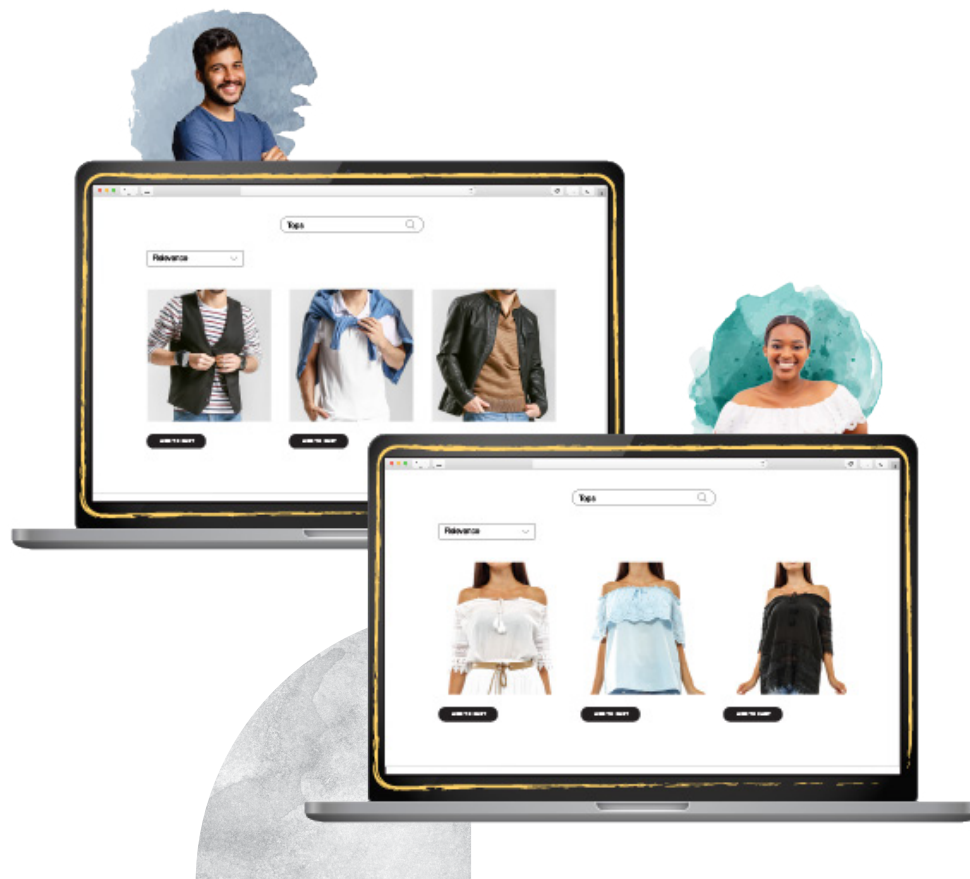


Personalized Search *Continued*

Here are some best practices for personalizing the search and discovery experience:

1. Raise the prominence of your search bar to encourage more visitors to interact with the search function (experiment, analyze, and optimize to find the next results).
2. Bring search as a function into your wider personalization strategy to sit within your personalization team to remove data silos, improve merchandising opportunities, and more.
3. Analyze and share search data with key stakeholders to make other teams smarter about your audiences.

Monetate Personalized Search enables merchandisers to deliver hyper-relevant recommendations as search outputs, while also providing users with a healthy balance of manually defined control versus automation.





Product Finder

Customers are overwhelmed by choices. With a robust product finder solution, merchandisers can remove friction for audiences by helping them navigate toward a purchase.

