trbo

WHITEPAPER ____

Amazon knows best?

8 tips to personalize any online shop

> *"Compared to the industry leader Amazon, smaller and medium-sized online shops with out-of-the-box shop functionalities feel supposedly restricted. Yet, even simple actions can provide users with a personalized shopping experience and significantly improve KPIs."*
>
> **Felix Schirl**, CEO, trbo GmbH

ABOUT TRBO

trbo is the leading technology provider for dynamic onsite personalization, optimization and testing. trbo's AI-driven onsite personalization platform allows users to customize website content, A/B and multivariant test, and serve recommendations down to the individual level using machine learning. trbo's self-learning algorithm analyzes user behavior based on 50+ visitor characteristics, creating highly personalized, unforgettable website experiences for their customers. Incredibly agile and easy to use, trbo's toolset allows users to make changes in real time and serve their customers' needs right away.

Major global brands across all industries such as L'ORÉAL, WeightWatchers, Eddie Bauer, Ecco, Zwilling, Porsche Design and many more rely on trbo's comprehensive services.

trbo was founded in 2013 by CEO Felix Schirl with global headquarters in Munich, Germany and US headquarters in Miami, Florida.

Since 2023, Chatchamp is part of the trbo organization and complements the broad offer with Guided Selling and Chatbot solutions.

INTRODUCTION

When thinking about e-commerce, there's one brand you can't avoid: Amazon. By far, the industry leader tops the statistics for the world's largest turnover. Not only can Amazon offer competitive prices due to its sheer size, but the company has also optimized the shop so that users experience a seamless customer journey. Online shops of all shapes and sizes could use this as a starting point to bring the Amazon experience to their website.

USING THE AMAZON EXPERIENCE FOR YOUR OWN SHOP

From advertising suitable products to providing the right payment options – Amazon not only offers a huge range of products, but also a unique user experience. Throughout the entire customer journey, the user is provided with content that is as personalized as possible – from product recommendations on the homepage to post-purchase communication. Of course, as a global player, Amazon has a large tech team that continuously develops and improves the shop and the customer experience. Thus, every user should be supported in finding and buying not only what they are looking for, but ideally other products as well. In contrast, conventional shop systems often only offer limited functionalites to provide customers with a high-quality user experience. Many online retailers also lack reference points where to start with optimizing their online shop. However, this does not mean that smaller online shops do not have the opportunity to meet the needs of their users.

As a leading provider of onsite-personalization, trbo enables numerous companies to improve the customer experience and increase sales. In this whitepaper, we show you 8 tips that can be easily implemented in any online shop with trbo.

01

PROMPT FOR LOGIN

The easiest way to provide users with personalized recommendations is if the user is already known. However, many online shops only prompt their users to log in when they have already filled their shopping cart and are on their way to check out. Up to this point, online shops therefore only have the chance of making recommendations based on the user's surfing behavior.

Amazon reverses this process and prominently asks unknown users to log in as soon as they have opened the page. Once logged in, the user is greeted by their name in the menu and thus immediately feels welcome. Through this, the content can easily be tailored to the user's interests and past purchases.

Fig.: Prompt for login as soon as the user opens the page. With trbo, different variants can be tested against each other here to identify the best option. (trbo Demo Shop)

PERSONALIZE THE HOMEPAGE

The approach is most evident on the homepage: After logging in, the most recently viewed categories and matching products are suggested, and the user is encouraged to continue shopping. Of course, it is easier to make recommendations at this point if the user is already known.

However, shops can also adapt the homepage according to user behavior and, for example,

propose products from the most recently viewed categories – without the user having to be logged in. User data such as geolocation and related weather data can provide valuable information for personalization. This enables, for example, location-specific promotions or offers that match the weather at the user's location.

Fig.: Personalized teasers on the homepage
based on the user behavior. (reifen.com)

SORT THE MENU BASED ON USER INTERESTS

Amazon is not only changing the content on the homepage, they are also sorting the categories in the menus based on the users' past buying behavior. This allows visitors to quickly find the categories in which they frequently search for products.

In the case of shops with a broad range of products, this carries the risk that users may not be aware of additional categories and may look for a product in a different shop. Online shops should therefore always test how such a navigation adaptation affects user behavior and, if necessary, fall back on a mixed form of fixed and personalized menu items.

