



*trbo*

WHITEPAPER \_\_\_\_\_

# Conversion Optimization with Personalization

Landing pages that turn  
users into buyers

”

*“Users enter a shop on a wide variety of pages – the home page, a product detail page, or even category pages. During their customer journey in the online shop, they interact with numerous additional pages. Depending on where users come from and where they are in the buying process, they have different needs that need to be fulfilled. If the individual landing pages and contact points in the shop are optimized in the best possible way and individually tailored to the user, the probability of a purchase increases. The online shop turns into a conversion machine”*

**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'Oreál, 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.

# INTRODUCTION \_\_\_\_\_

71 percent of consumers expect companies to deliver personalized interactions. And 76 percent get frustrated when this doesn't happen.<sup>1</sup> This frustration can be avoided by personalizing and optimizing the website – as it should show exactly the content that is truly relevant to the user.

## THE USE OF PERSONALIZATION FOR CONVERSION OPTIMIZATION

More and more companies are thus investing in the personalization of their online shop: by 2021, half of all marketers have already opted for personalization tools. After all, they not only provide added value for website visitors, but also for the shop itself. In addition to improved usability, a memorable user experience, and a smooth customer journey, personalization holds immense potential for increasing conversion rates and sales.

For many companies, one of the most important incentives for a personalized website is conversion optimization. In fact, 63 percent see it as the main benefit of personalization.<sup>2</sup> Nevertheless, there is still room for improvement here: Just \$1 out of a total of \$92 invested in customer acquisition goes into conversion optimization.<sup>3</sup>

Accordingly, a lot of potential remains untapped. However, if you want to successfully convert users into buyers, there is no way around optimizing the various contact points of the customer journey.



In the following whitepaper, we have compiled some best practices and show how successful landing pages can be used and optimized at various points on the website.

<sup>1</sup> <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/the-value-of-getting-personalization-right-or-wrong-is-multiplying>

<sup>2</sup> <https://www.statista.com/statistics/809002/personalization-website-in-app-benefits-worldwide/>

<sup>3</sup> <https://econsultancy.com/reports/conversion-rate-optimization-report/>

# # 01

## THE PERFECT HOME PAGE

The homepage is the store window of the online shop, as it provides a first insight into the product range, and users can immediately find current promotions and inspiration. On the home page, they decide in just minutes whether or not their expectations are met in the online shop. They place particular value on an individual and interest-based approach.

A perfect home page that converts customers to buyers should therefore be tailored to individual customer needs as good as possible and trimmed for purchase transactions.

### DYNAMICALLY ADAPTING TEASER AREAS

Content only becomes relevant once it has been tailored to users' interests. Thus, it is important to determine these interests in real time and to react to them dynamically. There are numerous possibilities for dynamic content exchange. The pet insurer can have the right teaser ready for the dog owner, the sports shop the right teaser

for the user's favorite sport, the fashion shop the teaser for men's or women's fashion and the toy shop will provide recommendations and teaser matching the user's interest in Pokemon. Depending on who is sitting in front of the screen at the time, content should be adapted accordingly.

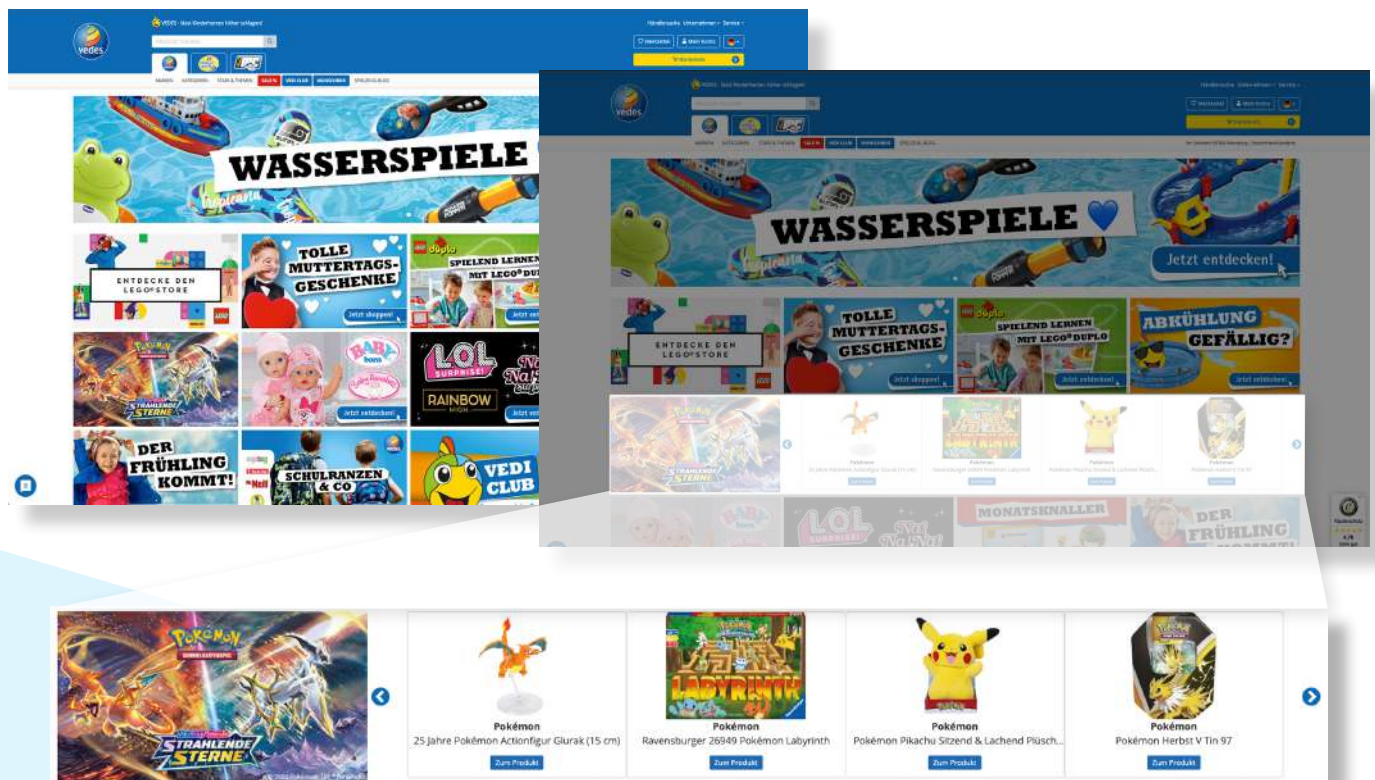


Fig.: Dynamic replacement of a teaser and suitable recommendation matching the user's interest

Left: Homepage without trbo

Right: Homepage with trbo based on the user's interest in Pokemon

(Vedes)

## GREET USERS WITH PERSONALIZED PRODUCT RECOMMENDATIONS

Users often return to the shop via the home page. Product recommendations make it particularly simple to get users back into the buying process. The latest offers from the preferred category, the most recently viewed

items or the items left in the shopping cart during the last visit could then greet the user. With just one click, users can find their way back to the completion of the purchase.

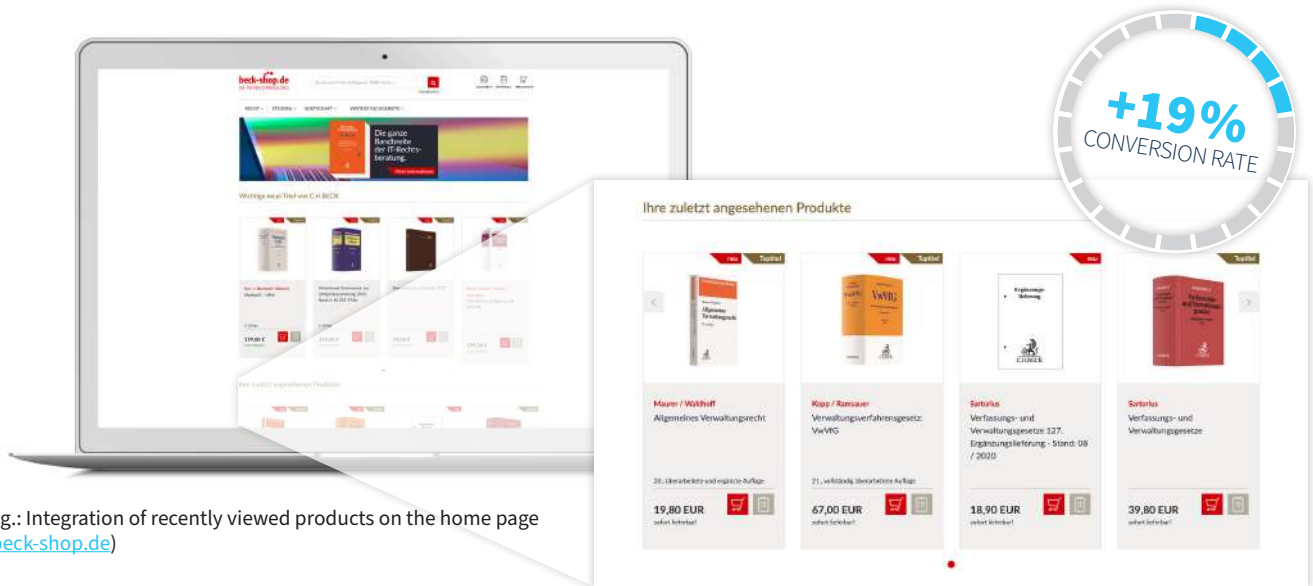


Fig.: Integration of recently viewed products on the home page ([beck-shop.de](http://beck-shop.de))

