ECOMMERCE PERSONALIZATION MYTHS

BUSTED!

FROSMO

MYTH

1 Personalization is not critical for your business success.

2 Personalization has no impact on advertising ROAS.

3 Personalization = Recommendations

4 Personalization is only possible for recognized users.

5 We don't have the right tools and skills for personalization.

6 Personalization is possible with ecommerce platform's features.

7 AB Testing = Personalization

8 The results of personalization initiatives are hard to prove.
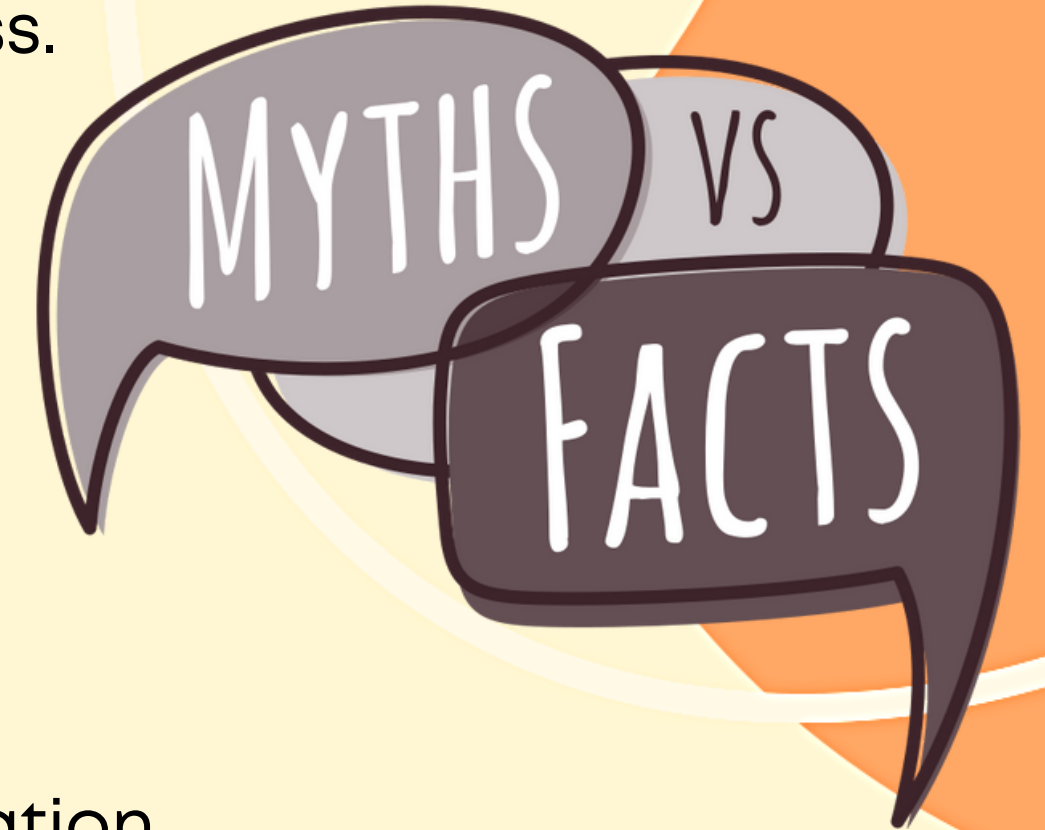
9 Getting started with personalization requires a large IT project and a lot of resources.

10 Personalization messes up the SEO ranking and the visibility on organic search.

MYTHS VS FACTS

10 ECOMMERCE PERSONALIZATION MYTHS

BUSTED!

Website personalization is a powerful technique that can **help ecommerce businesses to deliver more relevant and engaging experiences to their customers**. However, there are many myths and misconceptions about personalization that can lead to misunderstandings and underutilization of its potential benefits.

It is important to understand the realities of personalization and to dispel these myths to make the most of the endless personalization possibilities.

