Advanced Personalization Module

The hybris Advanced Personalization Module drives online revenue by providing your customers with exactly the right products at the right time. It uses behavioral targeting to determine a customer's online history and behavior and displays targeted content and product recommendations.

Business Requirements

Research shows that personalized content can increase the average order size by more than 20 percent. And yet, few companies do personalization right. In a recent survey about personalization, 59 percent of consumers indicate they receive poor product recommendations when shopping online. Merchants that offer personalization features collect huge amounts of personal and clickstream data but often are unable to use this information efficiently. When implemented correctly – so that it enhances the shopping experience by providing customers with the right offers and information at the right time – personalization can dramatically improve the effectiveness of eCommerce. Shopping becomes a more rewarding experience when a "virtual assistant" knows what customers like and points them in the right direction.

Solution

The hybris Advanced Personalization Module enables organizations to target their customers to increase conversion rates. You can define targeting rules to present products, offers, categories, etc. to customers to stimulate additional spending. Behavioral targeting is not limited to online; it can be applied across various channels including:

- Mobile – The fact that a customer is using mobile or the current location of a customer may itself trigger a rule

- Offline – A customer could scan a product in a store with his mobile phone and be presented with additional product information as well as other in-store offerings andoffline purchases can be automatically loaded to a customer's online profile allowing additional product recommendations
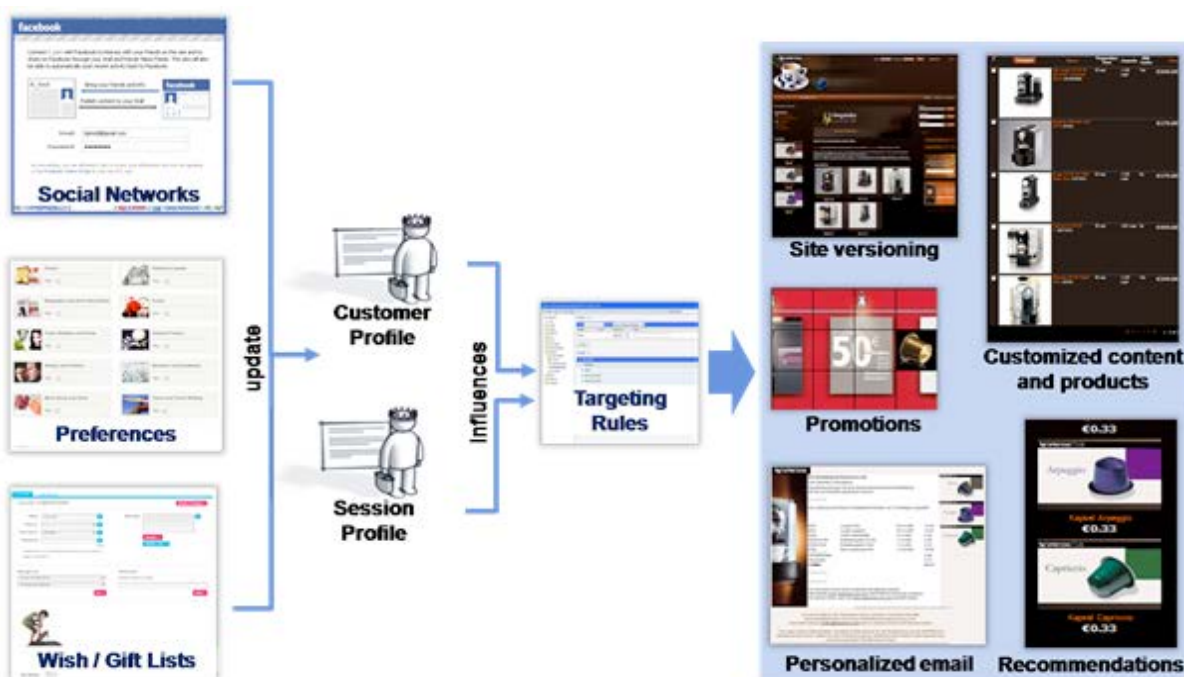

Fig. 1: The hybris Advanced Personalization Module allows you to collect customer information from various sources, compare it to adaptable targeting rules and provide your customers with a personalized shopping experience

▪ Online and print – Customers exceeding a spending threshold over a specified time period might receive different catalog content

