Agenda

1. About Raptor

2. Why Website Personalization

3. The data behind it

4. Essential setup for Website Personalization

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About me

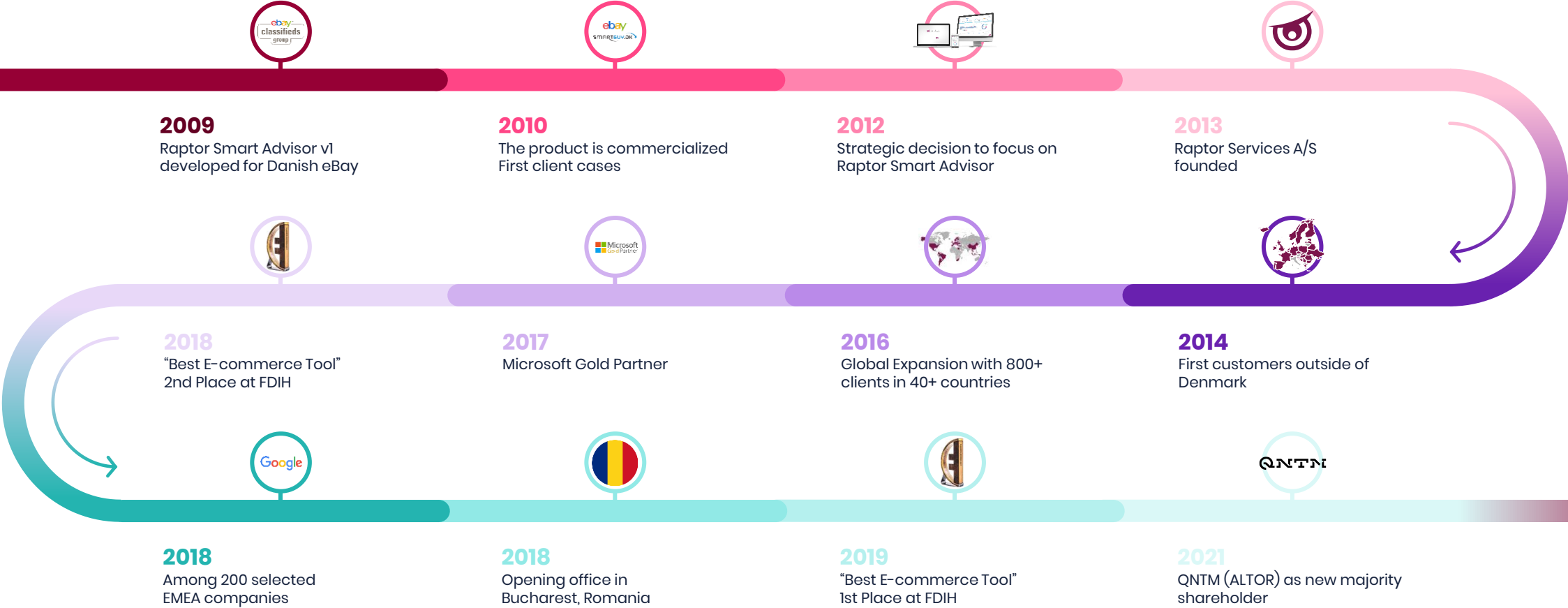**Mads Sieron Thorsen**

Director, Professional Services

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mst@raptor.dk

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Raptor Services A/S – From the beginning