Debunking these myths can prove how personalization can **drive your customer experiences forward and skyrocket your revenue and customer lifetime value**. Keep reading to see what separates the personalization pioneers from the buzzword believers.
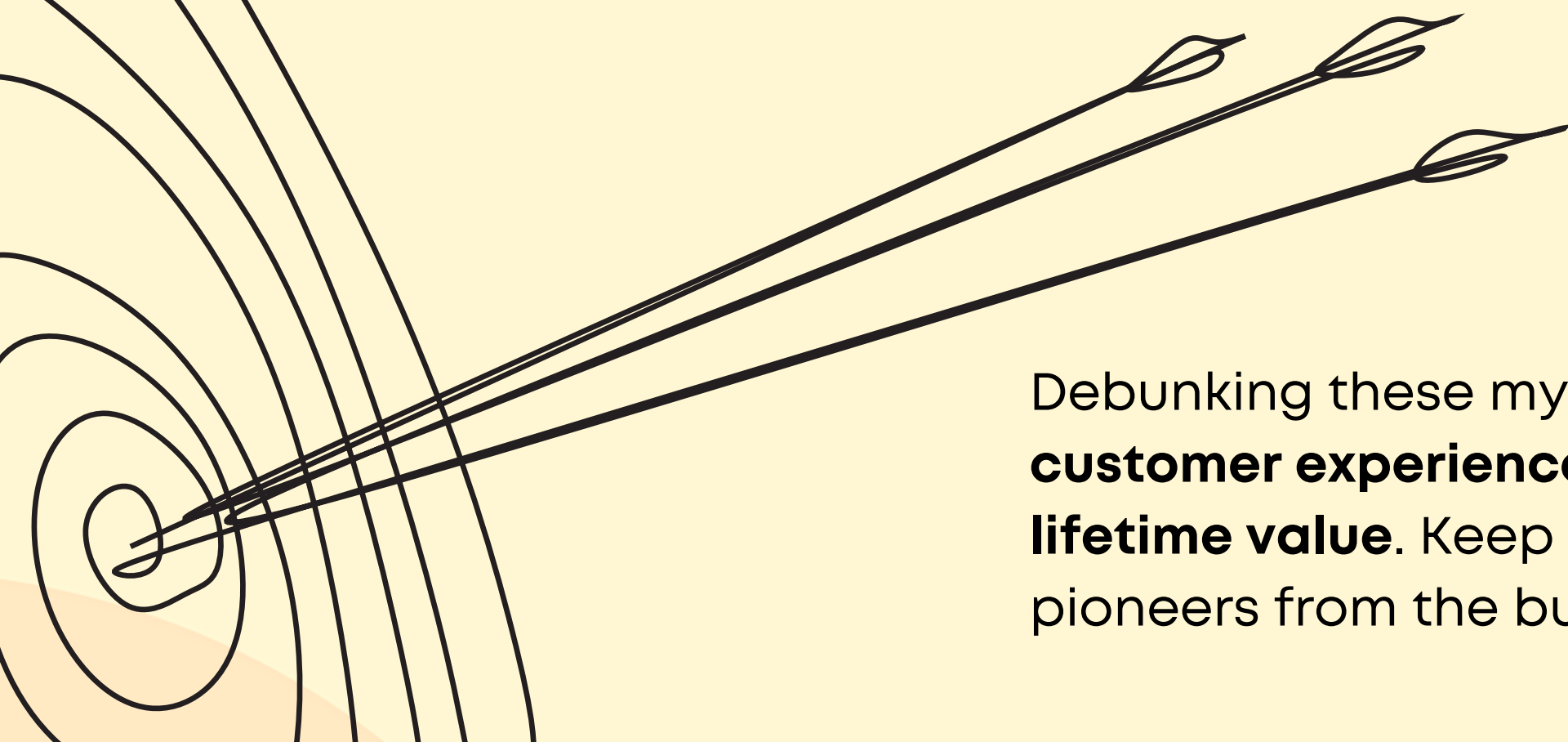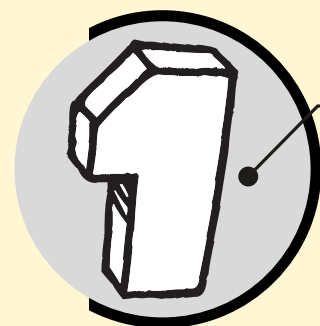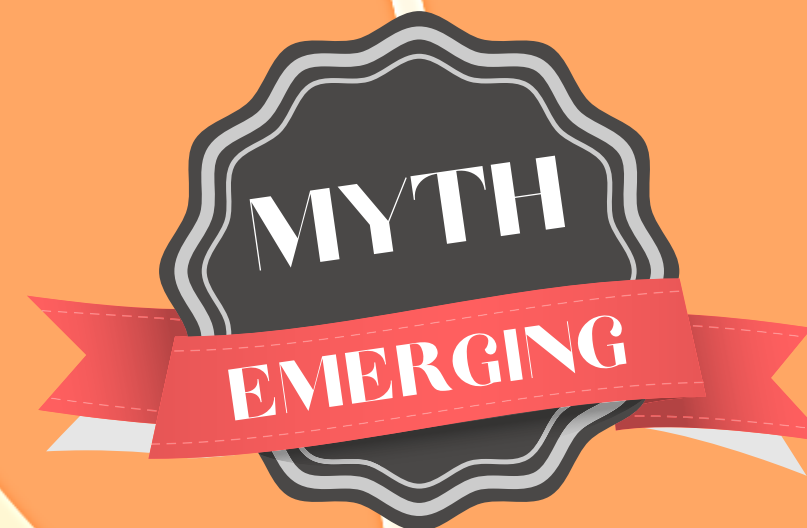
MYTH | PERSONALIZATION IS NOT CRITICAL FOR YOUR BUSINESS SUCCESS.

Is personalization just a fancy marketing trend or is it the **real deal**?

MYTH EMERGING

Website personalization is the secret ingredient that ensures your visitors feel seen, heard, and valued, taking your online presence to a whole new level. Without it, you risk blending in with the countless other generic websites out there.

Personalization can be implemented at different levels of complexity and can be scaled to meet the needs and budgets of businesses of all sizes. In today's world, where everyone is fighting for attention, website personalization is critical for your business success. It improves the **user experience**, **increases engagement**, and ultimately **drives conversions**. Say goodbye to cookie-cutter approaches and hello to more revenue and profitability.

2 MYTH | PERSONALIZATION HAS NO IMPACT ON ADVERTISING ROAS.

There are no one-size-fits-all best practices for personalization — everything depends on the type of content you're creating and the market you're targeting. But how do you ensure your website visitors don't slip through the cracks? The answer is simple: **personalized experiences at every touchpoint of the customer journey**. And no, it's not rocket science. Personalization helps website visitors by delivering the relevant message at the right time.