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## PERSONALIZED APPROACH FOR UNKNOWN USERS

However, unknown users can also be addressed in a personalized manner: simply with the user's location. Regional offers or products are then recommended on the home page. In the travel industry, the search process can even be simplified by filling in the nearest airport

directly. But the weather can also be taken into account. Teasers and banners are then adapted to the weather conditions in the user's region. This can simplify the search, but also lead to an impulse purchase.

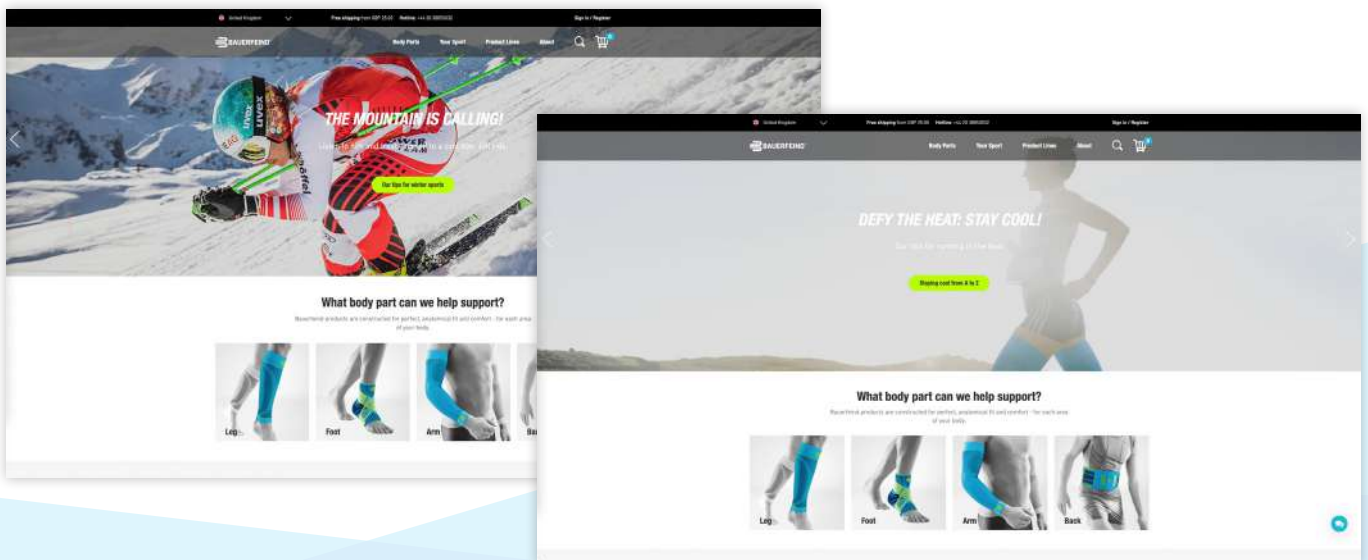


Fig.: Personalized headers for snow or heat depending on the weather at the user's location ([Bauerfeind SPORTS](http://Bauerfeind SPORTS))

## STRAIGHT TO THE SHOPPING CART

Online shops often encourage users to click their way through the product range. However, this is not always necessary to generate more sales. In our already fast-paced everyday lives, users often have very little time for online shopping and want to make purchases quickly and easily.

So why not lead users directly from the home page to the purchase conclusion, without detours via category and product detail pages? Instead of a link to the product detail page, the user is taken directly to the shopping cart.

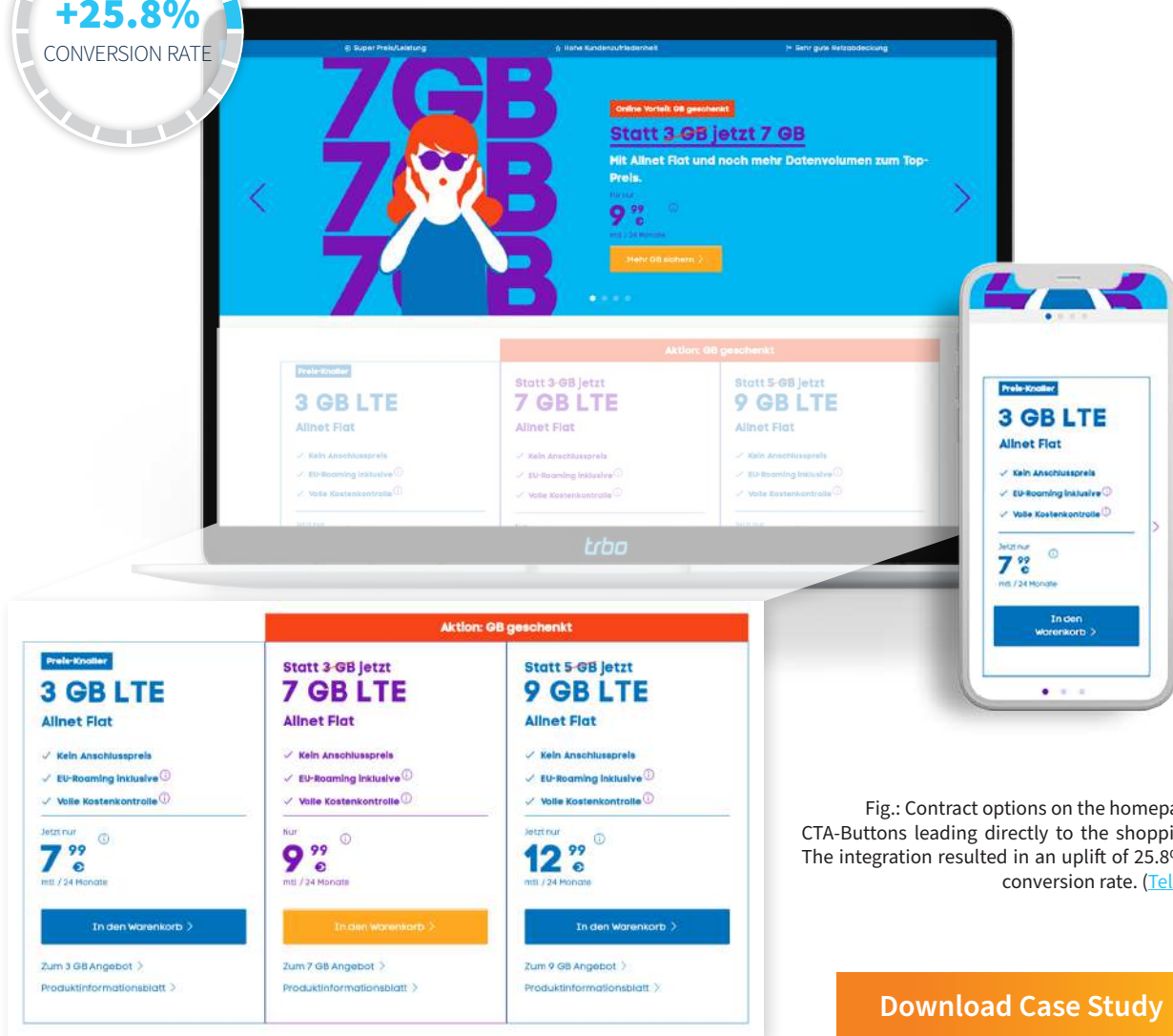
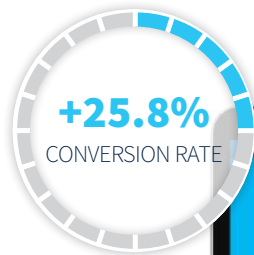


