ONLINE EVENT

Mastering E-commerce Recommendations
Agenda

1. About Raptor
2. Why Website Personalization
3. The data behind it
4. Essential setup for Website Personalization
About me

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Raptor Services A/S – From the beginning

- **2009**: Raptor Smart Advisor v1 developed for Danish eBay
- **2010**: The product is commercialized, First client cases
- **2012**: Strategic decision to focus on Raptor Smart Advisor
- **2013**: Raptor Services A/S founded
- **2014**: First customers outside of Denmark
- **2015**: Global Expansion with 800+ clients in 40+ countries
- **2016**: Microsoft Gold Partner
- **2017**: Among 200 selected EMEA companies
- **2018**: Opening office in Bucharest, Romania
- **2018**: 1st Place at FDIH
- **2019**: "Best E-commerce Tool" 1st Place at FDIH
- **2021**: QNTM (ALTOR) as new majority shareholder
Product suite

- **Personalization**
  - Website
  - E-mail
  - Pers. for Banners
  - Triggers
  - Search

- **Merchandising**
  - Boost specific products

- **Customer Data Platform**
Product suite

**Personalization**
- Website
- E-mail
- Pers. for Banners
- Triggers
- Search

**Merchandising**
- Boost specific products

**Customer Data Platform**
- Behavioral
- Transactional
- List
- Line
- Store
ONLINE EVENT

Mastering E-commerce Recommendations
Why Website Personalization?

- Increase revenue
- Drive conversion and cross-sales
- Increase user experience
- Save time on manual work tasks
Implementation: Step-by-step

1. Setup tracking script on your website to monitor customer behaviour
2. Ingest historical purchase data to warm up the algorithm
3. Fine tune the Raptor recommendations module
4. Setup recommendations strategies on your website - using the Raptor Recommendations API
5. Adjust and monitor recommendations performance in the Raptor Controlpanel
Sources for good recommendations

**Behavioural website tracking**
- Product preferences (on master and variant-level)
- Brand & Category preferences
- Price point/sensitivity
- Person identifiers: CookieId, MemberId, AccountId, E-mail, Phonenumber etc.

**Physical store data (if available)**
- Product preferences (on master and variant-level)
- Brand & Category preferences
- Price point/sensitivity
- Person identifiers: MemberId, AccountId, E-mail, Phonenumber etc.
- Location
- Favourite store

**Product information**
- StockStatus (true/false or actual number)
- Gross margin
### What does data tell us?

**Snapshot from Live Tracking Stream in Raptor Control Panel**

<table>
<thead>
<tr>
<th>Search</th>
<th>Timestamp</th>
<th>Number of rows</th>
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<tbody>
<tr>
<td>V6\wMBV</td>
<td>5 minutes</td>
<td>176</td>
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<table>
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<th>Category/Type</th>
<th>Status</th>
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<td></td>
</tr>
</tbody>
</table>

**Notes:**
- The data is from a live tracking stream in Raptor Control Panel.
- The search term used was `V6\wMBV`.
- The data was collected over a 5-minute interval and yielded 176 rows of data.
What does data tell us?

Snapshot from Live Tracking Stream in Raptor Control Panel

<table>
<thead>
<tr>
<th>Date</th>
<th>EventType</th>
<th>ProductId</th>
<th>ProductName</th>
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<td></td>
<td>11999</td>
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</table>
Differences between B2B and B2C

**B2C**
- Low frequency
- Based on one user
- Access to full product catalogue
- Same price for all
- Many guest check-outs

**B2B**
- High frequency
- Based on multiple users
- Access to a limited product catalogue
- Customer-specific prices
- Requires login for check-out
Essentiel setup

Front page:
- Personal recommendations
- Top selling products
- Trending right now
- Top visited products
- Personalized Offers

Category pages:
- Top selling in category
- Top viewed in category
- Trending categories

Brand pages:
- Top selling in brand
- Top viewed in brand
- Trending brands

Product pages:
- Similar products
- Related products
- Last seen products
- Related content

Powerstep:
- Related products

Basket:
- Related for basket

Account page:
- Top selling user products
- Personal Recommendations
- Personalized Offers

Content front page:
- Top read content
- Personalized content

Content pages:
- Similar content
- Related products
Front page

• Personalized product recommendations

• Difference between known and unknown customer

• Disqualify purchased products or not?

