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# Methodology

Every brand is individually analyzed and scored against every criteria - no exceptions.

Here's our process:

- 1 month before analysis, we sign up for newsletters, memberships, and abandon a cart (as logged in users).
- On the day of analysis, we review the website's key pages – homepage, category pages, product pages, membership pages, cart, checkout – both as logged in and out users.
- Features like product recommendations, content that is obviously individually tailored, and other journey-enhancing features based on our history with the brand earn points.
- Marketing emails are reviewed and scored based on segmentation, content relevancy, and degree of personalization.
- Loyalty programs are reviewed and rated based on offer types, obvious personalization, and other CX-enhancing features.
- We keep track of the data we submit during the customer journey with individual notes for each brand.
- We have a proprietary score calculation and methods of tracking relevance throughout the customer journey along with degree of personalization.
- The criteria used for the analysis are weighted. The criteria for data collection has more impact on the score compared to for example whether a brand uses a certain tactic like a cart upsell or onsite popup which has minimal impact on the final score.

| 20,274 | 218 | 110 | 183 |
|---|---|---|---|
| Data points | Brands analyzed | Loyalty programs | Newsletters |

# The evolution of e-commerce and online shoppers

In a year when e-commerce is being taken over by global online brands like Temu, with heavily discounted products and addicting shopping experiences, many retailers will find themselves with more challenges to tackle, to stay top of mind.

To stay relevant in this competitive market, e-commerce brands need to adapt quickly and innovate, both in their product portfolio and the technology driving their platforms. After all, why should customers buy YOUR product rather than from X company? This question has always existed, but gets more intense the easier global shopping becomes.



According to a 2024 shopper survey[1], only *3% of respondents don't use marketplaces* at all. And the three most used marketplaces are Amazon (51%), Shein (24%) and Temu (18%). While they likely have a different model than your own brand, the reason for worry is that they most likely also sell products in every category you can think of, including your own.

Additionally, 85% value "reduced prices" the most as a benefit, and 77% for "discount codes", which explains how low-priced marketplaces grow so rapidly today. But the survey also highlights how "spending rewards", "loyalty schemes" and "exclusive access" are highly appreciated by customers, which is what you should prioritize for stable longterm growth that doesn't devour your margins.



% of preferred benefits for online shoppers

The one advantage you can have, over marketplaces like Temu, is the longterm play. Instead of focusing on heavy discounts, reducing margins, and constant expensive customer acquisitions, you can build a loyal customerbase along the way through quality products, shopping experiences and communication.

For example, you have the power of local presence. Whether it's local warehouses or actual retail stores, you can offer faster and more personal service to your customers combined with an excellent online shopping experience. But it's important to highlight this on your channels, and most definitely on your website.

Information is key for customers, even in bite-sized form. And this is where we tap into the fascinating and ever-evolving psychology of shoppers...

# The psychology of shoppers

Most strategies tap into one or multiple cognitive biases that affect our decision-making. These age-old principles work by distorting our perception of value and what something is logically worth, based on a number of factors.

## Framing effect

Framing refers to the way information is presented. It is a very powerful way to influence decisions and behaviour. Discounts can be framed as a percentage off (15% off), absolute amounts ($15 off), or money-savers (Save $15). High discounts (ex. 50% off) can be framed as "buy X get one free". You can also use framing to highlight specific benefits to differentiate a product from others.

## Scarcity bias

Scarcity refers to the human tendency to place a higher value on things that are rare or in limited supply. For example, promotions like flash sales, limited items, and phrases like "while supplies last" can create a sense of urgency, leading your customers to buy products without giving it a second thought.

## Endowment effect

The endowment effect occurs when people place an irrationally high value of the things they already own, simply because they already own them. Personalized discounts and mystery offers can trigger this effect because something is *given* to you based on your history with the brand.

## Anchoring bias

This bias refers to the human tendency of relying too much on the first piece of information given to us. In the context of retail and e-commerce, it often refers to how sales or campaigns are promoted, and the fact that brands tend to make their offer more attractive by putting the biggest discount up front, even if they have a tiered promotion with multiple discount levels.

## Social influence

Shopping behavior is shaped by social influence, no one wants to be left behind current trends. Social proof like ratings and reviews play an important role for the customer, as they point them to the right product with the help of fellow shoppers. Displaying and using social elements on your channels reduces doubt and helps the customer feel a sense of belonging.