Fig.: Contract options on the homepage with CTA-Buttons leading directly to the shopping cart. The integration resulted in an uplift of 25.8% in the conversion rate. (Telefónica)

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### INDIVIDUAL HOME PAGES AS A CONVERSION BOOSTER

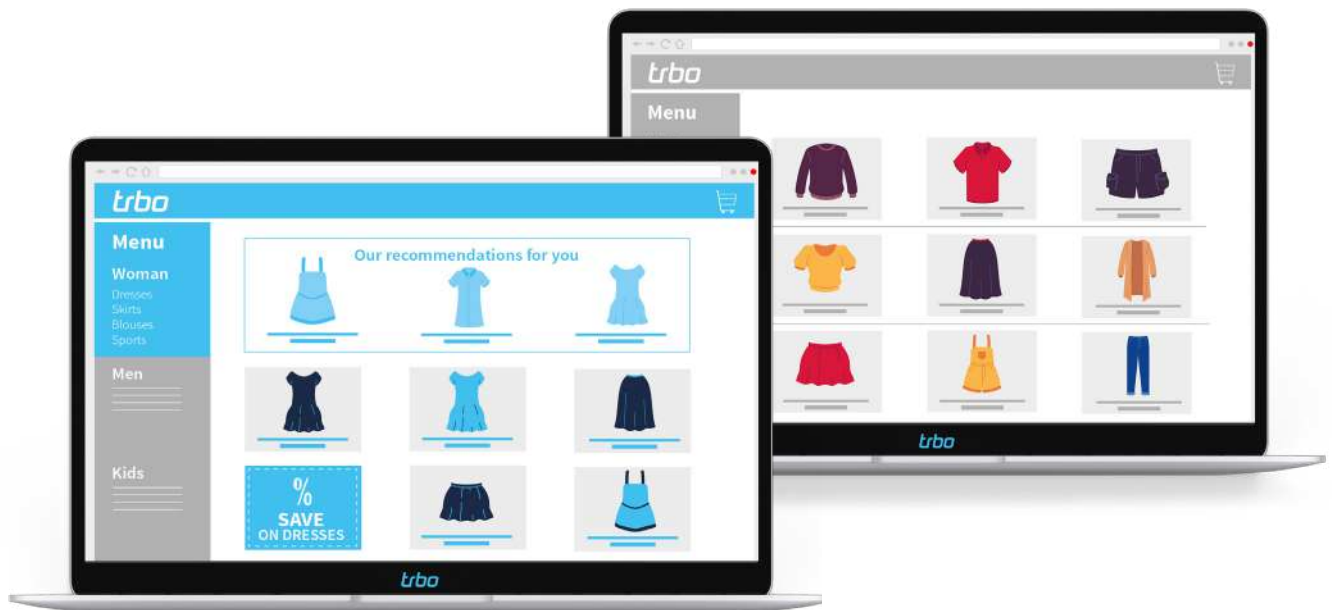
Once the content of the home page has been personalized and optimized, not only does it become more relevant for users, but they can also (re)enter the buying process more quickly. Shopping becomes much more convenient

and conversion rates increase. What's more, customers don't just buy once, but are happy to buy again, full of anticipation of new, exciting content.

In the course of the customer journey, customers come into contact with many pages – including category pages. They offer a broader overview of the product range. Users can continue browsing here and also complete the purchase. Important on category pages: relevance and convenience. Users should not have to click through a mass of different – perhaps irrelevant – products, but should be able to quickly see the items that are particularly exciting for them.

### SORTING PRODUCTS ACCORDING TO INTERESTS

Users quickly lose motivation and threaten to bail out if they have to spend a long time browsing through the assortment in order to find something suitable, or if they are overwhelmed by the sheer selection of different products. If the user's preferences are known (e.g., preferred brands, cuts, or styles), the category pages can be designed accordingly. Exciting products are sorted further up, less interesting items move further down. Thus, the users do not have to scroll for a long time until they discover something suitable.



### SIMPLIFYING THE PRODUCT SEARCH WITH PERSONALIZED FILTER FUNCTIONS

Filters (e.g. size, fit, price) are ideal for simplifying the user's search as much as possible as they allow the user to further narrow down the product range. If the user's preferences are known, the filters can also be preselected. In addition, filters offer the possibility of including more suitable product recommendations in the further course of the customer journey. For example, only products in stock in the specified size or only products of the preferred color, on sale, etc. are then shown.

## PRODUCT RECOMMENDATIONS ON CATEGORY PAGES

An additional possibility to personalize a category page are – similar to the home page – (personalized) product recommendations. For example, the bestsellers from the respective category can be displayed, but also items that

are specifically targeted to the user's need. Not only existing customers, but also unknown users can find the right product faster with the help of various recommendations – making shopping faster and less complicated.

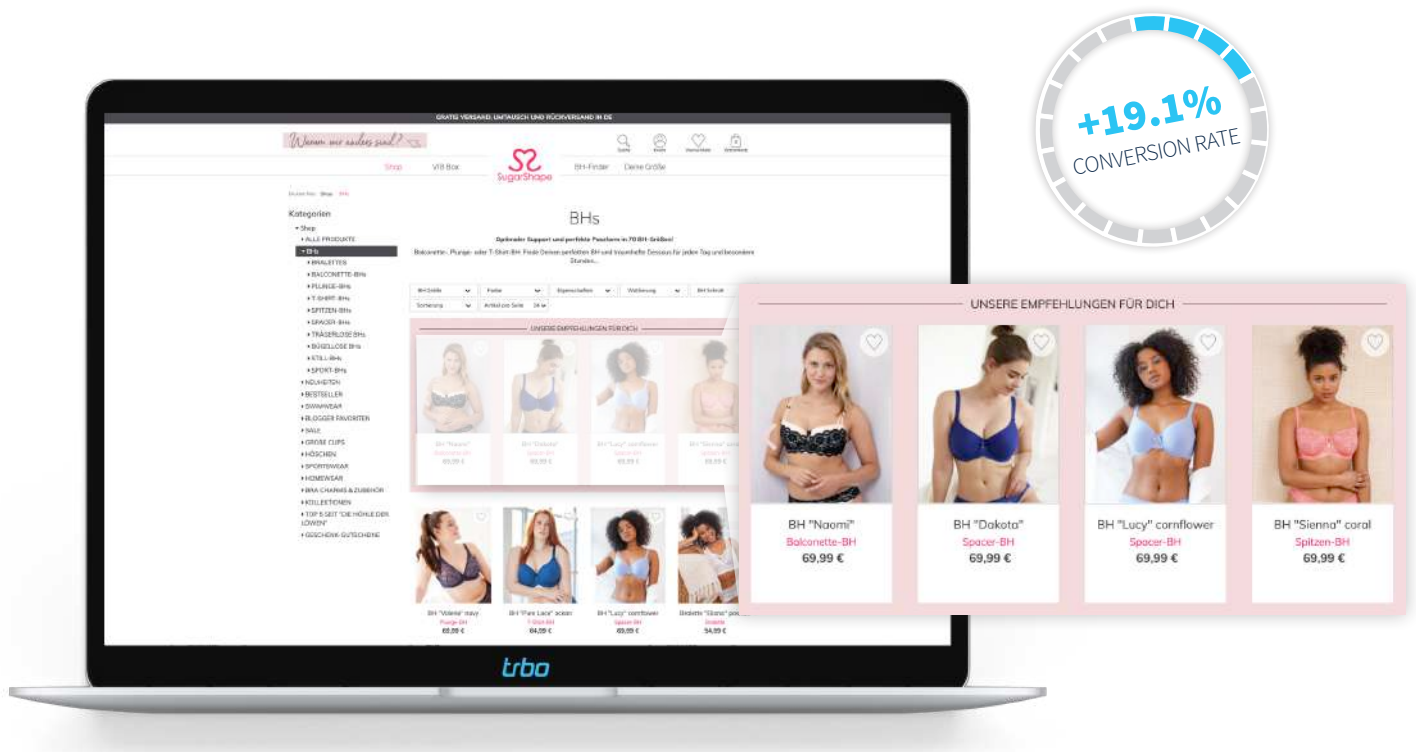


Fig.: Integration of data-driven, personalized recommendations on a category page reading "Our recommendations for you" ([SugarShape](#))

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## CATEGORY PAGES FOR UNKNOWN USERS

Clearly, if the user's interests are not yet known, no personalized filters or sorting can be used. Instead, the focus is on optimizing and simplifying the product search. For example, if the user is on the category page for "jeans", the various styles such as skinny jeans, mom jeans, boyfriend jeans, etc. can be integrated as CTAs to guide the user directly to the preferred

subcategory. Connected with matching images to the style, the descriptions become even more tangible. In addition, products that have been sold particularly frequently recently can be positioned more prominently. The probability that they will also meet the user's taste is significantly higher.