The fashion industry can benefit from a less complex version of this approach. Shops with clearly separable assortments can let users choose which part of the assortment they want to browse through, for example, men's or women's fashion. The next time they enter the shop, the menu is then customized based on this selection.
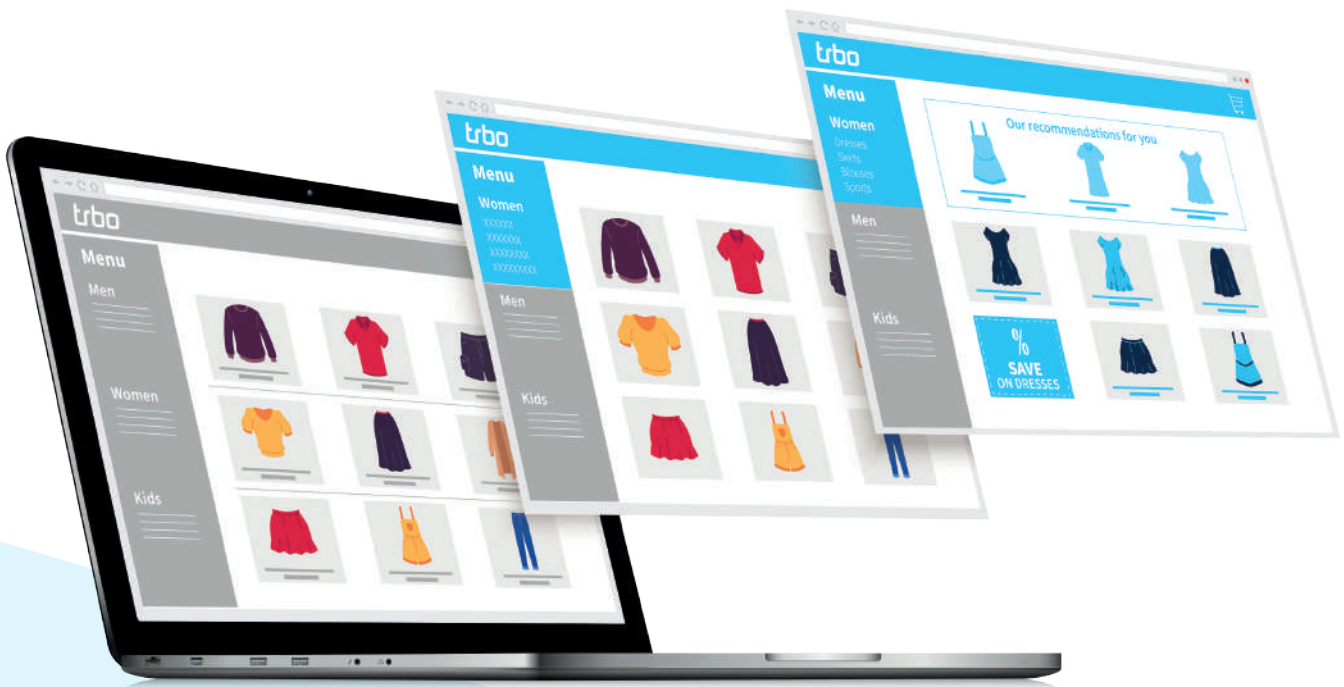
Fig.: Based on the surfing behavior and the interest derived from this, trbo can be used to personalize navigation as well as page types such as category pages for the user. (trbo Demo Shop)