## Emotional triggers

Feelings decide our actions every day, including when we're shopping. **Weather** is an example that can trigger certain behaviour. If it's raining, we're likely staying inside and we might opt to order food online instead of making it ourselves. Or if it's sunny, a lot of people go downtown and are more likely to do shopping, which improves our mood.

# Weather-based marketing

Seasonal promotions have been around forever, and marketers have considered weather forecasts for ages. But using weather as a real-time trigger for changing creative or messaging is one of the hottest new strategies in digital marketing.

A major online shopping platform previously discovered that for countless "weather-neutral" products, there's a clear link between temperature and purchase intent, with the best results around 30-35°C.[3]

Weather affects four basic purchasing decisions: what, where, when and in what quantity to buy. But many don't realize just how impactful the weather is on retail and online sales. No, we're not talking about umbrellas and ice cream - the weather influences product demand across nearly every industry.



Temperature (Celsius)
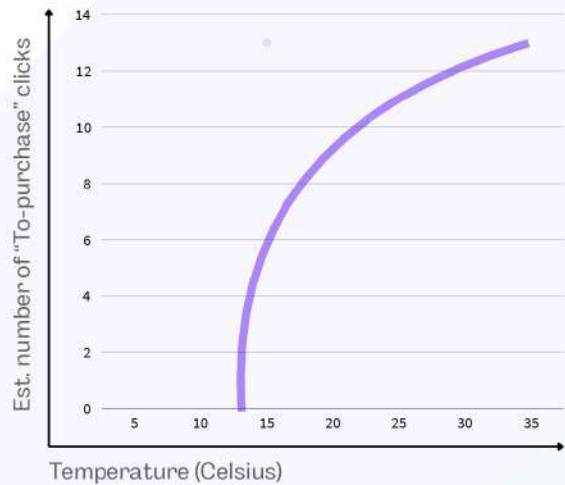
## Where to use weather-based marketing

**Onsite**
Weather targeting can be used on your website to dynamically display weather-based content and promotions.

**Advertising**
Forecasts can be used to rotate creatives, turn campaigns on/off, and run seasonal promotions.

**Email**
Send targeted emails to customers living in a location with specific content based on local weather forecasts.

**Purchase intent**
The weather affects our mood and willingness to buy.

**Purchase channel**
The weather impacts which channels we prefer to shop from.

**Product demand**
Weather and temperature affects which items we want

**Perception**
The same message will be perceived different based on the weather.

# How to use weather-based marketing

### Mood-based communication
Weather affects the mood, and the mood affects shopping behavior. What you can do is match the expected mood that each weather condition brings for more relevant communication. Cheerful when it's sunny, more serious in bad weather.

### Regional weather, local offers
Display promotions based on local weather conditions in different parts of the country. If your brand for instance has multiple retail stores spread out across different regions, you can run promotions to increase store foot traffic in regions with sunny weather.

### Weather-based recommendations
Display dynamic product recommendations based on the weather and temperature. Show raincoats on rainy days or summer clothing when it's warm.

### Dynamic weather-based campaigns
Prepare ads or onsite campaigns that only activate based on weather variations or 3-day forecasts to create an even more relevant experience for your audience.

## Burton

# +11.6%

Fashion brand Burton saw an **11.6% uplift in conversions** by linking weather data to related products.[2]

## Molson Coors

# +89%

Molson Coors **increased CTR by 89%** using a weather-triggered ad campaign on social media.[2]

## Decathlon

IPG Mediabrands helped Decathlon, a global sporting goods retailer, enhance their ads by using weather data to trigger relevant ads for weather-sensitive products like rainwear and ski gear. They increased traffic, conversions, and click-through rates, leading to Decathlon expanding the initiative to a year-round campaign.[2]

# Customer acquisition

**Customer acquisition** is always the top priority for most businesses. But the recent period of high inflation and uncomfortably high interest rates has made consumers more price sensitive when shopping. But it's not only the prices of the things we buy that have increased.

The cost of doing business has also increased. Economic headwinds like these can be devastating unless you have a plan for how to navigate them. Brands with deep pockets might say "now is the time to spend". However, a more practical strategy when things are slow is to focus on **building an owned audience**.