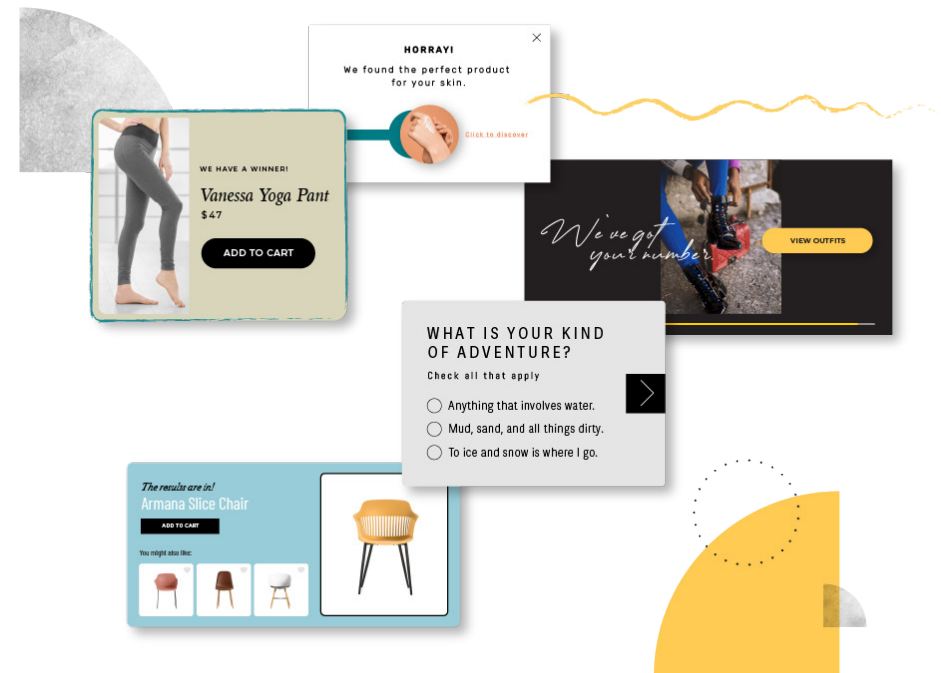
A product or gift finder enables users to create a guided questionnaire that delivers filtered recommendations related to the customers' answers against a recommendation strategy that you, the marketer or merchandiser, select.

When building a guided quiz, keep the customer experience in mind.

As a best practice, **keep the number of questions to 5 or less**. This will ensure that your customers will find suggested products quickly, and not get bogged down by a long quiz and abandon the product finder before receiving any results.

Here are some best practices for product and gift finders:

1. Sketch or map out the path you desire audiences to take. This doesn't have to be linear.
2. When choosing your recommendations strategy (or algorithm), try not to over-filter the strategy, as this will be more likely to return a no-result.
3. Consider what recommendations you will display if the customers' answers deliver no results.



A strong product finder will turn shopper insights into immediate hyper personalized product recommendations. Guided shopping journeys improve the customer experience and deliver a significant conversion lift.





Social Proof

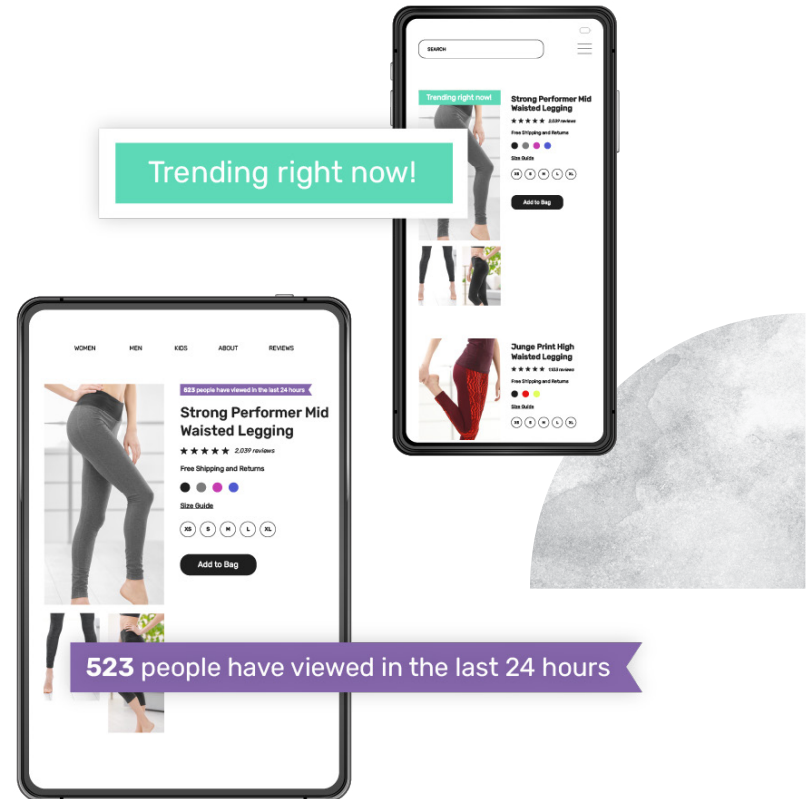
Merchandisers looking for a quick and easy way to boost conversions and engagement should look no further than social proof.

Social proof, as a psychological concept, says that people are more likely to do something when they see someone else do it. In the context of ecommerce, social proof elements help build confidence and motivate shoppers as they navigate the online buying journey.

Ecommerce social proof uses crowd-mined data like views, purchases, add-to-cart, and ratings to display messages or product badges that drive FOMO, urgency, and trust. **Basically, social proof works—so use it!**

Here are some best practices for social proof:

1. When launching your social proof strategy, be sure to match the algorithm with the target persona or product (ratings for practical items, or purchases for gift items, etc.) As with most ecommerce decisions, it's also important to stay away from guesswork.
2. Test, analyze, optimize, and target elements like placement, messaging, and which algorithms you use.



