

**Mastering mobile ecommerce:**

**Release the  
strategic value of  
personalization**



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## Personalization for better user experience

The rapid rise of mobile commerce has revolutionized the way consumers shop. With a majority of online transactions now taking place on mobile devices, it is crucial for B2C ecommerce sites to understand and address the unique challenges faced by mobile users.

Personalization is one of the most effective ways to differentiate your business and drive customer engagement in the fiercely competitive world of ecommerce. In this ebook, we will dive deep into the strategic value personalization provides for ecommerce businesses especially in the realm of mobile product discovery, including

- ▶ Exploiting data to build your personalization strategy
- ▶ Overcoming the most common mobile challenges
- ▶ Enhancing your mobile ecommerce strategy through personalized search
- ▶ Curating personalized product collections to combine the best parts of search and product recommendations

By **2027**,

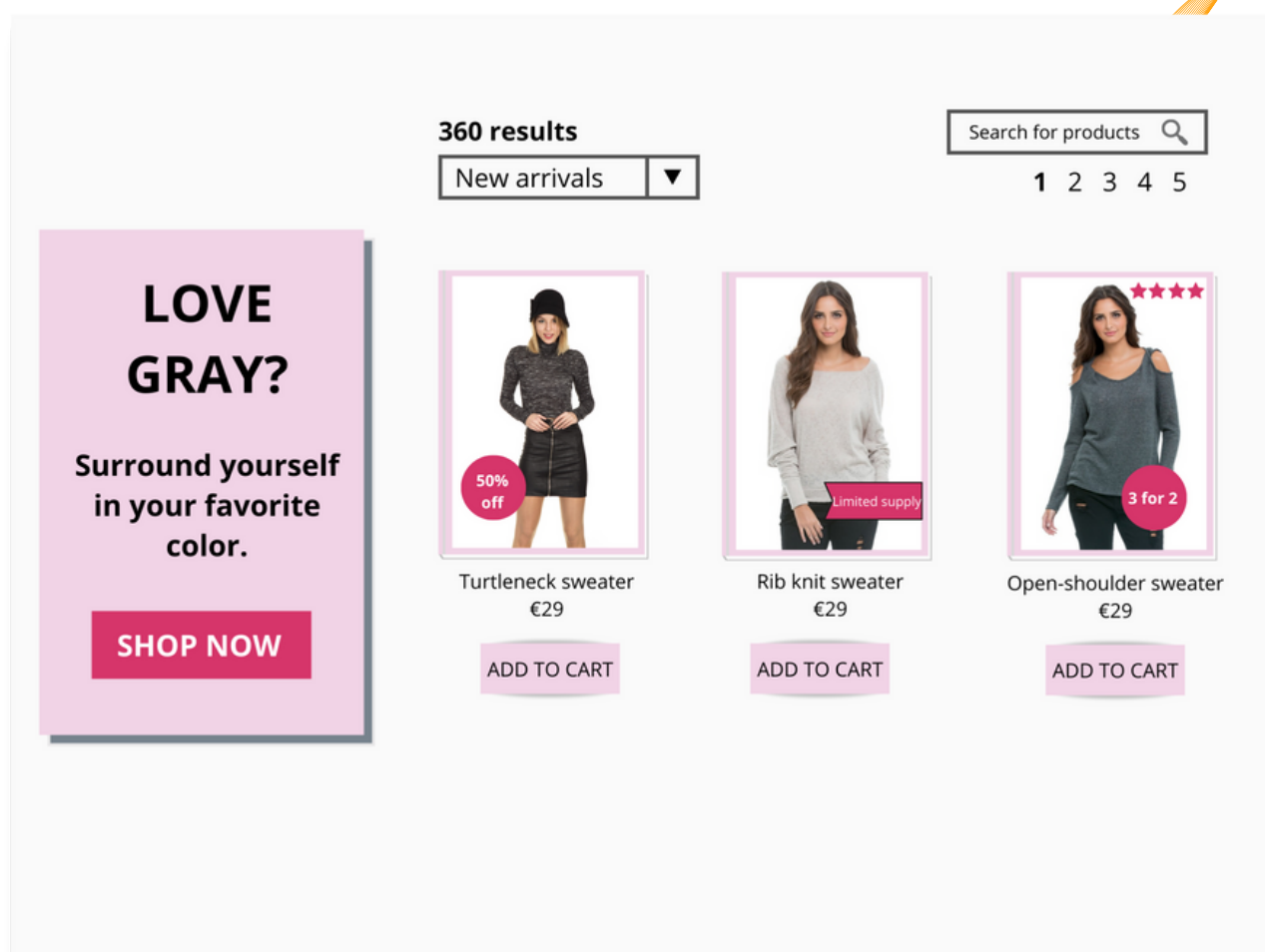
*Statista analysts expect \$3.4 trillion of mobile ecommerce sales.*