**61%**
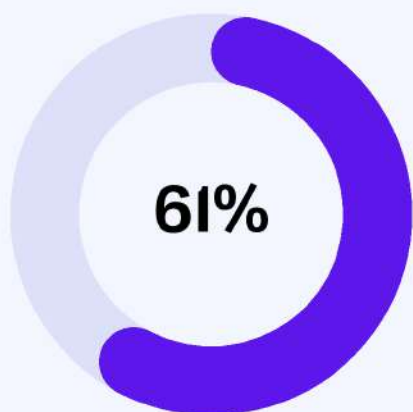
61% of retailers use a welcome offer

% of retailers who use a welcome discount
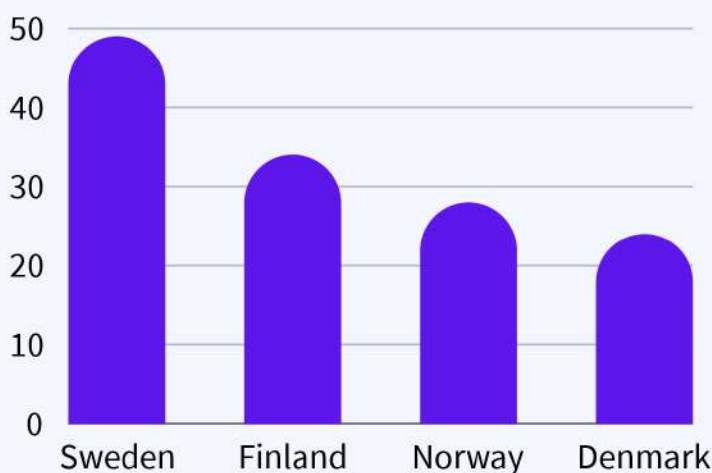


Even with consumers actively seeking out deals and low prices in 2024, the usage of welcome offers remains unchanged at 39% in 2024. Sweden is the country with the highest usage of welcome discounts, with 49% of analyzed Swedish retailers having some type of new customer promotion.

In Finland, 34% of the analyzed retailers use welcome discounts, and only 28% and 24% in Norway and Denmark respectively.

# High ⬆ vs ⬇ low performers

**High-performing brands have a more strategic approach to converting their traffic.** Instead of going straight for a sale, they focus on engagement and use natural browsing behaviour to **identify high purchase intent**. One way to identify visitors with high purchase intent is to use features like "Add to favourite".

**There are two ways to use "Add to favourite":** 1) To drive membership sign ups, and 2) to let people create a wish list. The second option offers a better user experience but less (immediate) business value. To find out which option is best for you; look at your analytics and see how it affects your revenue per session.
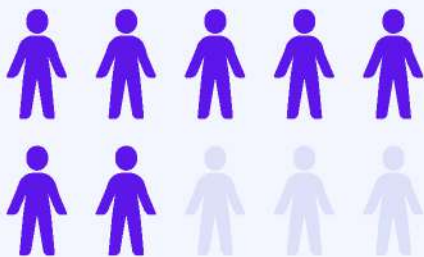
7 out of 10 of retailers have an "Add to favourite" feature

% of companies using the "Add to favorites" feature

% of companies who require visitors to register an account to use "add to favorite"
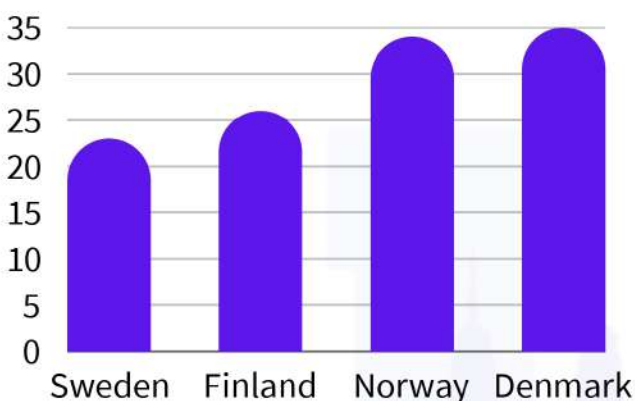
**33% of brands with loyalty programs** require visitors to register an account before allowing them to add favourites.

And almost 1/3 of the analyzed brands in Denmark and Norway require users to register before allowing them to add to favourites.

