



PERSONALIZING THE ENTIRE CUSTOMER JOURNEY ON

D I F F E R E N T W E B P A G E S



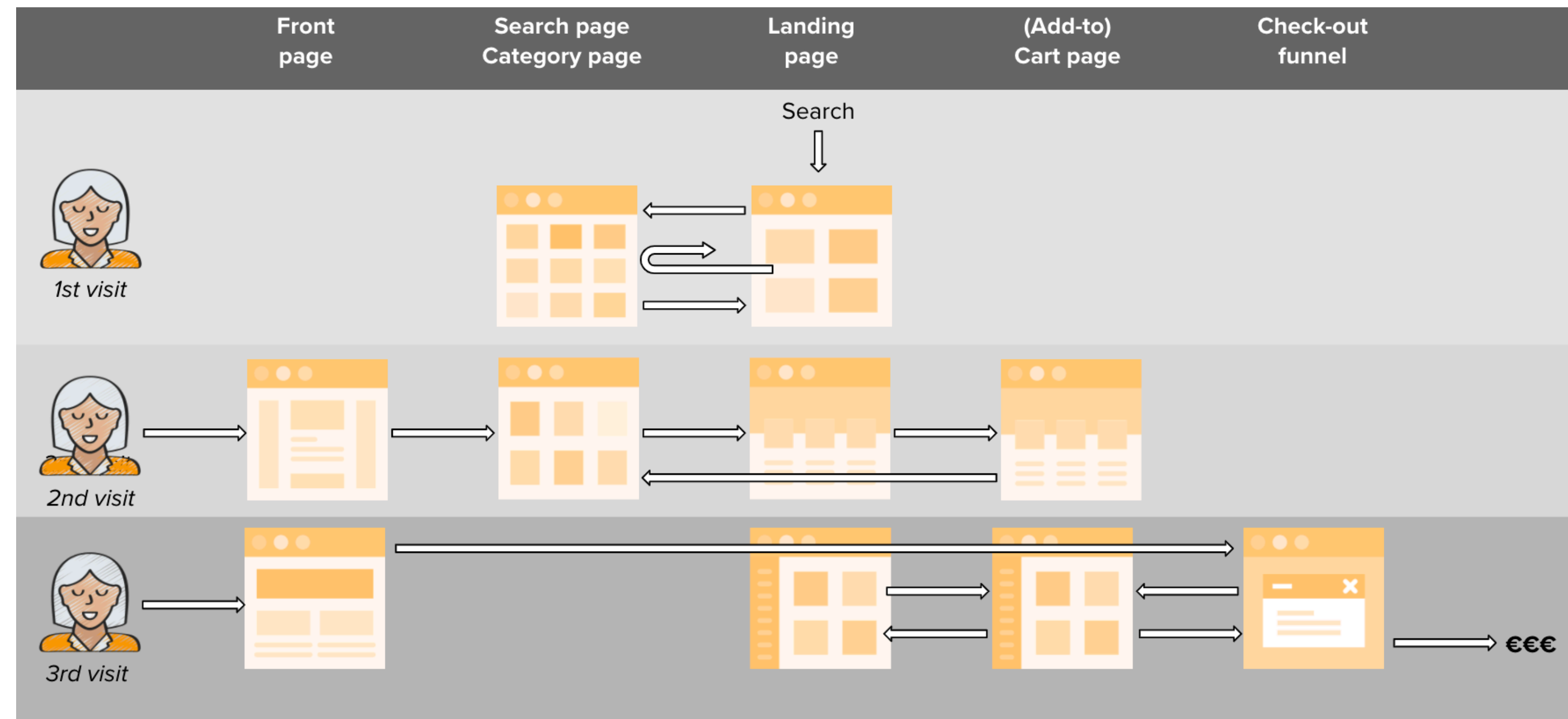
When trying to sell a product in a department store, you can't have the same pitch to every potential customer. The same goes for online stores. A one-size-fits-all webstore doesn't work if you want to get higher conversions and increase brand loyalty.

You and your customer have the same goal. You both want the customer journey to be easy, intuitive, seamless, and as friction-free as possible. How can you make that happen?

The answer is **customer journey orchestration** – a smarter way to visualize and optimize customer journeys from start to finish.

Smart customer journey orchestration is the key to delivering unique customer journeys that build loyalty, retention, and long-term benefits, both for the brands and the customers. And this is what Frosmo does- orchestrating customer journeys and helping brands take control of the entire customer experience through AI-driven personalization.



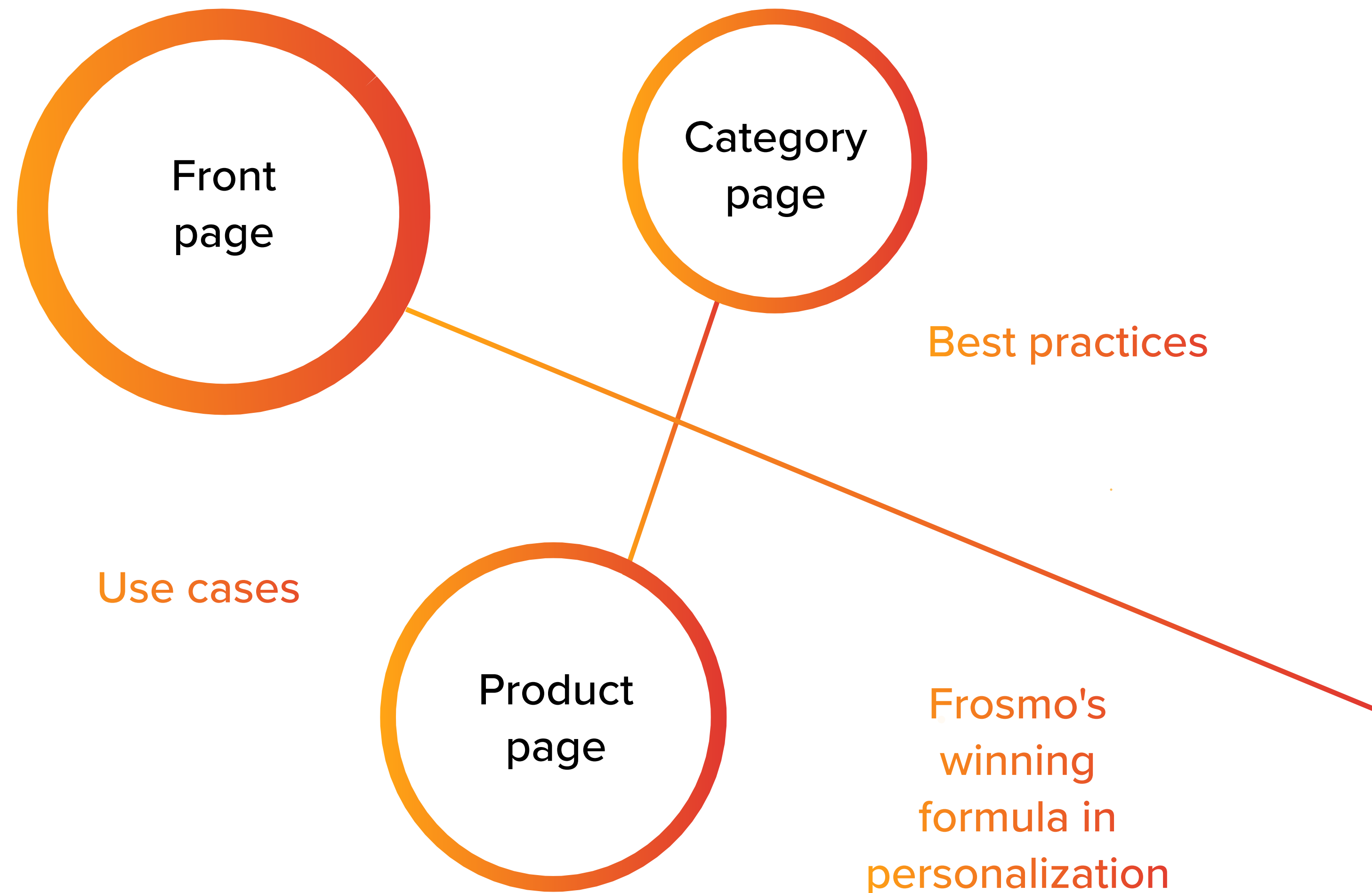


The image above visualizes a three-session customer journey on a typical consumer electronics online store, where the purchase is the end goal. The product page is often the landing page where a potential customer lands after searching and selecting a product for a closer review. But quite often, the customer journey does not end there but continues elsewhere before possibly returning back to the site. For example, a customer has visited a product page and after a few hours or days, returns to or visits the same site, but this time, the front page.

The beginning of the second and third sessions are the most underserved points of the customer journey. To have a meaningful impact on the customer experience, you need to manage the entire customer journey, optimize it, and personalize it accordingly.

WHAT'S INSIDE?

Personalization
on different
web pages



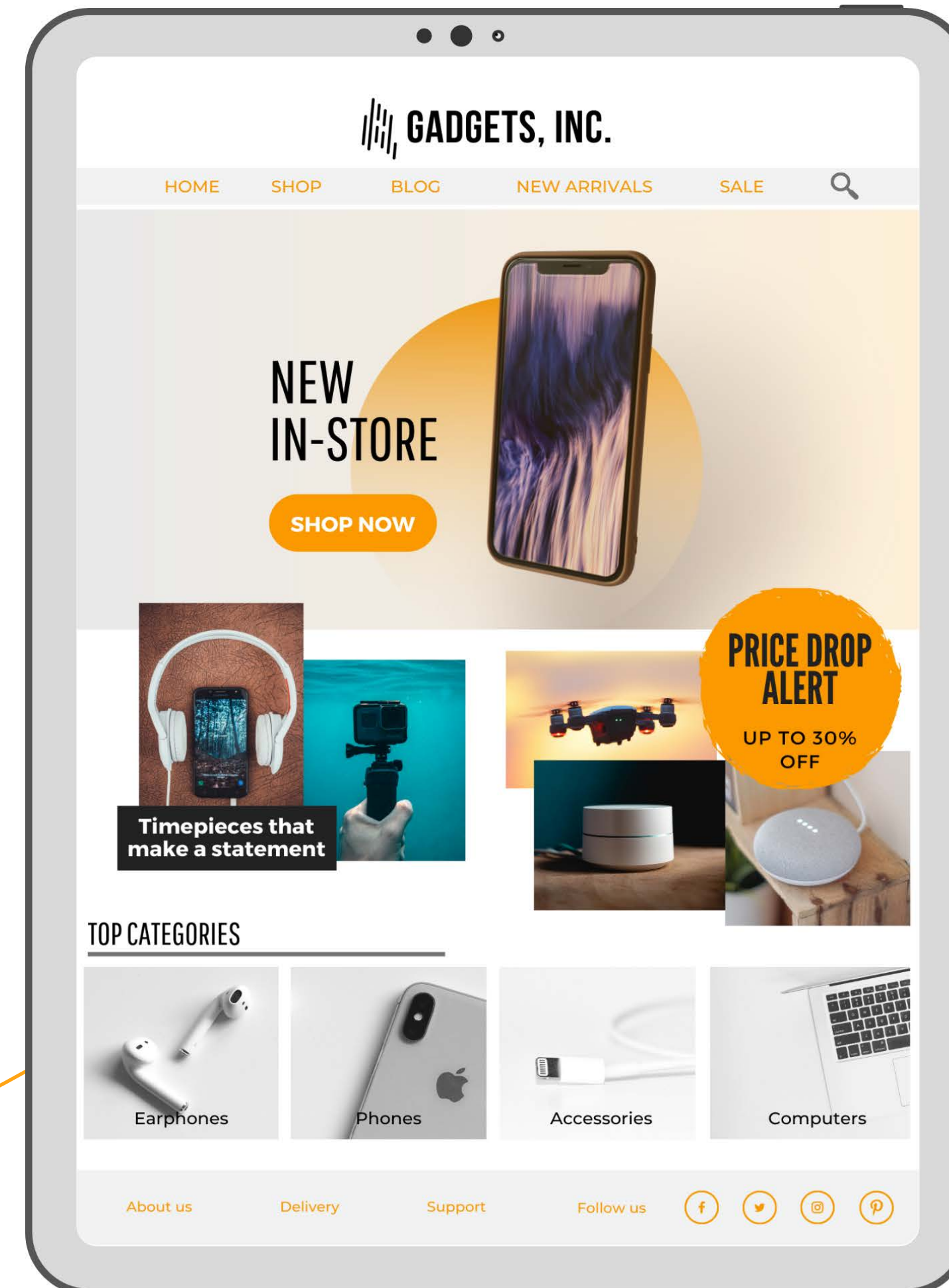
PERSONALIZE FRONT PAGES

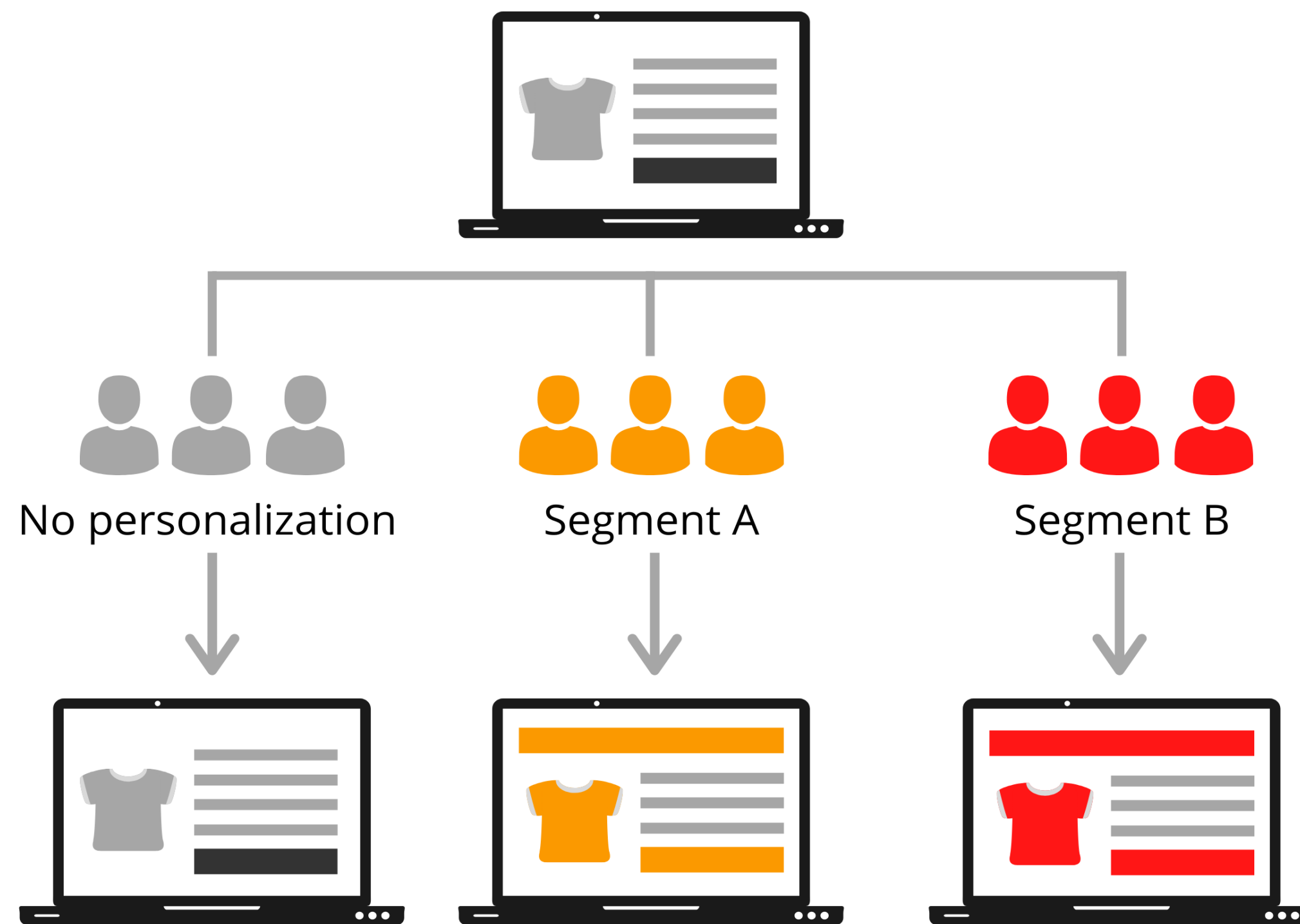
The front page gets the majority of a website's traffic, but many businesses still find it challenging to effectively optimize and personalize them. The front page may be just the first step in the shopping funnel, but it can lead to a lasting impression on whether a visitor should stay engaged or leave the site.

