

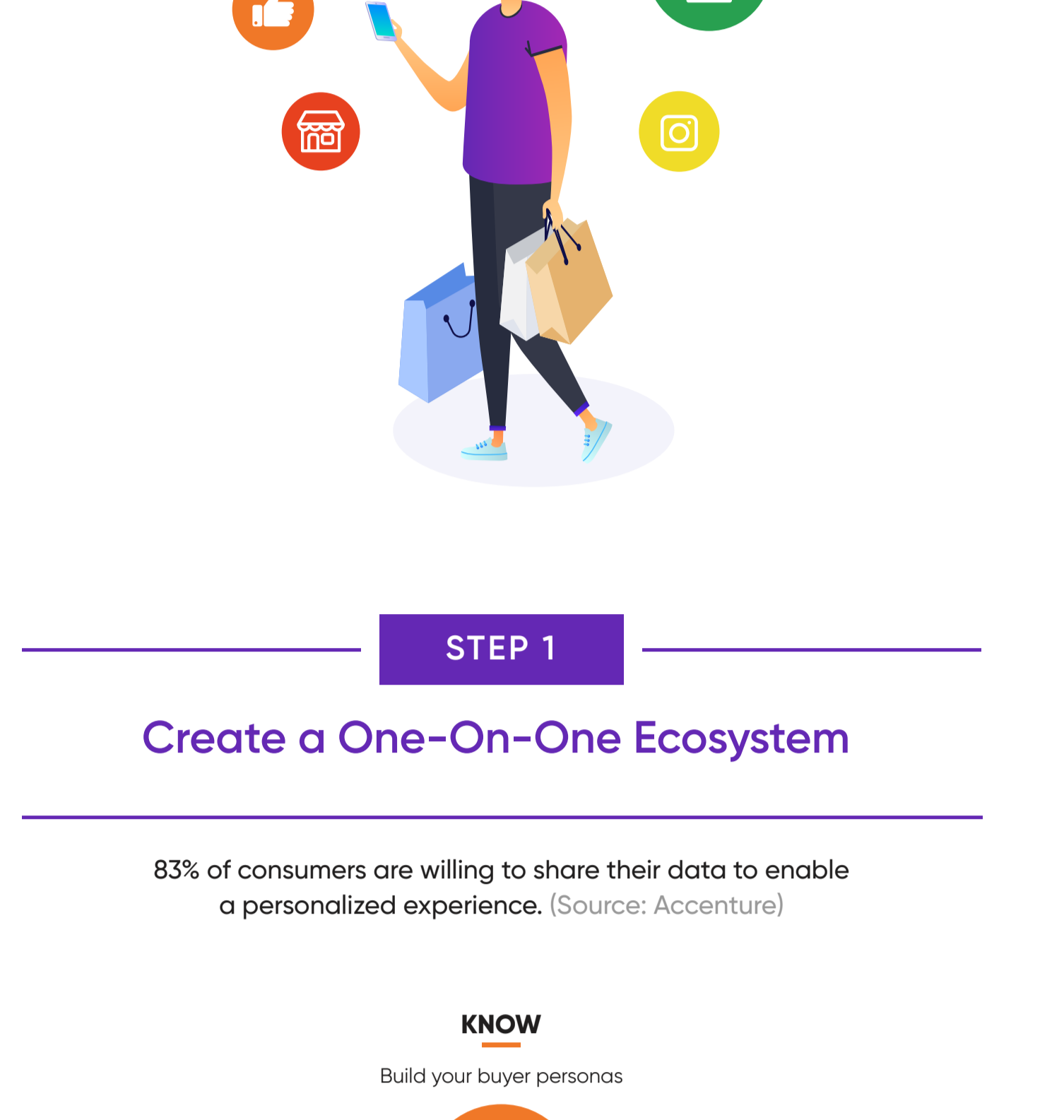


6 STEPS TO DELIVER PERSONALIZED SHOPPING EXPERIENCES TO YOUR CUSTOMERS

Are your Disconnected Technologies Confusing your Customers?



Don't let your separate touchpoints be separate worlds for your customers!