OFFER ALTERNATIVES

Amazon offers a vast selection of products. The users can therefore find it difficult to navigate through the enormous selection and find the right product. In order to prevent users from leaving if they are not convinced by the products presented, Amazon suggests similar products on the product detail page that could also match the users' search query. Although the alternatives often only slightly differ from the product being viewed, they ensure that the users do not have to go back to the search results page. Instead, they can browse from one product detail page to the next until they find the right product. These types of product recommendations can be integrated easily into any online shop and are not limited to product detail pages. Product recommendations can also be displayed at other points of the users' customer journey, e.g., based on their click-in channel. Especially when users enter via Google Shopping, alternatives should be suggested. Thus, they will remain in the online shop and not leave should they not be satisfied with the product.
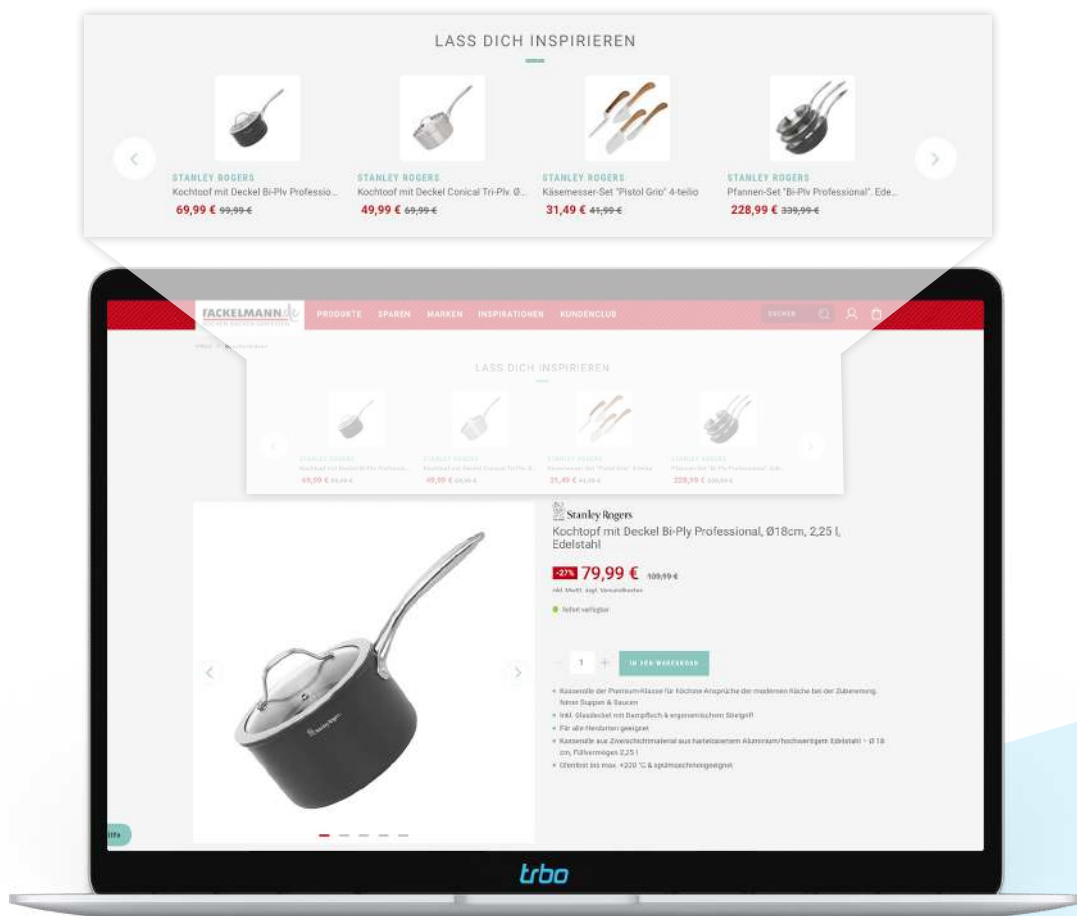

Fig.: Product recommendations on a product detail page. (Fackelmann)
trbo offers a variety of different product logics
that can be used to display recommendations.

RECOMMEND THE RIGHT PRODUCT

Amazon even takes it one step further and displays not only similar products, but also matching products to the current selection. This encourages users to buy more products and increase the value of their shopping cart. The recommendations are based on a so-called 'is often bought together' logic.