2009
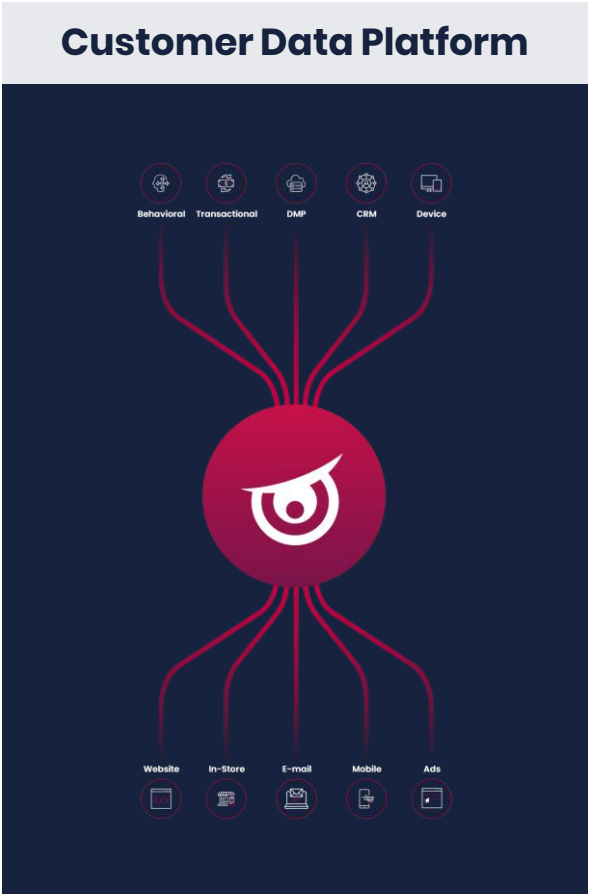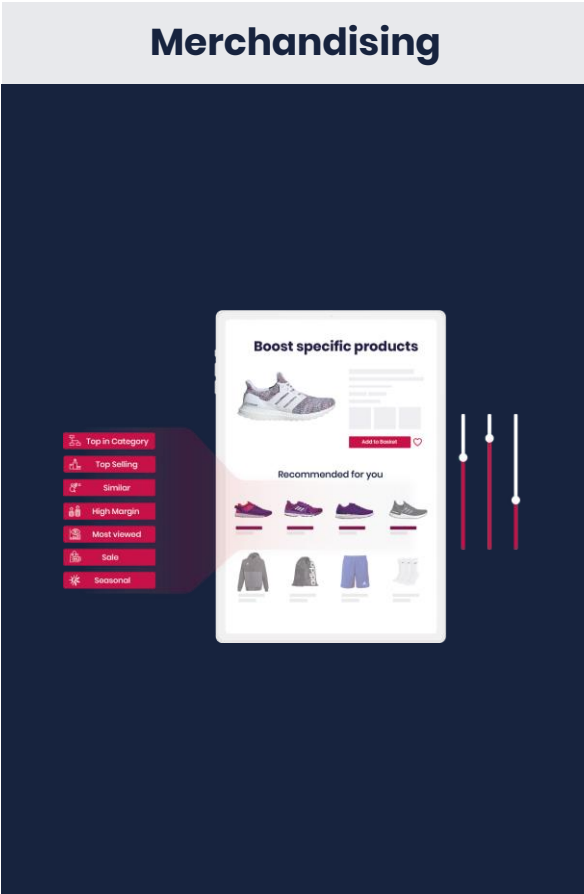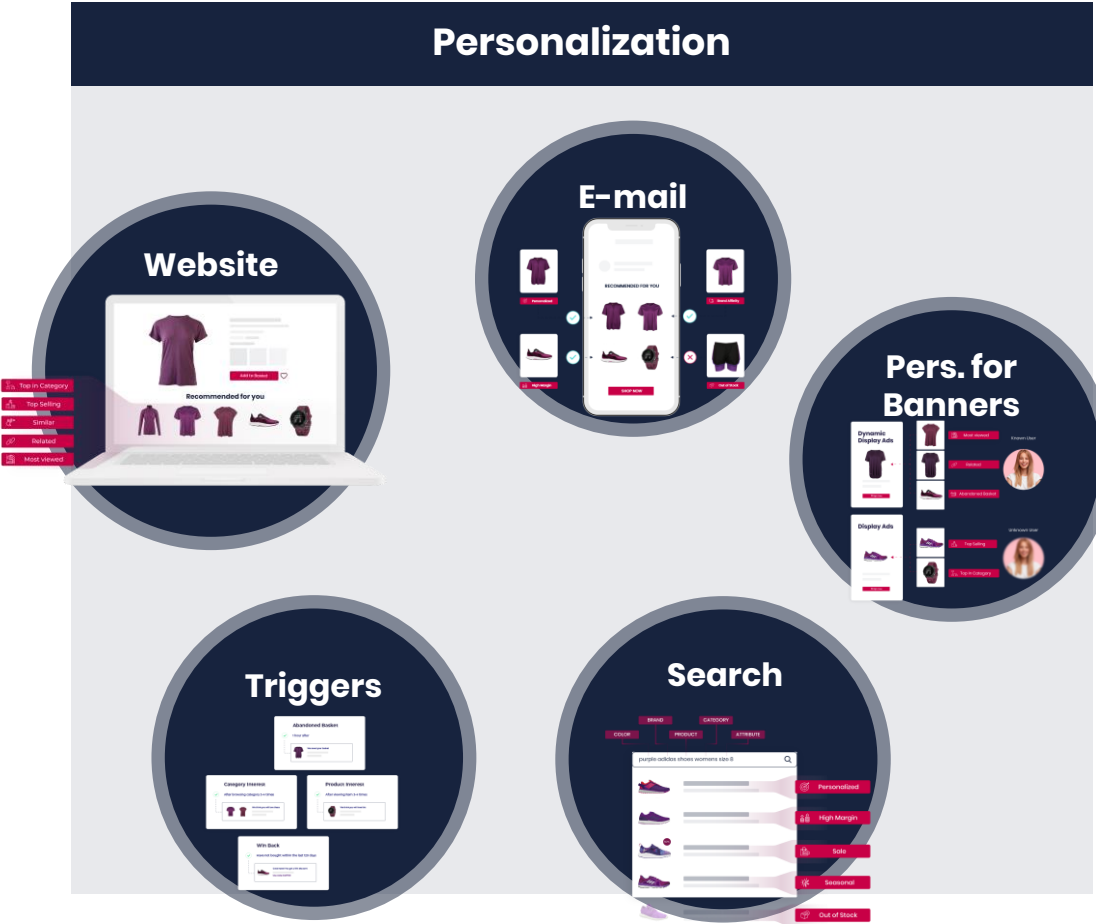Raptor Smart Advisor v1 developed for Danish eBay