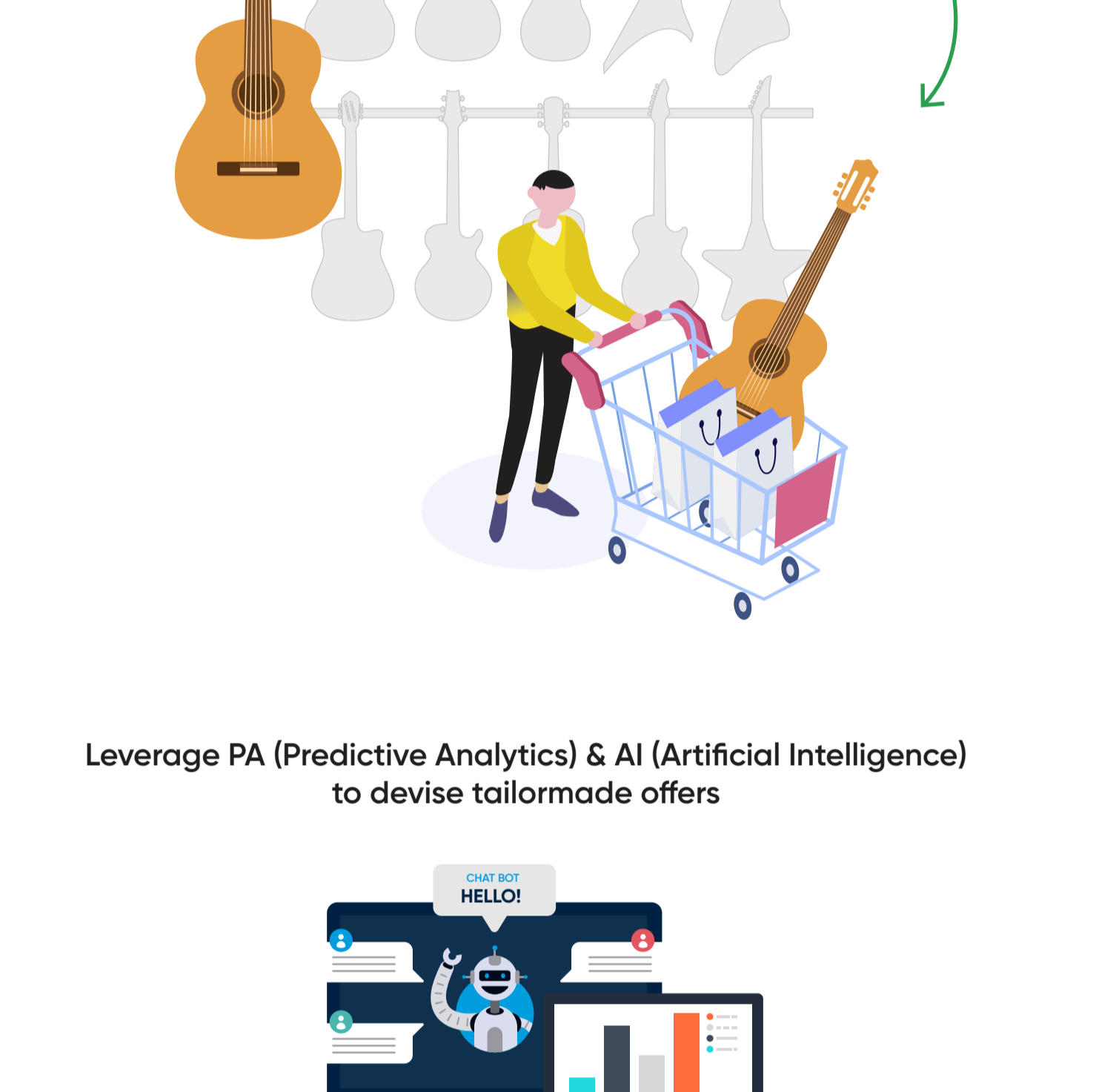
Electrify your eCommerce strategy with Personalized Shopping Experiences.