So the question now is:

Is your front page making the right lasting impression?

To ensure that it is and that your visitors are engaged from the start and stay on your site, your front page should be both optimized and personalized.





The front page should be designed to serve different audiences from different origins. It cannot just be a generic landing page built around one message for all visitors.

The problem that most businesses share is that they have only one version of the front page catering to all visitors. But every visitor is unique: each comes to your website with their particular background, expectations, and needs. Their experiences with your website should reflect this uniqueness. Instead of a one-size-fits-all solution, the content on your front page should vary based on who's viewing it and what you know about them based on the data you're tracking. Personalizing the page for your visitors makes them feel like you know them and what they want.

A properly personalized front page will yield the following benefits:

IMPROVE ENGAGEMENT

The visitor wants to quickly find the products that they are interested in, while you want to engage the visitor and make the awareness journey easy, relatable, and intuitive. With personalization, you will both strengthen the relationship with returning visitors and find out faster what works the best for new ones. Your visitors want a sense of belonging and a reason to buy from you. Part of front-page personalization is a sense of connection – providing the right kind of content and balance for each customer about your brand, your credibility, and social proof. With the right personalization tactics, you can immediately capture the visitor's attention and engage with personalized content based on past shopping behavior.

INCREASE CONVERSIONS

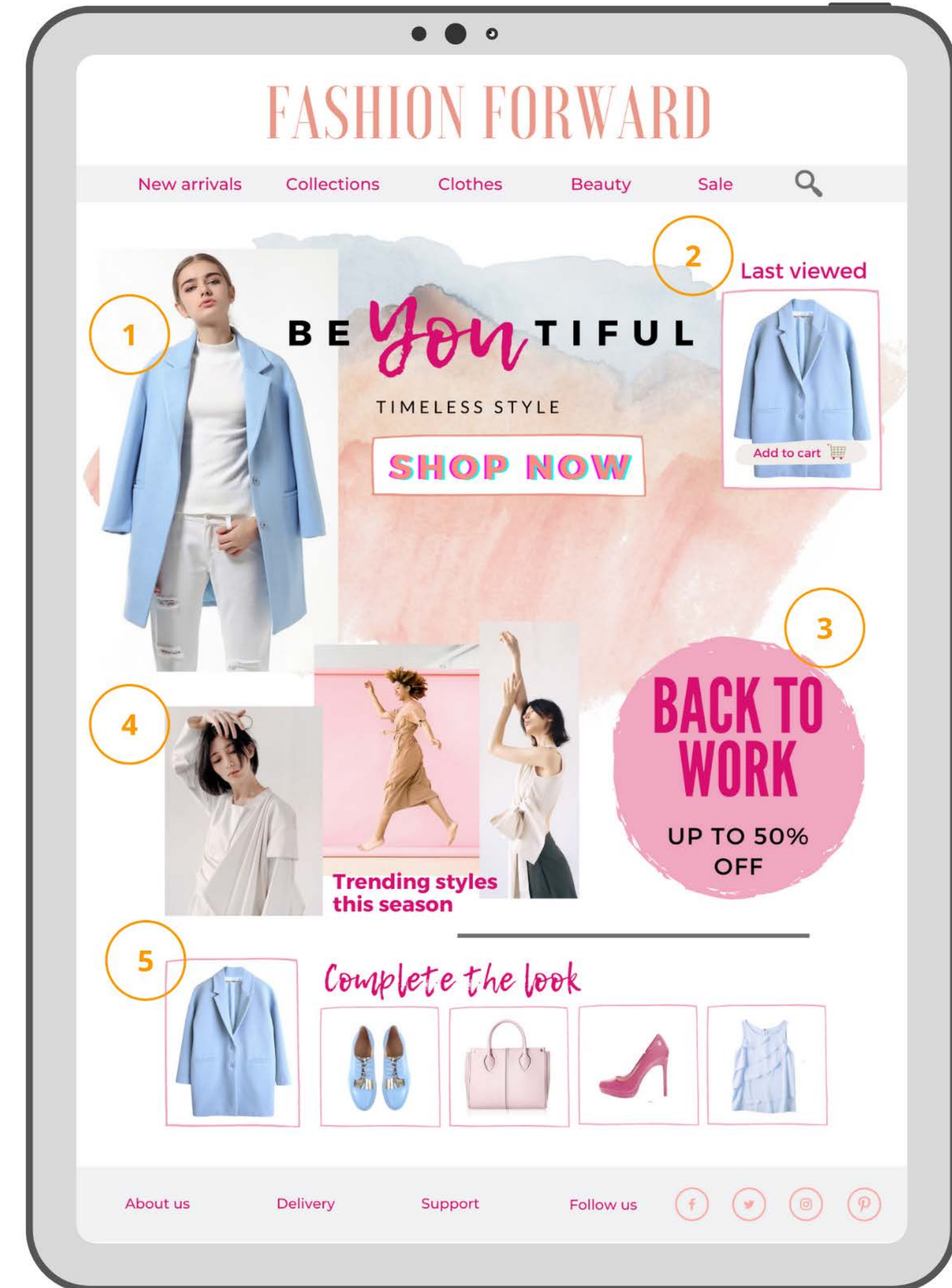
The ultimate goal of personalization is to increase conversion rates by helping shoppers find the products they are interested in easier and faster. You only have 15 seconds and 72 square inches of site real estate to drive a transaction or lose a potential customer. Visitors purchase and interact with things they find interesting and relevant, and quickly abandon experiences that seem complicated.

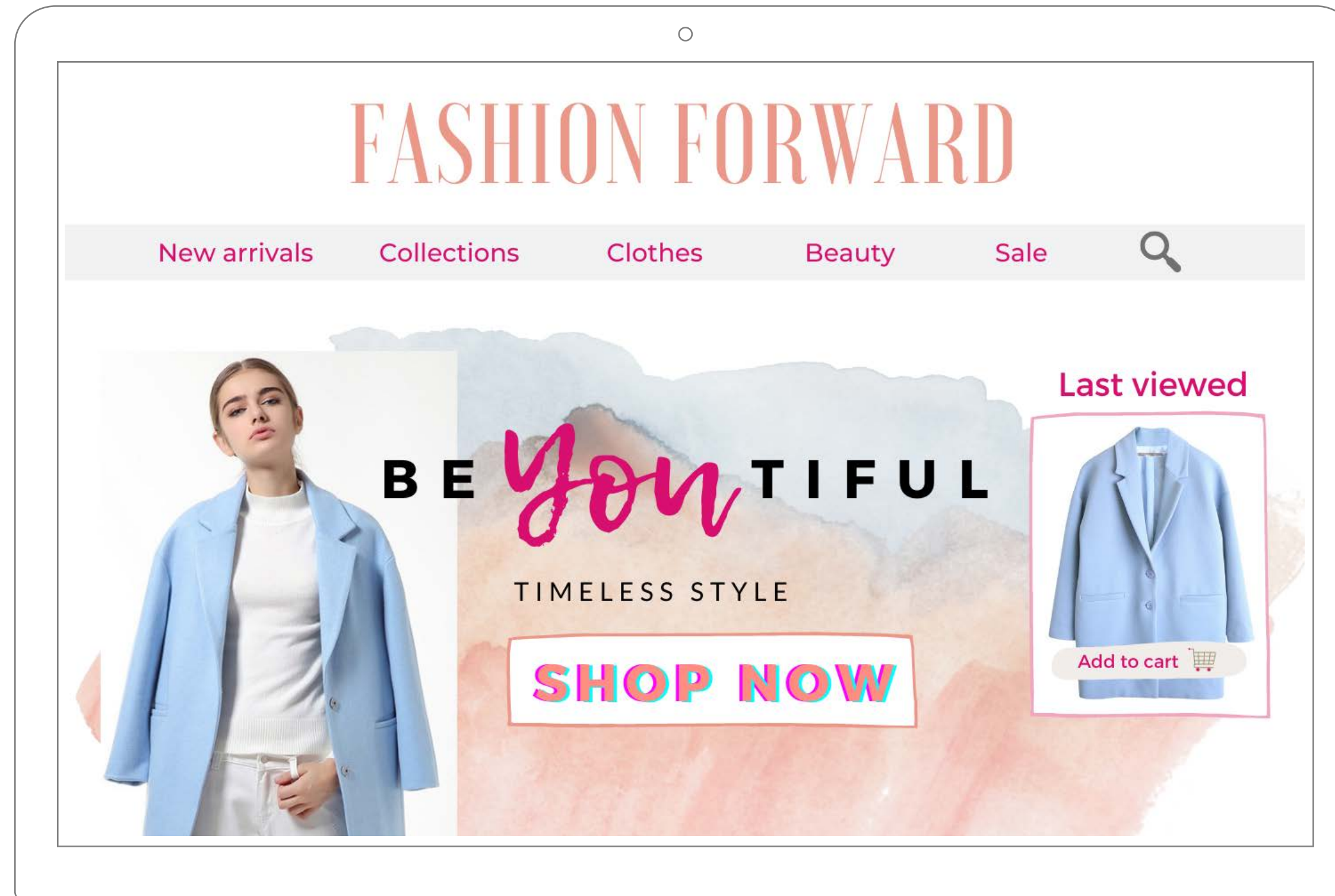
IMPROVE LEAD QUALITY AND SUPPORT ABM

Using personalized campaigns that focus on highly tailored experiences can drive engagement with targeted accounts and increase the number of quality leads.

Here are the best practices for optimizing personalization on the front page:

1. Automated segment-based optimization of the hero banner
2. Returning user last viewed product
3. Best performing offer within the segment/category
4. Automated optimization per segment searching for the best-performing inspiration
5. Product recommendation strategy according to customer phase and affinity





Automated segment-based optimization of the hero banner

The hero banner on your front page shouldn't be the same for all visitors. The banner should be customized according to each visitor's current phase on their customer journey. With second-time visitors, for example, you already have some behavior data available, so you can personalize the banner for them on an individual level.

Returning user last viewed product

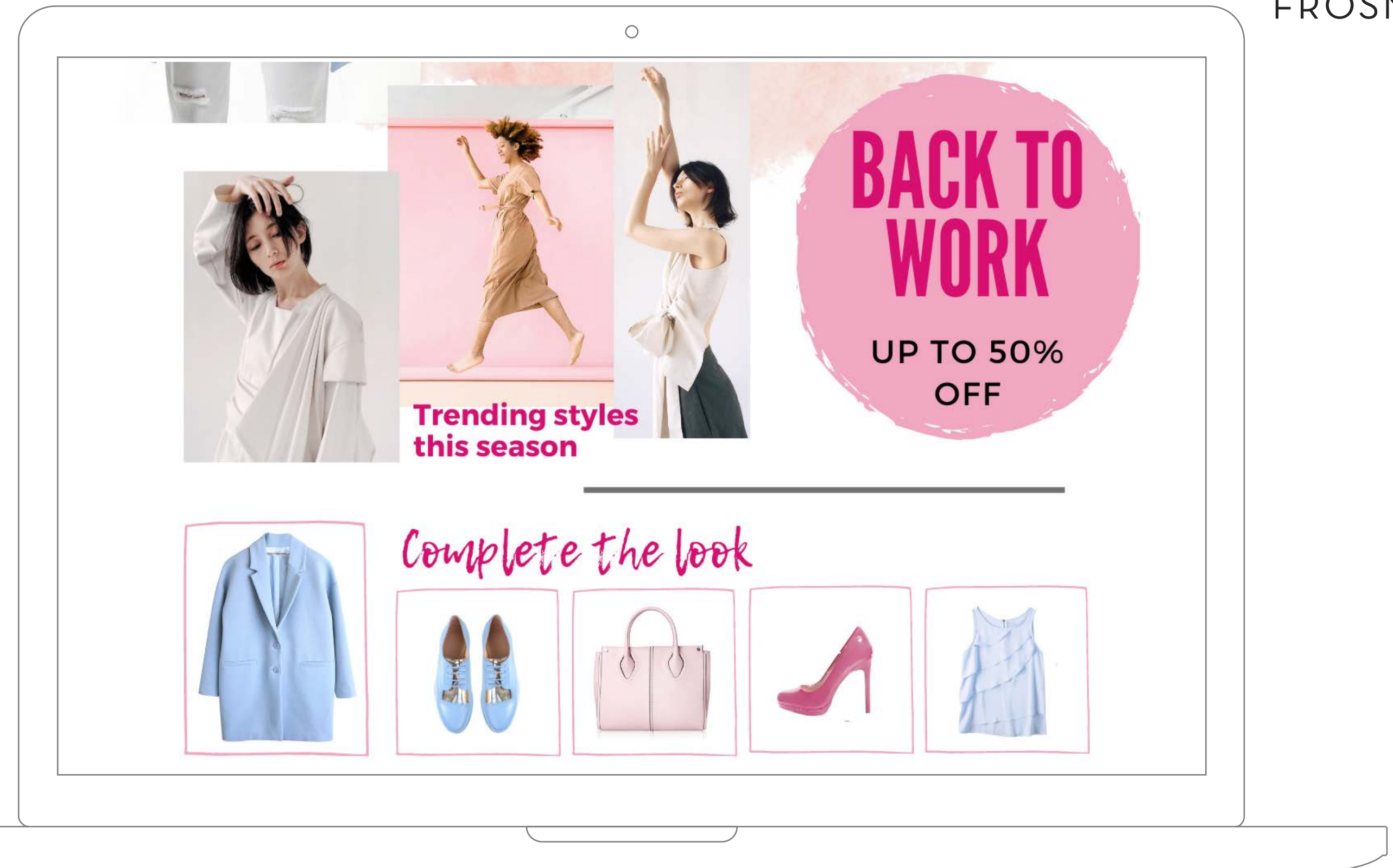
For returning visitors, since you already have data about their shopping behavior and browsing history, use personalized product recommendations. For example, if a visitor previously bought a dress, try recommending an item that complements the dress, such as a pair of shoes or a bag. To boost sales, when visitors browsed your website previously but didn't make a purchase, help them pick up where they

Best performing offer within the segment/ category

You can group your visitors into segments based on their preferences and customize your offers for each segment. Personalize according to the contextual segment, that is, gender, location, interests, weather, and so on. Use contextual recommendations such as “Trending in your area”, “What’s new”, or “You might like”. Test out different versions to see which one works best. Conduct A/B testing regularly so you can bring in more targeted leads by doing what works and changing what doesn’t.