Monetate Social Proof not only provides a robust toolbox of algorithms and data points to use, but it is also easy to deploy, fully customizable and easy to test, target, and personalize along with a broader digital merchandising strategy.





Badging

Badging is a great tool for driving visitors down the funnel by building trust and highlighting popular, or top priority items. Use badging on recommendations or product images to create a sense of urgency or to boost your customer's confidence in continuing with the purchase.

The badges that do this best are:

NEW IN STOCK

BEST-SELLING

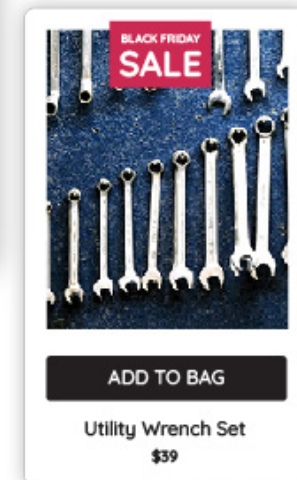
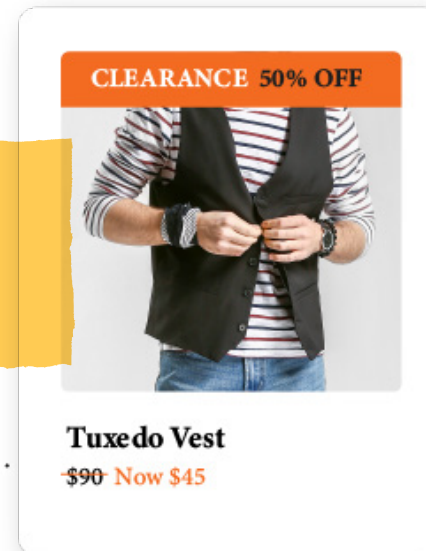
FREE SHIPPING

ON SALE OR CLEARANCE

LIMITED QUANTITIES

RELATED PROMOTIONS

A strong badging solution can be used as an integrated part of your wider testing and personalization strategy for merchandising. With Monetate, it's easy to analyze, test, target, and personalize your badges to deliver more impactful results.





From Start to Cart: Building the Digital Merchandising Customer Journey



We've covered the different tools or actions that merchandisers can apply to improve digital channels. But how can you apply these tactics across the key areas of the digital journey?

- 1 **Homepage**

- 2 **Category Page/Product Listing Page**

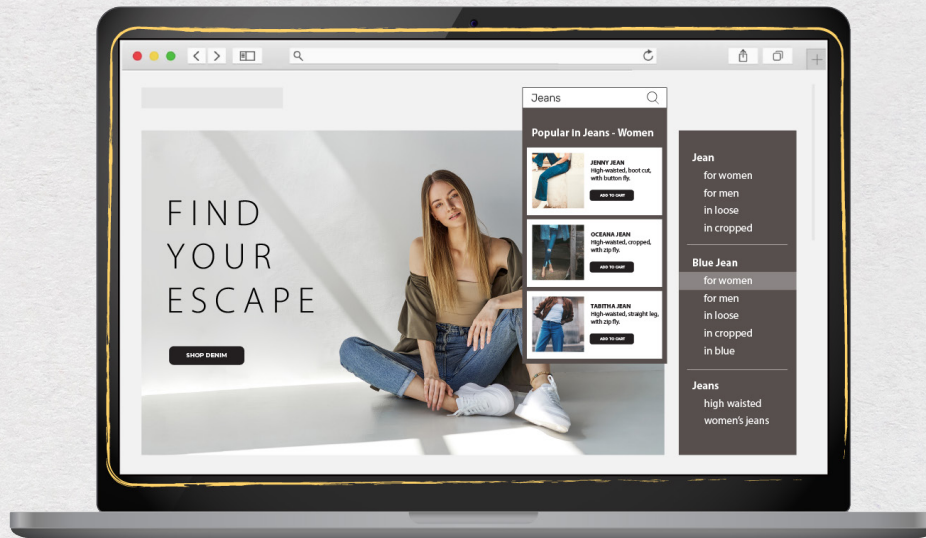
- 3 **Product Detail Page**

- 4 **Cart/Basket Page**

We'll explore each of these typical stages of the customer journey and will cover an overview, best practices, our favorite experiences, and even a few merchandising customer examples too.

1

The Digital Customer Journey: Homepage



Buying decisions are not typically made on the homepage.