## Start with customer data

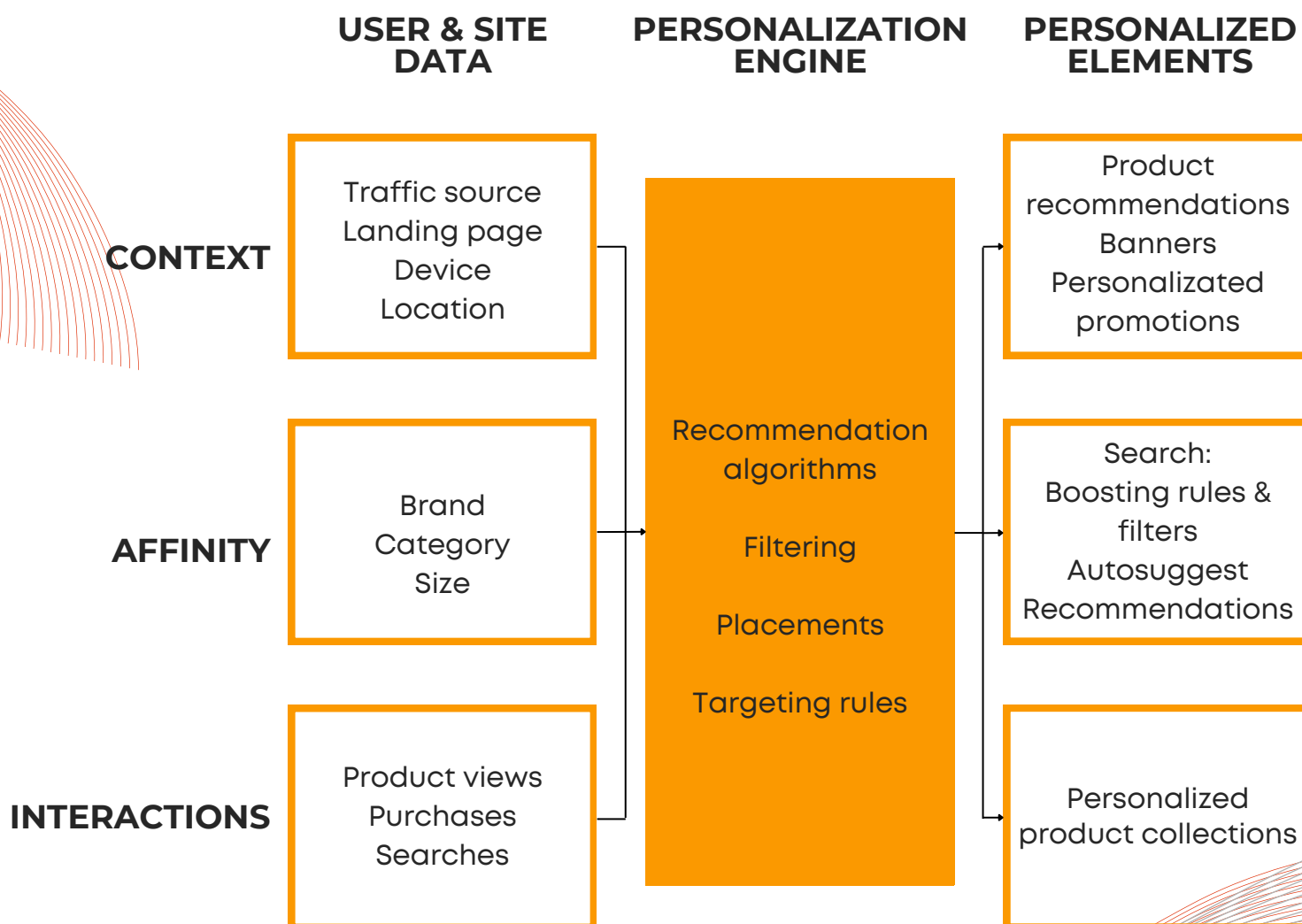
Personalization is based on data about your customers. It's all about understanding your customers on a deeper level and presenting them with relevant options throughout their journey. If you display product recommendations based on the most popular or latest products, they are not really personalized. To make personalization work for you, **combine this site data with information about the user's traffic source, device, past product views, purchase history, and searches.**

You can also make use of similarities between visitors to predict which items they are interested in. This level of personalization ensures that every interaction is tailored to the individual, making their experience seamless and enjoyable.



