

HERE'S WHY PERSONALISATION IN ECOMMERCE MATTERS.

The statistics and insights you need to know when considering adding personalisation to your strategy.

eclipse



**PERSONALISATION
IN ECOMMERCE IS
PROVEN TO DRIVE
INCREASES IN
SALES.**

WHY PERSONALISATION MATTERS

TO SAY IT IS KIND OF A BIG DEAL WOULD BE AN UNDERSTATEMENT.

Personalisation is fast becoming a big deal for marketers, online businesses and their customers for good reason.

A study by O2 showed that adding personalisation to their eCommerce experience **increased sales by 7.8%** over a short period of time and that online retailers monitoring their personalisation efforts have seen **increases in sales by an average of 19%** across the board¹.

And when it comes to the customers, **91%** of them say they're more likely to shop with brand that provide offers and recommendations that are relevant to them².



IGNORING PERSONALISATION IS NOT A GREAT IDEA. IT IS DRIVING YOUR CUSTOMERS AWAY.

71% of consumers feel frustrated when a shopping experience is impersonal.¹

70% of millennials are frustrated with brands sending irrelevant emails.²

74% of customers feel frustrated when website content is not personalised.³

47% of consumers check Amazon if the brand they're shopping with doesn't provide product suggestions that are relevant.⁴

66% of consumers say encountering content that isn't personalised would stop them from making a purchase.⁵

80% of consumers are more likely to make a purchase from a brand that provides personalised experiences.¹

72% of consumers say they only engage with personalised messaging.²

80% of frequent shoppers only shop with brands that personalise the experience.³

56% of online shoppers are more likely to return to a website that recommends products.⁴

77% of consumers have chosen, recommended, or paid more for a brand that provides a personalised experience.⁵

**GETTING IT
RIGHT MEANS
YOUR
CUSTOMERS
WILL WANT TO
SHOP WITH
YOU.**

TO GET PERSONALISATION RIGHT CUSTOMERS WILL SHARE THEIR DATA WITH YOU.

More than 50% of consumers are willing to share information on products they like in order to get personalised discounts.¹

83% of consumers are willing to share their data to create a more a personalised experience.²

90% of consumers are willing to share personal behavioural data with companies for a cheaper and easier experience.³

64% of consumers are fine with retailers saving their purchase history and preferences if it allows them to offer more personalised experiences.⁴

PERSONALISATION HAS A DIRECT POSITIVE IMPACT ON YOUR BOTTOM LINE.

80% of companies report seeing an uplift since implementing personalisation.¹

Marketers report that personalisation efforts can boost revenues by up to 15%.²

86% of marketers have seen a measurable lift in business results from their personalisation campaigns.³

Millennial brand loyalty increases by 28% if they receive personalised communication.⁴

Personalisation can reduce customer acquisition costs by up to 50%.⁵

55% of marketers say the top benefit of personalisation is increased visitor engagement and improved customer experience.⁶

OTHER PERSONALISATION STATS WE'VE FOUND.

Companies that exceed their revenue goals have a dedicated budget for personalisation **83% of the time**. – [Monetate](#)

Personalised calls to action convert **202% better** than default or standard calls to action. – [HubSpot](#)

Personalised shopping cart recommendations influenced **92% of shoppers** online to buy products. - [Instapage](#)

Personalised homepage promotions influenced **85% of consumers** to buy. - [Instapage](#)

67% of consumers say it's important for brands to automatically adjust their content based on their current context for a real-time personalised experience. - [CMO by Adobe](#)

59% of consumers say personalised engagement based on past interactions is very important to winning their business. - [Salesforce](#)

73% of consumers say a business has never communicated with them online in a way that felt too personalised or invasive. - [Accenture](#)

53% of digital experience delivery professionals said they lack the right technology to personalise experiences. - [Forrester](#)

STARTING THE PERSONALISATION JOURNEY

Knowing where to begin when it comes to personalisation can be tricky, but it doesn't have to be.

At Eclipse we have an Experience team who are experts at not only creating strategies, but implementing them onto ecommerce sites too.

We've worked with several very well-known global brands on their personalisation, driving increased customer satisfaction and increases to their revenue. These have been long term strategic relationships built on iterative testing and improvements that over time have seen significant gain.