# Treat visitors differently

## Social traffic

Visitors from social media are met with a dedicated landing page with simple buttons that help them navigate to where they want to go, or capture their contact info. This strategy helps users transition between two channels, and find what they're looking for faster.
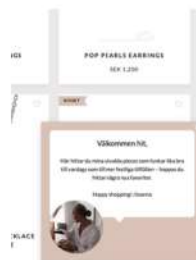


**Social greeting**     **Link in bio**

## Organic traffic

Whether visitors are coming from search engines, price comparison sites or any random news article, they are all looking for different things. Those comparing prices are looking for the lowest price. Search traffic wants to find specific products. Affiliate traffic are looking for a solution to a problem.
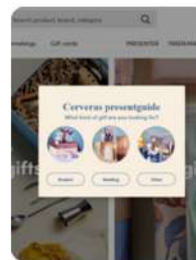


**Buyer guides**     **Tailored USPs**

## Paid traffic

Each ad click has a cost associated with it. Driving traffic to an online store with a static onsite experience is a waste of marketing spend. High-performers make sure to deliver a guided and relevant onsite experience, tailored to each visitor and where they are in their shopping journey.



**Quizzes**     **Bundles**
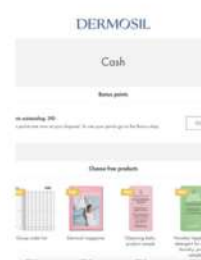
# Growing an audience

Only 2% of your visitors are actively looking for something to purchase. But are you letting the other 98% leave? If you don't capture their emails, then you are essentially letting Meta, Google, and Bytedance have full control of your growth and marketing budget.

One of your main goals should be capturing email addresses so you can reach customers when they're not on your website, and to enable person-level communication once they return. The best strategy is an irresistible welcome offer because it offers immediate value for a new visitor.

# 6 Highly effective strategies to grow your audience
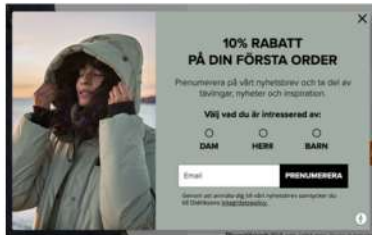
**Regular email sign up**
A welcome offer with demographic choices

**Membership sign up**
A welcome offer to drive membership signups

**Landing-page quiz**
A multistep quiz to capture data and convert visitors
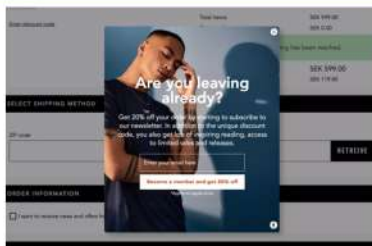
**Onsite cart recovery**
Capture visitors abandoning their cart
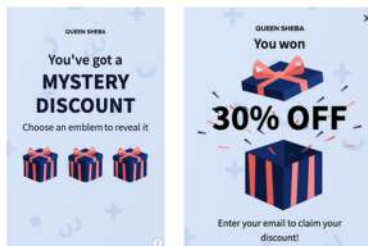
**Mystery discount**
A regular promotion masked as a mystery offer

**VIP-only offer**
Create a sense of exclusivity with VIP offers

"

Customer acquisition costs have risen by 60% over the past five years. While adding upsells and launching new products can help lower these costs, there's still a gap between acquisition strategies and a full-funnel approach which would help most brands recoup their acquisition costs more efficiently.
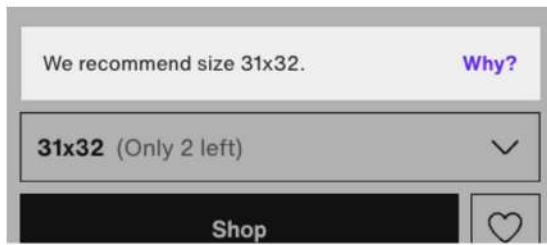
A full-funnel approach puts more emphasis on guidance for first-time customers, and rewards like reminders and discounts for returning customers familiar with the brand.
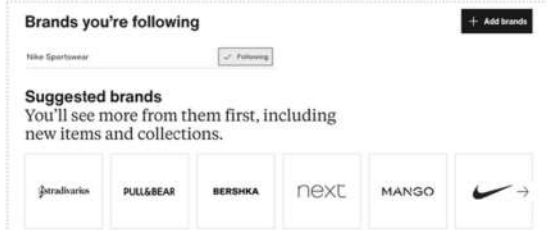
**FELIX LANGLET**
CMO
TRIGGERBEE