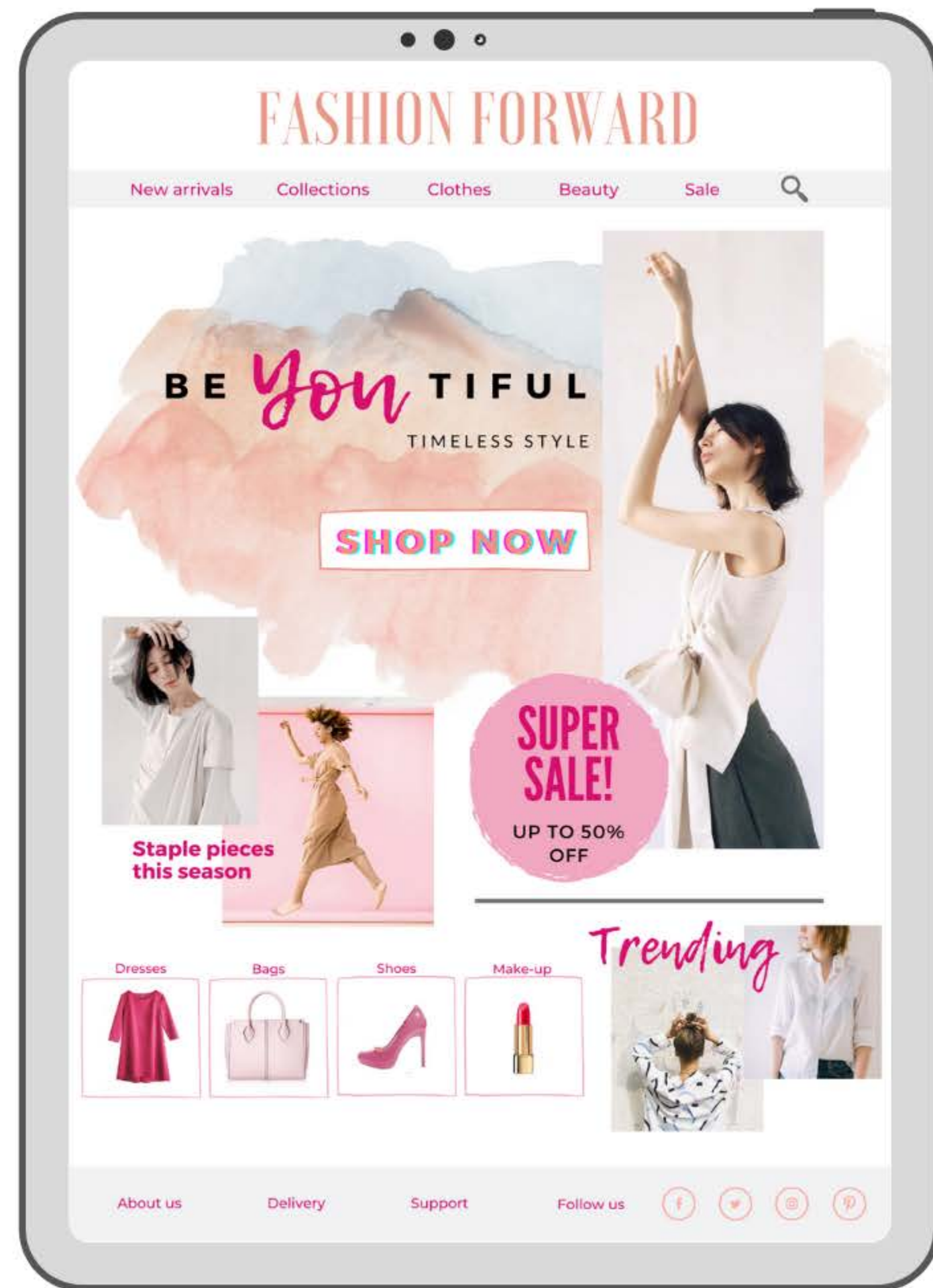
Automated optimization per segment searching for the best-performing inspiration

Utilize AI-driven optimization to dynamically search for the best-performing inspiration or recommendation strategy for a specific visitor segment and automatically verify its performance.

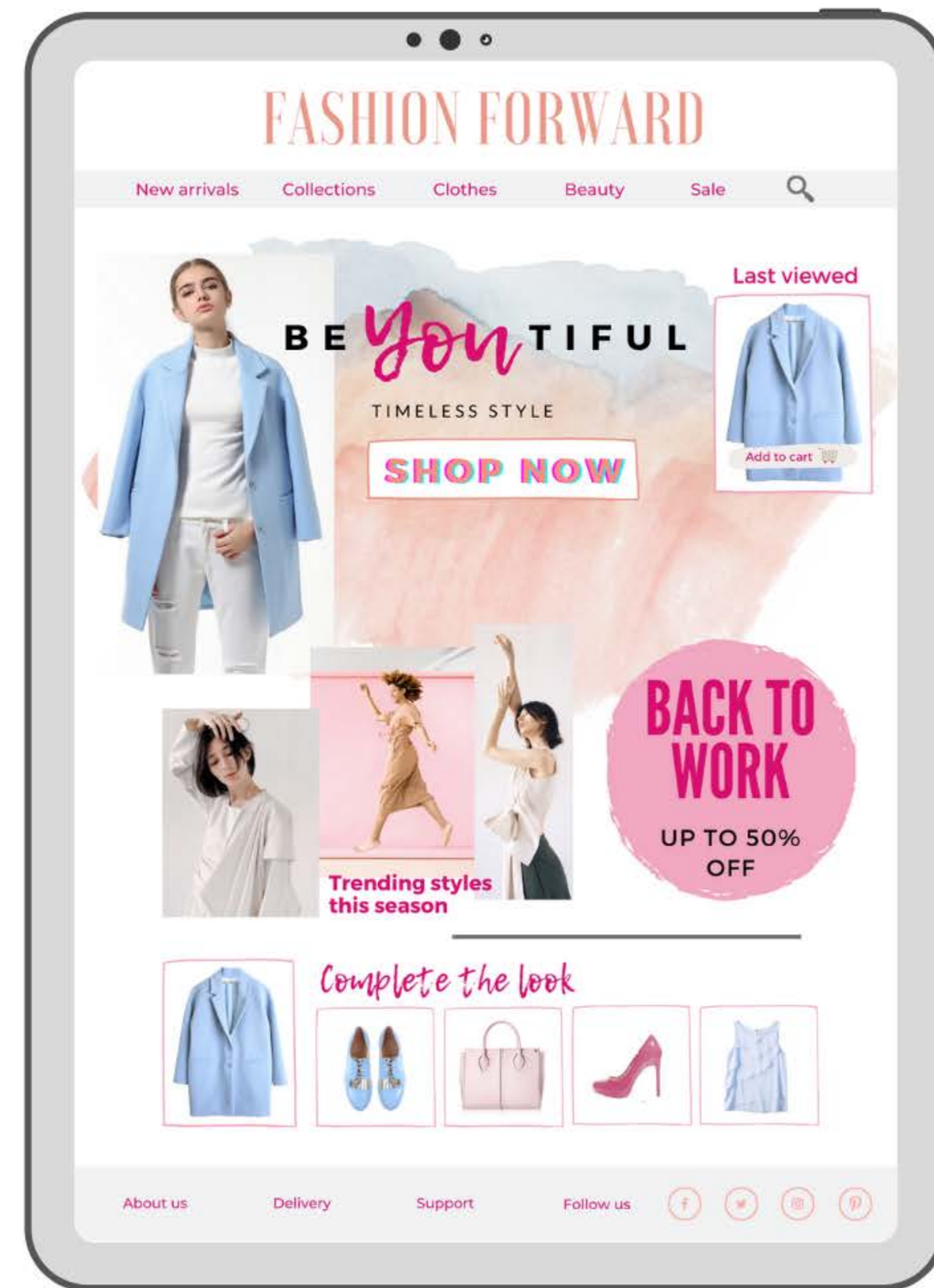


Product recommendation strategy according to customer phase and affinity

Product recommendation strategies on the front page mainly consist of highlighting the most popular products, but with the data on hand, you can then find the best products to present to each customer accordingly in every phase of the customer journey. Every visitor is exposed to the most relevant product recommendations at the top of the front page when using an affinity-based strategy.



Optimized
front page



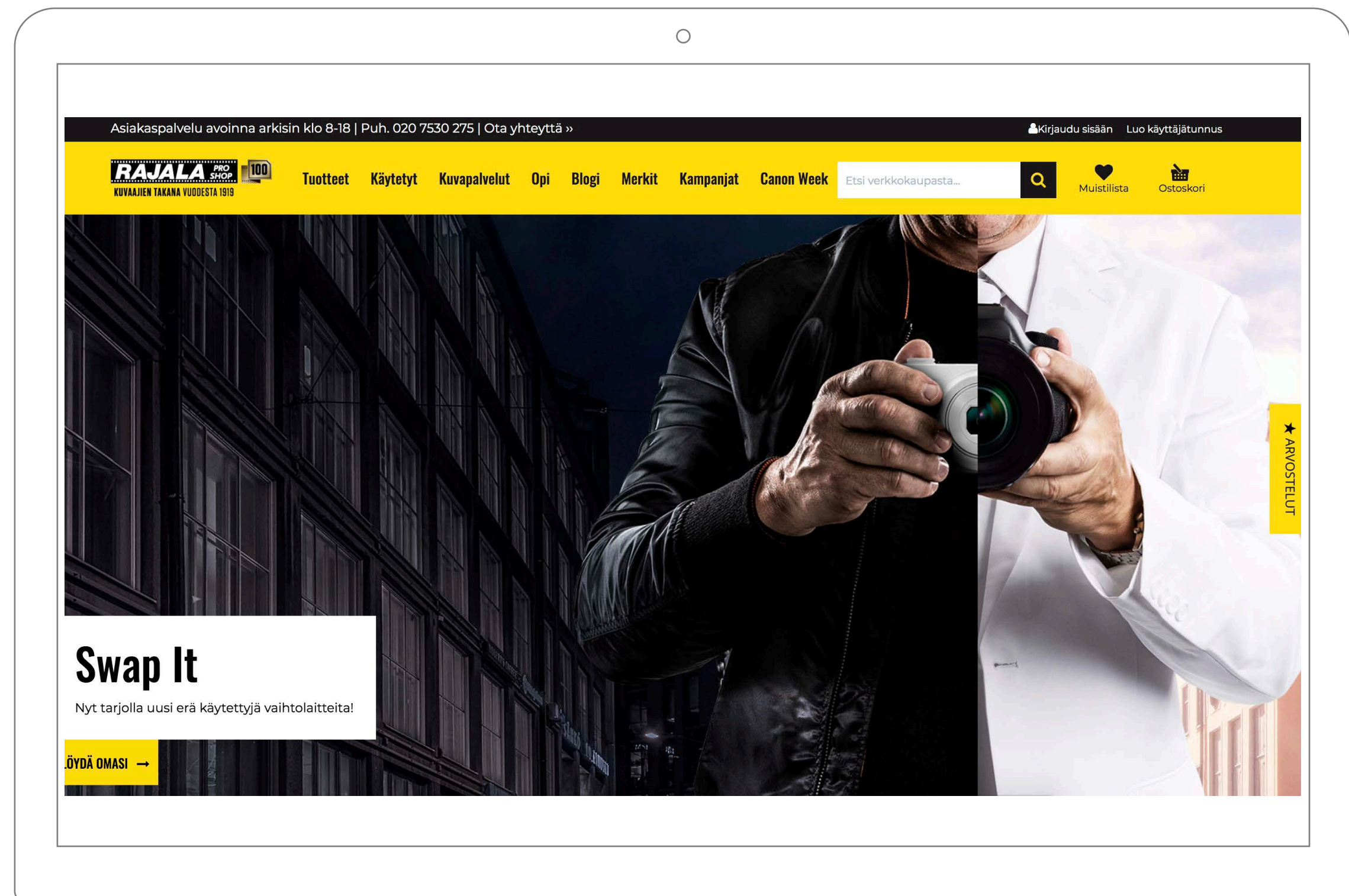
Optimized and personalized
front page

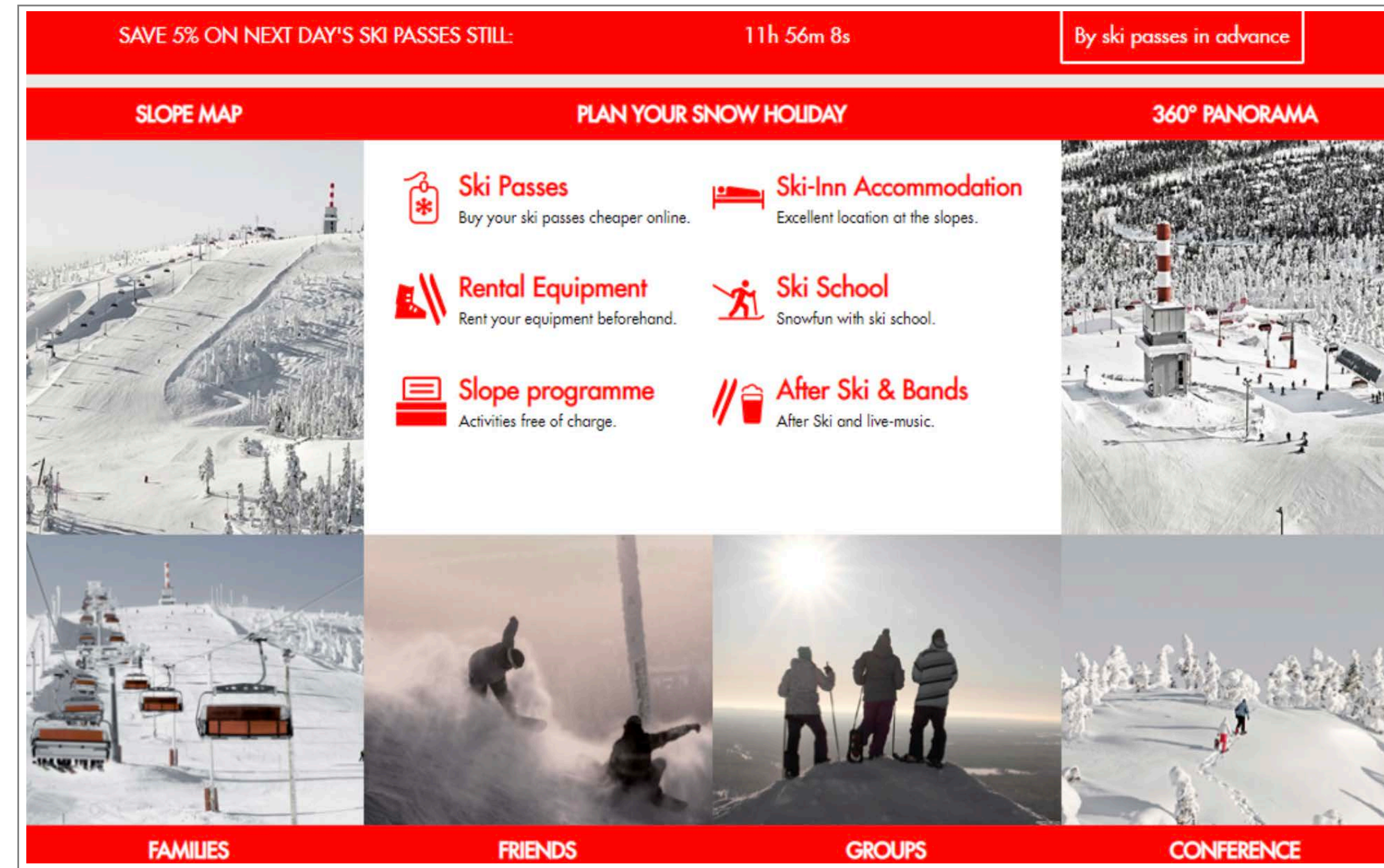
FROSMO

• USE CASES

The front page of **Rajala**, a Finnish photography specialist retailer in business for 100 years, shows generic content for first-time visitors, and content customized according to the interests and behavior of returning visitors.

Read full [case study](#).



