



CHRISTMAS 2 ❄ 21

**Transform Yourself Into
Santa And Give People The
Xmas Shopping They Deserve**



How Ai Based Solutions And Behavioral Data Will Rock Your Ecommerce **Personalizing User's Journey**

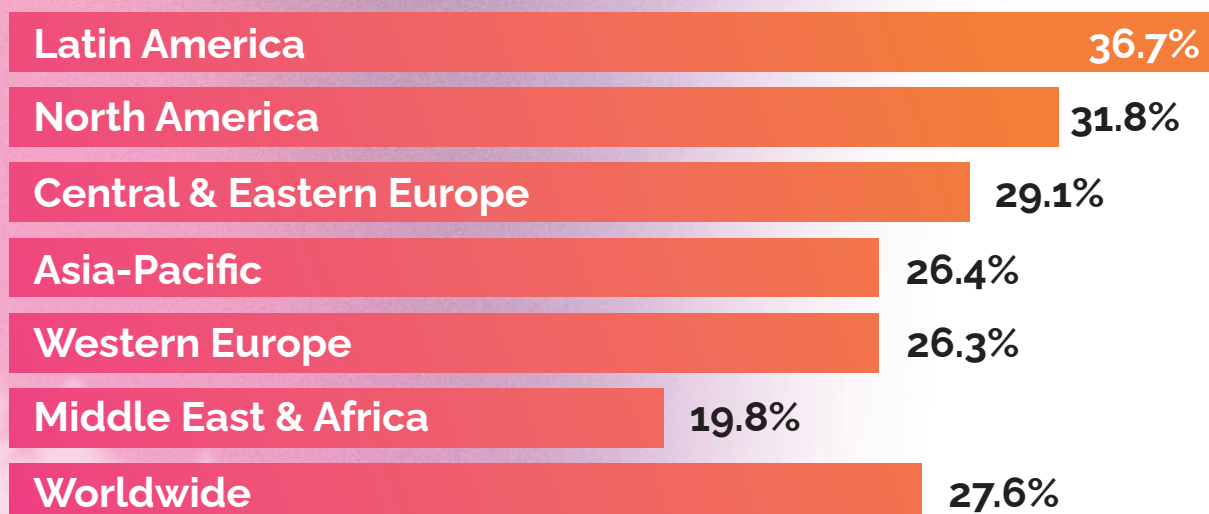
eCommerce growth has been terrific in the past year, demonstrating that consumers' behavior has changed due to pandemic restrictions making it almost easier to buy online, than going to the shop around the corner. Now, even with people heading back into shops, eCommerce habits will likely remain, Covid or not.

According to Statista in 2020, retail e-commerce sales worldwide amounted to 4.28 trillion US dollars and e-retail revenues are projected to grow to 5.4 trillion US dollars in 2022.



Shopping is **one of the worlds most popular online activites**

The chart below from eMarketers' 2021 global e-commerce report breaks down regional eCommerce growth last year, across the globe. We can see that while Latin America grew 36.7%, there is less but still significant growth in the Middle East & Africa.



More and more brands have adopted new digital technologies to scale their businesses at the center of what is being hailed as a new era of online shopping. eCommerce is bigger than ever before, especially now that new tools exist to improve platform efficiencies across the board. Covid lockdown played an important role in pushing companies to evolve digitally, with more users turning to eCommerce for their habitual shopping. As more companies pushed their own digital boundaries, competition also increased. It is well documented that users are most likely to purchase from brands who deliver personalized experiences, they crave customized buying journeys that optimize their time and make them feel special.



Why Not Use AI And Big Data To Give Your Customers The Xmas Shopping Experience They Deserve, Allowing You To Reach Your Sales Objectives And Boost Website Revenues?