However, it plays a key role in shaping your visitors' experience, if they are inclined to buy from you, and the overall impression they have of your brand.

First impressions count.

On high-traffic landing pages such as the homepage, **quickly engaging** customers with personalized messaging, offers, and product choices is crucial in reducing bounce rates and driving traffic deeper into your conversion funnel.

When your visitors land on the homepage, they want to find the product or information they're looking for as quickly as possible.

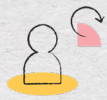
Getting engagement right means matching your visitors' intent with relevant content, search results, recommendations, and messaging, so that you can guide them through your site.

Use customer data combined with pre-defined behavioral targets to identify a personalized customer journey that you want your visitors to take.

You can also use this information to personalize the creative content (banners, hero images, offers, etc.) on your homepage, or to suggest a next step like engaging with a gift finder. Different colors, wording, and offers can be tested and targeted at different types of visitors.



Our Favorite Strategies for Improving the Homepage



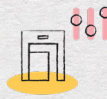
Differentiate between a new visitor versus a returning visitor, so you can provide tailored homepage experiences to each group.



For new customers (or for websites with top-trending products that frequently change), using recommendations to display popular products is a great strategy as it leverages the success of your best-performing products, exposing them to a wider audience.



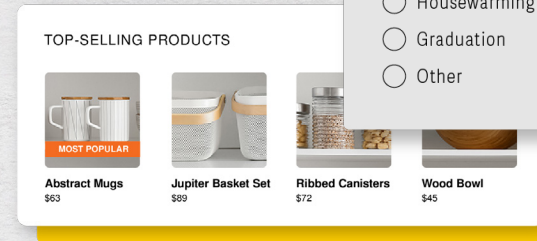
For returning customers, you can use historical data from the visitors' on-site behavior during their last session—such as products browsed, items placed in the cart but abandoned, or products purchased—to recommend products unique to a customer's interests.



Experiment with different layouts using dynamic testing to optimize the landing experience while also maximizing ROI.



Encourage visitors to engage with site search, or a product/gift finder to improve conversion rates by moving visitors down the funnel.



Create personalized landing pages based on search keyword modeling (using UTM parameters and Monetate features like AdLink). AdLink allows merchandisers to pull paid media campaigns from whatever platform they're on (Google, Facebook, Twitter, etc.) into Monetate, thereby giving merchandisers a clear view in a single interface. This ability helps merchandisers better understand the matching experiences they need to create.



Utilize automated personalization combined with recommendations by curating a list of products that are relevant for your top customer segments, and then allow machine learning to determine which ones are most relevant to each individual that lands on your homepage.



For returning, logged-in visitors, you can highlight the status of their order.



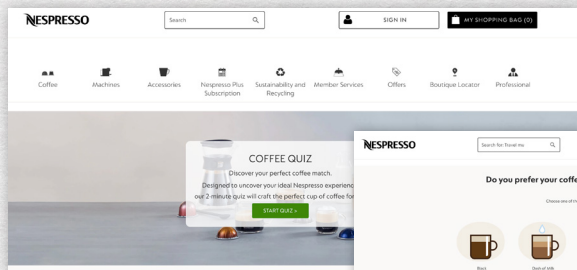
1 CUSTOMER SPOTLIGHT: **Homepage**



Increasing CVR of recommended coffees with a personalized quiz.

CHALLENGE

Nespresso's Digital Team suspected that they could increase a customer's basket size by finding an innovative way to recommend new coffee flavors for customers to purchase.

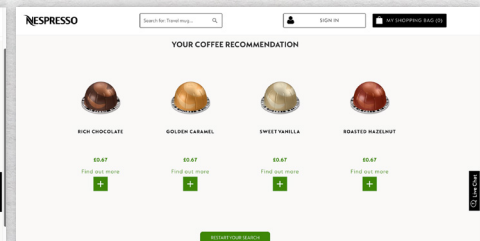
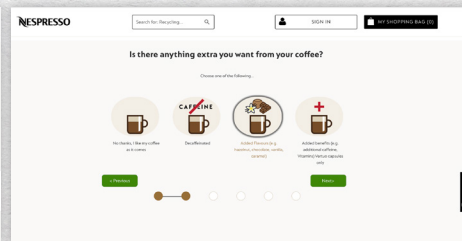
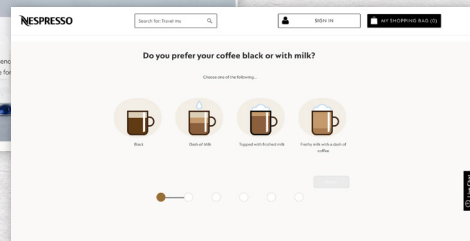