In addition to this option, online shops also have alternatives for defining the presented recommendations. For example, the top sellers of the entire shop, recommendations based on the user's interests and related products. In addition, entire product bundles can be defined. This is ideal in the fashion sector, for example, to shop complete outfits. Thus, the user does not have to laboriously click through the entire product range, but is inspired by matching articles.
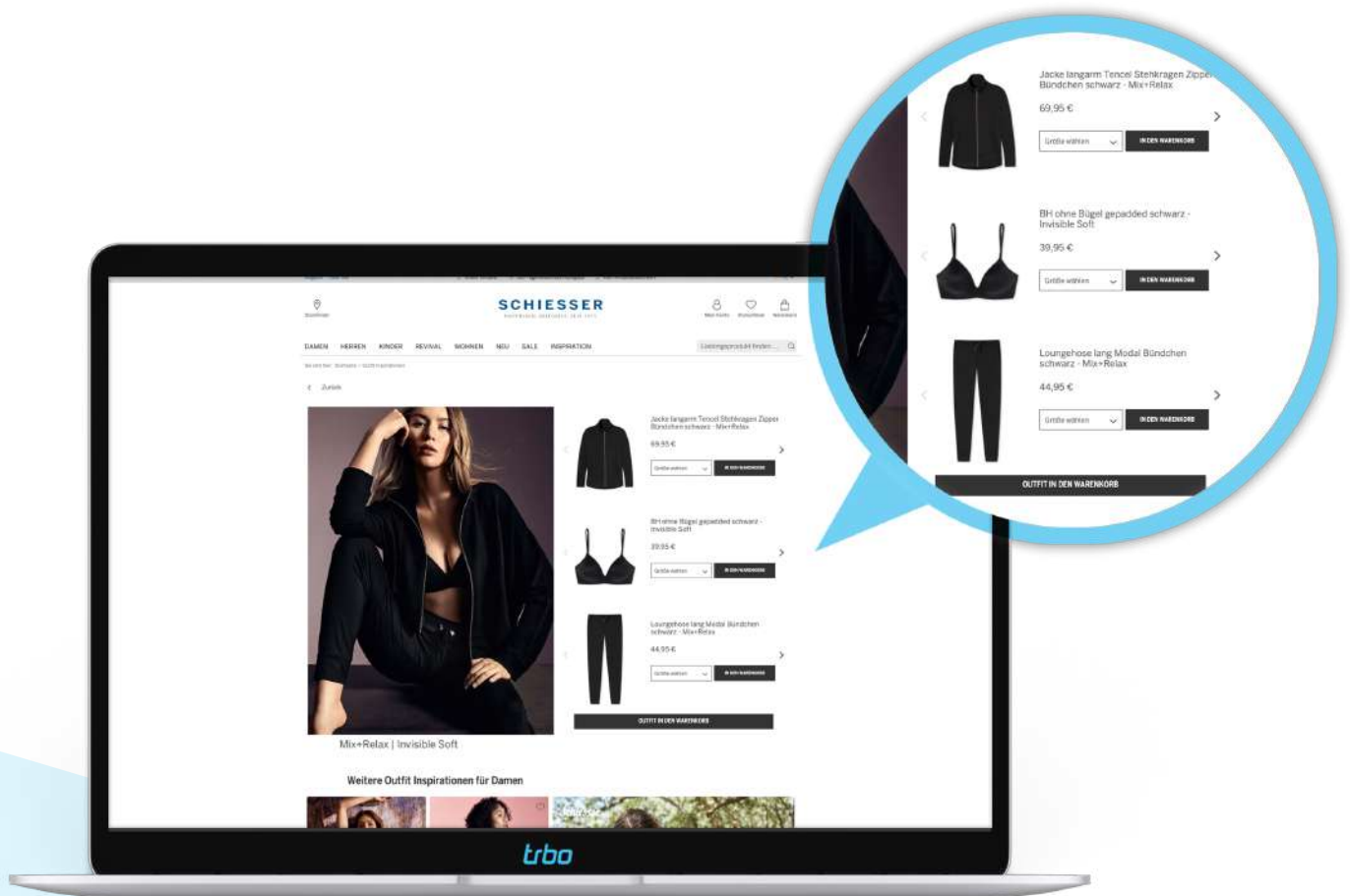

Fig.: Shop-the-Look Bundle: Users can easily add the entire outfit or just individual items to the shopping cart. (SCHIESSER)

06   ENCOURAGE IMPULSE BUYING

Once a user has placed an item in the shopping cart, further recommendations are immediately displayed that match the respective product. These may either be a higher-quality product or a suitable complementing product that the user might also need. The shopping cart page also contains further product recommendations from the purchase history or the categories visited during the shopping process. Users are thus encouraged to buy not only the selected item, but also additional or higher-priced items.