STEP 1

Create a One-On-One Ecosystem

83% of consumers are willing to share their data to enable a personalized experience. (Source: Accenture)

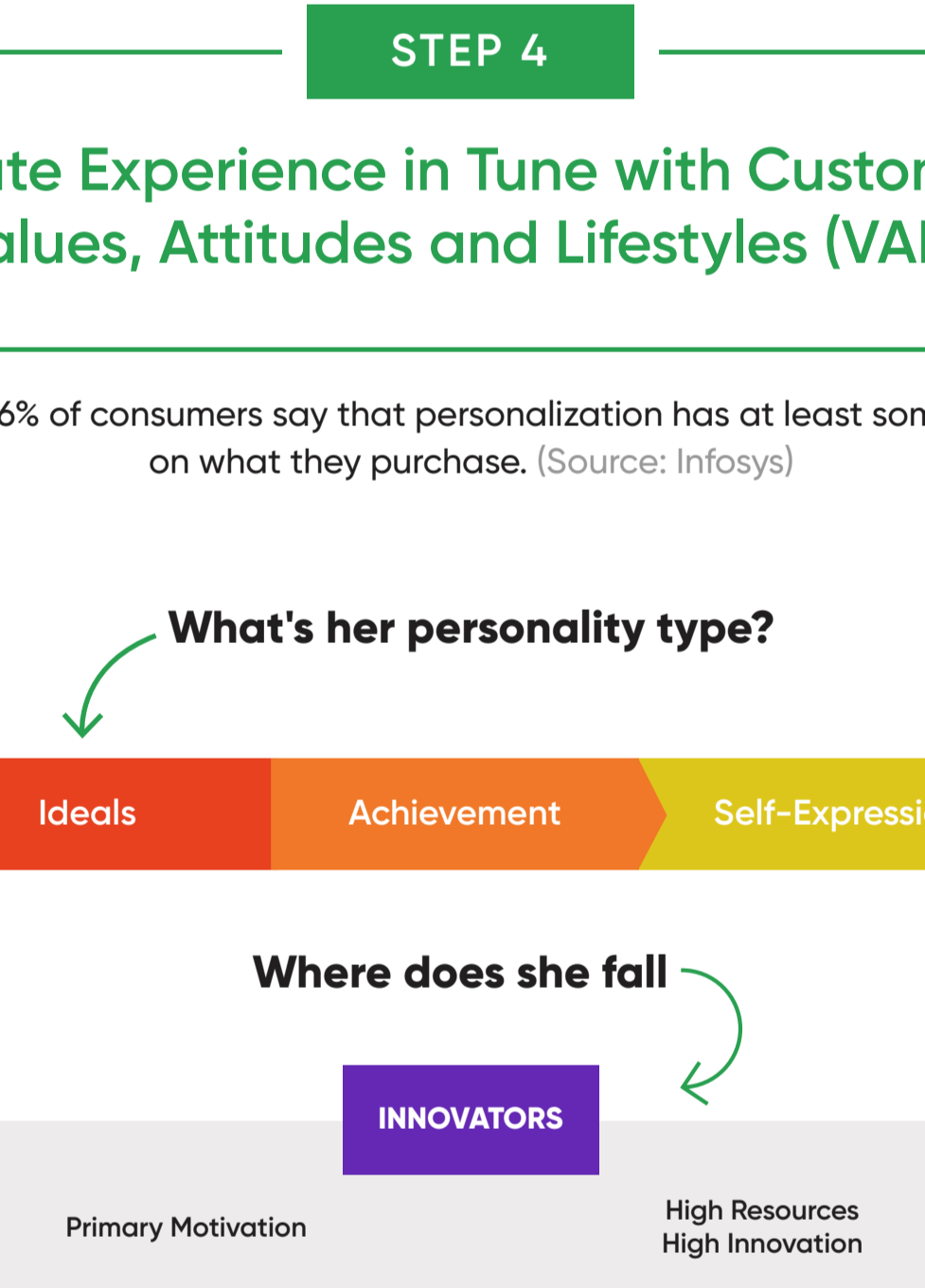


STEP 2

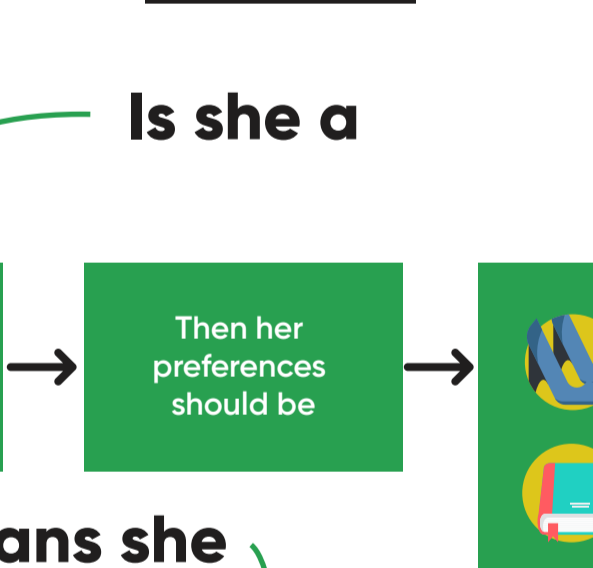
Provide Relevant Offers, Discounts and Enticements

91% of consumers are likely to shop with brands that recognize, remember, and provide relevant offers and recommendations to them. (Source: Accenture)

Exclusive Product + Urgency + Enticement = High Degree of Personalization and Better Chances of Sale