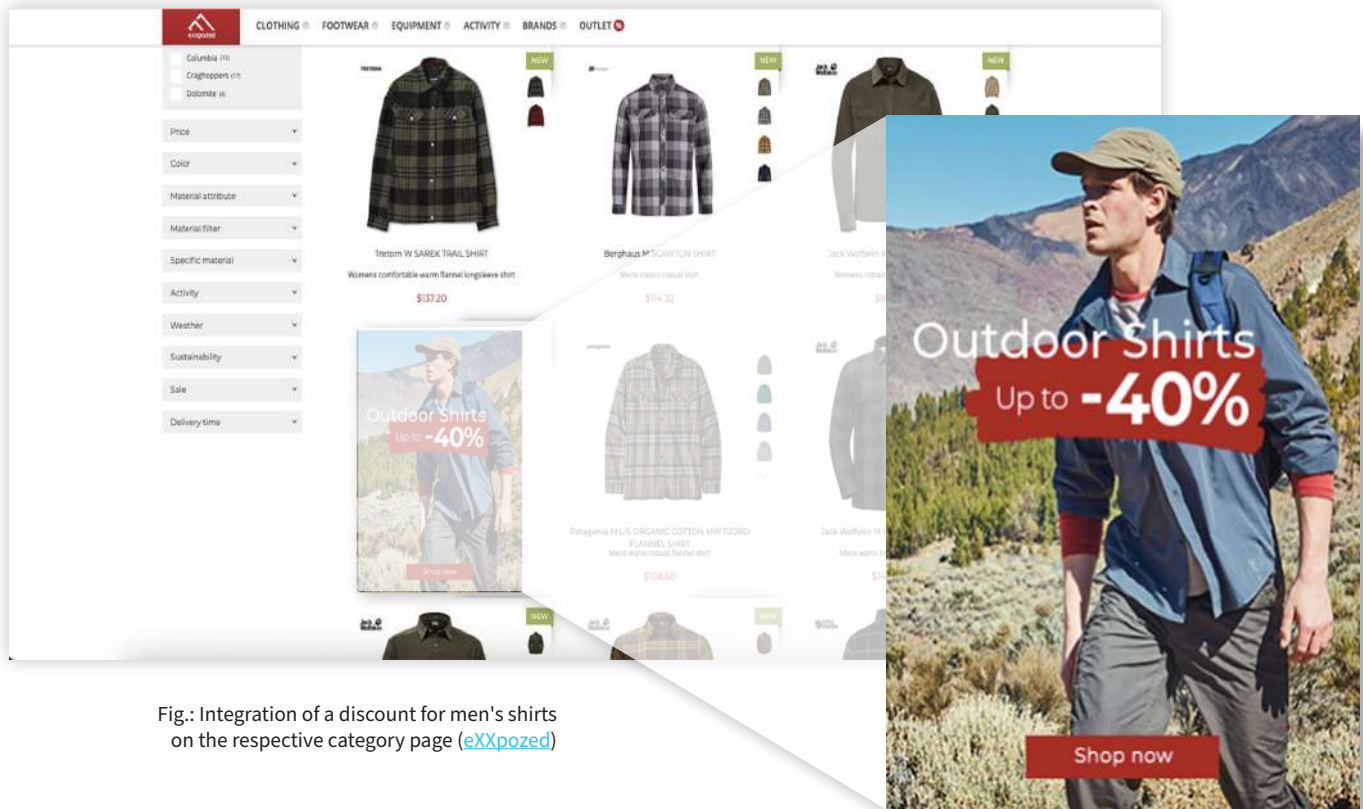


Fig.: Integration of a discount for men's shirts on the respective category page (eXXpозed)

## INDICATIONS OF SPECIAL OFFERS

Customers appreciate discount promotions and are often even more willing to make purchases as a result. If there is a particular promotion in the category in which the user is currently browsing, such as a sale or an advantage on buying a set, users are certainly happy to

receive a notification about it. Nothing is more annoying than finding out after a purchase that you could have saved money. In addition, items from the sale can also be marked as such directly on the category page – e.g. with a flag in the product image or a strike price.

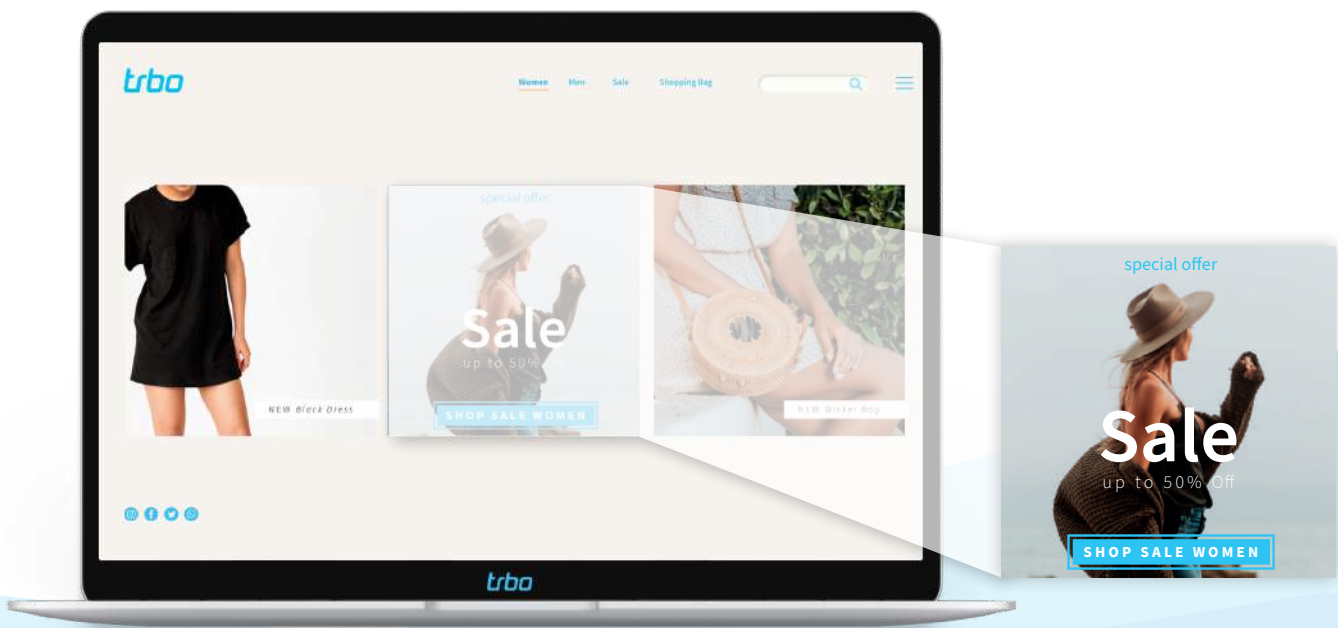


Fig.: Reference to a discount promotion in the appropriate category

## SUPPORTING DECISION-MAKING WITH ADVISOR FUNCTIONS

Particularly with products that require a lot of consultation, the abundance of products can overwhelm users. Without help, they leave the online shop in frustration and prefer to continue their search in another shop. It is therefore extremely important to provide users with

assistance and not leave them to make their own decisions. On the category pages, advisor functions can be integrated that use simple questions to guide the user step by step to the right product. This way, the user not only feels well advised, but also likes to come back.