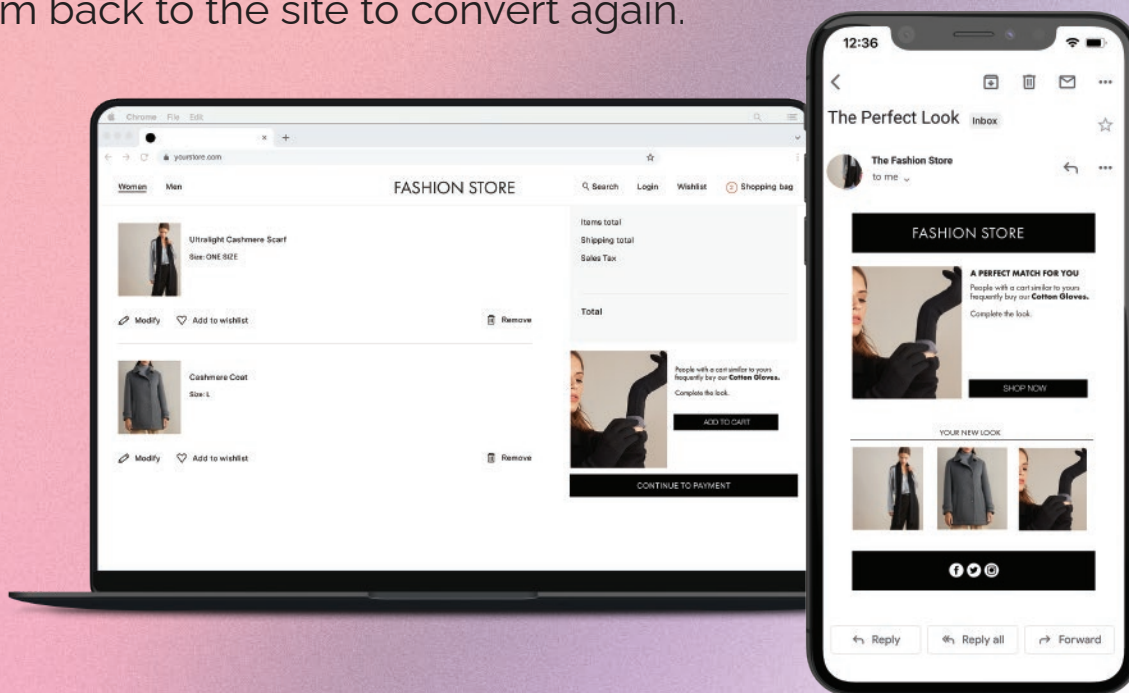
Harness The Power Of Your Customers, Followers & Fans

The majority of the brands in today's eCommerce landscape have countless customers and social media fans, but are not really engaging with these individuals in any meaningful way. In most cases, customers pass through the normal transactional funnel of putting items in a virtual cart, purchasing, and possibly receiving an occasional newsletter every few weeks if the customer agrees to it. This is the kind of basic engagement most brands participate in with their users today - a dead-end communication that misses the opportunity to leverage customers and fans for the purpose of ambassador marketing.

A behavioral data driven approach can help brands deliver customers the right message or offer at the right time, increasing the level of engagement through personalization and ultimately driving conversion rate.



For example, **brands can analyse users behavior to understand what they need.** Maybe the user has added a scarf to their basket, that also perfectly matches with a coat or a bag. Products can be recommended in this fashion, in real time, as they are navigating through the site, they can also be recommended via personalized email post site visit to entice them back to the site to convert again.



Anticipate the Customer User Experience to Enhance The Design of Your Webshop

eCommerce websites should be designed with user experience paramount. Brands need to know who their customers are, how they behave, and what needs they have. Furthermore, it's important to remember that all users are different, consumers arrive onsite from all over the globe and at different stages of the buying process: they may be coming to the store as a result of a Google search, a recommendation from a friend, an advert on social media, or even from an interaction with an ambassador. Each user will represent different stages within the acquisition funnel, have different comprehension of the products on display and different a understanding of the brand selling those products. First port of call for brands is to understand who the customer is, second is then to try to understand at what stage in the purchase journey the user is at. Only then can brands design a user experience that resonates enough to potentially increase revenue per visit.



Paramount for brands is to fashion user experience in terms of an average consumer's understanding of a brand's product catalogue, combined with the user's location in the conversion journey.

Of course, getting all of this right is a challenge, but AI and big data could be your ally. Harnessed correctly, these marketing tools can help anticipate these customer needs, making it easier to design an engaging webshop experience that simultaneously retains current customers and acquires new ones.

Optimize Your Conversion Rates Leveraging The **Data You Already Have**

According to Simon Yencken, CEO and co-founder of Fanplayr,



With a positive projection in holiday sales, companies must deliver relevant offers and information to customers at key points in the decision making process.