# Audience Profiling

We recommend size 31x32. **Why?**

**31x32** (Only 2 left)

**Shop**

Recommended size based on post-purchase size feedback

**Brands you're following**

Nike Sportswear ✓ Following

+ Add brands

**Suggested brands**
You'll see more from them first, including new items and collections.

Stradivarius · PULL&BEAR · BERSHKA · next · MANGO · Nike →

Follow specific brands for relevant updates

Customer profiling is about collecting data, and data collection is about creating a *value* exchange. Delivering value to your customers by using data collected from their activity (first-party data) or filled-in forms (zero-party data) is the key to building good audience profiles.

But what exactly is *value*? Anything that benefits the visitor:

- Exclusive offers
- Recommendations
- Reminders (unused coupons)
- Rewards (bonus points, free gifts)
- VIP access and benefits
- Significantly improved experience

**Audience profiling** (or customer profiling) means collecting preferences and other forms of zero-party data from known visitors like loyalty members, subscribers, returning customers, etc. Continuous profiling is critical if you want to create relevant marketing strategies.

By continuously collecting data, you can keep your insights up-to-date and be sure you always have the data you need to deliver a relevant experience.

### Zalando

Zalando improves the shopping experience by automatically recommending sizes and complete outfits once you rate the fit of your purchased items.

### Matas

Matas is a Danish beauty giant. They let loyalty members follow and subscribe to their favourite brands to receive updates and promotions from these brands.

### Dermosil

Dermosil gives new members incentives with extra bonus points as a reward for completing tasks like subscribing to their newsletter, entering your birthday, etc

# Audience profiling

**Customer and audience profiling** is perhaps one of the most important aspects of modern commerce. Relying too much on one type of data, such as first-party data (ex. web activity), or purchase data will only get you so far. This is a common mistake, and often leads to over-optimizing a multichannel experience for sales.

Our research reveals that while 58% of retailers collect some type of customer preference, only 17% gather specific details about their customers' interests and shopping behavior. This indicates that most brands rely heavily on activity data and various affinity classifications based on auto-captured data.

# 58%

58% of retailers collect some form of customer preference

# 17%

Only 17% collect preferences about customer interests

% of companies collecting customer preferences
*Preference = Communication channels, styles, brands, or geographically related information (ex. stock status)*

| | Sweden | Finland | Norway | Denmark |
|---|---|---|---|---|
| Value | ~55 | ~82 | ~80 | ~58 |
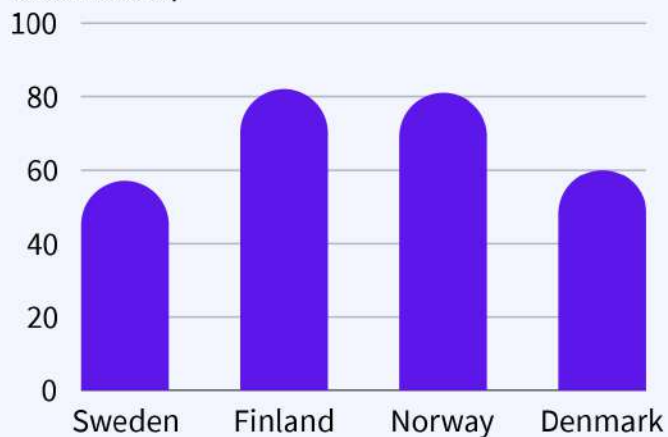
Knowing a customer's (self-submitted) preferences, such as brands, sizes, or styles, in combination with individual purchase patterns (e.g., "In the last 12 months, [customer A] bought [5] products, four of which were on sale within [X] price range"), allows you to create highly targeted marketing. This approach is far more effective compared to only targeting people based on averages like purchase frequencies and order values since they almost never apply to a single customer.

TRIGGERBEE

# Customer data

47% of brands let customers choose communication preferences, but only 8% collect product preferences such as favourite brands, clothing sizes, etc.  Imagine the impact of a brand that knows you prefer certain fabrics, color palettes, or are always on the lookout for new arrivals or deals.