Cross- and upsell measures like these can either be displayed directly when a user adds a product to the shopping cart or before checkout to motivate users to purchase more items. Shops should also test displaying "grab-and-go" products the user hasn't specifically searched for. For example, batteries or replacement light bulbs that match the lamp are quickly added to the shopping cart without much thought.
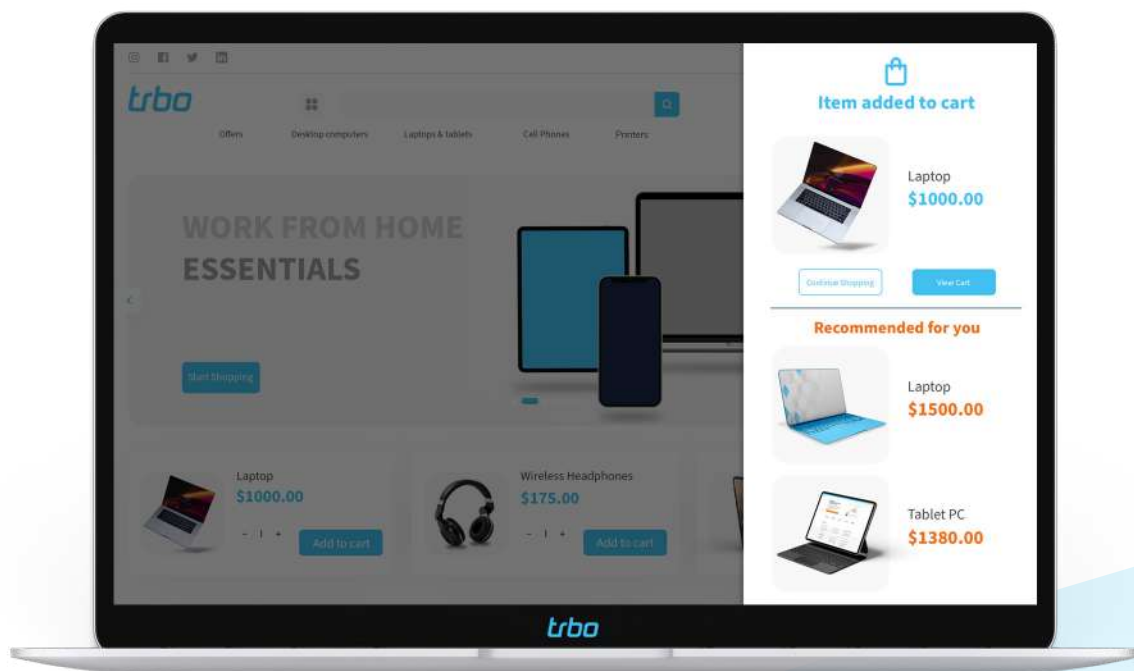

Fig.: Display of higher-value products. (trbo Demo Shop)
With trbo different options can be tested against each other to identify
whether the placement on the product detail page or in the shopping cart works better.

07 STAY TOP OF MIND

A long-term customer relationship is essential to ensure that the acquisition costs of a user do not have to be covered by a one-off visit. To keep users loyal to the shop, Amazon regularly sends out reminders regarding their interests. These include emails, but also push notifications via their app. With this, users are motivated to visit the app or the online shop again and, at best, make another purchase.