Website personalization does not equate to sacrificing ROAS (Return on Ad Spend) for a better user experience. In fact, it's quite the opposite! By customizing the website content to every user's individual preferences and behavior, **the likelihood of them engaging and converting increases, leading to a higher ROAS.**

Think about it, wouldn't you be more likely to make a purchase from a website that offers products specifically tailored to your interests and needs? Personalization not only enhances the user experience but also **provides a more targeted and efficient use of ad spend.** The seamless and consistent customer journey ultimately paves the way to boosting conversions and dramatically increasing your ROAS.
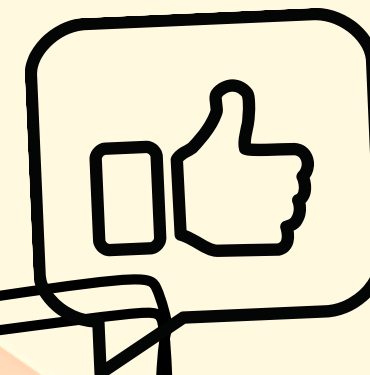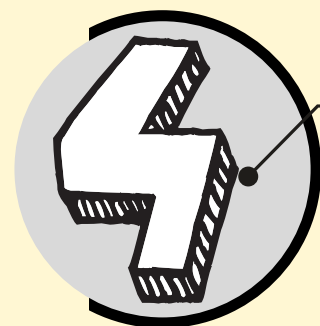
MYTH | PERSONALIZATION = RECOMMENDATIONS

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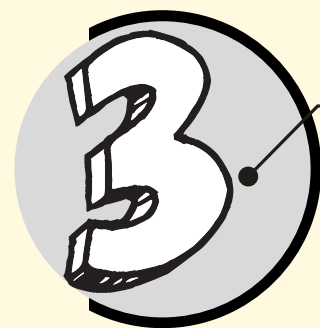
BESTSELLERS

But wait, there's more! Are personalization and recommendations the same thing? Not quite.

While personalization and recommendations are often used interchangeably, they are not the same thing. **Personalization refers to the customization of experiences and interactions based on an individual's preferences, behavior, and data**. The aim of personalization is to make every customer feel valued and understood and to provide a unique and tailored experience for each. **Recommendation, on the other hand, refers to suggesting items, content, or services to a customer based on their interests, interactions, or past purchase**s.

Both personalization and recommendations serve different purposes and can be used together or separately to enhance the customer journey. Personalization focuses on making the customer feel known and understood, while recommendations aim to surface new and relevant items for the customer to explore.

PERSONALIZATION IS ONLY POSSIBLE FOR RECOGNIZED USERS.

MYTH
EVERGREEN

Targeting anonymous visitors for personalized experiences can seem daunting, but don't be intimidated! Personalization is all about **understanding your customers and delivering a tailored message or experience**. And the best part? You don't have to be a mind reader to do it.

Contrary to popular belief, personalization is not just for recognized users. Although it is often targeted toward registered users and customers, it can also be applied to anonymous visitors.

An untapped audience segment, consisting of approximately 90% of anonymous users, frequents most websites. These visitors stay unidentified until they decide to make a purchase. This is where personalization can be a goldmine in boosting the impact of customer engagement. Identifying and tailoring the experience for these anonymous users can provide brands with a competitive edge.

With the right strategies in place, you can **create a personalized experience that engages and converts customers, regardless of their recognition status**.
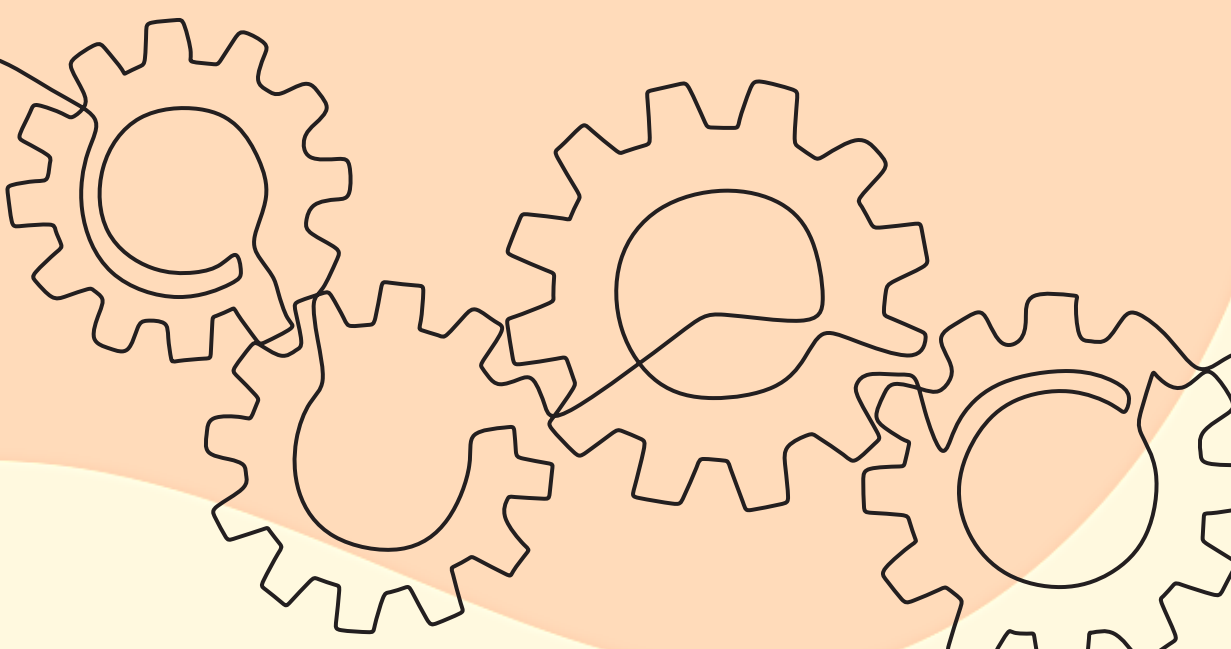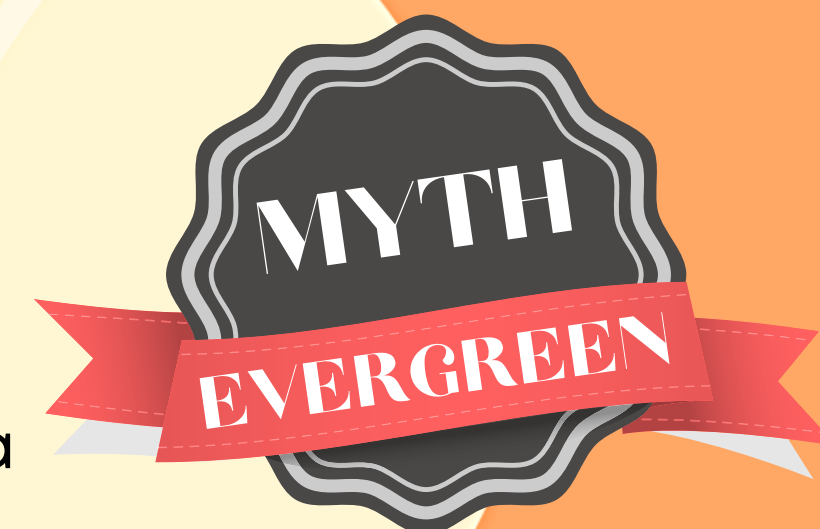
# 5 MYTH | WE DON'T HAVE THE RIGHT TOOLS AND SKILLS FOR PERSONALIZATION.