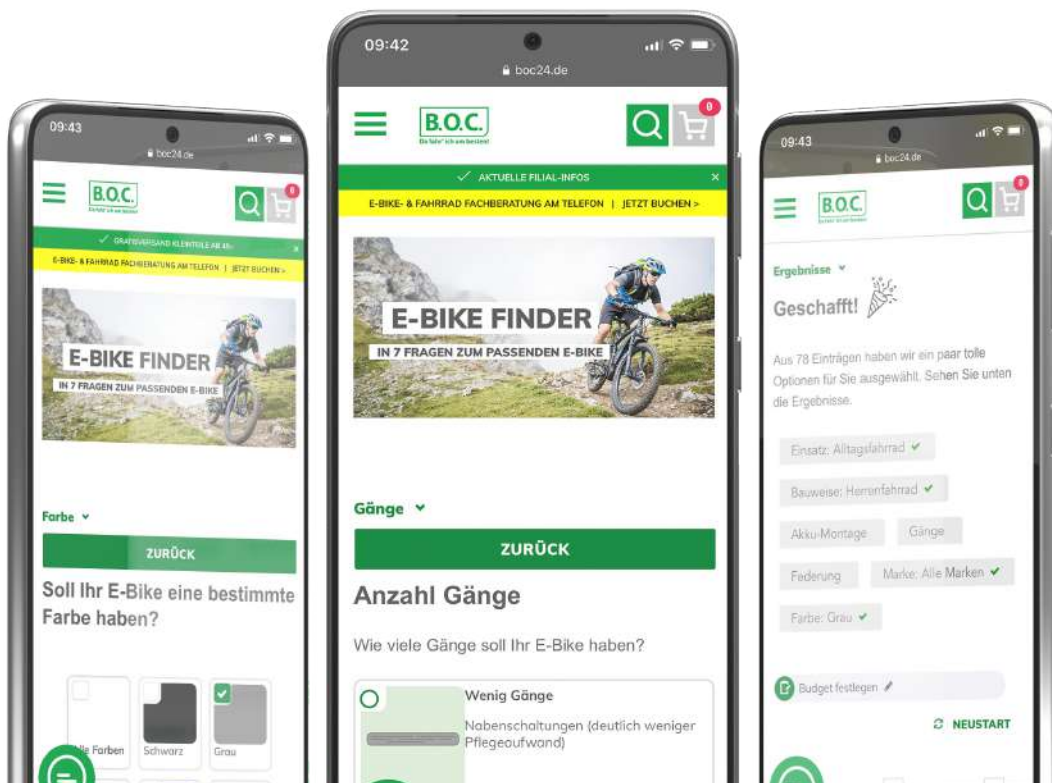


Fig.: E-bike finder on mobile devices guides users to the perfect e-bike via a list of questions (B.O.C.)  
Left: Should your e-bike have a certain color? Middle: How many gears should your e-bike have? Right: You made it! Now see your results.

## MORE CONVERSIONS WITH OPTIMIZED CATEGORY PAGES

A large product range appeals to many potential customers, but too much variety can also be overwhelming. It is therefore important to support the user in his search and to skillfully guide him through the assortment. With the help of small adjustments, such as the interest-based

arrangement of products or personalized filters, shopping becomes a convenient experience. Users don't have to scroll through the endless product feed, but can quickly find the right item and complete the purchase.

## THE PERSONALIZED AND OPTIMIZED PRODUCT DETAIL PAGE

The product detail page is the star of the website when it comes to conversions. This is where the decision is made whether to add the product to the shopping cart or to leave the website. It is therefore immensely important to optimize and personalize the product detail page as much as possible.

### KEY INFORMATION AT A GLANCE

Once users click on a product detail page, they are interested in finding out more about the product. What exactly does it look like, in which sizes and colors is the model available, what

material is it made of and much more. Especially with the size, however, there are usually uncertainties. Size tables and size information can provide a reference point.

### DETAILED PRODUCT DESCRIPTIONS

A great deal of work is invested in product descriptions, not without reason. They allow users to get a comprehensive picture of the product. In addition, optimized product descriptions lead to greater visibility in search engines. But how they are best received by

customers – brief and crisp or flowery and detailed – varies from shop to shop and should therefore be tested. Which services offer added value (free shipping, free returns, etc.) and where should they be best placed? Again, tests provide important answers to these questions.

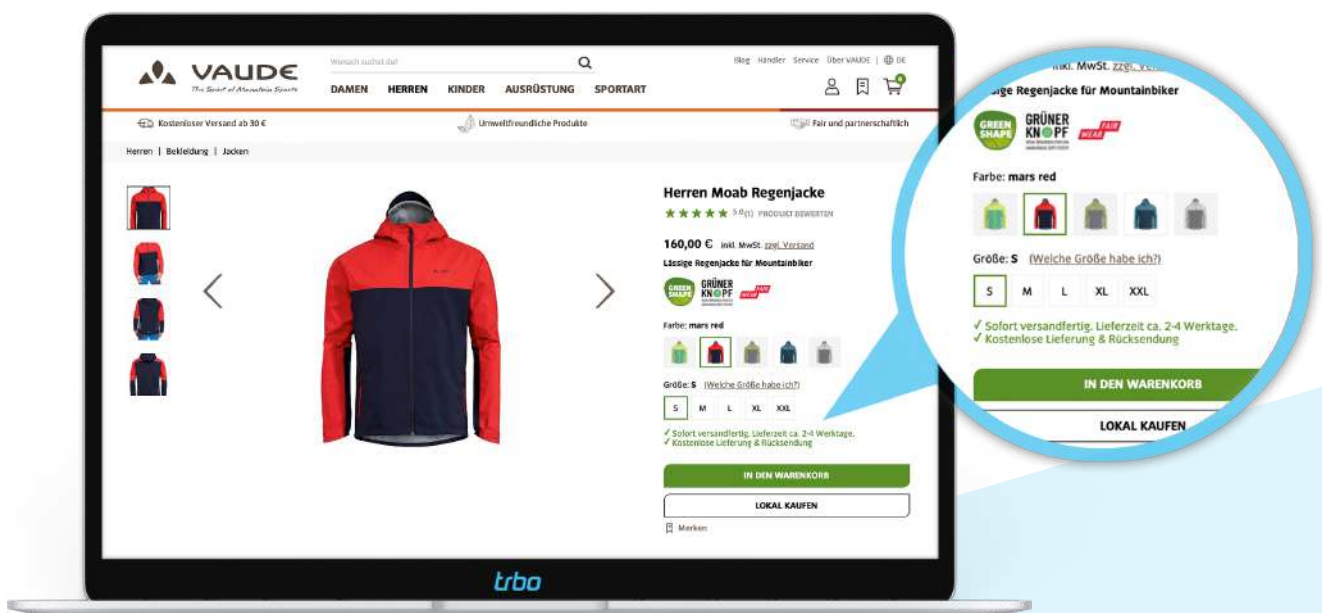


Fig.: Overlay of the availability as well as the shipping and return conditions (VAUDE)

## ASSISTANCE AND EXPLANATIONS WITH VIDEOS

Alongside perfect product descriptions, images must not be missing. How about offering moving images to the users as well? For example, a simple view of how the product (e.g. a dress) looks when worn. Or take it a step

further, something that is particularly useful for products that require explanation: Users can watch a suitable explanatory video directly on the page for the product.

## HELPING USERS MAKE A DECISION WITH GROUP MOTIVATION, AVAILABILITY & RATINGS

When making a decision, many users rely on the opinions of other users. Accordingly, product reviews are an essential component of product detail pages. Where and in which form – e.g. only as a display of stars or with excerpts from the rating texts – should be tested. In addition to product reviews, however, there is another way to harness the power of the community: Group Motivation. It shows how many other users are

currently looking at the product or have already bought it. And what a lot of customers buy has to be good, as we all know. Also, displaying the product's availability helps users to make a quicker purchase decision, as the scarce stock catches the eye of the user. The pressure to make the purchase increases, and so does the conversion rate.



Fig: A "Group Motivation" element shows how many people have recently purchased the viewed product ([Weight Watchers](#))

## PERSONALIZED PRODUCT RECOMMENDATIONS AS ALTERNATIVES OR ADD-ONS

Recommendations are likewise readily integrated on product detail pages, where they should be meaningful and individualized as well. With the help of previous browsing and buying behavior, the perfect recommendation can be generated for each user. With personalized recommendations, our customer LaShoe was

able to increase the conversion rate by 29.8%! Thus, more items demonstrably find their way into the shopping cart. Users who came to the product detail page via Google Shopping find an alternative if they don't like the product after all, instead of leaving the shop again immediately.