+18%
Increase in CVR
for Recommended
Coffees

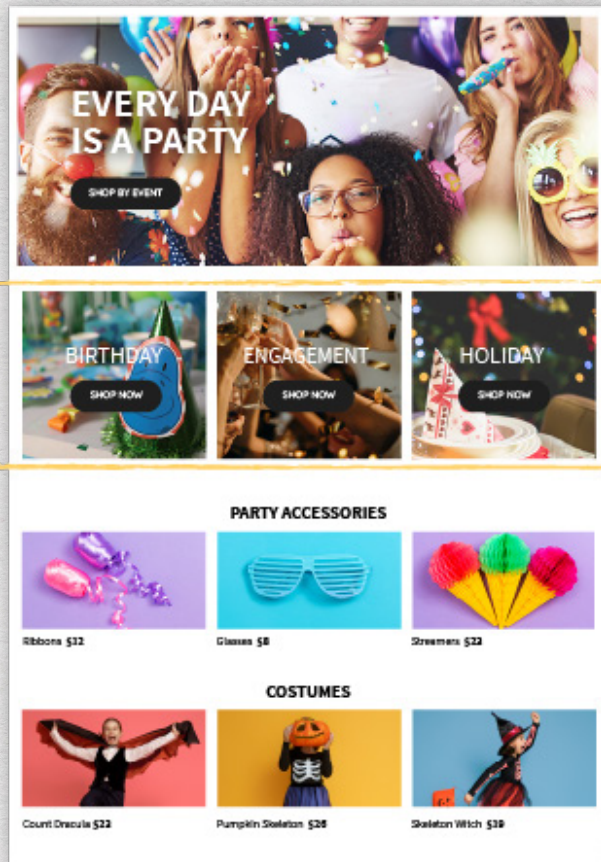
APPROACH

Depending on user input, Nespresso's Coffee Quiz helps customers "discover their perfect coffee match" by answering 3 questions covering coffee preferences and machine owned.

Pop-up boxes are also used to share further information about intensity, various tasting notes (woody, berry, etc.), and other relevant facts to guide customers in choosing the quiz inputs that best match their interests.



The Digital Customer Journey: Category Page/Product Listing Page (PLP)



The category page or product listing page (PLP) is where your visitors can refine their search. An effective category page facilitates a shoppers' deeper journey into your site and along the conversion funnel.

At this stage, your visitor has indicated an interest in a particular group of products. You need to quickly engage visitors by helping them find the product that matches their interests. From here, you want to get them to click on the product page or add an item straight to their basket.



2 CUSTOMER SPOTLIGHT: Category Page/Product Listing Page (PLP)

Clarks®

Engaging customers earlier in the sales funnel with social proof on PLPs.

CHALLENGE

Clarks found it that it was difficult to get site visitors engaged with its product listing pages. They wanted to see if the success they had with social proof on PDPs would also translate to PLPs.

APPROACH

Clarks ran an A/B test to determine whether social proof on PLPs would be more effective than badging and yield better results.

This A/B test alone resulted in £30K in one week.

Results from 560,000 sessions demonstrated that social proof on PLPs had the following impact:

+40% increase in Average Page Views

-18% decrease in Bounce Rate

+2.4% increase to Add-to-Cart

+4.5% lift in New Visitor Conversion

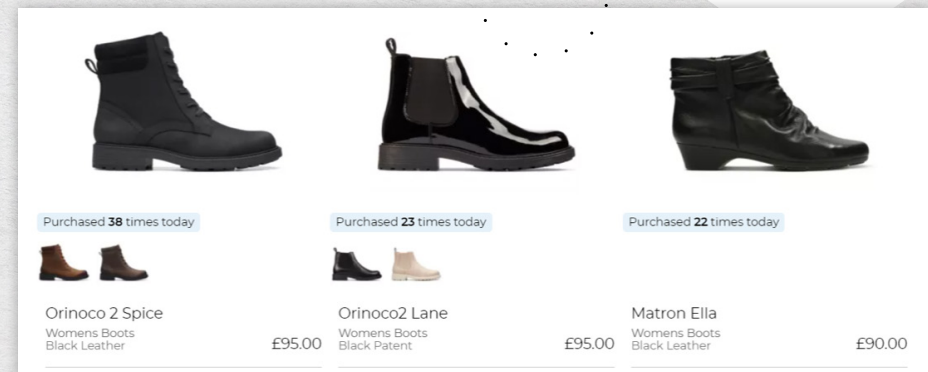
+3.5% increase in Average Time on Site

+40%

Increase
in Average
Page Views

-18%

Decrease in
Bounce Rate



Our Favorite Strategies for Improving the Category Page/PLP



Use a product or gift finder (placed in the header, or in a side panel) to reduce friction and help visitors find what they're looking for. Remember, keep the quiz to 5 questions or less for the best customer experience.