Of course, technology is part of the game. But while having the right tools and skills is certainly helpful for personalization, it is **not the only factor that determines the success of a personalization strategy**. Sure, it helps to have some technical know-how, but with the right planning and a bit of JavaScript, you're on your way.

Plus you don't have to do it alone! That's the beauty of working with personalization professionals who can guide you through the process and help you avoid common mistakes. Together, you can easily find solutions that only require a few clicks to start your personalization journey. It is important to work with people who have the **proper resources and skills and can help you achieve results and make an impact.**

Personalization requires a deep understanding of the customer, a clear strategy, and a commitment to testing and iterating. With the right approach, you can **create a personalized experience that engages and converts customers, regardless of your toolkit and skill level**.
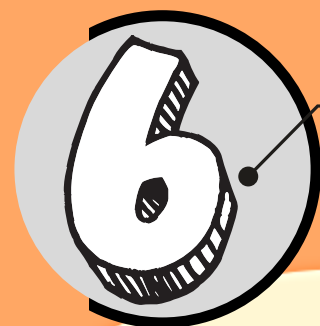
MYTH 6: PERSONALIZATION IS POSSIBLE WITH ECOMMERCE PLATFORM'S FEATURES.

Because most CMS or ecommerce platforms have some built-in personalization features, doing an in-house personalization project may seem more practical. However, whether or not a personalization software is the best option for a business **depends on several factors, including the size of the business, the resources available, and the personalization goals**.

Personalization can deliver significant benefits for businesses and customers alike. One key advantage of personalization software is access to **advanced personalization capabilities, including machine learning algorithms and predictive analytics** that allow you to create highly relevant and personalized experiences. Another advantage of personalization software is that it can save time and resources. It should be easy to use and implement and often includes support and training resources.