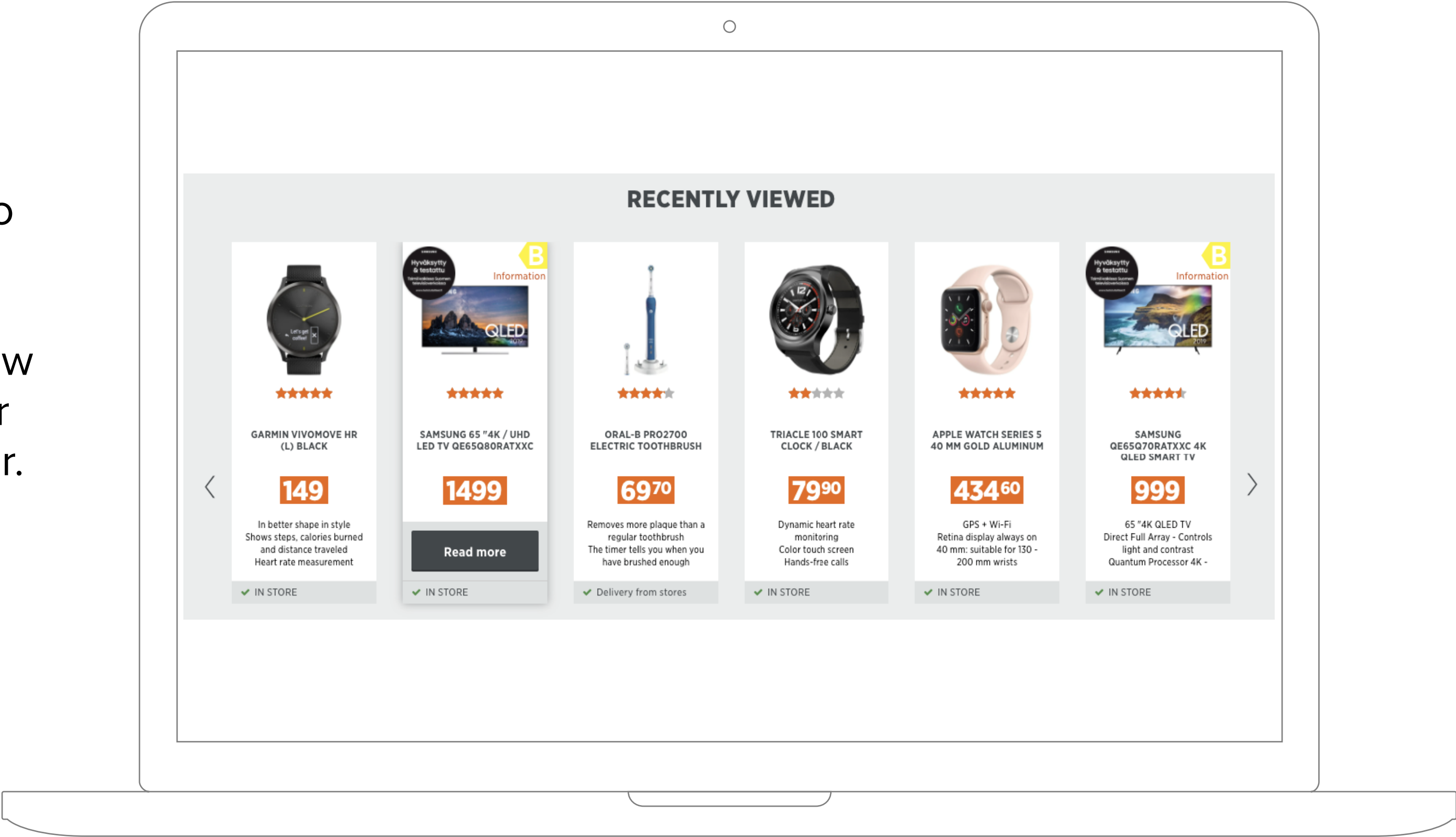


For **Ruka**, one of the leading ski resorts in Finland, personalization starts with segmenting visitors: customers who show interest in going to Ruka and travelers who are already in the area. There are two seasons in Ruka, winter, and summer, and they attract very different types of visitors. The customer segmentation data is used to display personalized content to push events, ancillaries, such as ski lift tickets, and accommodation options.

Read full **case study**.

The strategy of **Power**, a leading electronics retailer in the Nordics, is to assist the customer journey for better product discovery and conversion on the front page. Recommendations show the currently most popular products or products recently viewed by the visitor.

Read full **case study**.

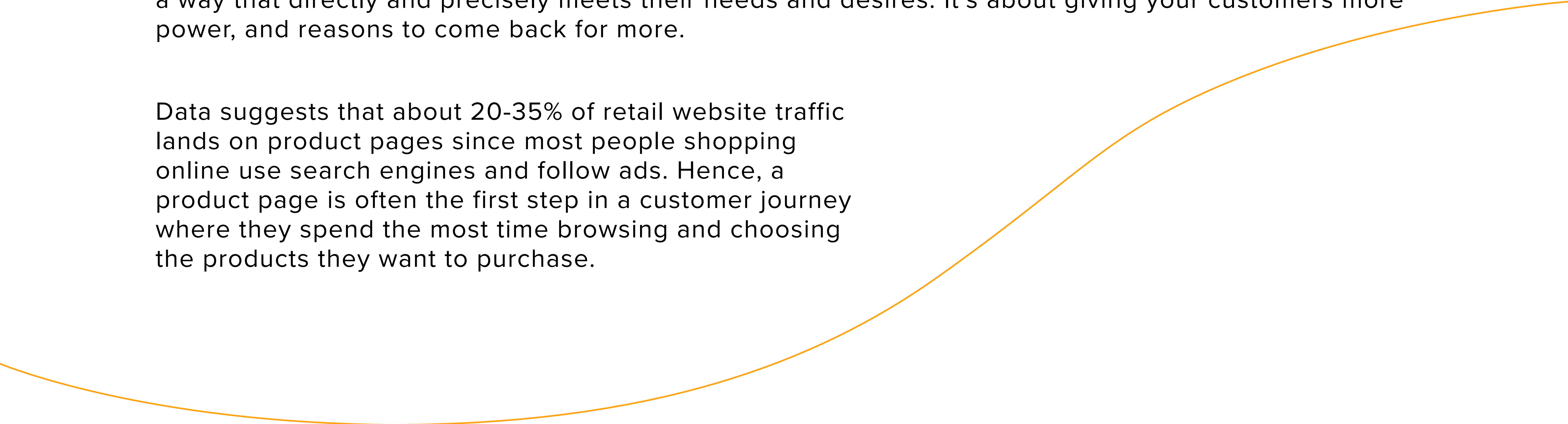


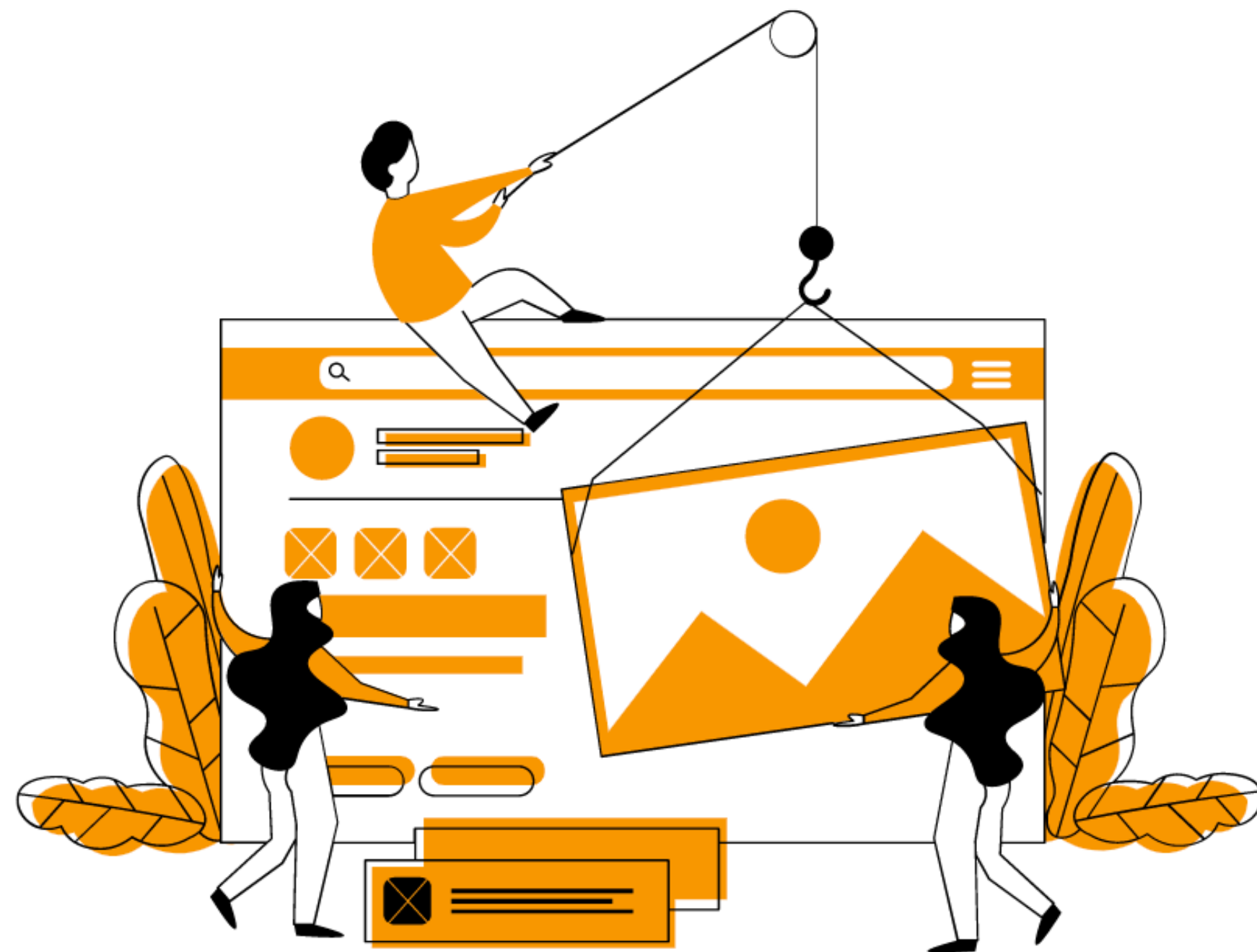
A vertical orange line with a circular dot at the bottom, located in the top left corner of the slide.

PERSONALIZE PRODUCT PAGES

First, it's important to understand how a customer arrives at a site. People who land on product pages have a clear need they are looking to fulfill, so this presents a good opportunity to begin a great relationship with them. Personalization on product pages enables retailers to reach out to customers in a way that directly and precisely meets their needs and desires. It's about giving your customers more power, and reasons to come back for more.

Data suggests that about 20-35% of retail website traffic lands on product pages since most people shopping online use search engines and follow ads. Hence, a product page is often the first step in a customer journey where they spend the most time browsing and choosing the products they want to purchase.

A large, sweeping orange curve that starts from the left side of the slide, dips down, and then rises towards the right side, framing the bottom of the text.



Product pages are also an important part of SEO and SEM, and getting the best out of product pages will improve ROI of your campaigns. Personalization on product pages, combined with SEO best practices will improve the site's visibility and ranking on search engines and will put it on the fast track to success.

Product pages have a significant long-tail impact on your business through products that are not best-sellers and usually not visible in standard recommendations. A clear strategy in personalization will keep you focused on your goal: whether to offer complimentary items to increase the average order value, or whether to offer alternatives to help improve conversions. Most companies use a hybrid of strategies that can be A/B-tested to achieve the best of both worlds.

Typical goals for product page personalization:

Aim for more product page clicks, views, conversions, and reduce bounce rates.

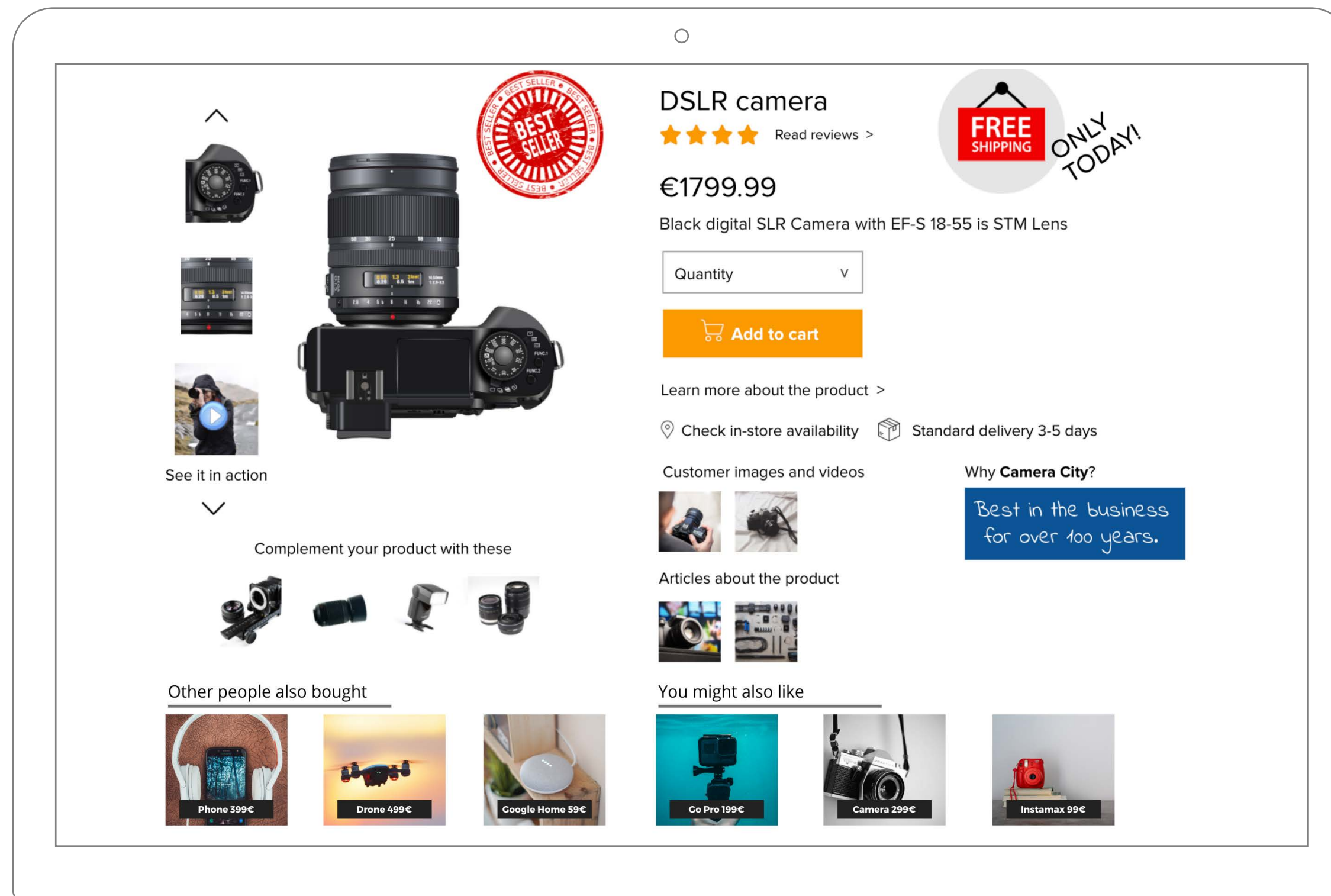
Make it easy to view all comparable products in the category.

Enrich product information with other useful insights.

Create trust and affinity by presenting relevant content to start the customer journey.

Present more options for customers who land on product pages.

The product page is often the landing page where a potential customer lands after searching and selecting a product for a closer review. But quite often, the customer journey does not end there. What happens if the product is not quite what the customer wants? Or what if the product isn't available?



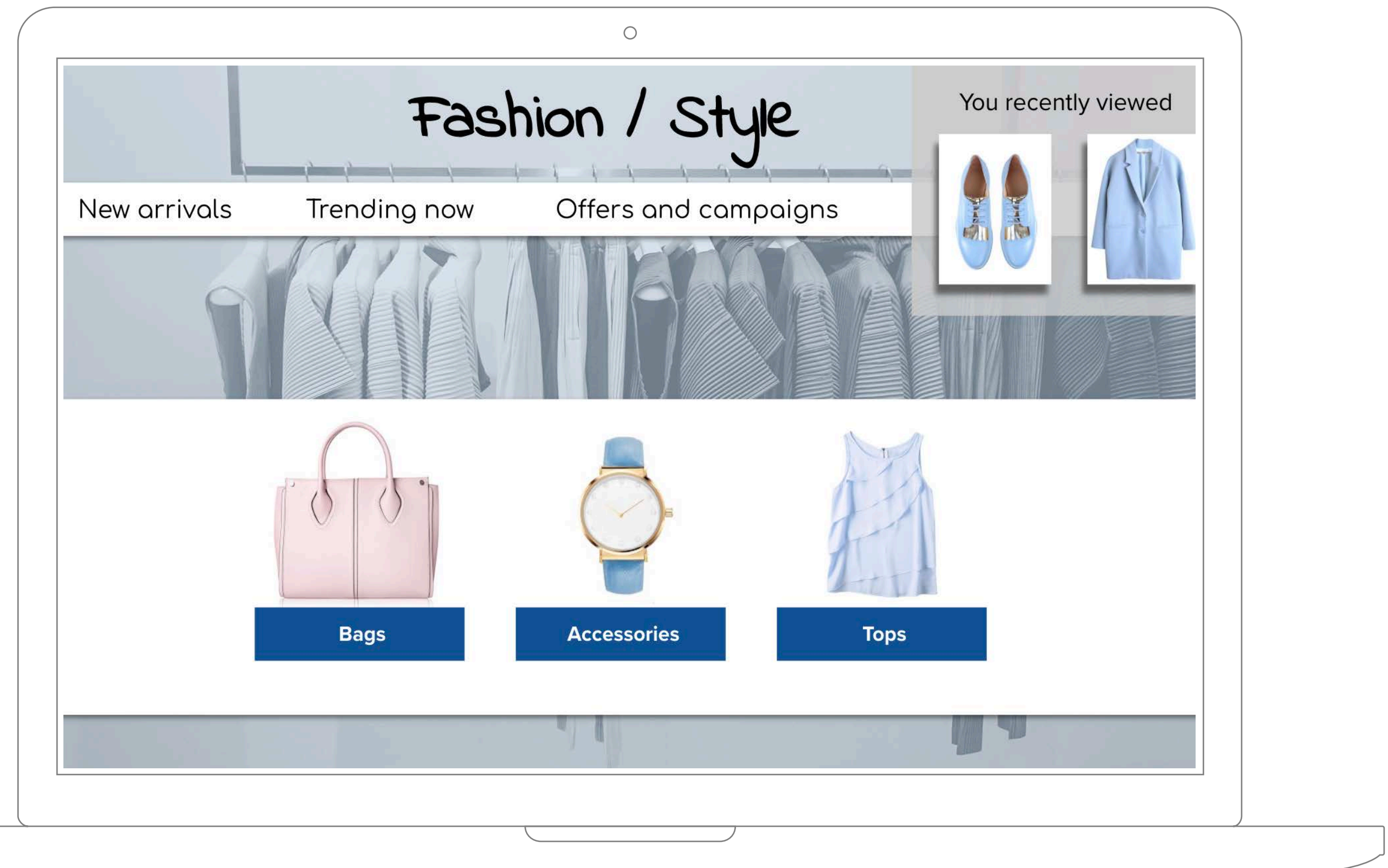
Most of the time, the product page is a dead-end that doesn't give the option to continue exploring the site. As a consequence, you lose the buyer to your competitor. Give your customer some recommendations to find better suitable or alternative products. We always recommend having three sets of recommendation strategies on the product page such as

- Find similar products
- Most popular from the brand
- Complementary or optional “You might like these”

Recommendation strategies on product pages to maximize your success

Maximize the impact of the product page on the homepage.

