



## MAKING PERSONALIZATION A PRIORITY

**+ROI**

INCREASE YOUR ROI THROUGH CUSTOMER-CENTRIC ENGAGEMENT  
COST = BUY BUY BUY BUY

**3**

OUT OF FOUR CONSUMERS ARE WILLING TO EXCHANGE PERSONAL INFO FOR MORE PERSONALIZED SHOPPING



CONSUMERS EXPECT PERSONALIZED SHOPPING



**+1/3**

MORE THAN A THIRD SURVEYED SAID THEY WOULD BE MORE LOYAL TO MERCHANTS WHO PERSONALIZED THEIR SHOPPING EXPERIENCE

# PERSONALIZATION

TO OPTIMIZE THE CONSUMER EXPERIENCE YOU MUST MINE YOUR HISTORIC SHOPPER DATA



77% OF SHOPPERS MADE AN ADDITIONAL PURCHASE WHEN THEY WERE GIVEN PERSONALIZED PRODUCT RECOMMENDATIONS

OF SHOPPERS

45%  
56%  
53%

MORE LIKELY TO SHOP ON A SITE THAT OFFERS PERSONALIZED RECOMMENDATIONS

MORE LIKELY TO RETURN TO A SITE THAT RECOMMENDS PRODUCTS

BELIEVE THAT RETAILERS WHO PERSONALIZE SHOPPING PROVIDE A VALUABLE SERVICE

## PERSONALIZATION WORKS

**10X**

PERSONALIZED DISPLAY ADS HAVE A 10 TIMES HIGHER CTR (CLICK THROUGH RATE) THAN REGULAR DISPLAY ADS.



“RETAILERS TYPICALLY REALIZE A FULL 100% INCREASE IN PURCHASE FREQUENCY, A 50% INCREASE IN AVERAGE ORDER VALUE AND A 25% INCREASE IN CONVERSION OF CART ABANDONERS TO BUYERS.” ★★★★★

**300%**



IMPROVEMENT IN LIFETIME VALUE



THAT TRANSLATES TO A 25% INCREASE IN ONLINE SALES

Sq1

THE CONVERSION OPTIMIZATION AGENCY

SQ1 CONTINUALLY ENGAGES CUSTOMERS ALONG THE ENTIRE CONSUMER LIFECYCLE AND PURCHASE FUNNEL, USING CONVERSION OPTIMIZATION TO DRIVE HIGHER SALES AT A LOWER COST. OUR CUSTOMER-CENTRIC APPROACH APPLIES DATA AND ANALYTICS TO EVERY INTERACTION HELPING OUR CLIENTS MAXIMIZE CUSTOMER PROFITABILITY AND OPTIMIZE CUSTOMER EXPERIENCES. DESIGNED TO ADAPT WITH OUR CLIENTS' EVER-CHANGING CONSUMER BASES, WE TAKE THE GUESSWORK OUT OF MARKETING. >>>> [www.Sq1.com](http://www.Sq1.com)

SOURCES: ALICIA FIORLETTA, RETAIL TOUCHPOINTS; 8, MYBUYS / E-TAILING GROUP CONSUMER SURVEY REVEALS CUSTOMER CENTRIC MARKETING BUYER READINESS AND PURCHASES; DALE TRAXLER, PRACTICAL ECOMMERCE; 1, 2, 3 WHAT ONLINE CONSUMERS WANT: A PERSONALIZED EXPERIENCE, MY BUYS; HOW TO PERSONALIZE AN ECOMMERCE SHOPPING EXPERIENCE, COREY ROSE, ERIC TOBIAS; PERSONALIZATION CAN ENHANCE THE ONLINE SHOPPING EXPERIENCE, KATIE EVANS, INTERNET RETAILER; ECOMMERCE: PERSONALIZING THE ONLINE SHOPPING EXPERIENCE, CORNERSTONE CONSULTING; 4, 5, 6, 7.