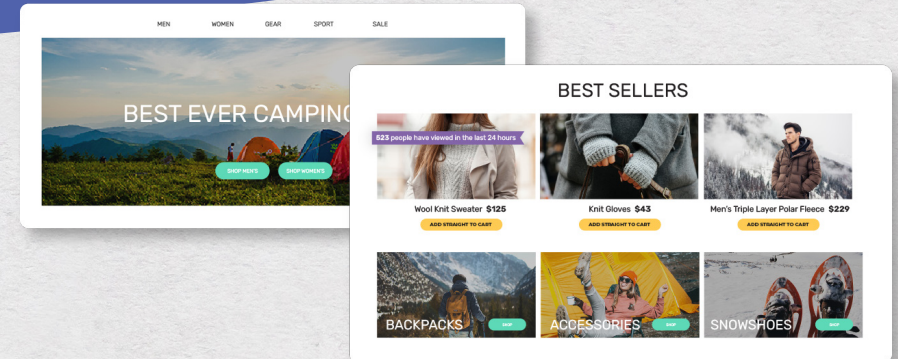
Social proof and badging are other powerful tools for helping visitors pick out the best product for them, or for you to merchandise the items you want to prioritize (High profit margin or high stock levels, etc.)



Add an "Add Straight to Cart" option on each product in the grid.



Deploy personalized category pages to tailor the entire list of products displayed on the category page when a visitor uses your on-site search.

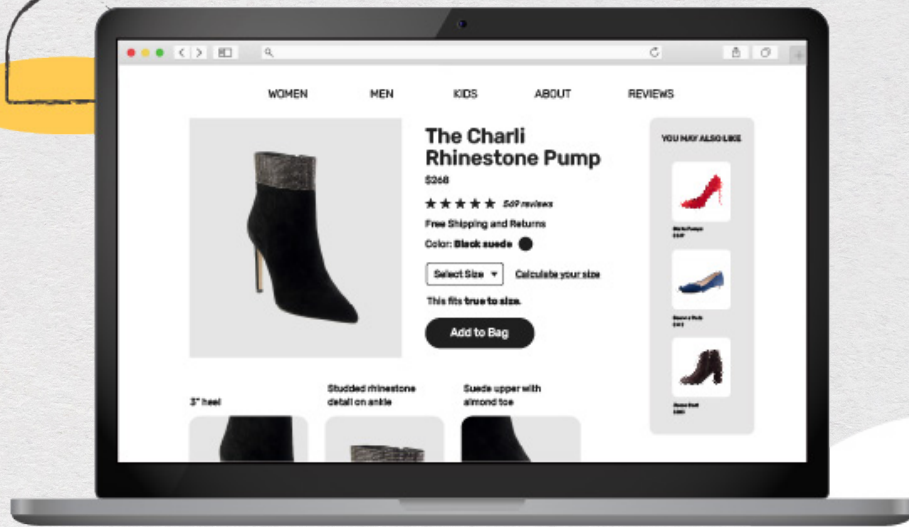


Use recommendations to display the most relevant products in the selected category for each individual shopper:

- ✓ *Use all items on the page as context.*
- ✓ *Merchandising rules should restrict recommendations to the same category.*
- ✓ *Allow recently viewed items from the same category to be displayed.*
- ✓ *Use **Popular Products** to highlight top trending products for the category.*



The Digital Customer Journey: Product Detail Page (PDP)



The product detail page (PDP) is a key stage in your visitors' purchase experience. Either your customers have come here from the homepage or category page—meaning they are intentionally moving down your sales funnel—or they have come directly from external search, demonstrating a strong intention to buy or find out more about the product.

At the product page stage, your personalization should be aimed at allowing visitors to make an informed and confident purchasing decision.



Our Favorite Strategies for Improving the Product Detail Page



Use social proof to display how popular the item is to reassure the customer that they are buying the best product for their needs.



Use automated personalization to reorder the layout to suit different audiences. For example, new visitors will be more engaged by reviews closer to the top rather than new product recommendations.



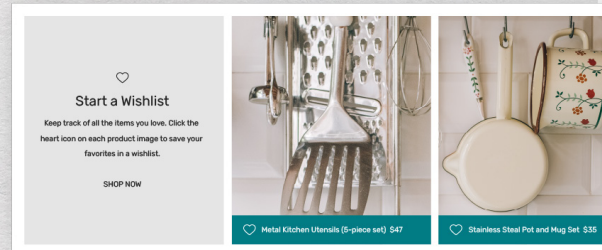
The product page isn't about cross-selling. Recommendation rules should focus the customer on the purchase in hand or a similar alternative:

- ✓ Use only the **current product** as context.
- ✓ Use *dynamic values* and recommendation filters to **display similar products** to the one currently being viewed.