We call the information about user preferences **Super Affinity**. You can think of it as the trace of interactions every visitor leaves on the sites they visit. By combining this behavioral data with contextual data, such as information about the visitor's device, traffic sources, and location, we are able to draw conclusions about their preferences.

AI algorithms help us use this knowledge to accurately predict which categories, brands, and products the visitor is most interested in. **By placing recommendations for relevant products on decision-making touchpoints (think home page, category pages, and shopping cart), you can effectively drive visitors towards conversion and higher average order values.**



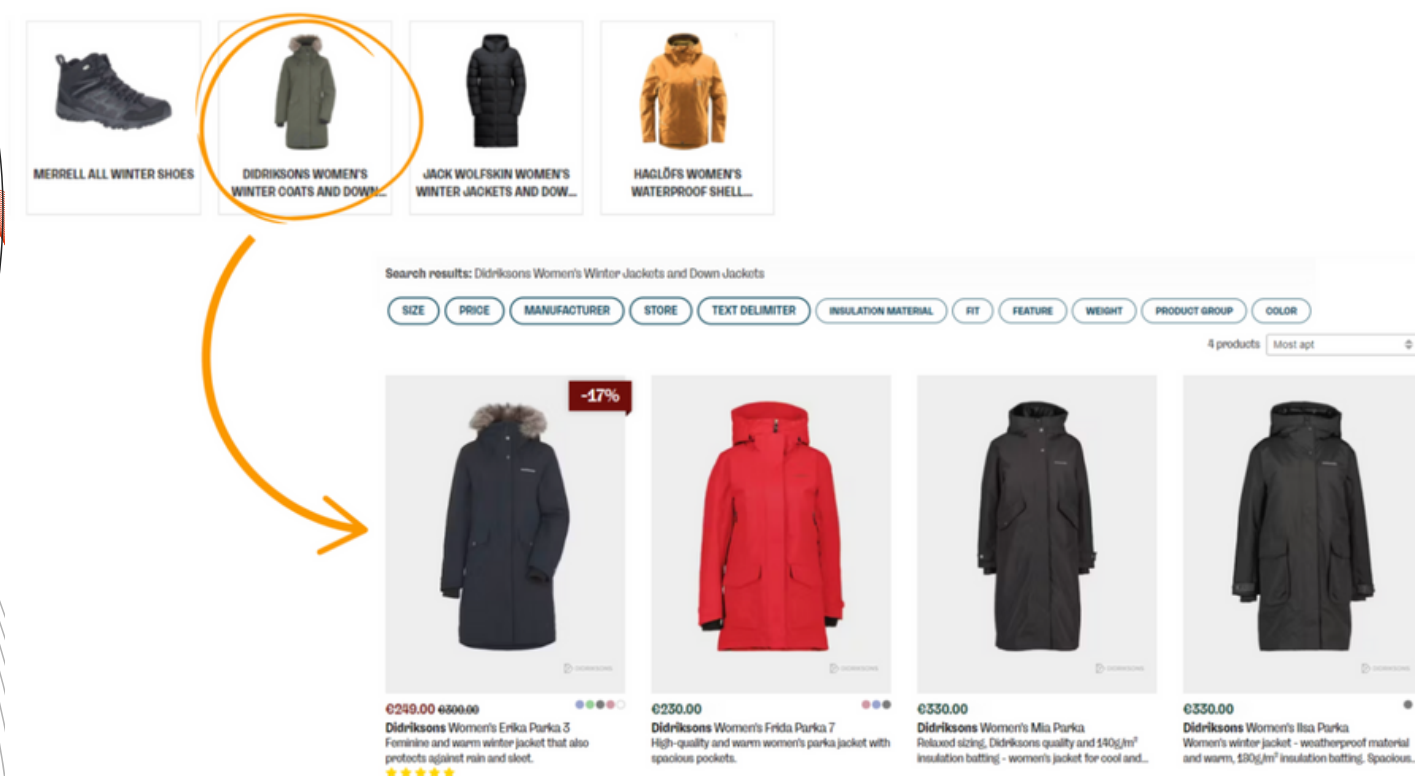
# Overcome mobile product discovery challenges

Mobile devices have transformed the ecommerce landscape, but they also present daunting challenges when it comes to product discovery. These are the most common challenges to address to make sure your site meets the mobile users' needs.

## Choice overload

The abundance of options presented to mobile users can be overwhelming. Discount stores or consumer electronics vendors, for example, often offer a wide range of products and promotions, which can make it challenging for mobile users to find specific items they are interested in.