Finally, personalization software provides **valuable insights and analytics to inform future personalization efforts**. Many software solutions come with advanced reporting and analytics capabilities, allowing you to track the impact of your personalization efforts and make data-driven decisions about future personalization strategies.
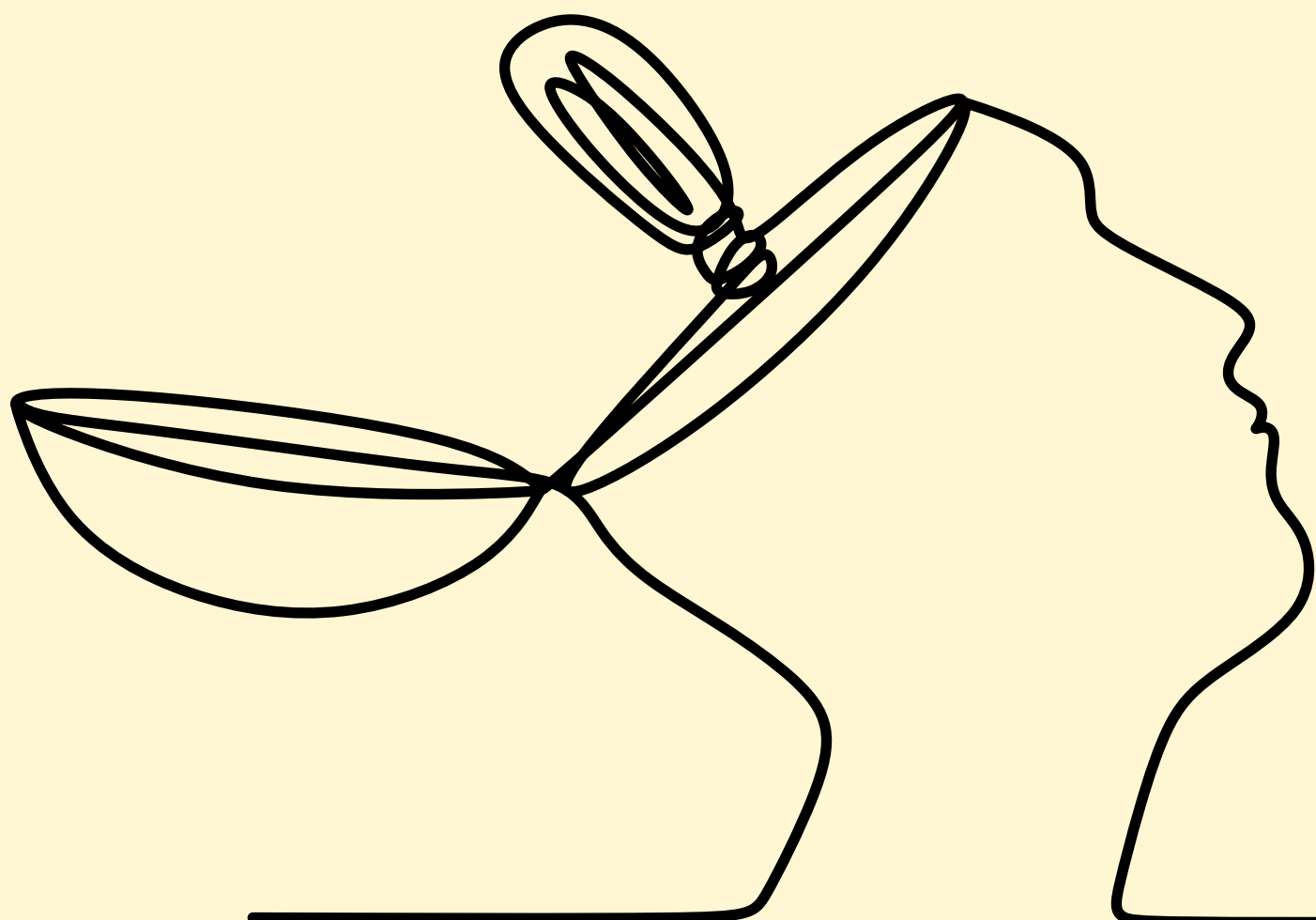
AB TESTING = PERSONALIZATION

Personalization and A/B testing may seem like peas in a pod, but they're actually two different sides of the same coin. While **personalization is about delivering a unique and relevant customer experience, A/B testing is about comparing and contrasting different web page versions to see which one resonates best with your target audience**.

These two techniques complement each other and enhance the effectiveness of personalization strategies. The **more you know about your customers, the more you can personalize their experiences**. And what better way to find out what works for your customers than through

A/B testing? It allows you to experiment with different personalized features and optimize them for specific customers and situations.

Personalization is not a one-time effort, but rather an o**ngoing process of testing, iterating, and refining the customer experience**. A/B testing can provide valuable insights and data that can inform personalization efforts. You need to be willing to experiment with different approaches, learn from their results, and continually improve the personalization experience.
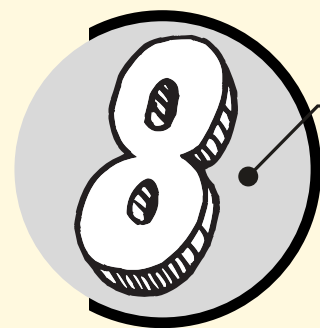
# MYTH | THE RESULTS OF PERSONALIZATION INITIATIVES ARE HARD TO PROVE.

Proving the results of website personalization initiatives should not be the tricky part. **The key is knowing and properly understanding the metrics needed**. Measuring the results of your website personalization strategy is essential to determine its effectiveness and make informed decisions about future optimizations.

For ecommerce sites, usually, the **most important KPIs are conversions and average order value**. For those sites with content, the metrics to measure are bounce rates, click-through-rates, retention, and average number of page views.