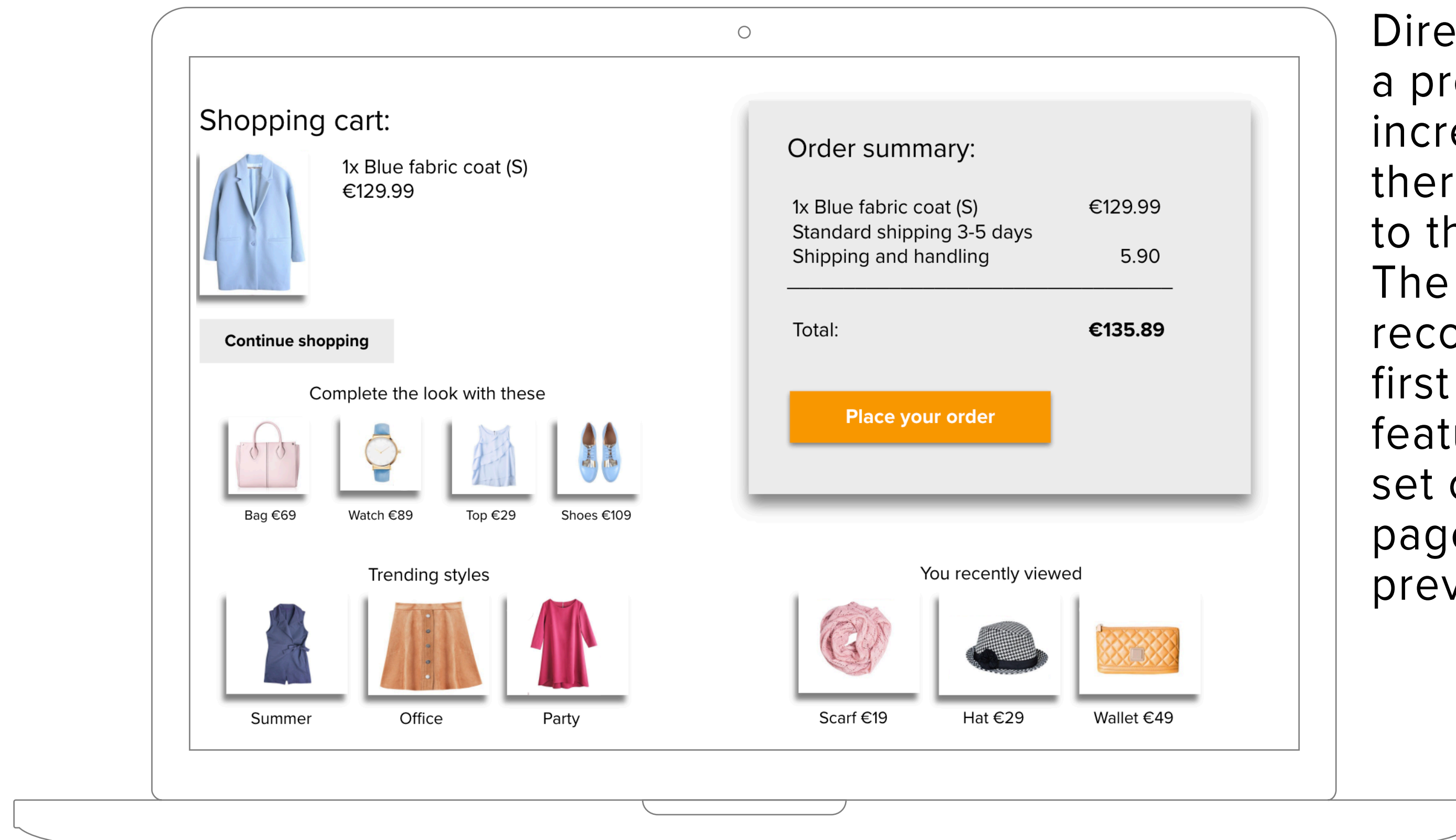
Customers will usually look at more than one product page during a single session so you can remind them of previously viewed items. For example, a customer has visited a product page and after a few hours or days, returns to or visits the same site, but this time, the front page. To increase conversion rate, the front page hero banner should scale and the last viewed product is visible on the right side of the homepage. This is a great way of targeting new potential customers with customized recommendations.



Ensure conversions of add-to-basket.

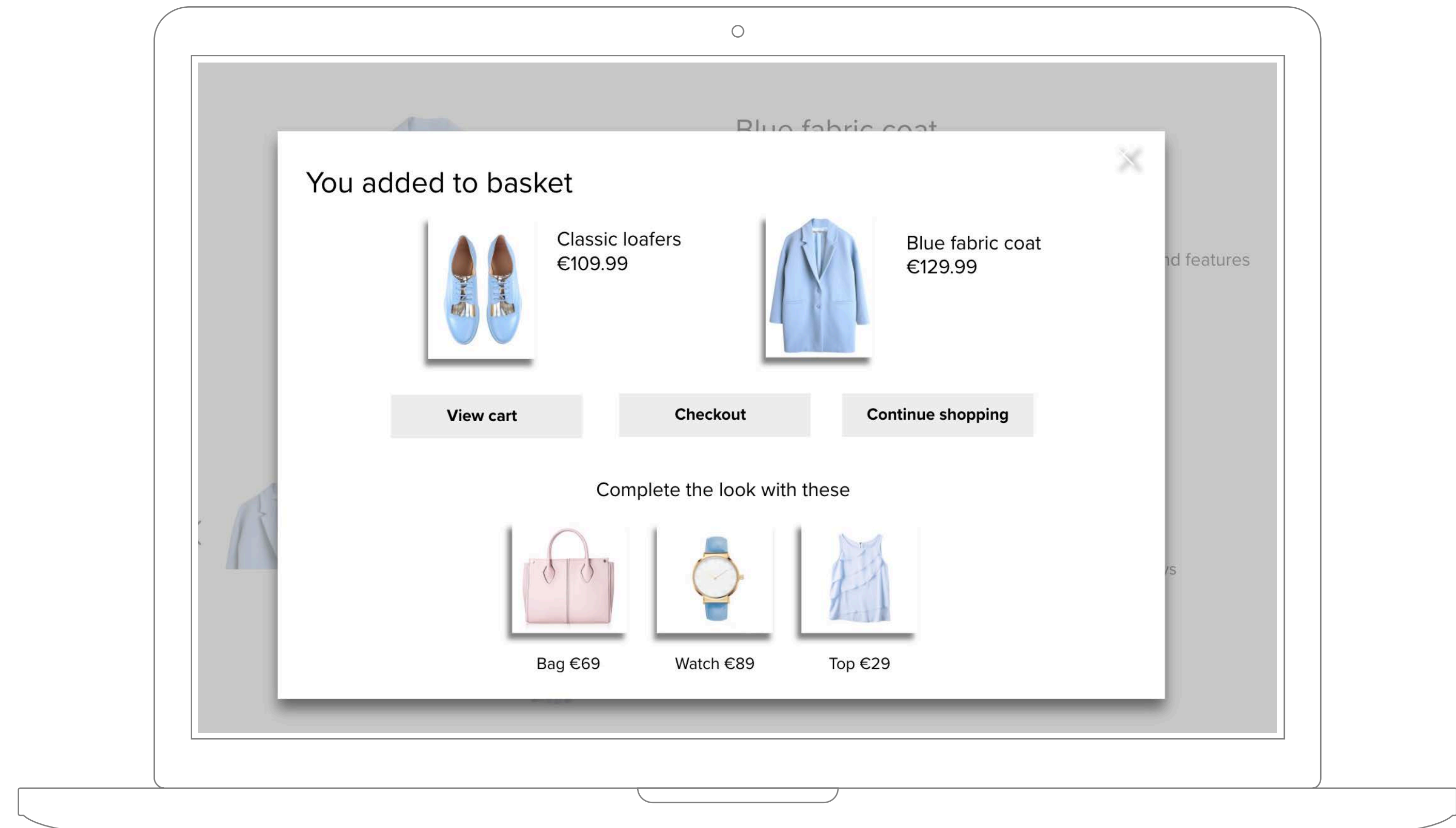
Directing the customer to a new page once a product has been added to the basket can increase AOV. On the top of the new page, there's a summary of what has been added to the basket and a possibility to check out. The rest of the page is filled with different recommendations, about 5-8, of which the first ones should be complementing products/features. The others should show a broader set of products available. At the bottom of the page, there should be recommendations about previously viewed products.

You can recommend the bestsellers, or if the customer has purchased several dresses in the past, you can recommend other similar styles that she might like. The upsell could also be items that go with the products they want to purchase or have already purchased.



Increase customer lifetime value with personalized overlays.

A powerful alternative way to increase AOV is to load an overlay on top of the product page. This overlay confirms what has been added to the basket and recommends complementing/matching products. The overlays need to be relevant to the customer. Target each customer with something relevant to them to push them into the action you want them to take. You risk losing a potential customer if you interrupt the customer journey with a random ad about something they don't really want. Learn more about your customer, and focus on driving the action that you want them to take.

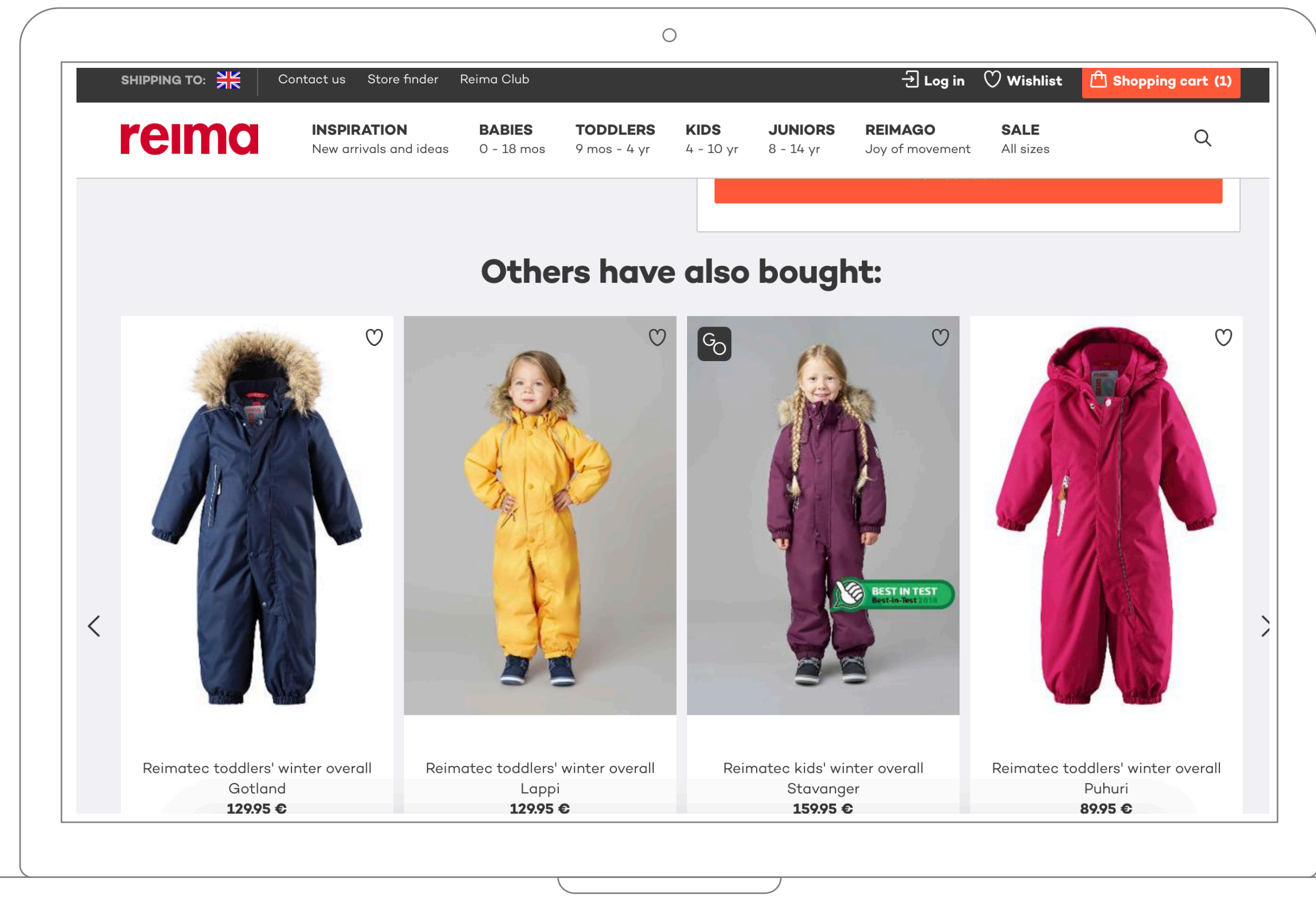


FROSMO

• USE CASES

Reima, a global leading brand in functional kids' wear, boosts sales by providing their customers with personalized product recommendations to find the most suitable items for each customer's individual needs. Their strategy is to recommend products that other similar customers have bought.

Read full [case study](#).



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Frosmo enables us to create winning user experiences by providing a recommendations engine that brings value to our customers. They help us to understand our customers' preferences better and make data-driven decisions.