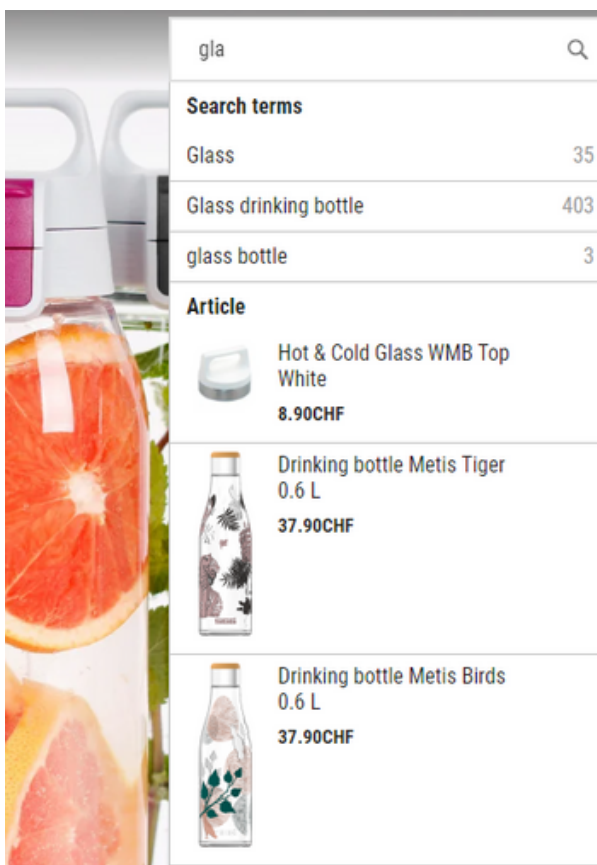
You can overcome this challenge with affinity-based recommendations personalized to match each individual user's preferences. **Consider implementing personalized product collections, which are essentially search suggestions for a selection of products based on the customer's affinity, making it easier for them to navigate and discover what they're looking for.**








## Search relevance

Effective search functionality is crucial for mobile users to find the products they are looking for. However, certain verticals, such as hardware stores and automotive retailers, require complex search requirements. Mobile users may struggle to find products based on specific technical terms and compatibility details.



gla	Q
<b>Search terms</b>	
Glass	35
Glass drinking bottle	403
glass bottle	3
<b>Article</b>	
	Hot & Cold Glass WMB Top White 8.90CHF
	Drinking bottle Metis Tiger 0.6 L 37.90CHF
	Drinking bottle Metis Birds 0.6 L 37.90CHF

**By implementing AI-powered search algorithms, you can enhance the relevance of search results.** These algorithms understand user intent, correct misspellings, and even consider synonyms to provide accurate and tailored search results.