MYTH

PERSISTENT
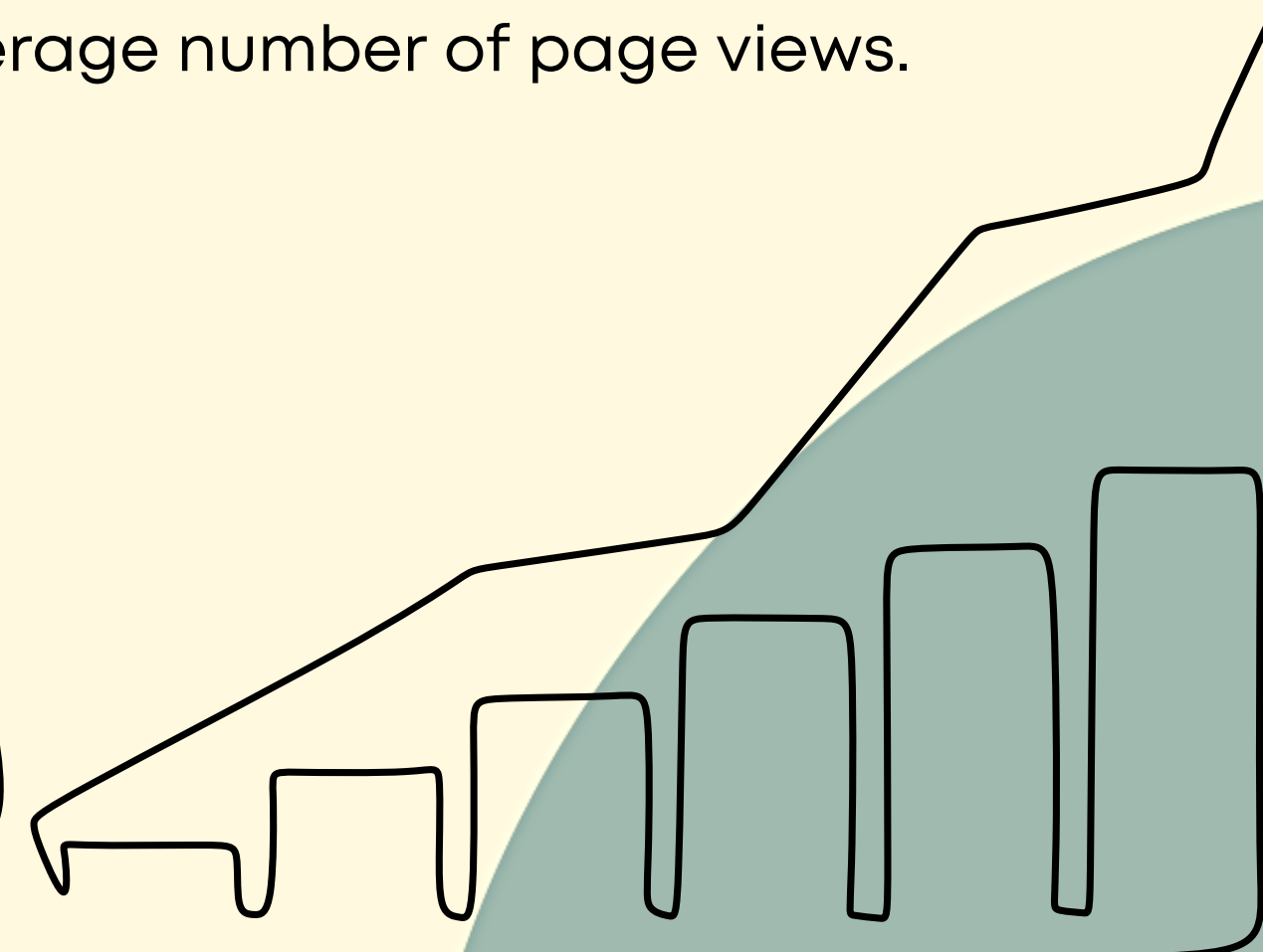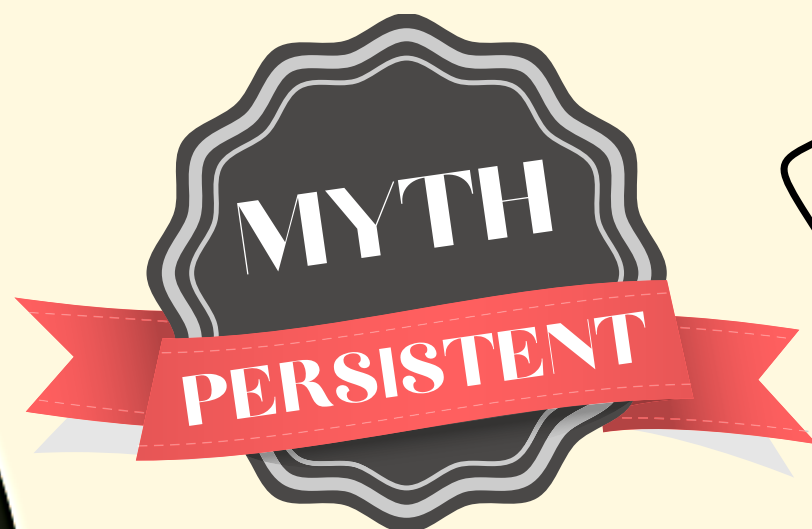
- **Conversion rates**: One of the most important metrics to track is the conversion rate of your website. This measures the **number of visitors who take a desired action**, such as making a purchase or filling out a form.

- **Engagement metrics**: Engagement metrics, such as **time on site and page views**, can also provide valuable insights into the effectiveness of your personalization strategy.

- **Click-through-rates**: CTR is the metric that refers to the percentage of people visiting a web page from an advertisement or organic search result

- **Bounce rates**: The bounce rate is the **percentage of visitors who leave your site after visiting only one page**. A high bounce rate can indicate that visitors are not finding what they are looking for or that the website is not meeting their expectations.

- **Average Order Value**: AOV is a key metric that can be used to evaluate the success of a website personalization strategy. It refers to the **average amount of money that customers spend per order on your website**.