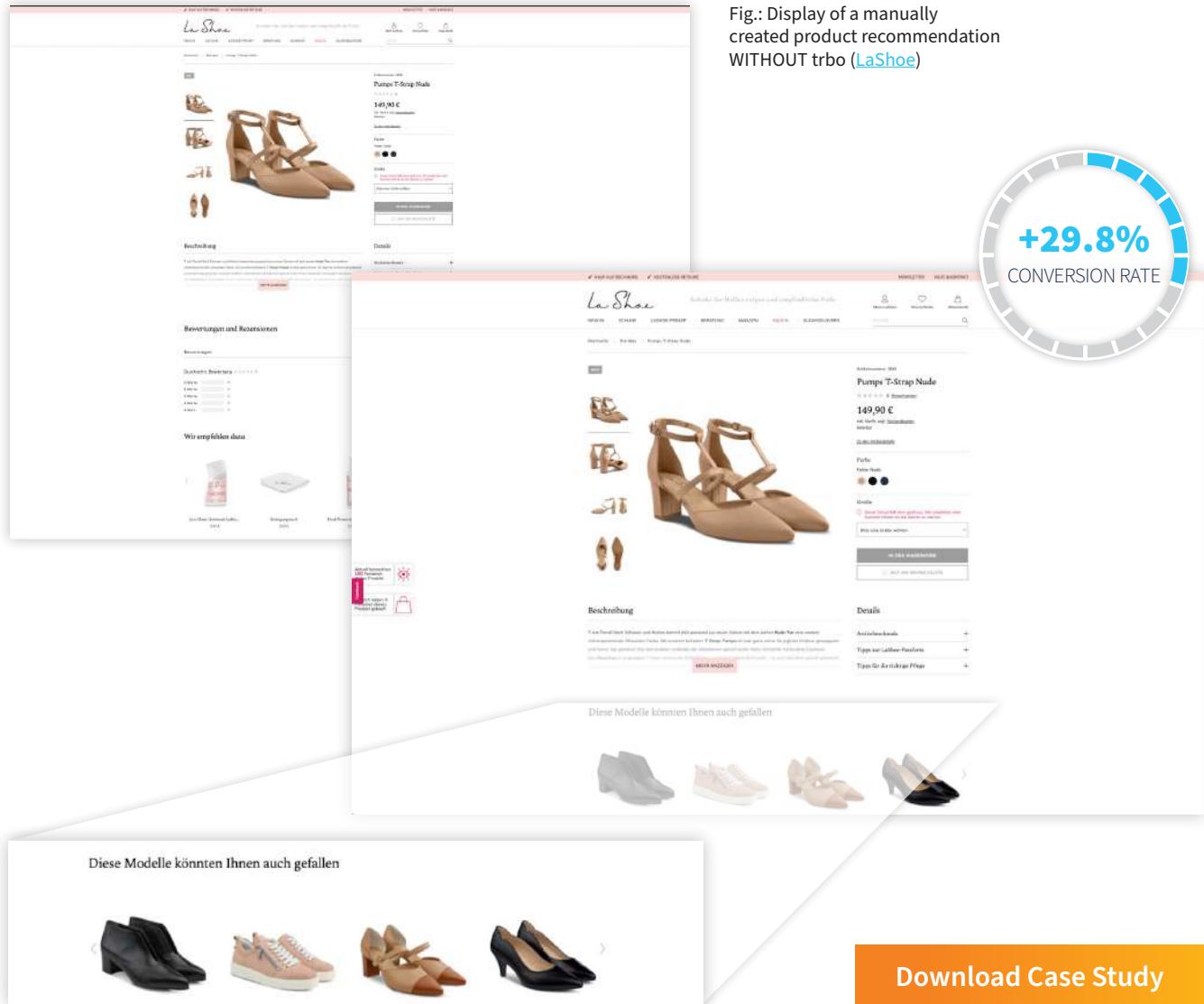


Fig.: Display of a manually created product recommendation WITHOUT trbo (LaShoe)

Fig.: Integration of a trbo-supported recommendation "you might also like these models" increased the conversion rate by 29.8% (LaShoe)

### MORE CONVERSIONS WITH ENRICHED PRODUCT DETAIL PAGES

Important information, alternatives, and some conviction from the community can significantly increase the likelihood of completing a purchase.

Users feel optimally advised by the adjustments and are happy to buy from the online shop again.

Inspiration pages are a nice way to get users to make a purchase. Often, users lack the necessary inspiration or imagination of how a certain item can be combined. Especially with indecisive shoppers, this can lead to an aborted purchase, despite a suitable product. Shop the Look functions and product bundles provide a remedy. These can be used almost everywhere in the webshop. On the home page, on product detail pages, or even as a landing page.

### PERSONALIZED INSPIRATION PAGES

Inspiration pages work in almost every area. Whether in the fashion industry, in the furniture industry or other industries, users can use inspiration almost everywhere. On inspiration pages, users can find various combinations of products and pick out the elements that suit them best. An example from the fashion

industry: Inspiration pages for women's and men's outfits with different styles (e.g., sporty, casual, chic, etc.). The user sees different outfits at a glance and can pick out the most suitable one. If the user's interests are known, inspiration pages can of course be arranged accordingly.