The typical goal of the product page is to get the visitor to **convert to shopping cart**. Aside from conversion, you can also use your product page to:

- ✓ Upsell
- ✓ Add to Wish List
- ✓ Complete the Look
- ✓ Encourage Product Reviews



DYNAMIC VALUES

You can use dynamic values in combination with recommendation filters to ensure only products with similar attributes are displayed. The value is dynamic because it can change from product to product. So, when you're setting up recommendations, you can set the dynamic value to 'type of product' (running shoes, winter jackets, etc.) What this 'type of product' is will be different from one item to the next.

Dynamic values help you to display only relevant recommendations to the visitor.

To take another example, if you wanted to broaden out the types of products you recommended at this stage but still wanted to make sure they're relevant, you could set the dynamic value and recommendation filter to display items that have the same gender attribute as the product currently being viewed.

This flexibility allows you to provide more deeply personalized experiences for each customer.



3 CUSTOMER SPOTLIGHT: **Product Detail Page**

Leading Office Retail Brand Leverages Machine Learning and Automated Personalization to Streamline Buying Process on PDPs.

\$6.9M
.....
Generated in Revenue
from Monetate Automated
Personalization



CHALLENGE

Much of the information that influences the buying decision is located on this large retailer's PDPs. However, with a glut of information—including product information, pricing, promos, reviews, and related products—all located on these PDPs, the company found that they were cluttered, making it hard for customers to find the information they needed.


APPROACH

This well-known name in office retail deployed Monetate's machine learning capabilities to dynamically determine which sections appeared first, thereby emphasizing or deemphasizing certain information for each individual. The results showed a dramatic impact on the customer's buying behavior and the brand's revenue per session.



The Digital Customer Journey: Cart/Basket Page

YOUR SHOPPING BAG


 **Fleece Lined Yosemite Parka** \$36
Color/Size: Burnt Orange/M
Qty: 1


UPDATE BAG Using a promotional code? **APPLY**


Merchandise Subtotal	\$36
Estimated Shipping	\$7
Estimated Total	\$43

CONTINUE SHOPPING **PROCEED TO CHECKOUT**

You may also like...

 **Cashmere Fingerless Gloves** \$89
Color Qty
ADD TO BAG

 **Ladies' Cashmere Sweater** \$124
Color Qty
ADD TO BAG

 **Insulated Raincoat** \$115
Color Qty
ADD TO BAG

The cart or basket page is the final page a shopper sees before checkout. This page provides the best opportunity to boost incremental revenue through cross-selling. That being said, the primary objective here is to convert—to get the visitor to complete their purchase.



Our Favorite Strategies for Improving the Cart/Basket Page



Use Dynamic Testing to optimize the layout, language, and more during this crucial stage in the journey, while minimizing risk (Dynamic Testing automatically allocates more traffic to the best performing variant.)



Highlight value propositions like free shipping (If the visitor has to meet a certain threshold to qualify, only display this message if they have met or exceeded that threshold.)

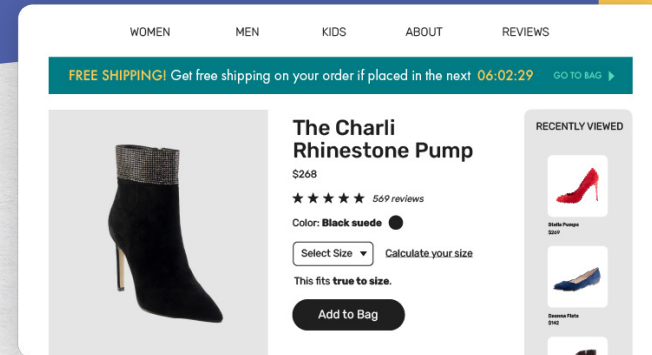


Add a countdown timer showing how much time the visitor has left to qualify for next-day shipping. Set a rule to only display the timer if it's under a certain time frame.