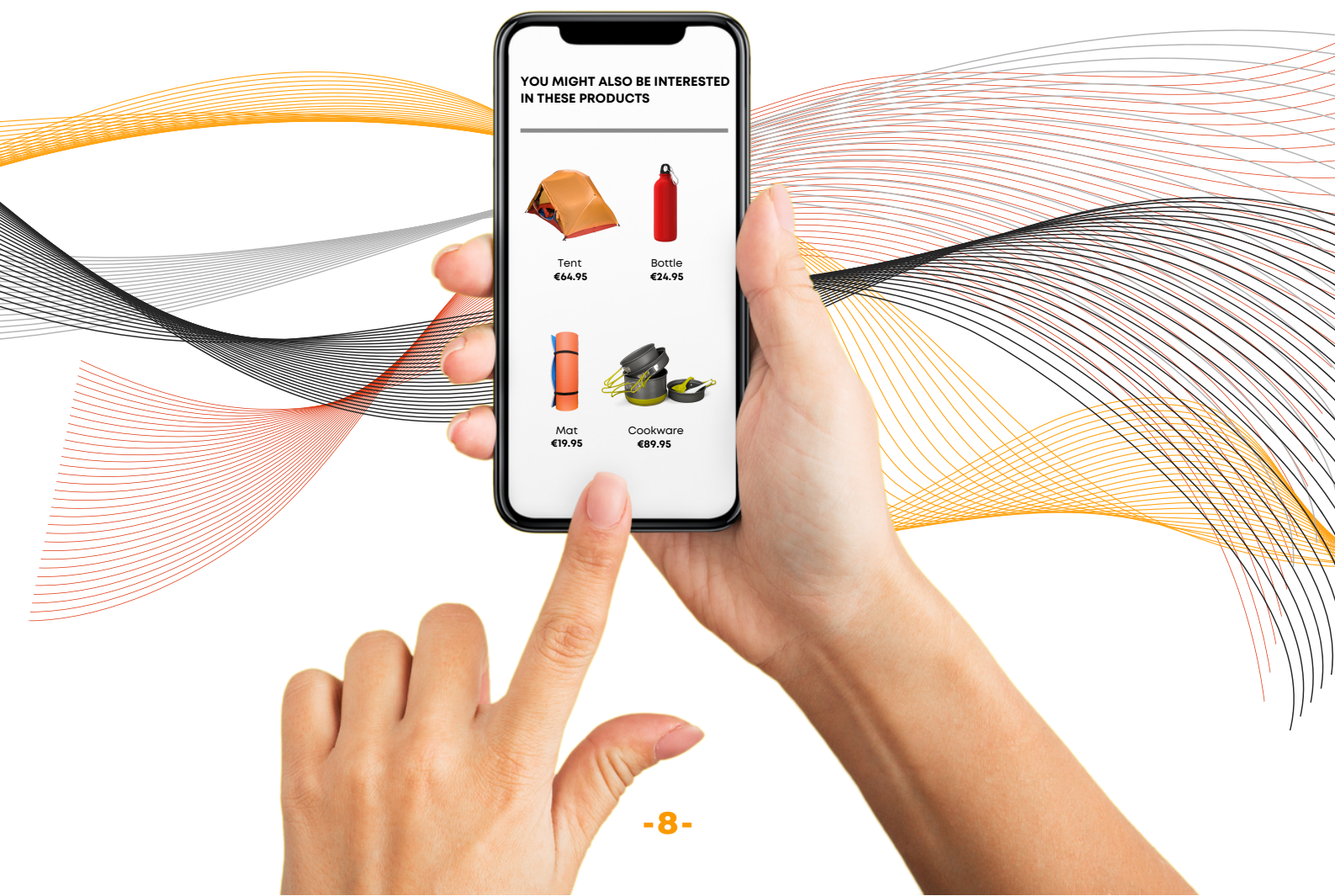


## Limited screen space

One of the primary challenges in mobile product discovery is the limited screen real estate. Mobile users rely on smaller screens, which restricts their browsing options and can make it difficult to explore multiple product categories and subcategories. Additionally, displaying detailed product information, specifications, and compatibility details effectively on small screens can be a challenge.

Throughout the customer journey, **present users with relevant recommendations that align with their preferences.** This could be in the form of personalized product collections or dynamically changing recommendations based on their browsing behavior.

Imagine a customer browsing for a new pair of hiking boots on a fashion or outdoor gear site. With personalized recommendations in the shopping cart, you can present them with related items, such as matching accessories or care products, extending the product discovery experience even to the very last stages of the journey.