- **Retention**: Retention refers to the **percentage of customers who return to your website and make additional purchases** or engage with your content over time.
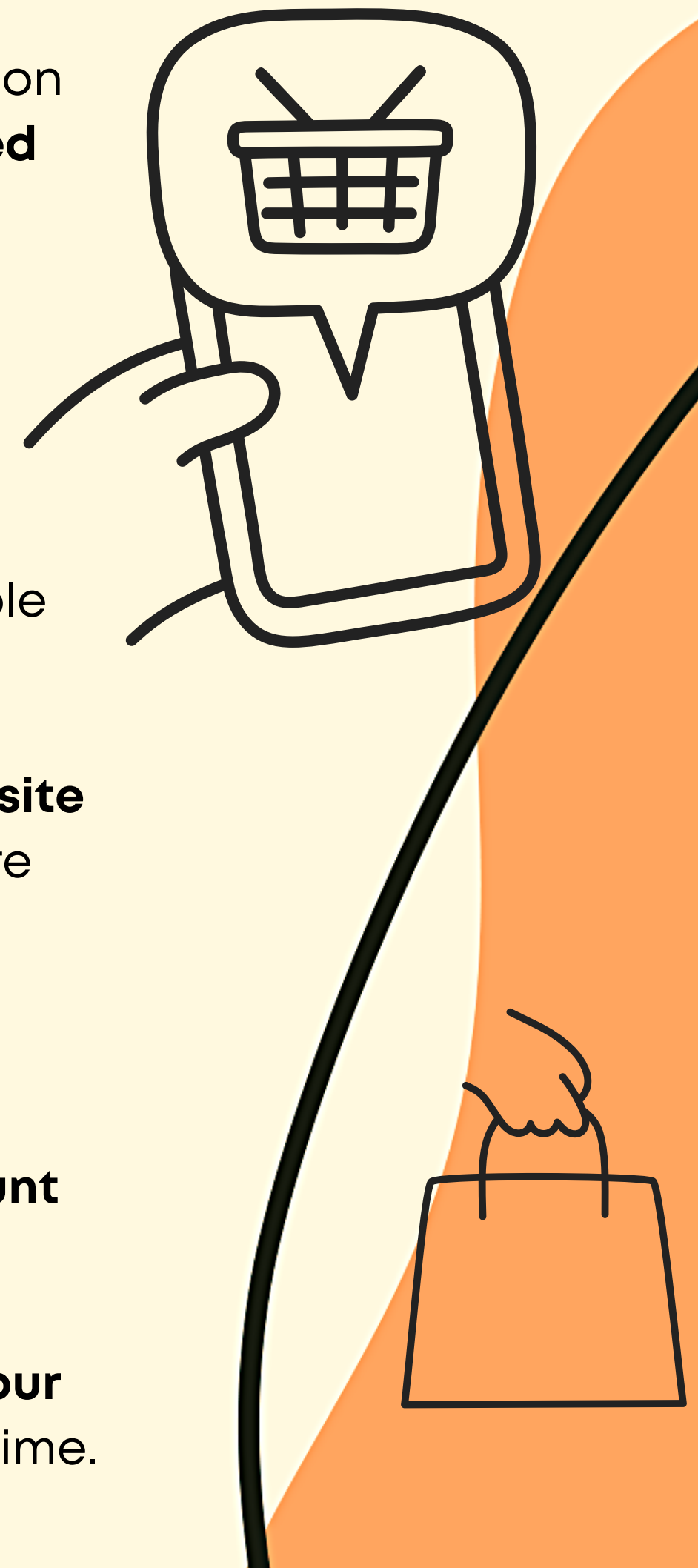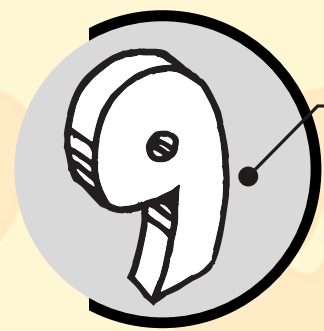
GETTING STARTED WITH PERSONALIZATION REQUIRES A LARGE IT PROJECT AND A LOT OF RESOURCES.

Adopting personalization doesn't have to be a daunting, time-consuming IT project. **With the right tools and strategies, it can be fast and easy, regardless of your size or budget**. The level of complexity and resources required vary depending on the goals, scope, and scale of the personalization initiative. Some personalization initiatives can be implemented relatively quickly and easily using simple tools and techniques, while others may require more complex tools and techniques and more resources, including technical expertise and IT support.