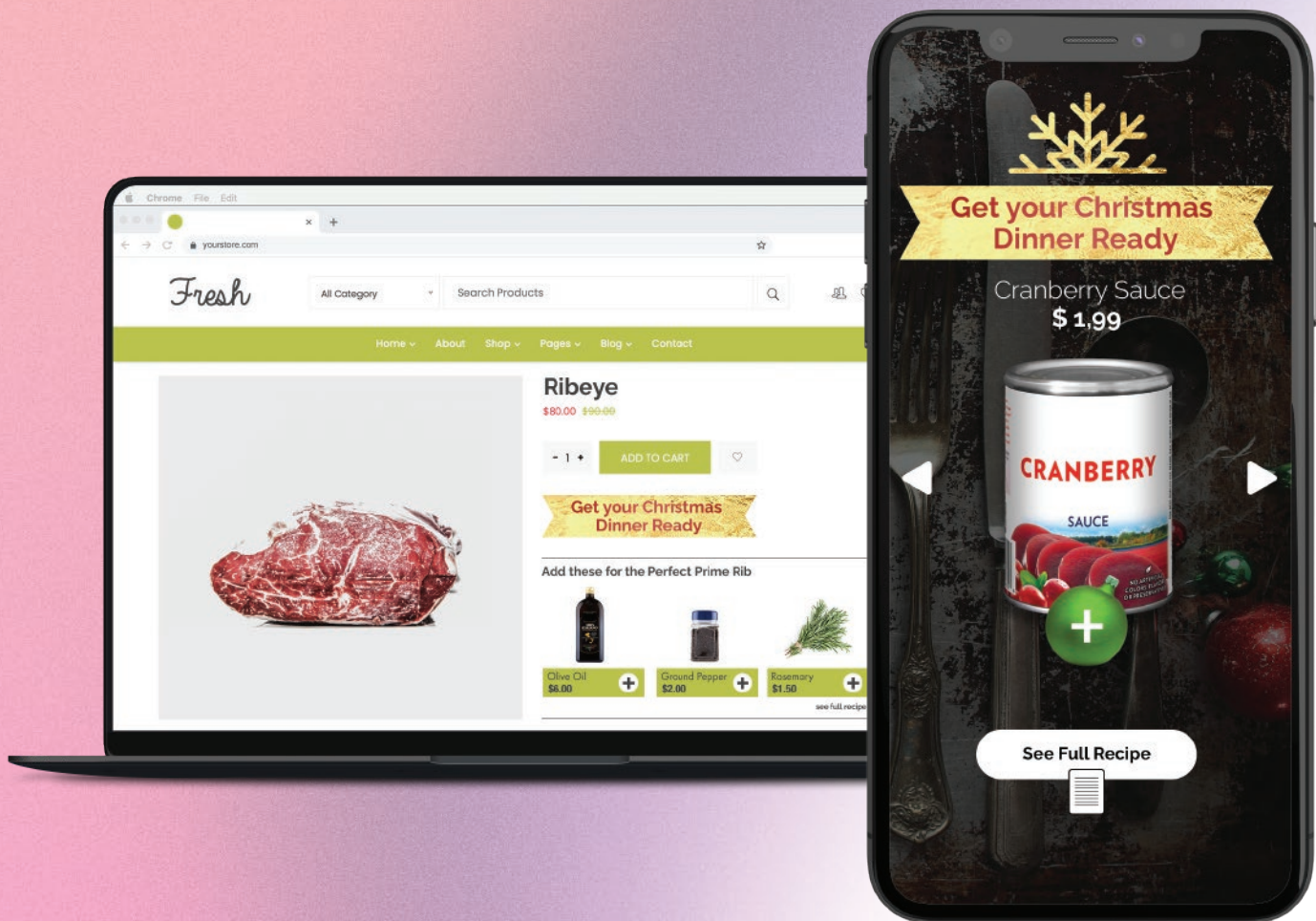
Without those data-driven interactions, businesses are at risk of falling short on sales goals during the holiday season.

The challenges of digital commerce in the post-COVID era have their roots in the unbalanced development of the second quarter-century of the "network age". The emergence of giants in the areas of online search and social media distorted the patterns of spending that shaped digital commerce. Specifically, spending on attracting traffic to digital commerce websites has far outstripped expenditures on making that traffic meaningful and productive. Furthermore, in more recent years we have witnessed a growing concern with regard to privacy, both from customers and from companies. This means that actually, rather than focusing on harnessing third party platforms, brands should look at better harnessing their own 1st party data to create trustworthy relationships with their consumers based on both the respect of sensitive data and on the offering of customized buyer journeys.



1st Party, Behavioural data, with machine learning and artificial intelligence working together in real time, is the way to engage people in **meaningful experiences that have a positive impact on brand knowledge and growth.**

Fanplayr In Action



During the festive period for example, brands can use **Upsell Strategies** to push products with high margins within the **Mercandising Platform** to show users products relevant to them, based not only on their behavioural profile, but based on their real time browsing behaviours and products that they have either already purchased, or that they are indicating they are about to purchase.

Exposing the right product offerings and options, at timely stages within the conversion funnel, maximizes ROI opportunities for every user journey.



What's next?



People are going to matter more, and by this we mean individuals within communities. This is already being addressed in various ways through things like personalization, recommendations, campaigns, and tracking across multiple touchpoints. Individuals will matter more and platforms will matter less.



The technology side of eCommerce will become more invisible and there will be less integration complexity between systems with lower set up times and lower barriers to entry. What this implies **is that businesses will need to develop, if they haven't already, a culture of experimentation with different technologies and platforms, otherwise they will miss out on a lot of really valuable functionality.**



Channels are going to matter less in that brands will develop touch points with their customers across all channels, focusing on the user. Gone will be the segmented, fragmented approach with Amazon data far removed from Shopify data etc. Data will be user centric, focused on behaviour and protected from a privacy perspective.

Fanplayr is a global leader in e-commerce and websites behavioral data, using machine learning and AI to enable businesses to increase conversion rates and revenue, collect more leads, and retarget visitors.

Fanplayr is headquartered in Palo Alto, California with offices in New York, Buenos Aires, Mexico City, Milan, London, Amsterdam, Sao Paulo, Melbourne and Tokyo.

Book a demo at fanplayr.com