Leverage PA (Predictive Analytics) & AI (Artificial Intelligence) to devise tailor-made offers



STEP 3

Capture Customer Attention on One Channel and Retain It on Every Other

56% of B2C and 74% of B2B consumers think it's important to have their profile data integrated across touchpoints. (Source: Marketo)



STEP 4

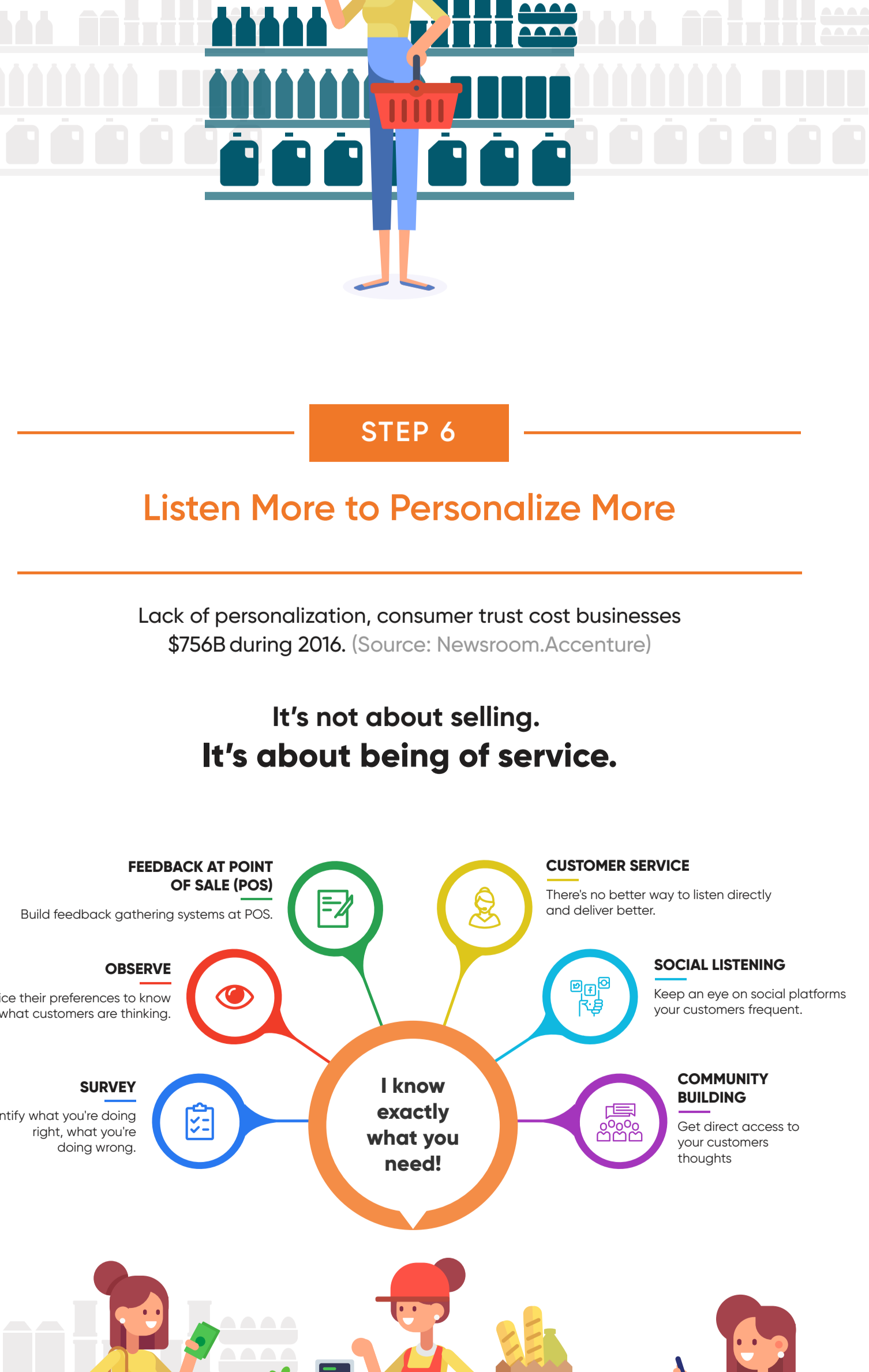
Create Experience in Tune with Customer's Values, Attitudes and Lifestyles (VALS)