These insights are hard to extract from behaviour analysis or shopping history alone, unless your customers have *very* distinct shopping histories.

If someone joins your newsletter, you know nothing about them. Asking for gender or interests will give you a better starting point to tailor your onboarding with.

### Types of preference-data brands collect
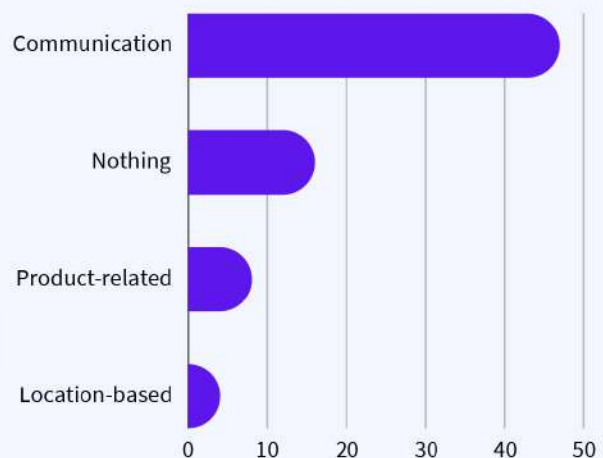


# 14%

A mere 14% of retailers collect gender information from their subscribers and customers.

For example, consider these two email campaigns.

**Campaign A**
Audience: Customers who have previously bought medium-sized pants.

| The Pant Shop | 20% off ALL pants in Size Medium 👖 - SUMMER SALE🤩 |

**Campaign B**
Audience: Existing customers.

| The Pant Shop | 20% off jeans and chinos 👖 - SUMMER SALE🤩 |

If you buy your pants in size medium, you instantly see the benefit of opening Campaign A. The subject line clearly states that pants in your size are on sale. Campaign B only communicates that jeans and chinos are on sale. Which one would feel most relevant?

# What data do you need?

## First-party data

• **Web activity & behavior:** Information about traffic sources, devices, time spent on pages, and channel engagement.

• **Purchase history:** Details on average order value, purchase frequency, lifetime value, in-store purchases, and product categories.

• **Calculated data:** Location, time zones, customer "status", membership levels, segment

## Zero-party data

• **Personal information:** Contact details, demographics, address, pet ownership, birthday, family information, etc.

• **Customer preferences:** Favorite brands, sizes, styles, preferred communication frequency and channels, topics of interest, goals.

• **Feedback:** Reviews, ratings, survey responses, support interactions, and referrals.

★ ★ ★ ★ ☆

**Maria Eriksson**
maria.eriksson@gmail.com

| Last seen | First visit |
|---|---|
| 30 minutes ago | 44 weeks ago |

■ Child care
■ Skincare  ■ Haircare

### General

| Visits Total | 50 Visits |
|---|---|
| Technology | 2 Devices |

### User Properties

| ✉ Email | maria.eriksson@gmail.com |
|---|---|
| 👤 Name | Maria Eriksson |
| 📱 Phone | +46731234567 |
| 📷 Products | "sku":"0143", "quantity":1, "revenue", :430 |

Customer ⊗     Bronze member ⊗

### Onsite Campaign Activity

| Name | | Count |
|---|---|---|
| 💡 Submitted the form | Become a member - get 20% on... | 1 time |
| 👁 Displayed campaign | Become a member - get 20% on... | 1 time |
| 👆 Clicked on | Bronze member rewards - 15% off | 1 time |
| 👁 Displayed campaign | Bronze member rewards - 15% off | 2 times |
| 👁 Displayed campaign | Login nudge existing members | 3 times |
| ← Previous | 1 - 5 of 16 | Next → |

### Goals

| Name | Last achieved | Count |
|---|---|---|
| 🏅 Logged in | 2021-05-02 20:22 | 23 |
| 🏅 Registered membership | 2021-05-02 20:22 | 1 |
| 🏅 Booked appointment "Hair studio" | 2021-05-02 20:22 | 2 |
| 🏅 Added to cart | 2021-05-02 20:22 | 12 |
| 🏅 Complete purchase | 2021-05-02 20:22 | 5 |
| ← Previous | 1 - 5 of 16 | Next → |