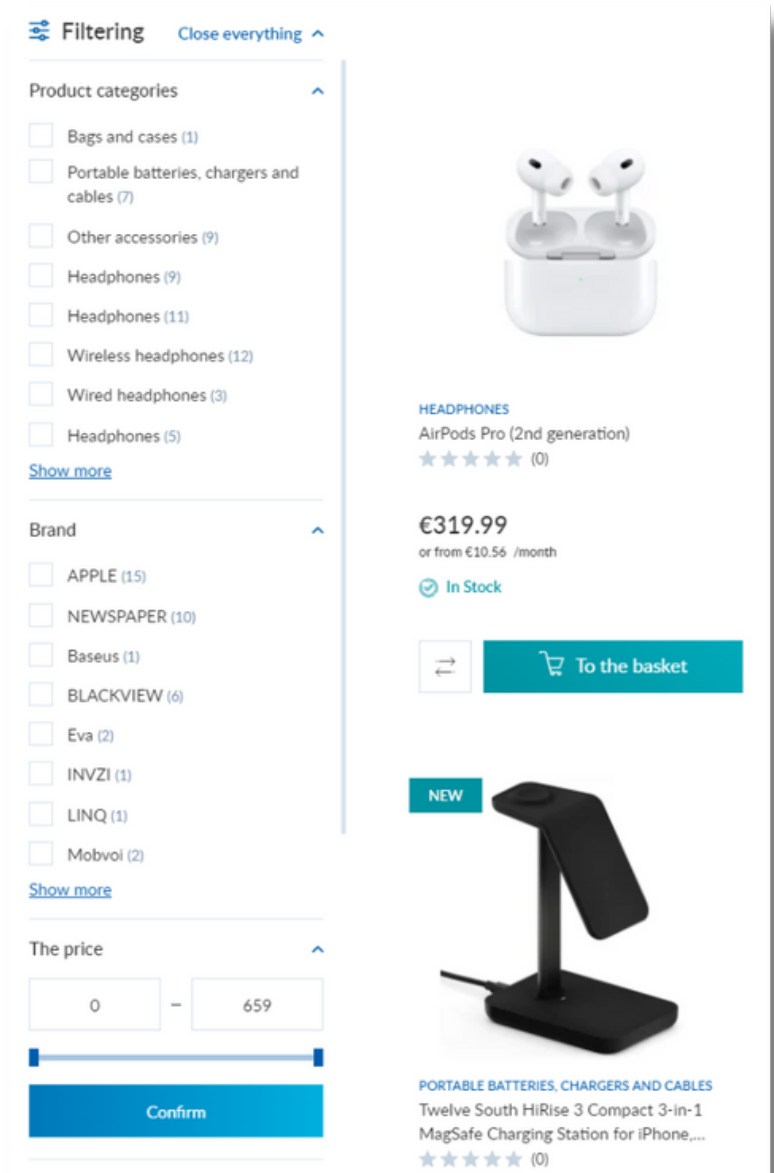


## Limited input capabilities

Typing on a mobile device can be cumbersome,

Introduce **intuitive and user-friendly visual-based filters**, allowing **customers to easily narrow down their search results based on their preferences**. For example, instead of typing in specific dimensions for a product, customers can use visual sliders to adjust size, color, or other attributes. By providing visual-based filtering options, you simplify the search process and enable customers to find what they're looking for more effectively.

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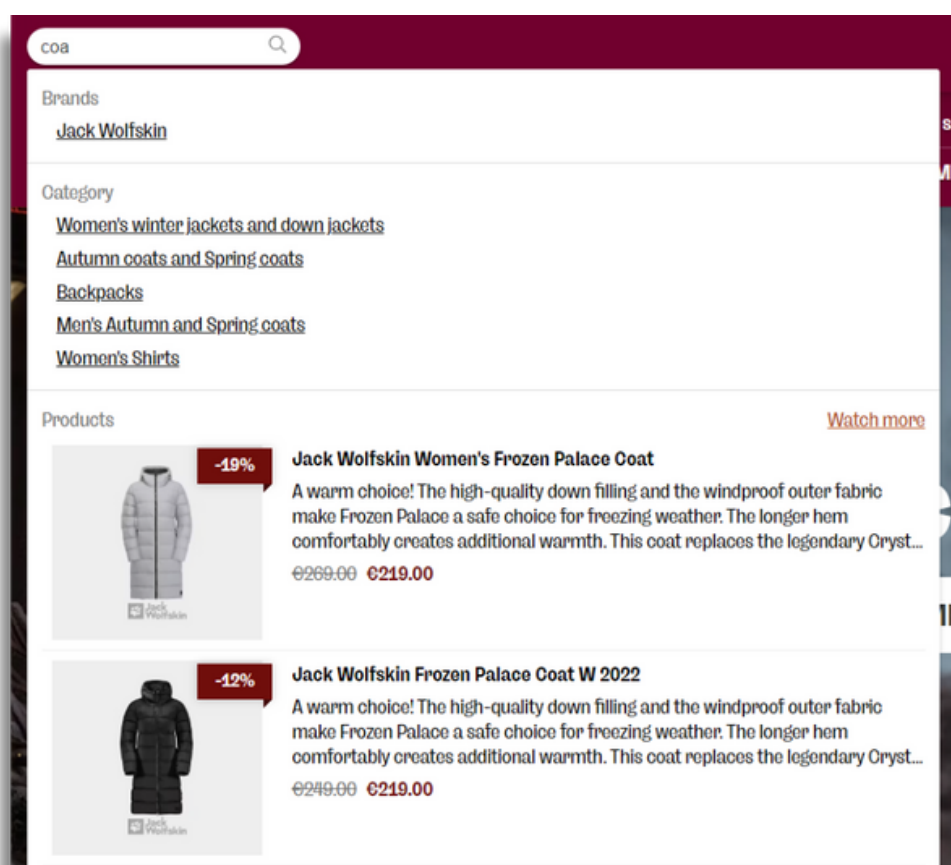


## Fuel your mobile strategy through search

Your business strategy matters, and so should your search results. While product recommendations play a significant role in product discovery, we can't overlook the importance of search. In fact, nearly half of your visitors immediately use the search function on ecommerce websites and site search users convert more often than other visitors.

Traditional search functionality on mobile devices has its limitations. Users may struggle to find what they're looking for due to inaccurate search results or the difficulty of typing on a small screen. That's where advanced search algorithms and personalized search come into play.