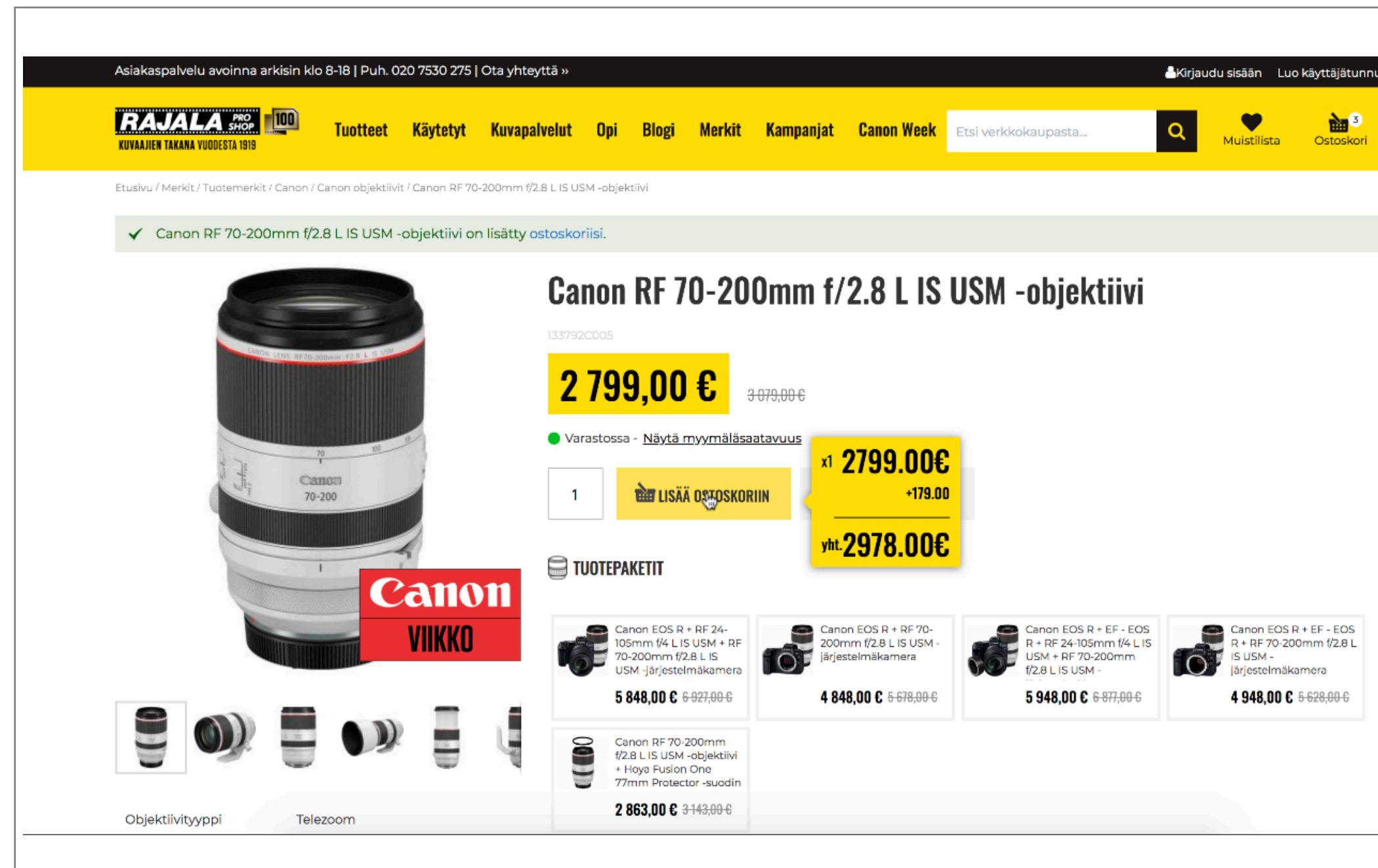
**KRISTINA
LAGERROOS**

Development Manager,
Reima

<https://www.reima.com/fi>

Retail
Finland





Rajala recently tested a feature by Frosmo where visitors can easily see the accessories associated with the product. In addition to being able to add suitable accessories directly to their cart, the visitors can also see the full price for the combination by hovering over the “Add to cart” option. This feature makes it easy for potential customers to make purchase decisions for the products they need.

Read full **case study**.

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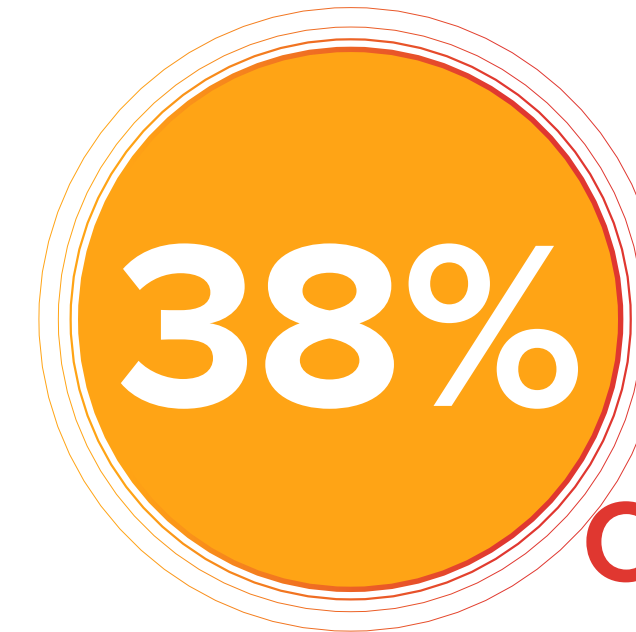
Recommendations help the buyer to select the best products and accessories and have a direct link to the bigger average order value. Customers are satisfied with the bundles they buy and keep coming back for more accessories.

JUHANI TOPPARI

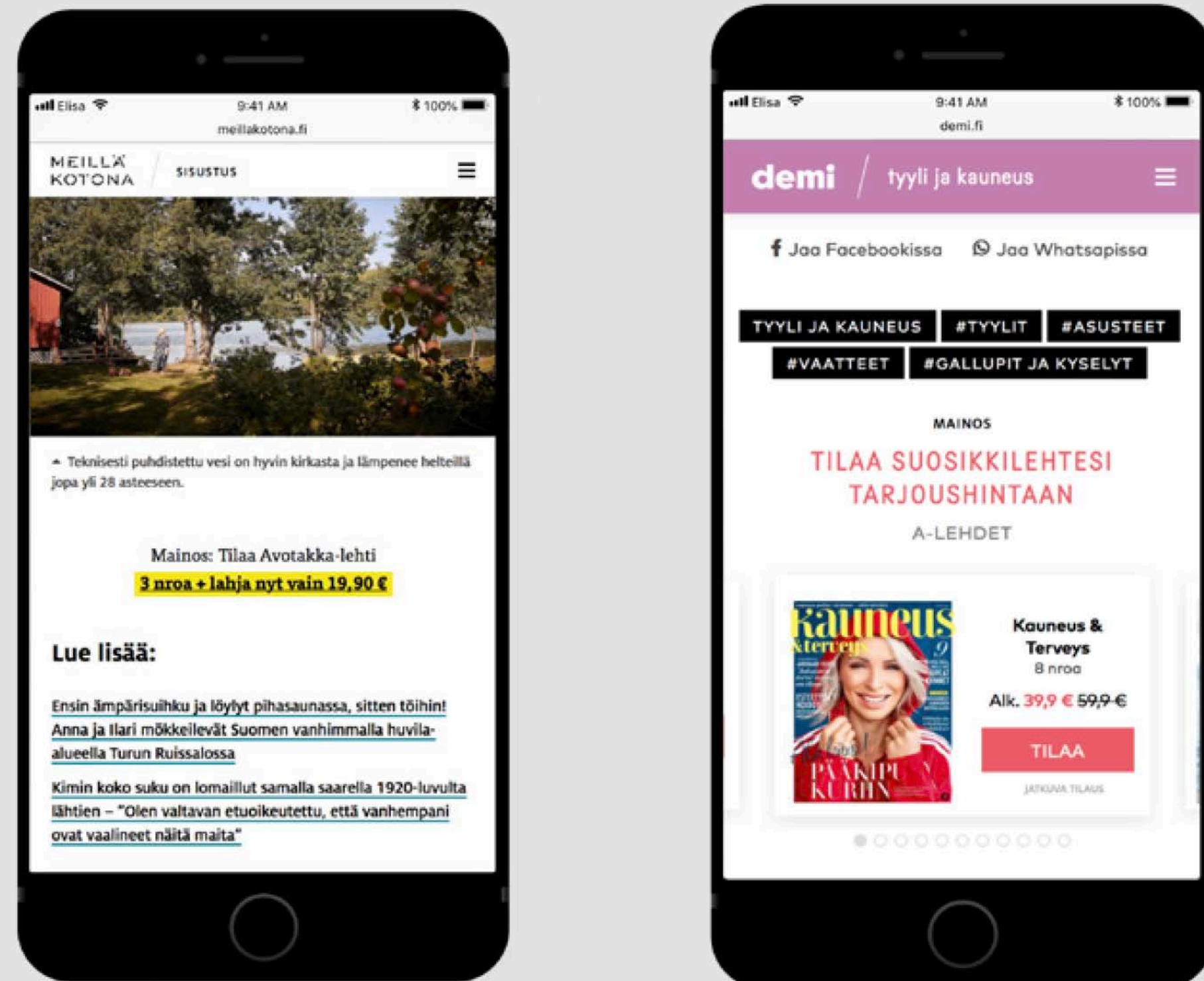
Marketing Director and
Ecommerce Manager,
Rajala

<https://www.rajalacamera.fi/>
Retail
Finland

Creating more relevant experiences not only reduces the manual merchandising efforts but also increases conversions and the relevance of the customers' shopping experiences.



**Better
conversion
rate**

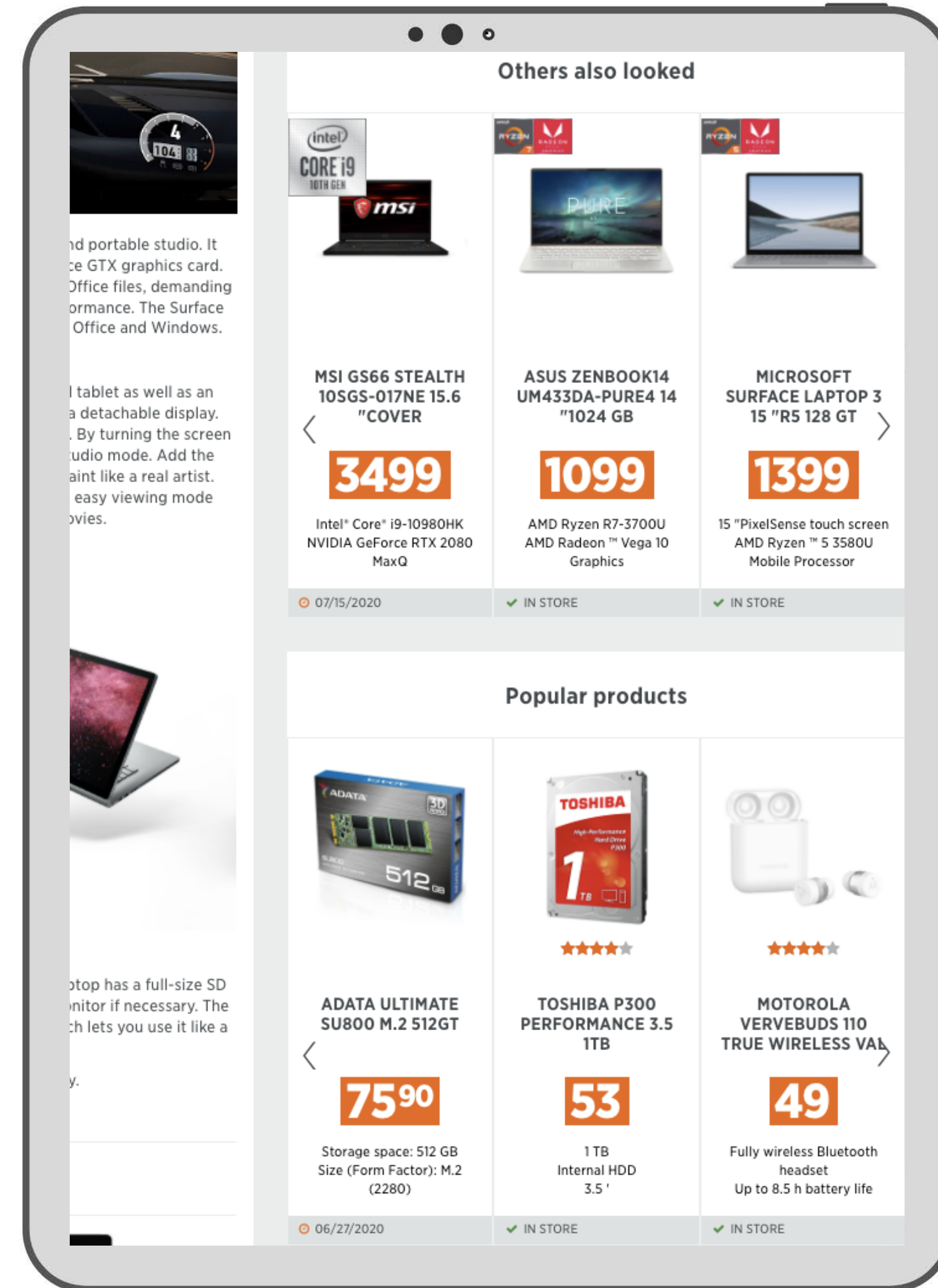


Accurate and relevant recommendations are key to providing meaningful visitor experiences. **A-lehdet**, a Finnish media house, shows personalized recommendations after the visitor has read an article.

Read full **case study**.

The product page is all about making sure the conversion happens and that the average order value increases. Traditionally, customers put a lot of effort to choose the product that best suits their needs. To make the choice easier, **Power** uses recommendation strategies based on relevant products viewed or bought by others as well as historical data of the visitor to recommend related products.

Read full [case study](#).

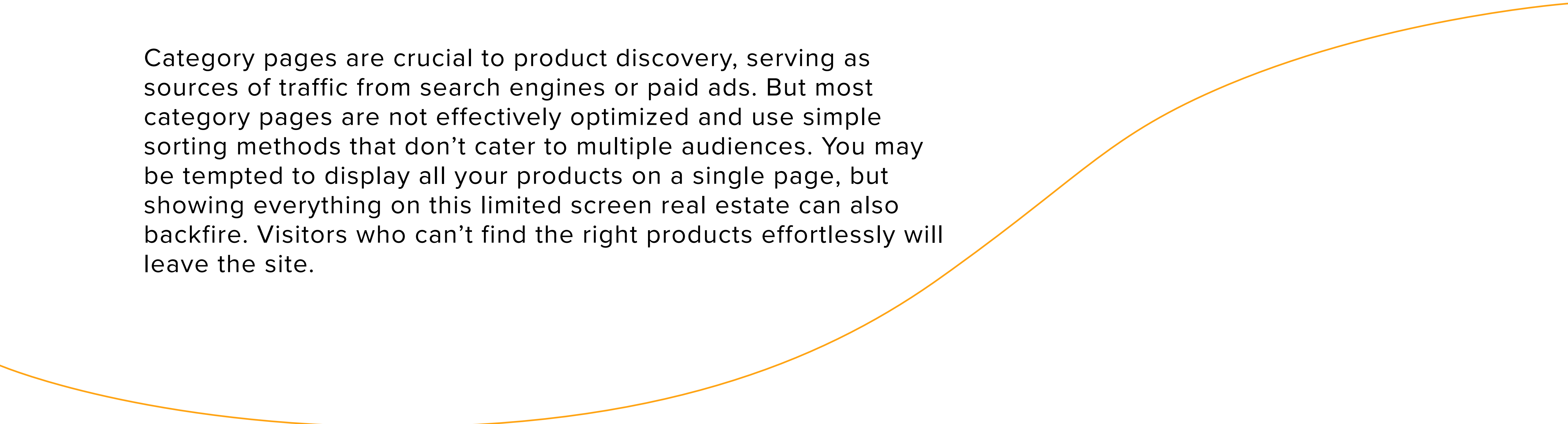


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PERSONALIZE CATEGORY PAGES

In a supermarket, it can take you an hour to go around the endless rows of products – even with the large square signs hanging above every aisle – to find the pasta sauce you want. In digital retail, category listing pages act as virtual aisle signs. After the front page, they are usually the very next step in the shopping journey.

Category pages are crucial to product discovery, serving as sources of traffic from search engines or paid ads. But most category pages are not effectively optimized and use simple sorting methods that don't cater to multiple audiences. You may be tempted to display all your products on a single page, but showing everything on this limited screen real estate can also backfire. Visitors who can't find the right products effortlessly will leave the site.

A large, thin, orange curved line that starts from the bottom left, rises to a peak, and then curves back down towards the bottom right, spanning across the lower half of the slide.

Category pages play a critical role for any ecommerce business. Therefore an effectively optimized and personalized category page:

Offers a relevant experience to every visitor and tailors content to specific preferences and intent.

Improves the visitors' overall shopping experience and shortens their time to purchase.

Delivers a good foundation for SEO to generate traffic from landing pages.