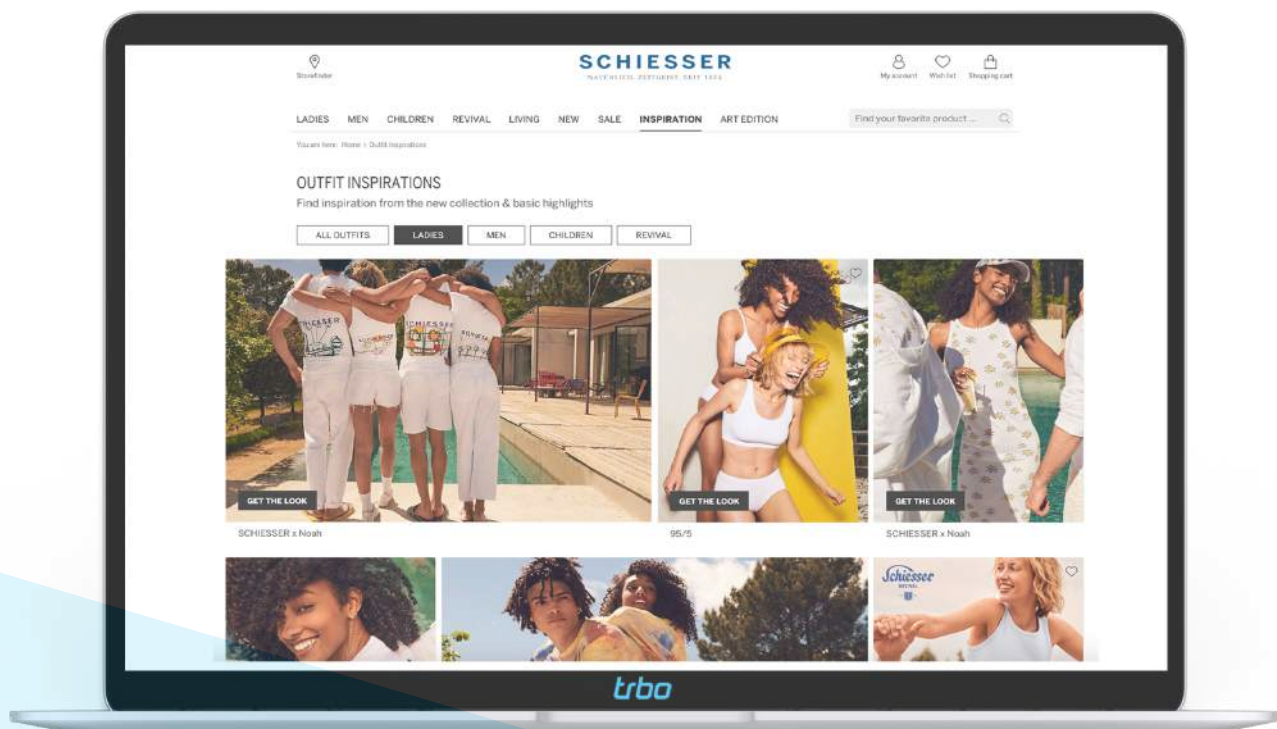


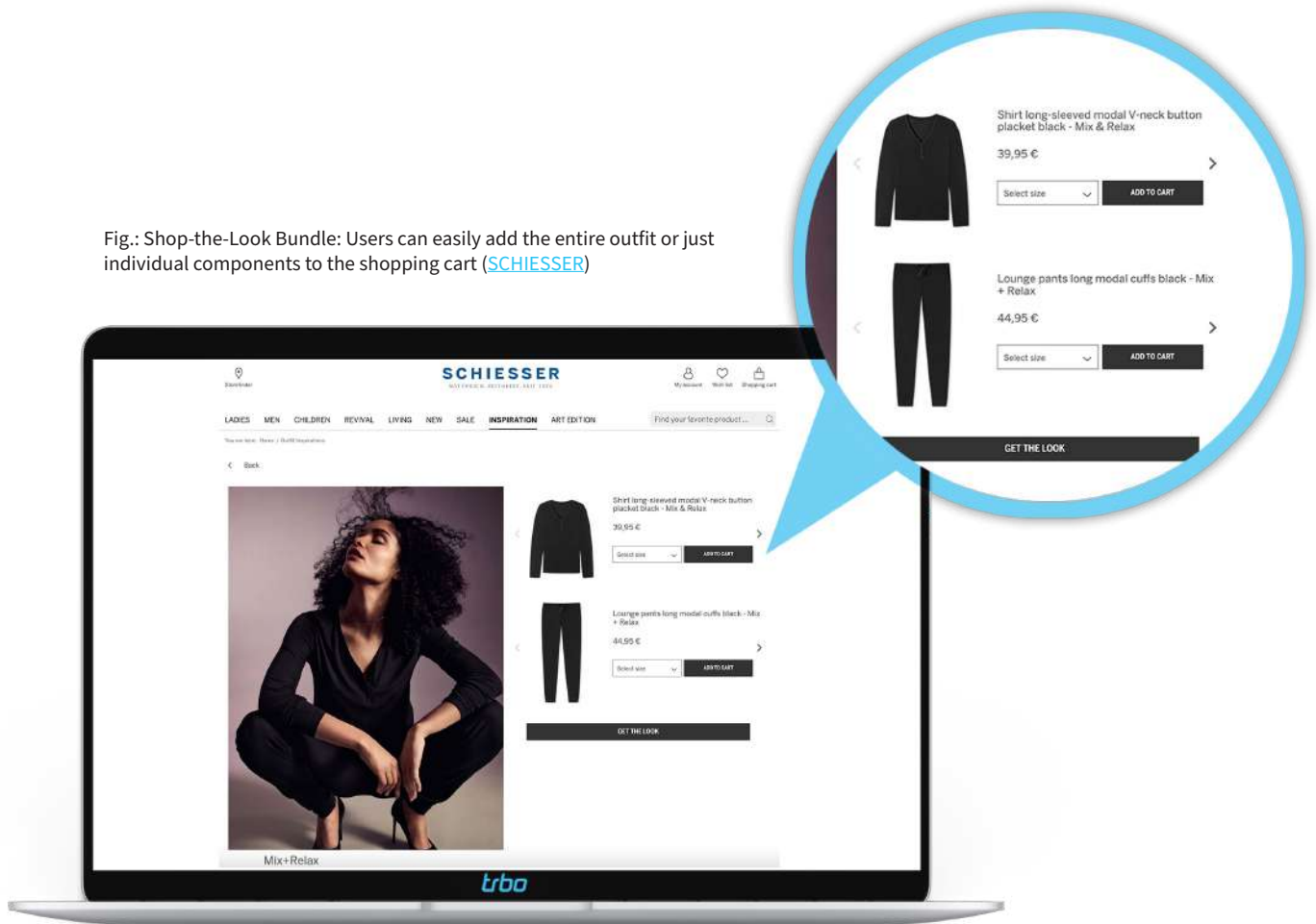
Fig.: Ladies outfits inspiration page ([SCHIESSER](#))

## QUICKLY AND EASILY TO THE SHOPPING CART

If the user actually likes the outfit shown, it would be very annoying if he had to look for the respective items in the shop himself. That's why the product bundles are already linked in the image on the inspiration page. If the user clicks on it, he is taken to a product detail page that

contains all the outfit components. The user can also select alternatives to the components of the bundle and add individual items or the entire outfit to the shopping cart with just a few clicks.

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



## 💡 MORE CONVERSIONS WITH INSPIRATION PAGES

In our fast-paced everyday lives, we often do not have the time to get inspiration or simply collect ideas ourselves. Inspiration pages provide a solution to this problem. They give the user an idea at a glance of how the item in question looks in combination with other products,

and also make it possible to complete the purchase within a very short time. In addition, they support shops in increasing the shopping cart value, achieving more conversions and consequently generating more sales.

# # 05

## THE SHOPPING CART TRIMMED FOR PURCHASE TRANSACTIONS

Contrary to the expectations of many, the shopping cart is by no means the end of the optimization possibilities. There are various options for further increasing the value of the shopping cart and counteracting purchase abandonment in the last few meters.

### CROSS-SELLING AND UP-SELLING FOR A HIGHER SHOPPING CART VALUE

Product recommendations are not only effective on the home page or on product detail pages. In the shopping cart, too, they encourage the user once again to buy one or the other product in addition or even to opt for the higher-value model. They only need to be pointed out. However, it is important that the up-selling product does not exceed the user's

price expectations and that the cross-selling product also fits in with the other products in the shopping cart. For example, it makes little sense to recommend headphones with a lightning connector for an Android smartphone or to recommend a smartphone that is way more expensive than the one selected.

**Warenkorb** ZUR KASSE

KOSTENLOSER VERSAND – Bestelle für weitere 40,30 €, um deine Bestellung versandkostenfrei zu erhalten.

ARTIKEL	MENGE	VERFÜGBARKEIT	STÜCKPREIS	SUMME
The Ugly Glühwein	1	Lieferzeit 12-13 Werktage	<del>9,90 €</del> 8,90 €	8,90 €

Du willst deine Bestellung verschenken? ?

Als Geschenk verpacken

Zwischensumme	8,90 €
Versandkosten	4,90 €
<b>Gesamtsumme</b>	<b>13,80 €</b>

inkt. MwSt.

ⓘ Gutscheincodes können im letzten Bestellschritt "Bestätigen" eingelöst werden.

ZUR KASSE

**Weitere Empfehlungen für dich**

- BELVOIR FRUIT FARMS Spiced Ginger Punch, alkoholfrei 4,95 €
- SCHORLEFRANZ Glühwein rot "Glühfranz" 5,00 €
- GLÜHMEISTER BIO Glühwein rot 4,90 €
- BELVOIR FRUIT FARMS Mulled Winter Punch, alkoholfrei 4,95 €

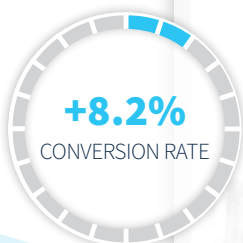


Fig.: Additional product recommendations in the shopping cart increased conversion rate by 8.2%, user value increased by 9.31% (Foodist)



## PROGRESS BARS AND LIMITED-TIME PROMOTIONS FOR FASTER CHECKOUTS AND MORE SALES

The integration of a progress bar is a very popular way to encourage users to add even more products to their shopping cart. As the value of the shopping cart increases, the bar fills up. Above a certain value, the user then receives a discount code or free delivery, for example. This progress bar can also be linked to the inclusion of reduced or low-priced products, for example, to quickly fill the outstanding amount.

Fig.: Integration of a progress bar and text element reading "You are only € 12.03 short of receiving a cool gift with your order. Are you curious?"



Fig. Desktop: Side overlay to the shopping cart including integration of a progress bar and additional product recommendations,  
Fig. Mobile: Side overlay to the shopping cart incl. integration of a progress bar ([Jean & Len](#))

In the shopping cart, it also makes sense to work with time limits on promotions. Is a sale running for a short period of time? Then a countdown to

the imminent end of the promotion can increase the pressure to complete the purchase.

## EXIT INTENT ELEMENTS TO PREVENT PURCHASE CANCELLATIONS

If, despite all optimization efforts, the user tries to leave the page (i.e., moves his mouse in the direction of the close button or the search bar), exit intent elements can help to dissuade the user from abandoning the purchase. Online shops can use an overlay to specifically ask users whether they really want to leave the page

despite the full shopping cart. The products in the shopping cart, further recommendations and much more can be included. In addition, a special reference to cheaper shipping costs or a discount can be offered. Maybe this will make the user not leave the shopping cart after all.

