Don't get left behind:
The new rules of ecommerce personalization

Personalization strategies and tools are constantly evolving, influenced by advances in technology, changes in consumer behavior, and new regulations. Read on to find out which tactics you should leave behind and which strategies to implement to stay ahead of the ecommerce curve.

❌ Outdated personalization features you should consider giving up:

✅ Cutting-edge personalization strategies you should adapt:

First-party data utilization
Focus on collecting and leveraging first-party data directly from your interactions with customers. This data is more reliable and privacy-compliant, allowing you to create highly personalized experiences based on genuine user insights.

Third-party cookies
Once the backbone of cross-site tracking and ad targeting, third-party cookies are becoming obsolete due to privacy concerns and regulatory changes. Browsers like Safari and Firefox have blocked them, and Google plans to phase them out soon.

Customer Data Platforms (CDPs)
Use a CDP to unify customer data from various sources, creating comprehensive user profiles. By combining CDP data with insights from your personalization software, you'll have a 360-degree view of your customers, enabling more effective and consistent personalization across all channels.

Omnichannel personalization
Leverage CDP, ERP, and POS data as a source to gain a comprehensive view of customer behavior across all touchpoints. This enables better understanding of purchasing patterns, preferences, and trends, allowing for more accurate and effective personalization strategies. Understanding the demand for products across channels also allows you to forecast online demand and ensure that popular items are well-stocked.

Basic demographic targeting
Personalization based solely on demographics like age and gender is now considered too generic. Modern consumers expect more relevant and nuanced interactions based on their actual behaviors and preferences.
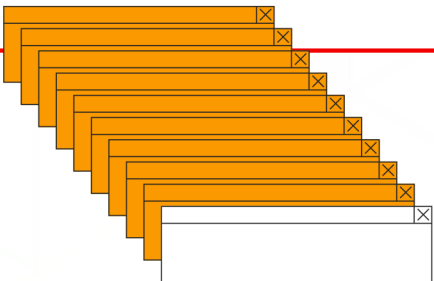
Mass email campaigns
The era of one-size-fits-all email blasts is over. Generic mass email campaigns often fail to engage recipients who now expect personalized, behavior-triggered communications that resonate with their specific interests and needs.

Real-time hyper-personalization for automated audiences
Use contextual data, such as the user's device, location, and time of day, to ensure that the content and offers are relevant to the user's current context, increasing engagement and conversion rates. Forget manual segmentation and personalize in real time based on actual visitor interactions and preferences. Affinity-based personalization gets better and better over time as you accumulate knowledge about your visitors.

Hyper-personalized email marketing
Move beyond basic segmentation to hyper-personalized email marketing. Tailor your emails based on individual behaviors, preferences, and purchase history to deliver highly relevant messages that drive engagement and sales.

Intrusive pop-ups
While pop-ups can still be effective, the intrusive, one-size-fits-all approach is losing favor. Modern consumers find these interruptions annoying, and search engines like Google penalize sites that overuse them, impacting SEO.

Personalized search results
Personalizing search results leverages valuable customer data, such as past purchase history, browsing behavior, and demographic information. By tailoring search results to individual users, you can reduce the time and effort customers spend looking for products. Analyzing personalized search trends gives you important insights into product demand and customer preferences.

Stand out and drive meaningful customer engagement, you should think of ecommerce personalization as a comprehensive strategy for creating individualized shopping experiences. **Reach out to find out how Frosmo can help you benefit from these and countless other personalization strategies.**

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