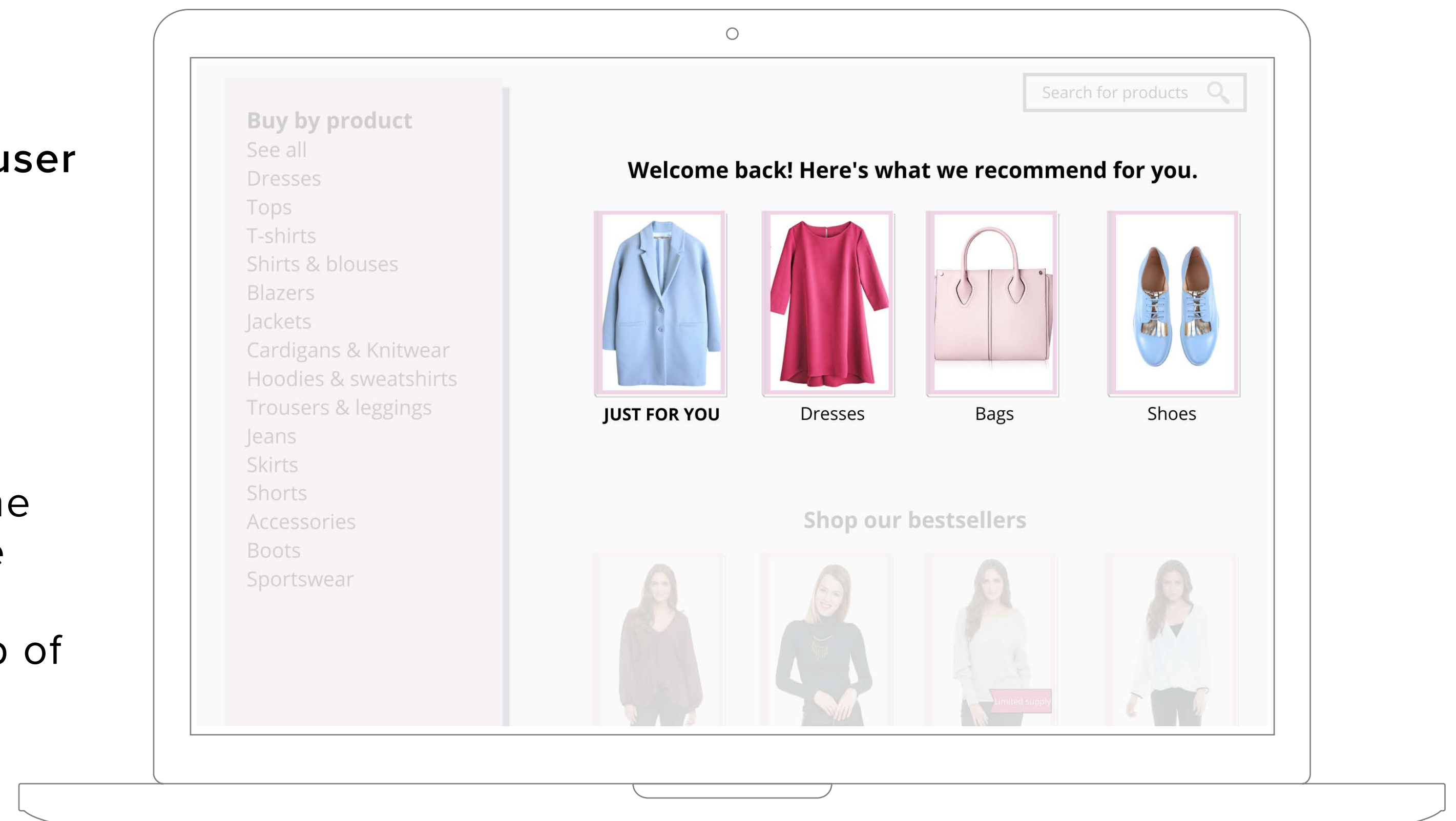
Enables visitors to narrow down the number of interesting products, making decision-making easier and the likelihood of purchase higher.

Increases product discovery.

Once your ideal category page is ready, it's time to start building a relationship that goes beyond the computer screen. You achieve this by making the digital journey focused and clear through personalization. Here are some best practices for **category page personalization**:

Reorder thumbnail images to create personalized category pages based on user affinity and behavior.

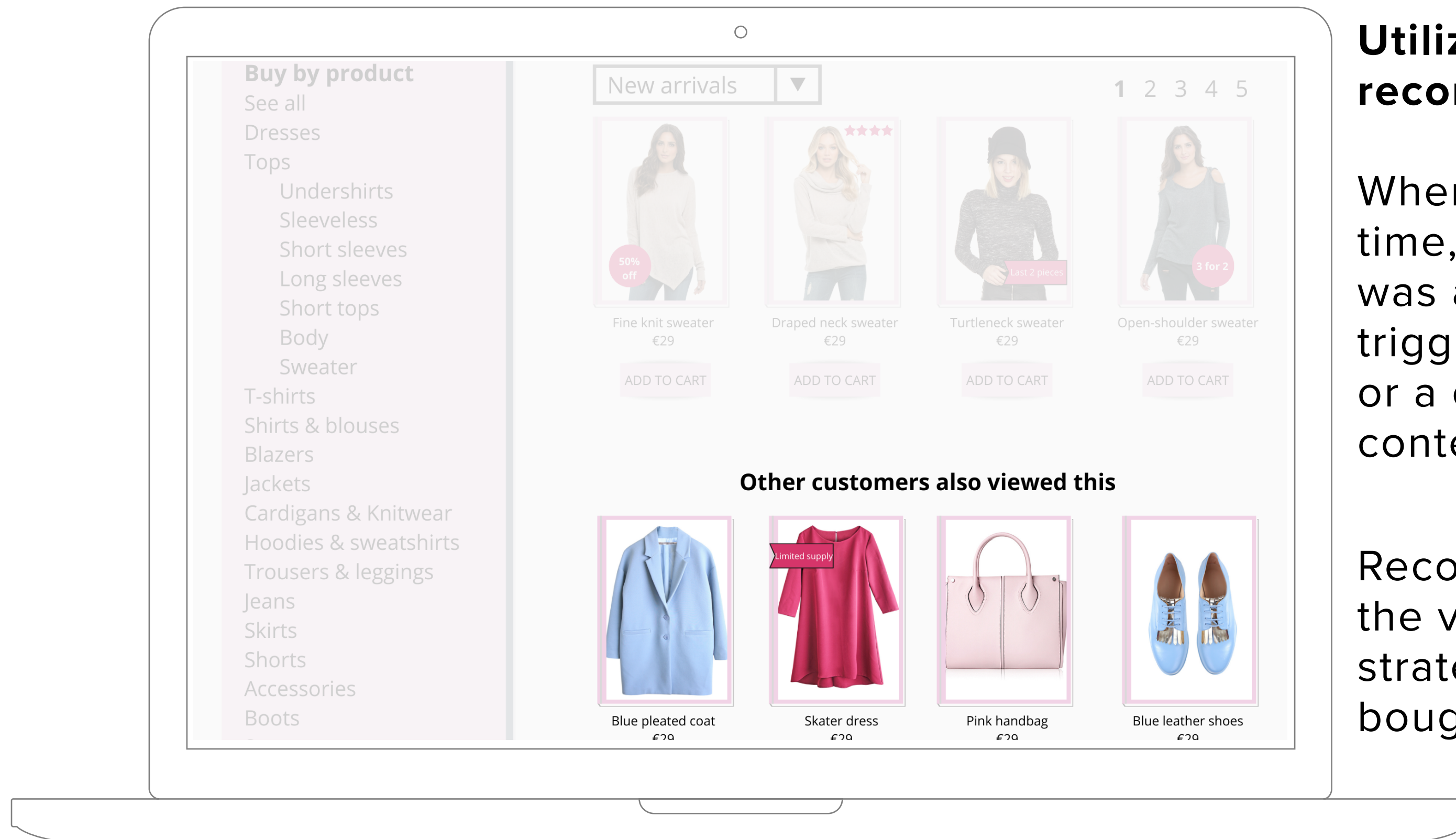
If a visitor has viewed particular brands, colors, or styles on your site prior to landing on a category page, you can use this information to reorder the category page just for them. Instead of showing the most popular products, you can leverage the visitor's behavioral data to place the products they are interested in at the top of the page in the most visible position.



With limited screen real estate, it's critical to immediately show relevant products, especially on mobile, where the visitors' attention span is usually very limited. Tailor the product listing pages (PLPs) according to each visitor's behavior and preferences. Strategies can include:

- Color variants based on visitor preference
- Abandoned items
- Recently viewed
- Popular items from visitors' favorite subcategories
- Category variety for new visitors
- Bestsellers





Utilize past purchase information to automatically recommend the most relevant products.

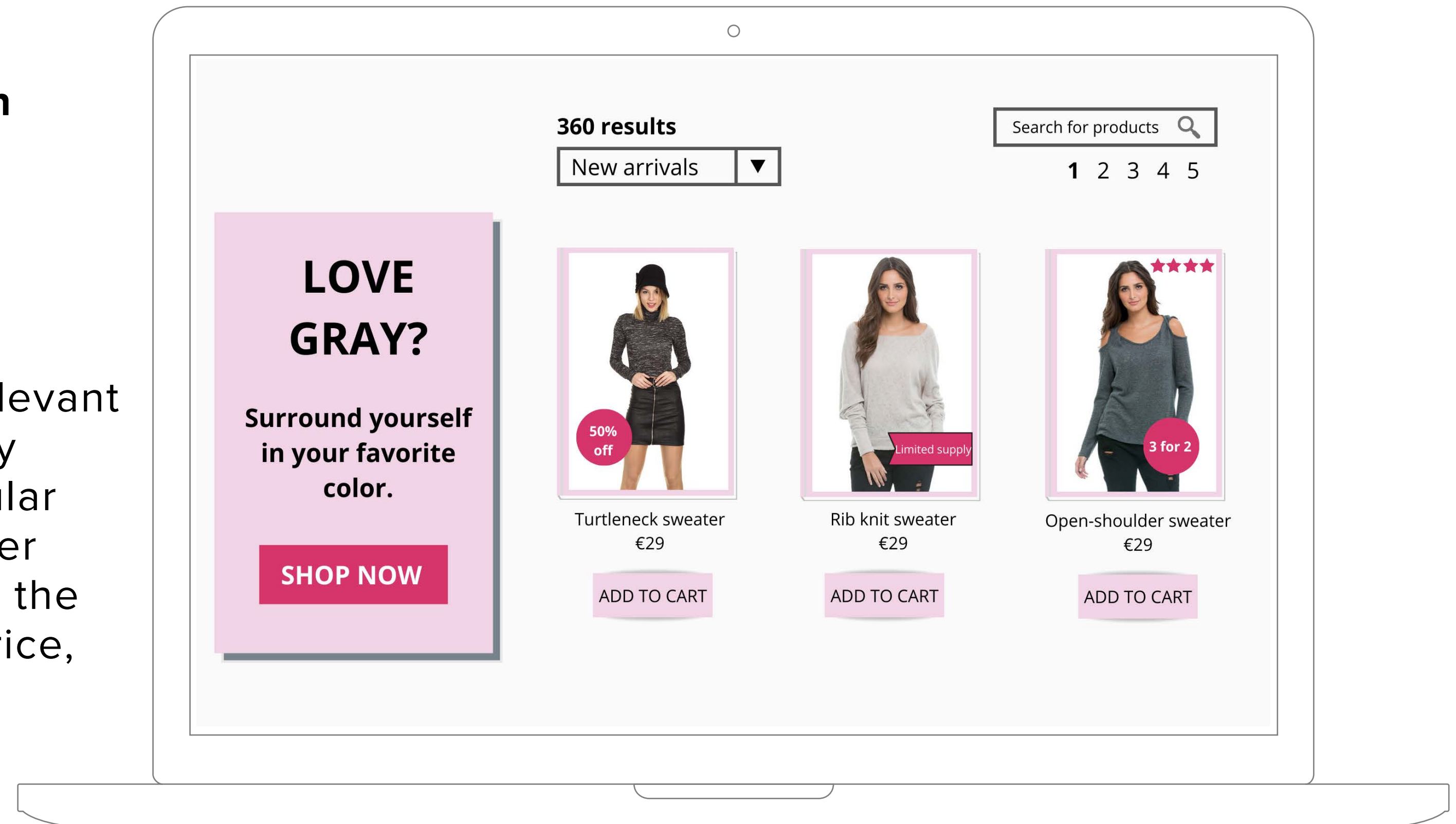
When a visitor connects with your brand for the second time, they'll feel valued if you recognize them. If there was a previous purchase, the next challenge is to trigger another one, be it a replenishment product or a complementary item. Use the combination of AI, context, and insights to understand visitor behavior.

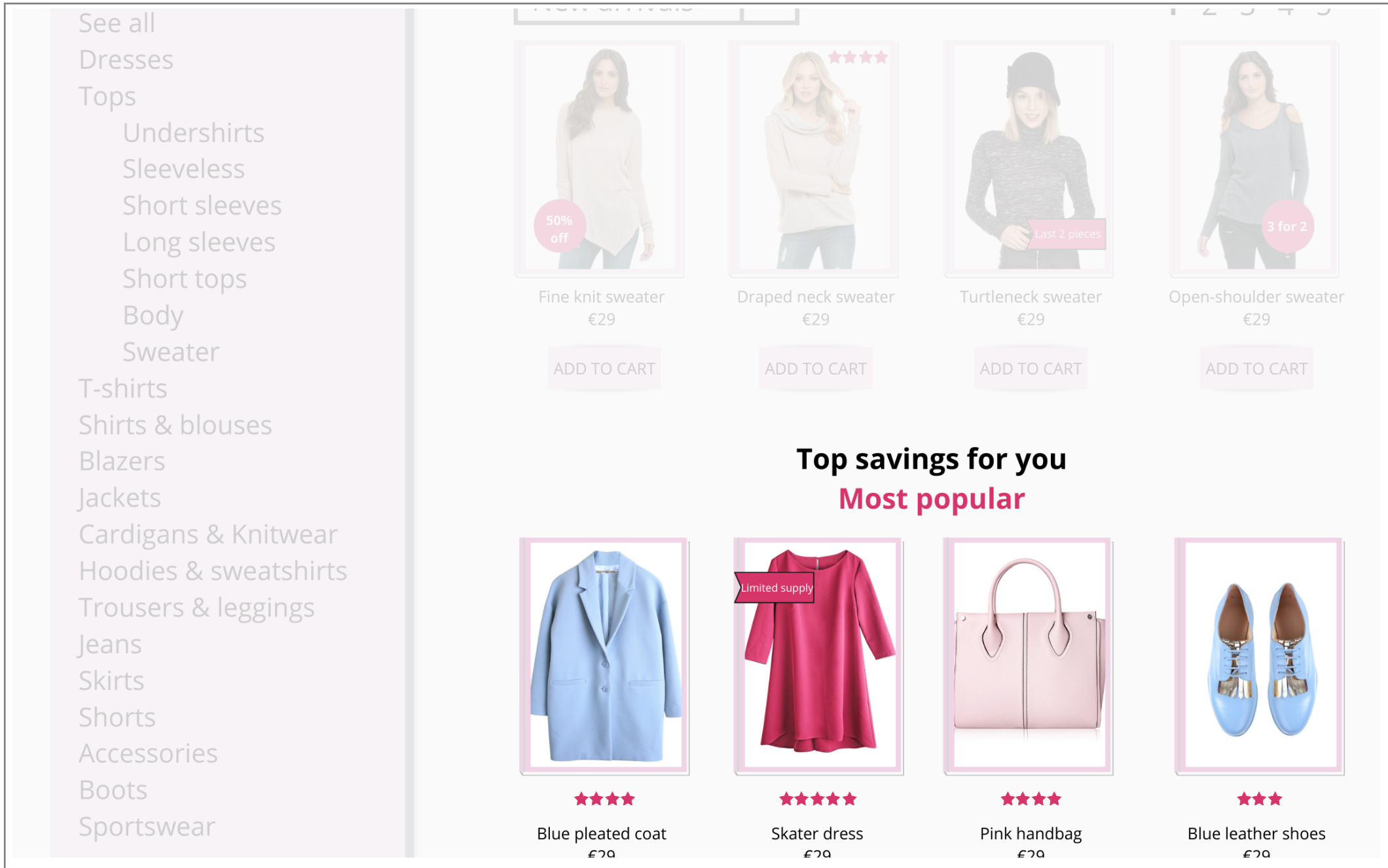
Recommend items complementary to the products that the visitor has already purchased. Use recommendation strategies, such as “Customers who bought this also bought” or “Shoppers who viewed this also viewed”.