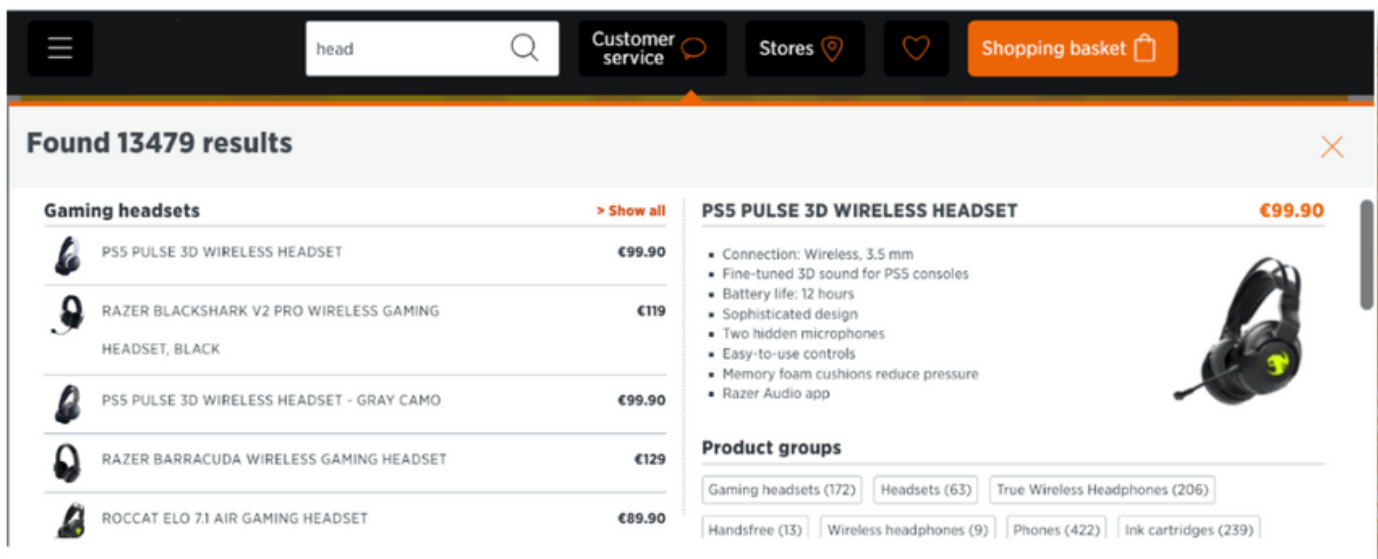
**Personalized search employs features, such as autosuggest, boosting, and ranking to ensure that customers find what they're looking for quickly and efficiently**, and that they see the products and brands that you want to promote. With instant search, users can see search results and suggestions updated in real time as they type, saving them time and effort.



In the consumer electronics subvertical, ecommerce businesses face the challenge of guiding customers through a vast range of devices and accessories. Personalization algorithms, leveraging browsing behavior and purchase history, can suggest relevant products, provide product comparisons, and answer frequently asked questions. **By offering personalized search functionalities, ecommerce managers can simplify decision-making, improve engagement, and drive higher conversions.**

A large **consumer electronics dealer** was able to:

- ▶ **increase in revenue** from purchases based on search by **143%**
- ▶ achieve **87%** **click-through rate** for Frosmo Search results





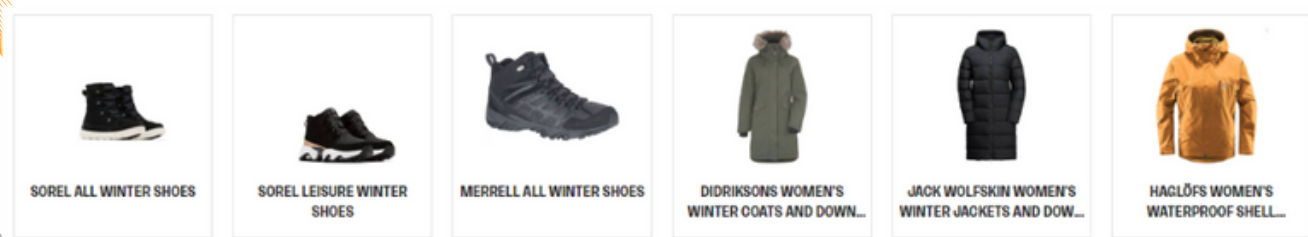
## Leverage personalized product collections

**Personalized product collections combine product recommendations and search**, enabling ecommerce retailers to create unique and tailored product discovery experiences.