Around 86% of consumers say that personalization has at least some impact on what they purchase. (Source: Infosys)

STEP 5

Use Personalization to Drive Impulse Purchases

The average American Consumer spends around \$5400 per year on impulse purchases. (Source: CNBC)

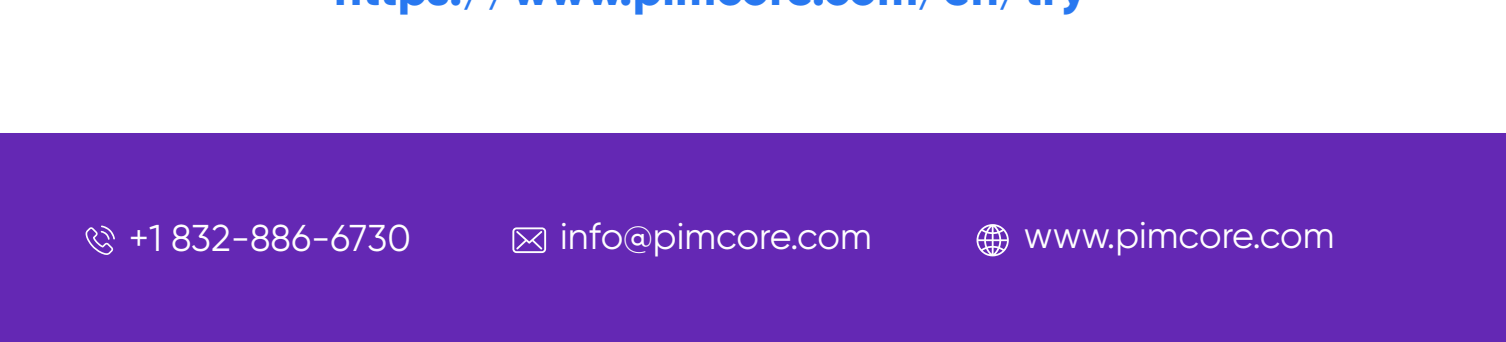


STEP 6

Listen More to Personalize More

Lack of personalization, consumer trust cost businesses \$756B during 2016. (Source: Newsroom.Accenture)

It's not about selling. It's about being of service.



Personalization isn't about brands creating customer journeys, it's about enabling customers to create their own.

Pimcore facilitates creation of flexible, high-performing and personalized eCommerce experiences needed by growing enterprises.

TRY A FREE DEMO NOW
<https://www.pimcore.com/en/try>