If a visitor comes to your site and looks at several summer dresses, when they return, it shouldn't be on a generic category page filled with your most popular dresses. Instead, they should return to a category page that ranks dresses based on the style they looked at or purchased previously. In this case, summer dresses should be at the top of the page.

Highlight product feed filters based on visitor affinity.

Browsing a category page can be overwhelming with so many filters and sorting options. To optimize the visitor experience and increase visibility on relevant products on category pages, use affinity data to highlight the visitor's most popular filter type. You can use a dynamic banner prompting them if they'd like to reapply the previously used filters, such as color, price, or style.





Create personalized filters based on visitor affinity to simplify the navigation.

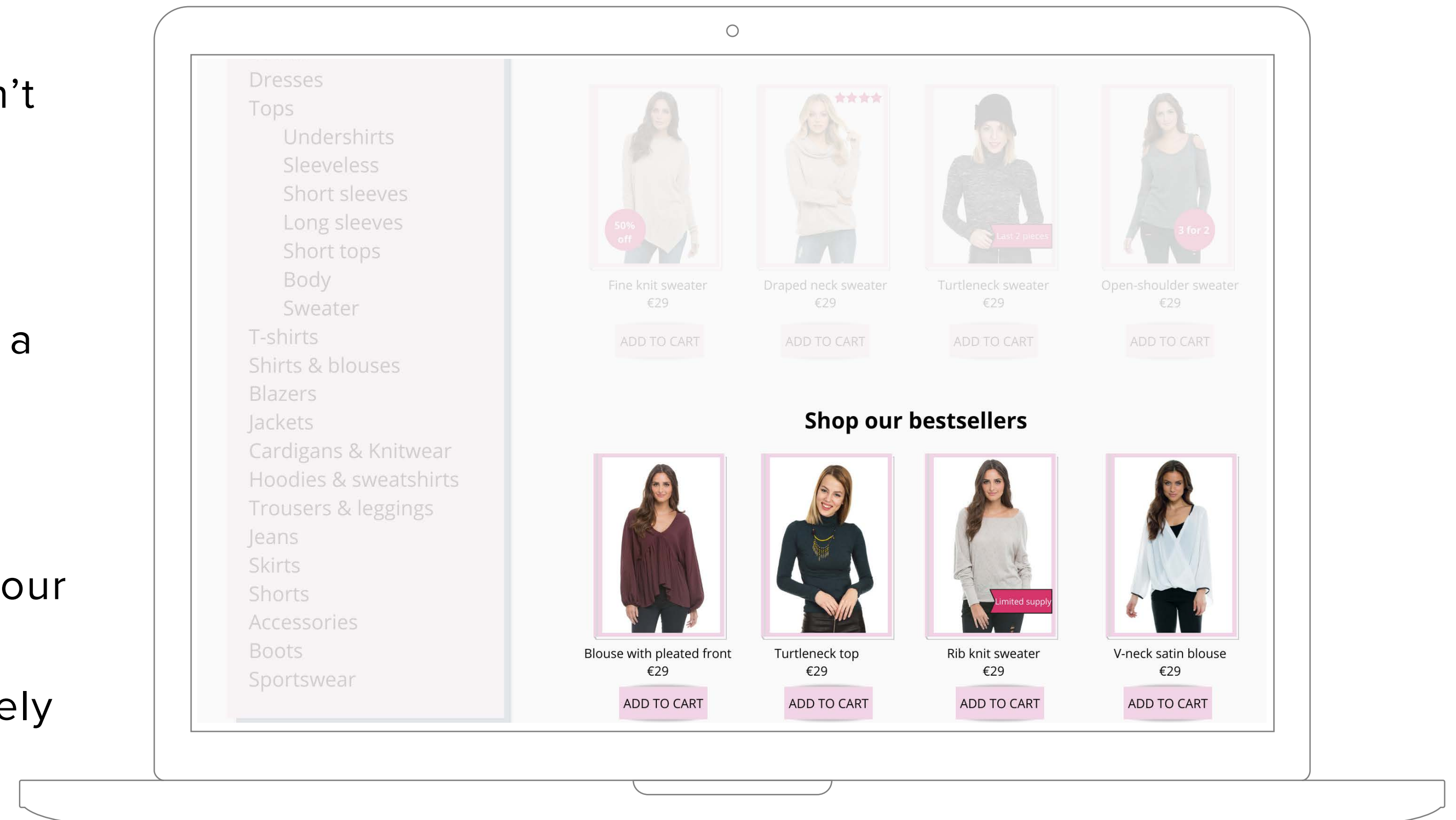
When visitors aren't sure of what they want, going through several category pages and filters can be time-consuming. Reduce the barrier between searching and buying by personalizing the navigation experience through personalized filters for each site visitor based on their unique affinity.

Personalize the category pages for first-time visitors.

How do you personalize a page if you don't know the visitor, or don't have behavioral information about them? Leveraging the popularity of products has been proven to yield great results for first-time visitors who haven't yet expressed any interest in a specific product line.

At the same time, you can use these contextual signals to create a relevant experience the minute a visitor lands on your page:

- IP address, which provides their most likely geographical location
- Operating system
- Inbound link
- Season and time of day

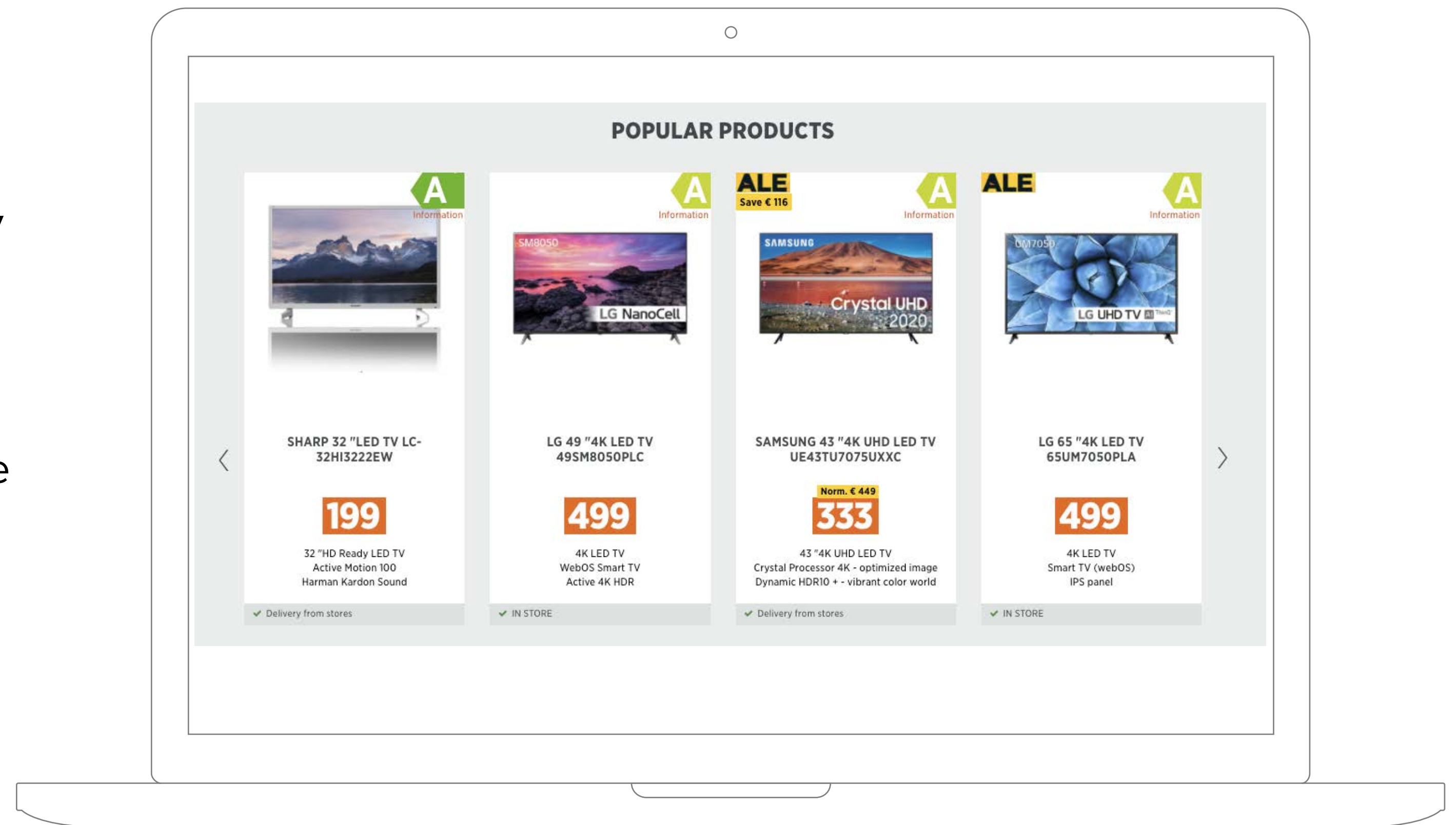


FROSMO

• USE CASES

Power aims to help the visitors find the most relevant product to purchase in the category pages. Two strategies are in place to make product discoverability easier. The first set of category page recommendations shows the trending products based on highly-converting or most popular products. To enforce product relevancy and increase average order value, behavioral data is also used to show recommendations based on particular user interests in a specific category and combine it with products viewed or bought together.

Read full [case study](#).



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We're very satisfied with the increase in conversions and average order values that Frosmo brings us with AI-driven product recommendations. The overall experience of implementing the recommendation strategies and the cooperation with Frosmo has been straightforward and was surprisingly deployed as a turnkey project.

JARKKO
LEHTISMÄKI

CTO
Power International AS

www.power.fi
Retail
Finland

Purchase conversion rates
have gone up by

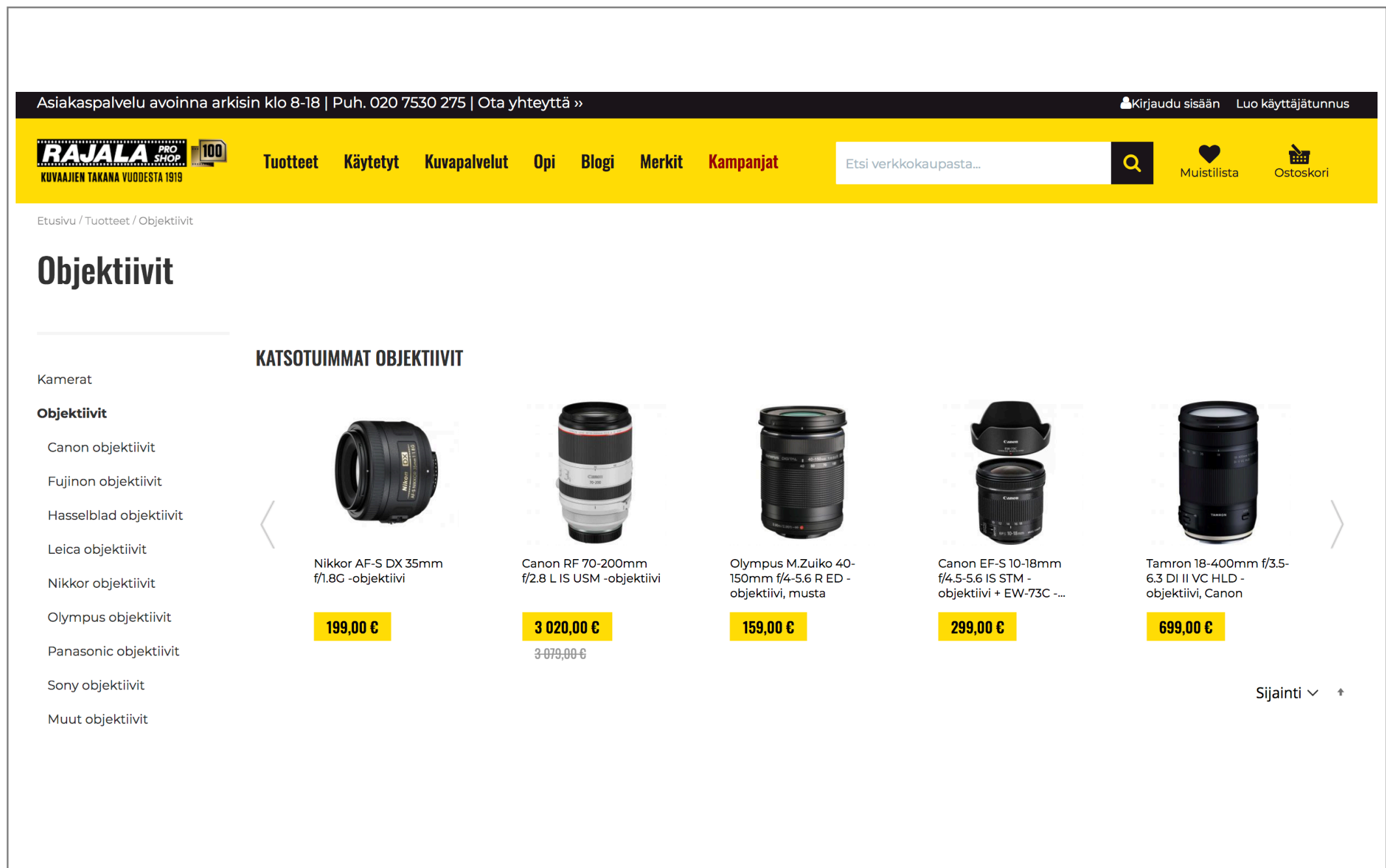
170%

compared to the
group who didn't see
recommendations.

The average order value got up by

41%

compared to the
group who didn't see
recommendations.



Rajala is also using customer data to experiment with the placing of the product filtering component.

Read full **case study**.

FROSMO'S WINNING FORMULA IN WEBSITE PERSONALIZATION

Frosmo's winning formula in delivering the best personalization results in the market is based on a unique combination of the following key features:



User interests

+



Automatic selection of the best-performing algorithm

+



Right page at the exact moment

We identify your visitors' interests to understand every step on their customer journey. Our powerful personalization engine finds the winning product recommendation algorithm for each visitor on the right page at the exact right moment.

Personalize every touchpoint of the customer journey

Success for any brand that wants to acquire and retain customers now lies in the ability to tap into and understand the needs of website visitors throughout the whole customer journey. But for truly one-to-one customer experience, personalization should extend far beyond the front page. Category and product pages should also be personalized to reflect each visitor's interests and lifecycle stage.

With the ecommerce marketplace becoming more crowded plus increased expectations of today's consumers, ecommerce businesses must keep up with the competition by providing websites that are easy and enjoyable to browse. Personalized web pages can help you stand out from the competition by capturing the micro-moments of ecommerce shopping.

With an AI-powered personalization solution that uses numerous data points, ecommerce businesses can create individualized web pages, learn more about their visitors with each interaction, and improve the customer experience in real time, leading to impressive results. Visitors are more likely to spend money and return to a site that makes them feel valued with personalized offers that are tailored to their needs. Start delivering personalized experiences on your front, category, and product pages. Your customers will be happy, which also means your conversion rates will soar.



When trying to sell a product in a department store, you can't have the same pitch to every potential customer. The same goes for online stores. A one-size-fits-all webstore doesn't work if you want to get higher conversions and increase brand loyalty.

Smart customer journey orchestration is the key to delivering unique customer journeys that build loyalty, retention, and long-term benefits, both for the brands and the customers.

And this is what Frosmo does — orchestrating customer journeys and helping brands take control of the entire customer experience through AI-driven personalization

Ready to start your personalization journey?

Let's get started.





**FROSMO IS THE
MOST VERSATILE
PERSONALIZATION
SOFTWARE,
DELIVERING
1.5 BILLION
PERSONALIZED
CUSTOMER
JOURNEYS
EACH DAY**



ABOUT FROSMO

Frosmo is a Finnish software company based in Helsinki with offices in the UK and Poland. 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 that optimize each step of the customer journey delivering the best results in the market.

www.frosmo.com