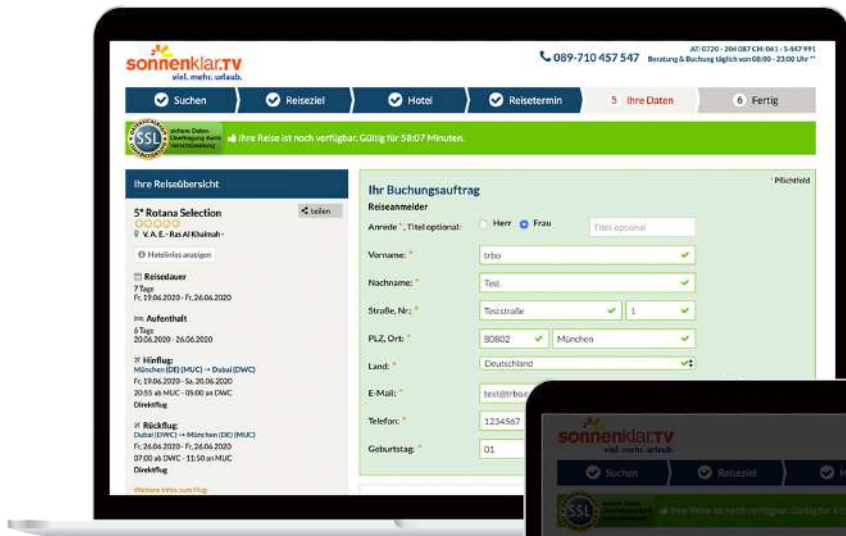


Fig.: Representation of the booking page without exit intent measure ([sonnenklar.TV](https://www.sonnenklar.tv))

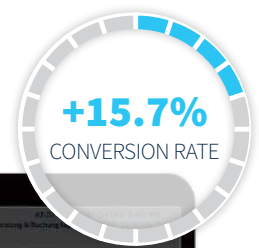


Fig.: Exit intent overlay in case of impending booking cancellation with voucher linked to the booking value leads to a conversion rate increase of 15.7% ([sonnenklar.TV](https://www.sonnenklar.tv))

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## MORE CONVERSIONS WITH AN OPTIMIZED SHOPPING CART

The shopping cart should be taken into consideration when optimizing different landing pages. It is not a big deal if the user wants to leave the website without completing the order. He may not be able to make up his mind, may want to browse other pages, or may simply not have time to complete the purchase.

Therefore, it is important to attract his attention once again. If the user is known and still leaves the webshop, an e-mail can be sent again afterwards with the products "forgotten" in the shopping cart. This encourages the user to complete the order.

## THE PERFECT LEAD FORM ON A LANDING PAGE

Lead generation is becoming increasingly important in eCommerce – as leads can also become loyal customers in the long term. But what does a lead form look like that converts as many users as possible?

### PERFECTLY TIMED LEAD FORMS

One thing to consider when using lead forms is timing. The worst-case scenario: users are targeted too early in the browsing process, feel run over, and bounce immediately. That's why you should first consider when and how to show the forms. Should the overlay really appear "in your face" right when the user enters

the website, or should the user have time to engage with the website content first. Perhaps the lead form should even appear only when he threatens to leave the website? The different options can and should be tested to find out which timing works best for users.

### PLACEMENT OF THE LEAD FORMS

Forms can be shown in all possible locations of the website or webshop and in many different formats. As an in-page element or as an overlay, in the visible area or in the footer of the page. Online shops can experiment with different options and placements during the user

journey: for example, greeting the user with an overlay that then turns into a flag on the page when the user continues browsing, or even vice versa. Which placement converts best is shop-specific and should also be tested.

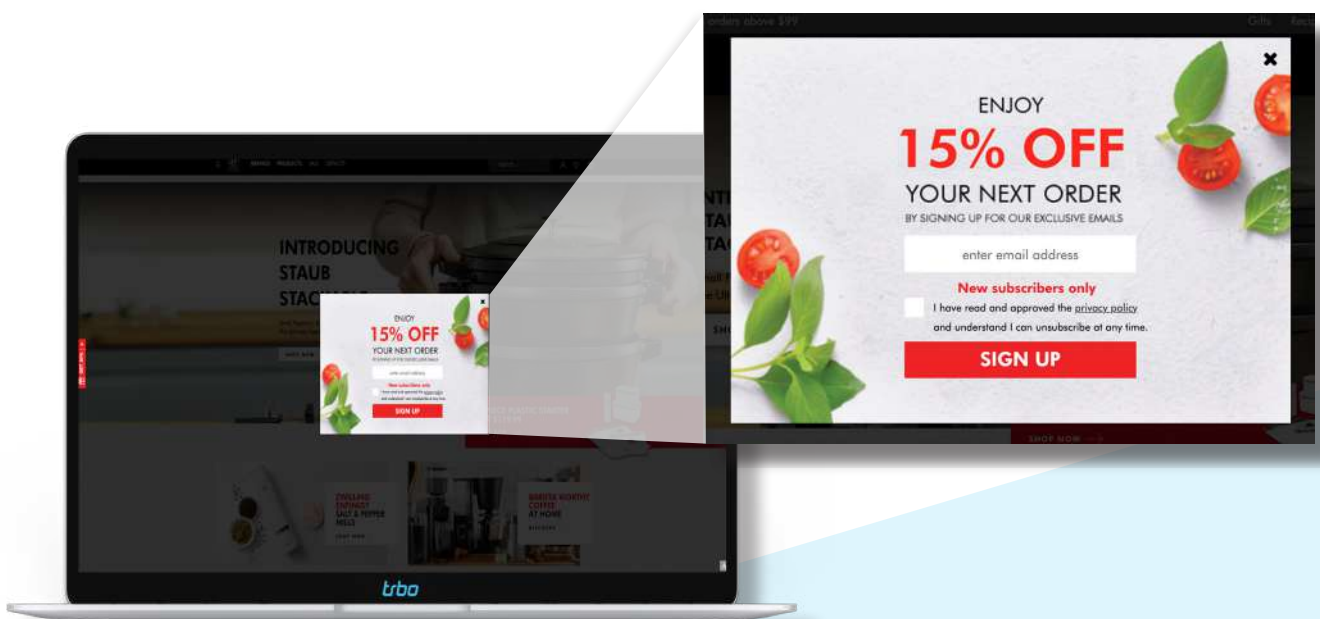


Fig.: Newsletter signup overlay including a voucher (Zwilling)

## LESS IS MORE: AS MANY FIELDS AS NECESSARY, AS FEW AS POSSIBLE

If an endlessly long lead form with many mandatory fields pops up, users are quickly deterred. Accordingly, shops should evaluate which custom fields are really needed (e.g., the email address) and which fields can be removed from the form. You can also ask users

to complete the details further at a later stage. Another option that is particularly popular in e-commerce: single sign-ins from social networks & co. This way, users can simply use their Facebook or Google login for registration.



Fig.: Reference to the newsletter registration including personalization according to seasonal fashion and a discount voucher ([DRYKORN](#))



## VISIBLE AND SELF-EXPLANATORY CALL-TO-ACTIONS

Essential for lead forms: clear call-to-actions – nothing would be worse than users abandoning the form because they don't know where to click. CTAs should therefore be eye-catching

in terms of color and have clear statements (e.g., "Sign up for the newsletter now"). Which color and placement of a CTA works best can be evaluated with an A/B or multivariant test.



### MORE CONVERSIONS THROUGH OPTIMIZED LEAD FORMS

The perfect lead form should not be distracting and should lead the user directly to the goal: to sign up for the newsletter (or similar).

With a few tricks and by testing, you can quickly determine which form works best.

## # CONCLUSION

# OPTIMIZED AND PERSONALIZED LANDING PAGES – THE KEY TO MORE CONVERSIONS

If online shops want to achieve a better conversion rate, they have a number of options for customizing and enriching landing pages. With just a few adjustments, they can convert visitors into valuable buyers and also convert them into existing customers. However, not every measure works equally well for every shop, which is why it is important to test every implemented measure extensively.



## USING TRBO GIVES YOU THE FOLLOWING ADVANTAGES

- 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.
- The simple integration of trbo technology reduces your time – should further questions arise, your personal account manager is available to help you implement your campaigns in the best possible way.
- The more data, the more comprehensive the view of each customer. trbo enables data to be harnessed, enriched, and merged across all channels, making 360-degree personalization reality.
- 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.
- Use all testing options in trbo (A/B- and multivariant tests). An integrated significance calculator provides a quick overview for the evaluation of the campaigns.



**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.

**trbo Inc.**

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Web: [www.trbo.com](http://www.trbo.com)