

The ecommerce leader cheat sheet:

8 advanced personalization techniques to skyrocket your AOV



Ready to take your **Average Order Value (AOV)** from good to out-of-this-world? You've done all the obvious stuff; now let's dive into the real game-changers. These **top-shelf personalization tactics** transform your commerce site into a **revenue-generating powerhouse**.

Buckle up, because you're going to get launched **miles ahead of your competition**.

Predictive personalization: Next-level recommendations

Forget the "customers also viewed" recommendations and step into the future with AI-driven predictive personalization. Combine **advanced AI algorithms** to analyze customer data and predict which products they are most likely to purchase next. These predictions can be based on a variety of factors, including **browsing behavior, purchase history, and what similar customers have bought**.

Imagine recommending **a product that perfectly complements a past purchase**, but one the customer hadn't even considered yet. Mind-blowing, right?

Lifestyle-based segmentation: Speak their language

Ditch the one-size-fits-all approach. **Segment your customers based on their lifestyles and interests, and tailor your messaging and product recommendations** accordingly. Are they fitness fanatics or home decor enthusiasts? Or perhaps families with children in a certain age range?

Customize their experience to resonate with their world, making **every interaction feel like a personal shopping session**. When you **base your personalization efforts on customer affinity**, your personalization engine creates the segments, or, target audiences, for you.

Ultra-personalized email journeys

Transform your email marketing into a **personalized shopping adventure**. Move beyond "Dear [First Name]" and craft **targeted emails based on customer behavior**, such as abandoned cart reminders, products left in wishlist, or promotions on previously browsed categories.

Tailored emails can significantly **improve click-through and conversion rates**. Each email becomes a tailored journey back to your site, filled with personalized picks that scream "buy me!"

Interactive content: The engagement magnet

Quizzes, configurators, and interactive guides aren't just fun; they're your secret weapon for personalization. They **tap into valuable insights directly from the source – the customers themselves**.

Use **interactive quizzes or tools where customers can input their preferences, needs, or problems** they want to solve, and based on their responses, recommend the most suitable products. This can be especially effective in beauty, wellness, and fashion sectors where personal taste and needs vary greatly.

Dynamic bundles: The art of the perfect combo

Dynamic bundles are your new best friend. This isn't about throwing random products together. It's an art form. **Combine your POS data and CDP information with customer data** from your personalization engine to craft irresistible **bundles tailored to individual preferences**.

Got a customer eyeing a coffee machine? Pair it with a bespoke selection of gourmet beans and a chic mug, always from relevant brands, and in the correct price range. It's all about **creating value that's too tempting to pass up**.

Real-time inventory-driven suggestions

Use **real-time inventory data** to your advantage. Highlighting **limited-stock items or new arrivals** can create a sense of **urgency and exclusivity**. "Only 3 left in stock" next to that designer bag? Watch as it quickly becomes a must-have in shoppers' carts, along with a few other treasures.

Or, create a sense of urgency by offering **limited-time discounts or exclusive deals on recommended products**. This can encourage customers to take advantage of the offer and increase their order value.



VIP treatment: Loyalty personalization

Treat repeat customers like the VIPs they are. Offer exclusive previews, early access to sales, or special bundles based on their past purchases and preferences. It's about **acknowledging their loyalty with a shopping experience that's as unique as they are**, encouraging them to indulge a little more.

For repeat customers, **use their purchase history to recommend products that either complement their past purchases** or are part of a new collection of a brand they have previously bought. This not only personalizes the experience but also **leverages the trust and loyalty** they have in your brand.

Contextualized upselling: Offer the best

Upselling doesn't have to feel pushy. **Contextualize your upsell offers by aligning them with the customer's current journey**. When a customer views a product, you can **suggest a higher-end version of the item or a premium model that offers more features**. For example, suggesting a laptop with more storage or a faster processor as an upgrade to the one they are viewing.

This upselling technique can persuade customers to spend more for better quality or additional functionalities. It's **upselling with empathy, and it works wonders for AOV**.



If you worry that your current personalization engine is not up for the task of implementing these advanced techniques, **reach out to find out how Frosmo can help you benefit from these and countless other personalization strategies**. Together, we'll make sure you **stay ahead of the pack**.