### Visits

| Time | Duration | Engagement | Source | Views |
|---|---|---|---|---|
| 2021-05-02 20:22 | 9m 33s | ★ ★ ★ ★ ☆ | Direct | 6 |
| 2021-05-02 20:22 | 13m 24s | ★ ★ ★ ★ ★ | newsletter | 6 |
| 2021-05-02 20:22 | 5m 12s | ☆ ☆ ☆ ☆ ☆ | instagram | 8 |
| 2021-05-02 20:22 | 2m 04s | ★ ★ ★ ☆ ☆ | Direct | 1 |
| 2021-05-02 20:22 | 32s | ★ ★ ☆ ☆ ☆ | google | 1 |
| ← Previous | 1 - 5 of 86 | | | Next → |

### Device

| Web Browser | ⊙ Chrome 107,  ⊙ Chrome Mobile iOS 107 |
|---|---|
| Screen Resolution | 430x932, 1512x982 |
| Operating System | iOS 16,  🍎 Mac OS X 10 |

# Examples of excellence

## Marimekko

### Ask the customer for more data

Many e-commerce brands allow for basic registrations on their website without considering how much more information the consumer still holds.

Not Marimekko however, who send out an email to newcomers reminding them to complete their membership profile. This gives Marimekko valuable data they can use to create better segments, and create more relevant marketing.
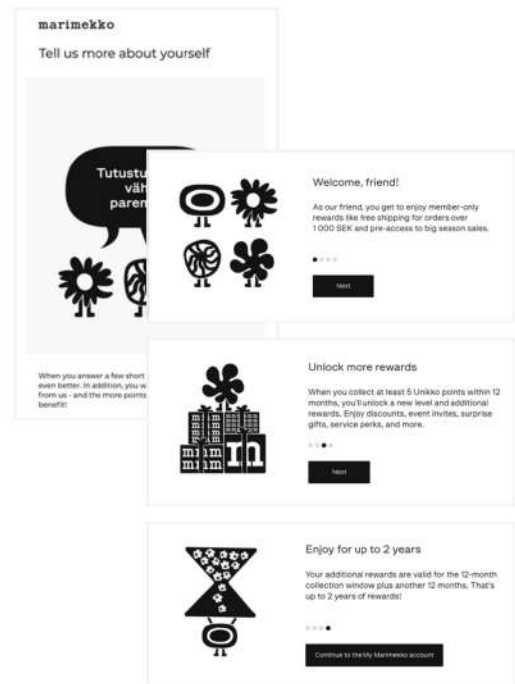


## Dermosil

### Reward profile completion

E-commerce as a whole can be distilled into an exchange, one that rewards each side. Dermosil takes this concept a step further in its data collection efforts.

By rewarding customers with bonus points, for filling in various types of profile information (e.g. birthday) or even completing activities (product review), they've created incentives for customers to actually share their data.
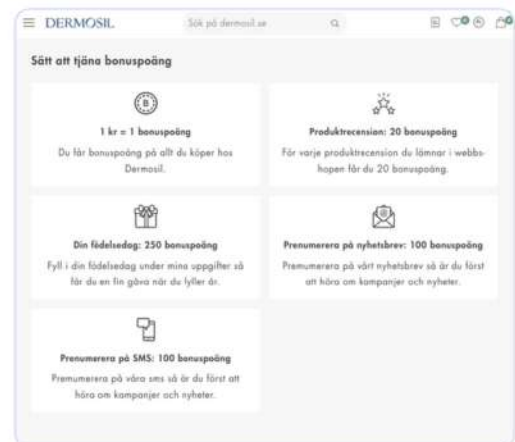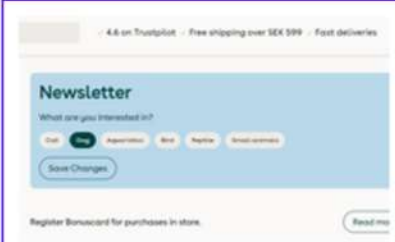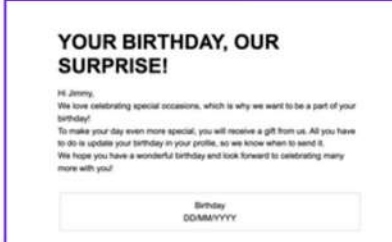
# 6 ways to profile customers