2010
The product is commercialized First client cases

2012
Strategic decision to focus on Raptor Smart Advisor

2013
Raptor Services A/S founded

2018
"Best E-commerce Tool" 2nd Place at FDIH

2017
Microsoft Gold Partner

2016
Global Expansion with 800+ clients in 40+ countries

2014
First customers outside of Denmark

2018
Among 200 selected EMEA companies

2018
Opening office in Bucharest, Romania

2019
"Best E-commerce Tool" 1st Place at FDIH

2021
QNTM (ALTOR) as new majority shareholder

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Product suite

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

Merchandising

Boost specific products

Recommended for you

Customer Data Platform

Behavioral | Transactional | DMP | CRM | Device

Website | In-Store | E-mail | Mobile | Ads

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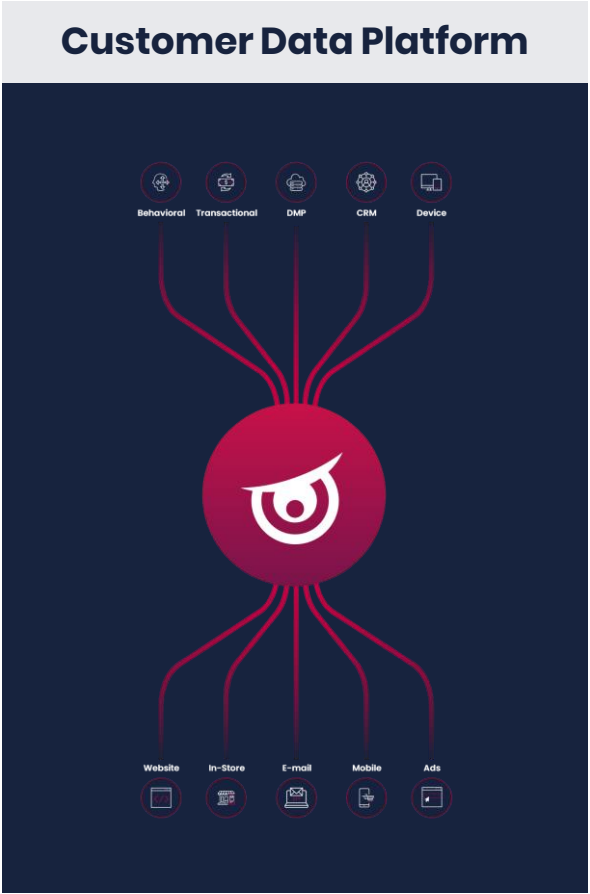
Why Website Personalization?

