5 WAYS TO PERSONALIZE THE **CUSTOMER EXPERIENCE** ON YOUR DIGITAL COMMERCE SITE TO **GROW MARKET SHARE AND PROFITS**

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Personalization Drives 30% More Sales

Manufacturers and distributors risk losing their digital race. By 2018, organizations that have fully invested in all types of online personalization will outsell companies that have not by more than 30%.[1] It's not just about selling more. It is about growing your bottom line.

Here are 5 ways to drive this profitable growth.

#1 - Product Recommendations

A common method of personalizing your site is through an area on product pages that shows "Customers who bought this also bought..." Most eCommerce platforms have a form of this built in that requires some manual labor. Invest in a smart personalization engine that leverages predictive data modeling to drive even more profitable growth. By 2020, smart personalization engines that are used to recognize customer intent will enable digital businesses to increase their profits by up to 15%.[2] Implement smart product recommendations on product pages, the shopping cart, and your home page.

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[1] Jason Daigler, Penny Gillespie, Chris Fletcher, and Sandy Shen, *Embrace the Possibilities and Distinct Characteristics of B2B Digital Commerce for Optimal Results* (Gartner Research, Refreshed 16 January 2019, Published 16 May 2016)
[2] Penny Gillespie, Jason Daigler, Mike Lowndes, Christina Klock, Yanna Dharmasthira, and Sandy Shen, *Magic Quadrant for Digital Commerce* (Gartner Research, Published 5 June 2018)

#2 - Frequently Ordered Products

Especially for B2B companies, only a fraction of the available products is relevant to a customer. Personalize their experience by displaying their Frequently Ordered Products. Gather data on what equipment they own and then note the specific machinery at their facility your products apply to. Setting this up will require some extensions of your software, but it will boost orders by making it faster for your customers to order.

#3 - Rep Access

Strengthen your customer's connection to their sales rep by showing a picture of their rep when they log in and providing the rep's phone number and email address underneath the picture. This enables your customer to quickly engage and get needs met as they arise.

#4 - Triggered & Tailored Email

Provide a preference center that allows customers to tell you what types of emails they want from you. Capture additional revenue from cart abandonment by following up with personalized emails encouraging order completion. Increase your customer lifetime value with personalized product recommendations via email, as well as invitations to review the product they ordered.

#5 - Relevant Content

Take personalization a step further by leveraging your customers digital behavior to show them information that is of the most interest to them. Your business has different types of buyers for your products such as dealers, system consultants, and residential users. Traffic from a referral link gives you information on the type of buyer and on their interest. Use their digital interactions to display more relevant content and images.

Don't Get Left Behind

46% of (Gartner) B2B survey respondents plan to launch personalization capabilities by the end of 2020.[3] Personalization is just one of approaches your competitors are using. Industry leaders have large teams making continued investments in their digital experience, stealing market share from many mid-size organizations, and leaving behind those who don't have the level of digital commerce capabilities required to compete in this rapidly changing market. Learn how to develop a strategic digital approach that the giants cannot match at our upcoming webinar.

How to Compete with the Digital Commerce Giants – A David and Goliath Story

What it Takes for Your Mid-Market Manufacturing Company to Compete

Wednesday March 27, 2019
12 PM Eastern / 11 AM Central / 9 AM Pacific

Register to Attend the Webinar

[3] Jason Daigler, Christina Klock, *Survey Analysis: How B2B Sellers Are Leveraging Digital Commerce* (Gartner Research, Published 8 November 2018)

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