Online shops are also able to send out emails about products that have been left in the shopping cart, perhaps even in combination with a discount or free shipping offer. Thus, the user is encouraged to complete his purchase after all. Once the purchase has been made, users can also be prompted to rate the products they have bought and, in the process, pay the shop their next visit.
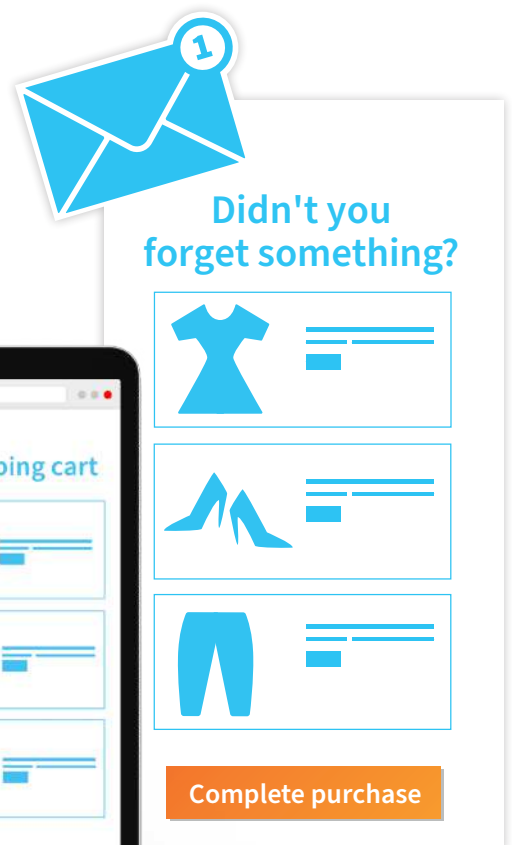

Fig.: In trbo, various e-mail triggers can be set up, which are then transferred to the email service provider. In this way, emails can be sent to users at exactly the right time - for example, in the event of a shopping cart abandonment. (trbo Demo Shop)

ENCOURAGE REPEAT PURCHASES

Users do not always have to be wowed with new products. Amazon identifies the products which are purchased not only once but more frequently and suggests these items for repurchase.

Online shops that offer everyday products can use the purchase history to identify how often a product is bought. If you know the frequency with which the customer will buy replacements, simply send them a reminder in good time, asking whether they need replenishment – maybe even in combination with discount promotions. Users are reminded to re-buy a product without having to think about it themselves. With dynamic segmentation users can be assigned to a group that is interested in certain products and receive corresponding recommendations. Thus, they are more likely to buy from the same shop again, rather than having to search for the product and the different variants all over again.

Fig.: Product recommendation "Are you looking for diabetes supplies?" with two additional diabetes products as well as price information, discounts and the CTA "Add to cart". (Sanicare) With dynamic segmentation, the product recommendation is only displayed to users who have already researched products in the diabetes category.

CONCLUSION

EVERY SHOP CAN LEVERAGE PERSONALIZATION

Amazon has included numerous personalization options in its online shop. The goal is always to keep the user as closely involved with the shop as possible, whether through personalized recommendations or close post-purchase communication. This, combined with a wide range of products, fast delivery options and competitive prices, enables Amazon to increase user loyalty and sales.

With trbo, however, the possibilities for optimizing online shops are available to online retailers. With personalized content and recommendations loyalty and a long term customer relationship is built. Users are addressed according to their needs and wishes, feel understood and thus gladly return for their next purchase. With a unique shopping experience, customer lifetime value is increased in the long term and acquisition costs for new customers are amortized.

With A/B testing and multivariant testing, online retailers have the opportunity to test different versions against each other and implement the option that works best for users long-term. Thus, online shops not only personalize the user experience, but continuously optimize it.

USING TRBO GIVES YOU THE FOLLOWING ADVANTAGES

- trbo offers a wide range of solutions for personalizing and optimizing your online shop for your users. With A/B or multivariant testing, several versions can be tested against each other to allow you to always identify the best option and implement it long-term.

- With trbo, you can use all actions for onsite personalization, optimization, and testing and always have 100% control over the success of your campaigns on our onsite personalization platform.

- trbo collects over 50 visitor characteristics – in real time and fully automated. This data can be used AI-based to improve the browsing and shopping experience on your website.

- The simple integration of trbo technology reduces your time – should further questions arise, your personal client success manager is available to help you implement your campaigns in the best possible way.

- trbo's open, shop-agnostic platform architecture enables easy implementation as well as the connection of tracking systems, email providers and many more. With data enrichment across all channels, 360-degree personalization becomes reality.

trbo

Would you like to unleash the full potential of your online shop and learn more about further actions to increase conversion rates and sales? Feel free to contact us!

We are happy to demonstrate how your website can benefit from using trbo's onsite personalization platform.

Arrange your free and non committal demo appointment now.