In addition to defining conditions that trigger a rule, the Advanced Personalization Module enables you to guide customers to specific sections of the website. For example, if a visitor's history indicates a preference for high priced photo cameras, the customer can be directed to this section as the "first stop" along with relevant product offers (i.e. camera equipment, photo printers or other high priced consumer electronics). You can also exclude customers from categories or restrict who can see certain promotions or product information.

hybris behavioral targeting focuses on content rather than page flow or layout. In contrast to A/B testing which changes page flow or layout based on rules, behavioral targeting changes the content presented to the customer. Because the output of each content slot can be different for each customer, the system delivers a truly personal shopping experience. Steering customers to higher margin products can raise the average order value which, in turn, results in higher revenue. You can also use behavioral targeting to reward valuable customers. For example, you can generate a promotion based on a set of actions such as search for a specific product, addition of certain products in the shopping basket, total order volume, etc. You can reward loyal customers with special offers, which can stimulate additional spending and further increase loyalty.
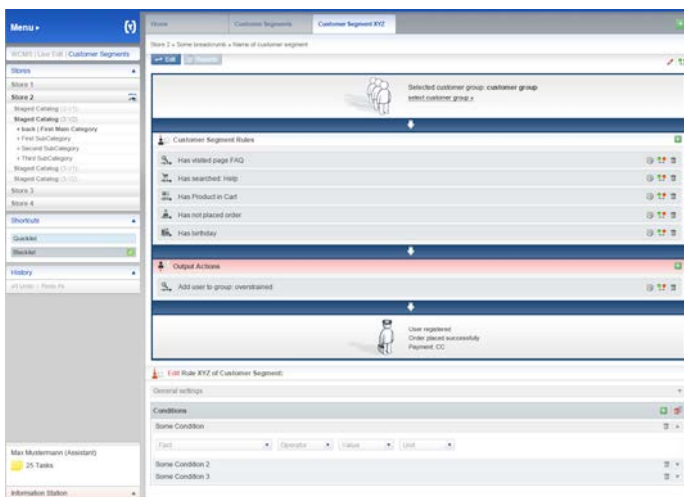

Fig. 2: The hybris Advanced Personalization Module simplifies the definition of customer segments and application of targeting rules

You can define customer segments, for example high-value customer vs. occasional shopper, using data provided directly from hybris or offline data from the POS. Customers are assigned to segments dynamically based on their online behavior. hybris Advanced Personalization enables you to collect the relevant information from the customer or session profile – including products viewed, searches performed, shopping cart contents, date of birth, gender, region, etc. – and compare it to the targeting rules. Sophisticated reporting functionality enables you to monitor the outputs created by rules to assess results and gain insight into customers and their online behavior. This knowledge can be used to adjust the product mix and develop effective marketing campaigns. The live edit functionality enables you to preview personalized content in real time to show you exactly what your customer will see.

Benefits

→ **Address customers' individual needs** with special offerings, conditions and promotions

→ **Increase conversion rates and order sizes** by offering customers the best-fit products across all channels

→ **Increase customer loyalty** with targeted promotions and loyalty rewards

→ **Gain insight about online customer behavior** by using data gathered from customer sessions or profiles

→ **Gain competitive advantage** with better customer knowledge than your competition has

Feature Overview

Modelling of Customer Segments
▪ Easy modelling of customer segments in the WCMS Cockpit
▪ Segments can be assigned to websites for a channel specific segmentation (e.g. website and mobile site)

Rules Creation
▪ Different types of rules for order, cart, user, website data
▪ Flexible rule wizard to model individual rules
▪ Easy way to integrate custom rule types and conditions

Output Actions
▪ Business users can define actions which should be triggered if a customer fulfils all rules of a customer segment
▪ Actions to add users to one or more customer groups
▪ Showing or hiding of certain WCMS contents (pages or components) depending on the users segment memberships

Segment Testing and Processing
▪ Easy testing of customer segments in the LiveEdit perspective of the WMCS Cockpit
▪ Real time processing of customer segments with the visitors of a website
▪ Different segment processing and persistence modes for performance and reports

Reports and Statistics
▪ Success rate of a customer segment
▪ Success rate of customer segments over time
▪ Ratio of anonymous and authenticated customers
▪ Individual statistic for each rule of a segment

System Requirements

▪ hybris software version 4.4 or above