• Change recommendations in-session
Front page

- Personalized product recommendations
- Difference between known and unknown customer
- Disqualify purchased products or not?
- Change recommendations in-session
Front page

• Avoid a static frontpage but inspire instead
• Don’t focus solely on last visited product
• Inspire the customers with alternatives
• Focus on both products and content (blogs/banners)
• B2B focus: Boost product purchased before
Front page

- Avoid a static frontpage but inspire instead
- Don’t focus solely on last visited product
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- Focus on both products and content (blogs/banners)
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Category / Brand pages

- PLP’s often contains 1.000+ products
- Use the knowledge about the customer
- Use social proof
- Personalized based on the customer
- Example: Placed on top as a slider
Category / Brand pages

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- Example: Placed on top as a slider
Category / Brand pages

- Another way of implementing the strategy
- Push brand preferences
- B2B specific: Push popular company products
Category / Brand pages

- Another way of implementing the strategy
- Push brand preferences
- B2B specific: Push popular company products
Product pages

- Drive conversion and avoid bounce

- Show similar items
  - Same colour and brand
Product pages

• Drive conversion and avoid bounce

• Show similar items
  • Same colour and brand
Product pages

• Drive conversion and avoid bounce

• Show similar items
  • Same colour and brand

• Mind customers' brand preferences and price sensitivity
Product pages

• Drive conversion and avoid bounce

• Show similar items
  • Same colour and brand

• Mind customers' brand preferences and price sensitivity

• Make room for potential cross-sell
Product pages

• Drive conversion and avoid bounce

• Show similar items
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• Make room for potential cross-sell
Product pages (don't)

• Drive conversion and avoid bounce

• Show similar items
  • Same colour and brand

• Mind customers brand preferences and price sensitivity

• Make room for potential cross-sell

• Avoid showing variants twice
  • The "variant headache"
Product pages (don't)

• Drive conversion and avoid bounce

• Show similar items
  • Same colour and brand

• Mind customers brand preferences and price sensitivity

• Make room for potential cross-sell

• Avoid showing variants twice
  • The “variant headache”
Product pages (do)

- Drive conversion and avoid bounce
- Show similar items
  - Same colour and brand
- Mind customers brand preferences and price sensitivity
- Make room for potential cross-sell
- Avoid showing variants twice
  - The “variant headache”
Product pages

• Educate and be the expert

• Drive traffic towards your content

• Avoid manual maintenance mapping products to content
Product pages

• Educate and be the expert

• Drive traffic towards your content

• Avoid manual maintenance mapping products to content
Product pages

- Educate and be the expert
- Drive traffic towards your content
- Avoid manual maintenance mapping products to content
Power step

- Make sure the customers sees the related products
- Create a Power Step when customers "add to basket"
Power step

• Make sure the customers sees the related products

• Create a Power Step when customers “add to basket”

• Products should be related to the product added basket

• Boost products purchased before
Power step (do)

- Be realistic when trying to cross-sell
- Keep products within the same main category
Power step (do)

- Be realistic when trying to cross-sell
- Keep products within the same main category
- Focus on accessories to the main product
- Often products with a lower price than the added to cart product
Power step (don’t)

- Be realistic when trying to cross-sell
- Keep products within the same main category
- Focus on accessories to main product
- Often products with a lower price than the added to cart product
- Don’t try to do the “impossible”
Power step (don’t)

- Be realistic when trying to cross-sell
- Keep products within the same main category
- Focus on accessories to main product
- Often products with a lower price than the added to cart product
- Don’t try to do the “impossible”
Power step (do)

- Recommendations as they should
- Other accessories in focus
- Small add ons to the basket
Basket

• Increase the basket size

• Base recommendations on all products in the basket

• Don’t jeopardize the conversion

• Promote mainly related products (B2C)
Basket

- Increase the basket size
- Base recommendations on all products in the basket
- Don’t jeopardize the conversion
- Promote mainly related products (B2C)
- Remove products if added along the way
**Basket**

- Increase the basket size
- Base recommendations on all products in the basket
- Don’t jeopardize the conversation
- Promote mainly related products (B2C)
- Remove products if added along the way
Basket

• Increase the basket size

• Be aware of the price point

• Nudge by offering free delivery etc.
**Basket**

- Increase the basket size
- Be aware of the price point
- Nudge by offering free delivery etc.
Basket

• Increase the basket size

• Be aware of the price point

• Nudge by offering free delivery fx

• Don’t be greedy
Basket

• B2B specific recommendations
• Based on account / company level
• Top-up products in the basket
Content pages

• Be relevant at all times

• Inspire customer with related products

• But also similar content to keep inspiring the customer

• Avoid manual maintenance and mapping
Content pages

• Be relevant at all times

• Inspire customer with related products

• But also similar content to keep inspiring the customer

• Avoid manual maintenance and mapping
Account Pages

• Save customers purchase history and favorites
• Inspire with products similar/related to those products
• For B2B include what others in the organisation purchases
Sum up

• Data is the main source for good recommendations

• Use the knowledge of the customer preferences (Brand, Category, Price, Product etc.)

• Focus on the first conversion – after increase basket size

• When trying to increase basket size – don’t be unrealistic

• Recommendations is not only products but content as well
Questions?

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