Recommendations strategies should focus on cross-selling and impulse purchases:

- ✓ *Display complimentary products, giving the shopper an opportunity to consider other items at the checkout stage.*
- ✓ *Avoid displaying competing, similar items that may distract the visitor from checking out.*
- ✓ *Personalize suggestions such as Complete the Look, Routine, Collection, etc., to offer a tailored selection of recommendations likely to increase value per customer.*



✓ *Displaying popular, lower-priced items related to the current purchase allows you to take advantage of impulse buy opportunities **on** the cart page.*

✓ *Use all products in the cart as context for your recommendations.*



Specific recommendation algorithm suggestions for the cart page:

✓ **Also purchased:** *When a customer is on the cart page, show them other products frequently bought alongside the one they're about to purchase.*

✓ **Recently Viewed:** *When a customer is on the cart page, showing what they've browsed may remind them of other products they intended to purchase. Give them easy access to their browsing history with the 'Recently Viewed' recommendation algorithm.*



4 CUSTOMER SPOTLIGHT: **Cart/Basket Page**



The Landmark Group added product recommendations to the cart page for increased AOV and RPS.

CHALLENGE

Multinational retail and hospitality conglomerate The Landmark Group had a goal of increasing average order value (AOV). They wanted to see if adding product recommendations to the cart page based on in-session and past behavior

APPROACH

Added product recommendations to the cart page based on in-session and past behavior.

Not knowing which messaging or algorithm would perform the best, Landmark deployed the different variants as a Dynamic Test. This enabled machine learning to amend the traffic allocation based on the performance of each variant.

This approach allowed Landmark to learn and maximize performance. They discovered that the “Viewed-Also-Viewed” algorithm worked the best.

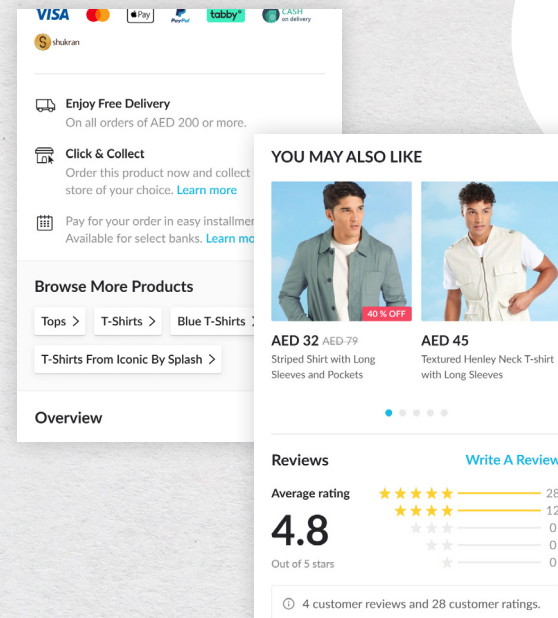
+13%

Increase
in AOV



+16.6%

Increase
in RPS



Building a Personalized Customer Journey

Discover Why Merchandisers ❤️ Monetate

In this playbook, we shared some amazing tips and best practices that we hope will be valuable for you and your team as you continue to build out personalized customer journeys.

The wins and tips highlighted in these pages are the fuel you need to take your personalization to new heights. Learn from the best merchandisers that we've worked with and bring their success to your site.

While there are so many different tools, platforms, and software solutions on the market that claim to offer enhanced personalization solutions to brands, Monetate is the one that is built for and loved by merchandisers.

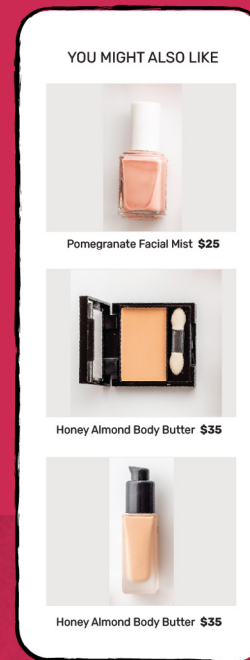
Monetate is the only personalization platform that offers an integrated, all-in-one solution for analytics, testing, and customizable personalization actions to create a complete customer journey.

Paired with robust product recommendations, dynamic bundling, social proof, and personalized search, you have the toolkit you need to build and scale automated personalization for your brand.

For more best practices or for advice on specific use cases tailored to your unique goals and merchandising strategy, please [contact the Monetate team](#).

Find out why Merchandisers Love Monetate.





Monetate helps organizations make eCommerce personal and profitable. It helps merchandising, marketing, and technical teams deliver category-defining customer experiences that influence over \$230 billion in revenue annually.

More of the top 1,000 retailers than any other vendor use Monetate's AI-powered merchandising, testing, and personalization capabilities to increase customer engagement, boost conversion rates, and maximize revenue through interactions that matter to customers.

Global companies like Office Depot and Lufthansa Group deliver shopper-centric content, product recommendations, and experiences powered by Monetate's unique blend of machine learning and natural language processing that analyze real-time and historical data, intent, and meaning.

Learn more at www.monetate.com.