For example, in the fashion & clothing subvertical, ecommerce managers can leverage personalization to curate lookbooks or collections based on customers' style preferences. By analyzing browsing behavior, purchase history, and preferences, retailers can present a selection of clothing and accessories that perfectly align with individual tastes. **This personalized experience not only inspires exploration but also cultivates loyalty by offering an unmatched shopping journey.**

A large Finnish discount store achieved great results:

- ▶ **32%** click-through rate on personalized product collections
- ▶ over **5%** more revenue generated by customers who interacted with product collections



*More than **43%** of visitors immediately use the search function on ecommerce websites.*

-GITNUX MARKETDATA REPORT 2024

# Strategic personalization for the mobile customer journey

In the realm of B2C mobile e-commerce and online retail, **personalization is not merely a feature but a strategic imperative**. It enriches the mobile experience at every stage of the customer journey, from initial discovery to post-purchase engagement. Here are some benefits:

## Discovery and onboarding

At the initial stages of the customer journey, personalization helps in creating a welcoming and relevant environment. As users explore the mobile app or website for the first time, **personalized recommendations based on similar user profiles or popular products facilitate discovery**. This proactive approach can significantly reduce bounce rates and increase the likelihood of users finding products aligned with their interests.

When users delve into product categories or conduct searches, personalization plays a crucial role in refining the browsing experience. **Tailored category recommendations, personalized search suggestions, and dynamic product displays based on past behavior guide users to relevant items**. This not only streamlines the browsing process but also increases the chances of users discovering products that resonate with their preferences.



## Product page engagement

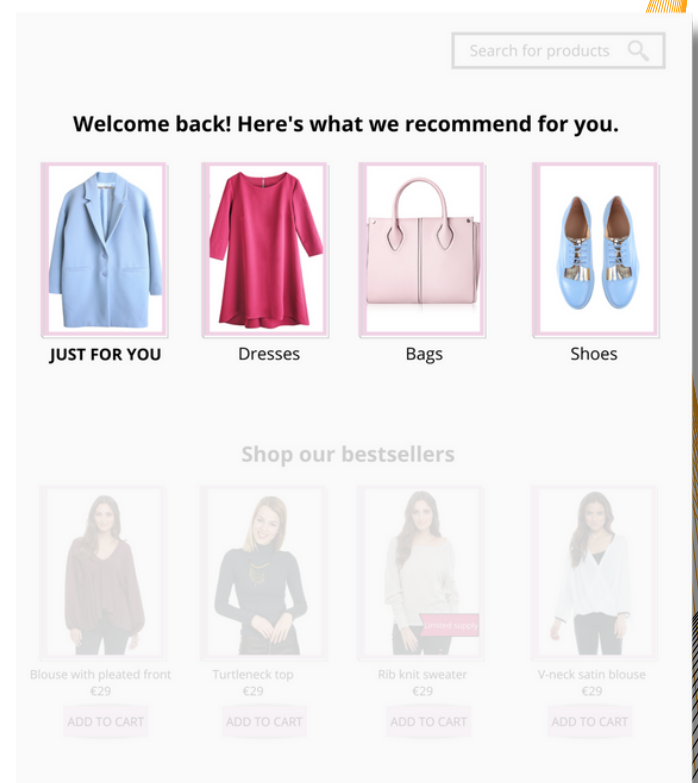
On individual product pages, personalization contributes to a more compelling and persuasive presentation. **Recommendations for related or complementary products, personalized pricing based on loyalty or purchase history, and real-time availability information create a sense of exclusivity and relevance.** This not only boosts engagement but also encourages users to explore additional offerings, potentially increasing the average order value.

## Shopping cart and checkout

In the critical phases of cart and checkout, personalization becomes a powerful tool for reducing friction and optimizing conversion rates. **Reminders of abandoned carts with personalized incentives, streamlined checkout processes based on user profiles, and personalized shipping options contribute to a smoother and more personalized transactional experience.** By addressing potential points of hesitation or abandonment, personalization enhances the chances of completing the purchase.

## Post-purchase engagement

After a successful transaction, personalization continues to provide value through post-purchase engagement. **Order tracking, personalized recommendations for future purchases, and exclusive offers based on previous buying behavior foster customer loyalty.** This ongoing personalization strengthens the customer-business relationship, increasing the likelihood of repeat purchases and positive word-of-mouth.





## ABOUT FROSMO

Frosmo is a software company based in Helsinki, Finland. With the Frosmo Platform, you can efficiently implement, optimize, and personalize each user journey without the need for a complex integration project. The winning personalization formula consists of AI-driven product recommendations and personalized search capabilities that optimize each step of the customer journey, delivering the best results in the market.

[www.frosmo.com](http://www.frosmo.com)

**LET'S GET STARTED**