Personalization, when implemented properly, reduces the amount of manual work – it saves you the trouble of manually sorting data and attempting to make sense of it. Personalization itself is **automated and optimizes itself while learning more about the visitors' behavior**. The best way to start with personalization is to keep in mind that it is a continuous process. Hence it is important to find the right software and experts to get you started. Find out what works best for your business and your customers, iterate fast and apply the insights that can make an impact.
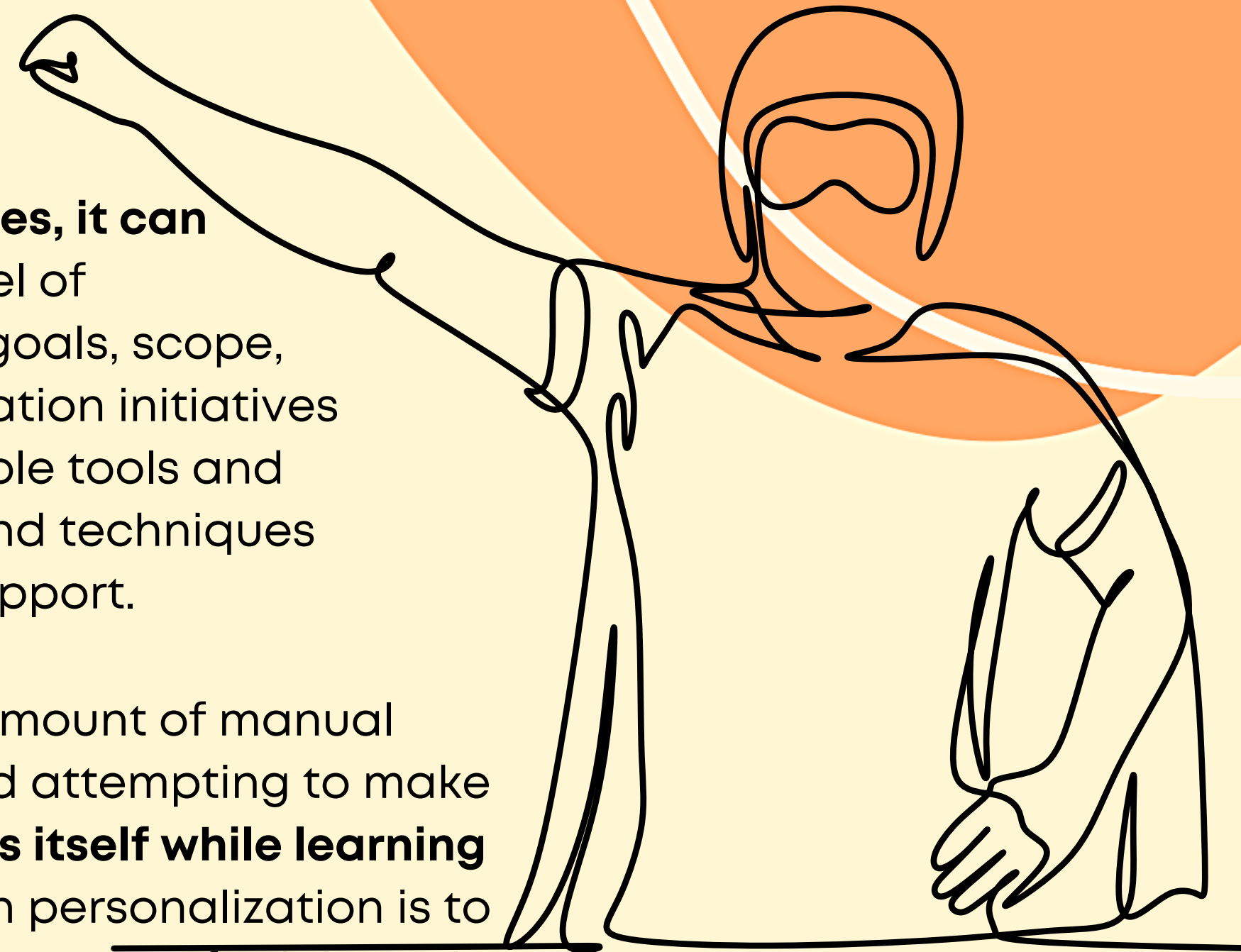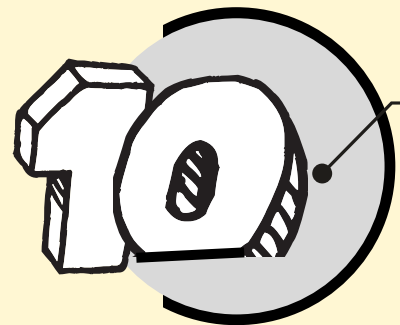
10 PERSONALIZATION MESSES UP THE SEO RANKING AND THE VISIBILITY ON ORGANIC SEARCH.

MYTH

POPULAR

Personalization, when implemented correctly, does not have a negative impact on SEO or visibility on organic search. In fact, it can **enhance the user experience and improve the overall quality of the web page**, which can lead to improved SEO results. Search engines, such as Google, use complex algorithms to determine the relevance and quality of web pages and to rank them in the search results. The algorithms consider many factors, including content quality, web page structure, and overall user experience.

However, it is important to ensure that **implementing personalization does not interfere with the underlying content and structure**. For example, personalization initiatives should not create duplicate content, or interfere with the visibility of important elements on the page, such as the title tag or header.
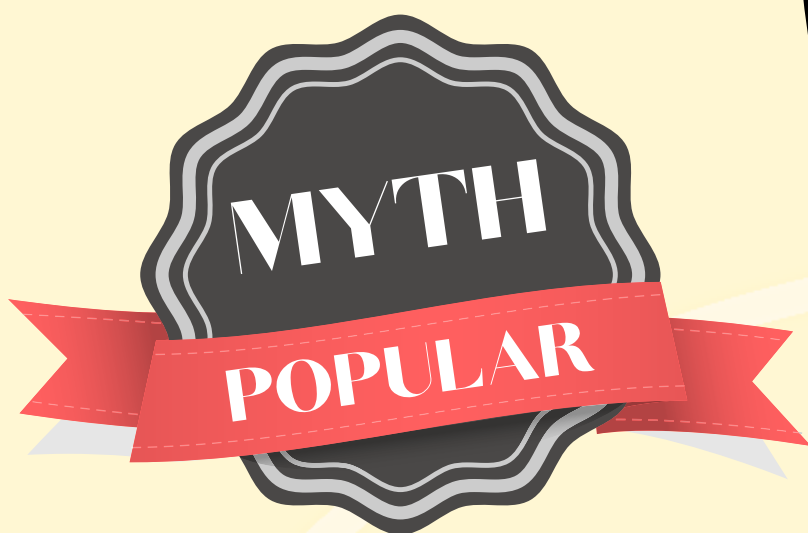
OVERCOME THE MYTHS OF PERSONALIZATION

A relevant customer experience improves your brand visibility. Personalization boosts the performance of your website by reducing the bounce rate and increasing engagement. If your visitors easily find what they're looking for, they're more likely to stick around. Personalized product recommendations or images tailored to their preferences and interests will improve the customer journey.

Want to know the secret to personalization success? **Use the best-of-breed tools, such as headless architecture, and get a team of experts to implement AI-driven personalization for seamless and consistent customer experiences**.

So, are you ready to take your personalization game to the next level? Start with a continuous process, find the right tools and experts, and let the results speak for themselves!

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