Increase revenue

Drive conversion and cross-sales
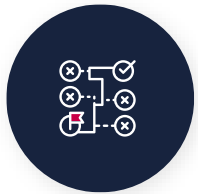
Increase user experience

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

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Sources for good recommendations

Behavioural website tracking

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

Product information

- StockStatus (true/false or actual number)
- Gross margin

Physical store data (if available)

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

What does data tell us?
Snapshot from Live Tracking Stream in Raptor Control Panel

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Snapshot from Live Tracking Stream in Raptor Control Panel

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

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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

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Front page

- Avoid a static frontpage but inspire instead

- Dont 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

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Category / Brand pages

- PLP's often contains 1.000+ products

- Use the knownledge about the customer

- Use social proof

- Personalized based on the customer

- Example: Placed on top as a slider

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Category / Brand pages

- Another way of implementing the strategy

- Push brand preferences

- B2B specific: Push popular company products

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- Drive conversion and avoid bounce

- Show similar items
    - Same colour and brand

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- Mind customers' brand preferences and price sensitivity

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- Make room for potential cross-sell

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Product pages (don't)

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- Show similar items
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- Avoid showing variants twice
  - The "variant headache"

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EXAMPLE ONLY

Product pages (do)

- Drive conversion and avoid bounce

- Show similar items
  - Same colour and brand

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Product pages

- Educate and be the expert

- Drive traffic towards your content

- Avoid manual maintanence mapping products to content

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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

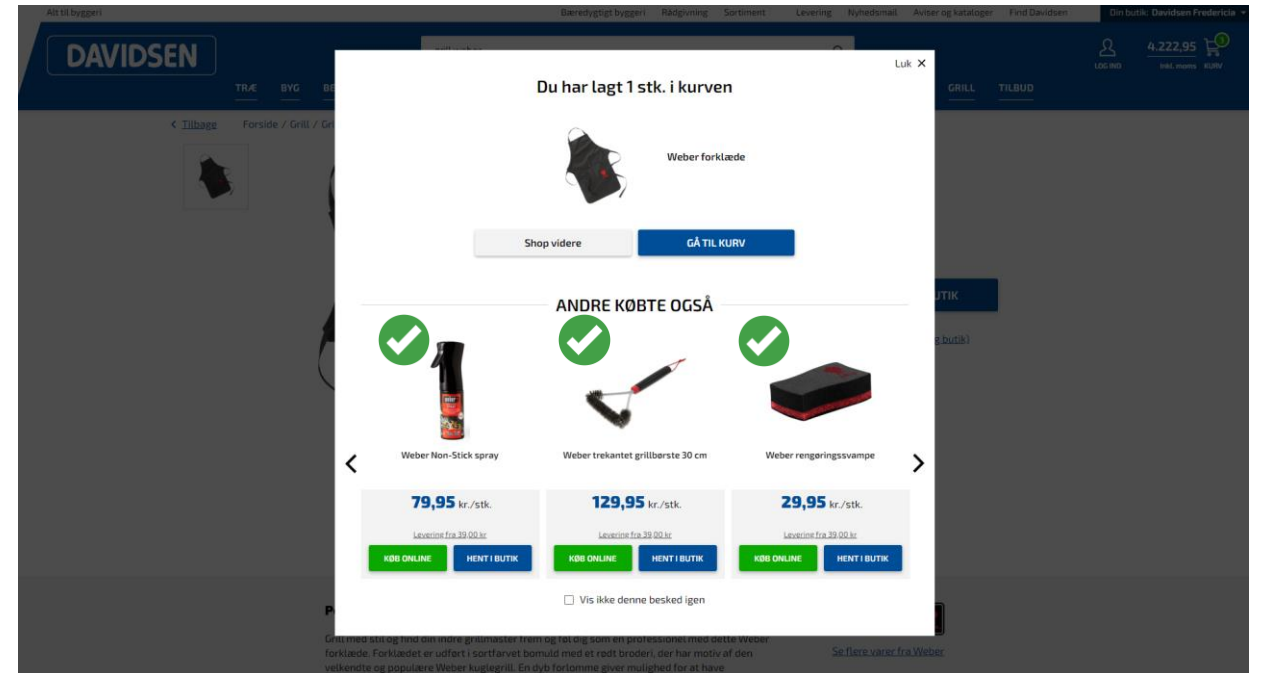- Keep products within the same main category

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 accesories 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 accesories 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 accesories 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)

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- 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

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Account Pages

- Save customers purchase history and favorites

- Inspire with products similar/related to thoose products

- For B2B include what others in the organisation purchases

Sum up

- Data is the main source for good recommendatons

- Use the knownledge of the customer preferences (Brand, Category, Price, Product etc.)

- Focus on the first conversion – after increase basket size

- When trying to increase basket size - dont be unrealistic

- Recommendations is not only products but content as well

Questions?

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