But our team can do more than just personalisation. We work with clients on their UI, UX, CRO and overall customer experience, to ensure that everything is the best it can be so that new customers can be won, existing customers stay and satisfaction scores are always high.

CASE STUDY: 58.5% CONVERSION UPLIFT WITH HOMEPAGE PERSONALISATION

We hypothesised that by displaying cruise information and imagery of the visitor's most recently viewed cruise, bookings will increase due to visitors being shown personalised messaging that match their interests rather than generic messaging.



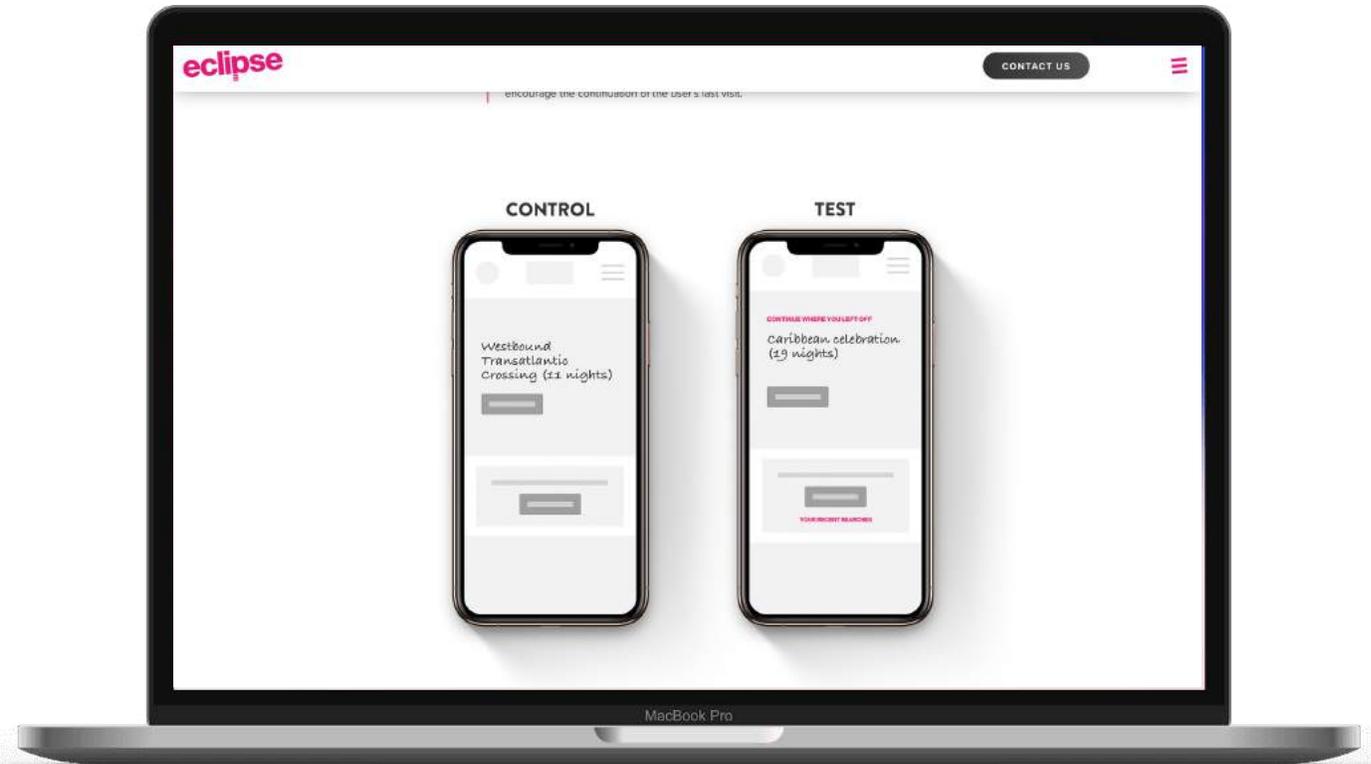
HERO CTR
+60.8%
USA +16.4%
GERMANY +71%
AUSTRALIA +173%



HERO CTR
+74.4%
USA +25.6%
GERMANY +64.9%
AUSTRALIA +145%



HERO CTR
+45.1%
USA +3.8%
GERMANY +65.2%
AUSTRALIA +109%



[View the full Case Study online](#)

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