Brands love to turn data capture into something overly complex, but it doesn't have to be that way. Your customers just want to explore your catalog or buy something, and get rewarded for it.
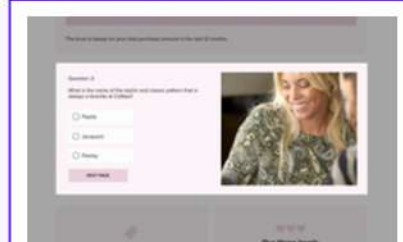
Focus on capturing data at natural touch points such as when they are using product filters, browsing their "My page", or when their behaviour tells you they are looking for something but can't find it.
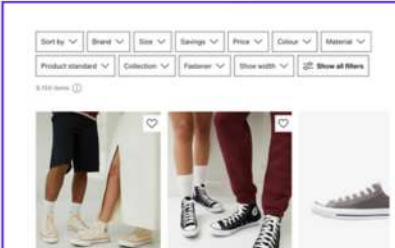


**Preference choices**
An embedded preference form in the settings page



**"Missing information"**
An email or onsite campaign asking for birthdate



**Guides and quizzes**
An embedded members-only quiz on the profile page



**Category filters**
Unique filters for each product category



**Post-purchase profiling**
A survey for customer feedback & segmentation



**Person-level analytics**
Individual profiles to fully utilize your captured data

## Tips & tricks

**Decrease friction**
Increase form conversions with multi-step forms to make the process less overwhelming for customers.

**Use discount upgrades**
Give half of the discount when a user submits their email, and offer the other half as an upgrade if they also submit their phone number.

**Only collect useful data**
Never ask for data you don't need and will never use. Only capture data that you will use to improve the customer experience.

 TRIGGERBEE
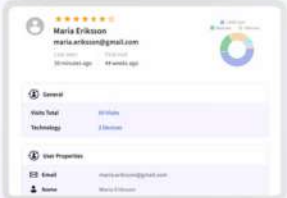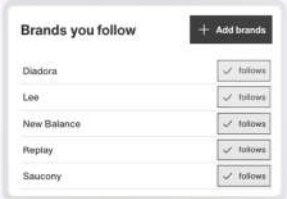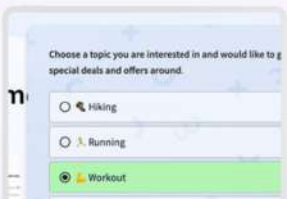
# How to capture useful data

There are several ways to go about collecting segment-worthy data from your customers, either through asking them directly using surveys, polls or quizzes.

Customers are willing to give more data than you could imagine, whether it's their birthdates, favourite brands, sizes or other types of preferences. The caveat being that they need to be rewarded for it. Either through a vastly improved experience or with discounts and special offers.

Another effective method is to track their behavior on your website or app. This could include the pages they visit, products they have viewed, and even the time they spend on certain sections of your site.

By analyzing their behavior, individually, you can get a hint as to what your customers are interested in and what they prefer without asking them.

| What | How | Examples |
|---|---|---|
| Product quizzes | Each quiz question is a data point if the question asks your audience for their goals, problems, and needs. |  |
| Web activity & behavior | There is a ~30% chance that frequency of visits to a specific page is correlated with buying intent. |  |
| Customer / member accounts | Ask users to fill in preferences like favourite brands, preferred sizes, and other data that you can use. |  |
| Surveys & polls | NPS, CSAT, and other selection-based surveys are great to use for segmentation. |  |

# The Top 5 customer segments

Segmentation empowers you to create relevant messaging angles that makes your content stand out. Here are the top 5 segments all retailers need to target:

## Abandoned cart

Not all shopping carts cross the finish line. Customers can cancel the shopping journey at any point, we do it ourselves all the time. This is your moment to recapture their initial interest by targeting them with hard-to-ignore offers.

## Loyal customers

Loyalty is a true longterm revenue driver. By offering your loyal customers special treatment based on purchasing habits, their loyalty and your revenue increases. For example, a discount reminder can have a CTR between 30 – 60% and a very high conversion rate.

## Product life cycle

If you offer repairs for your products, you can target customers who made a purchase, around the end of its life cycle. Or during a season where it typically wears out or gets replaced. This is a clever segmentation strategy used by Sears, in the automotive industry.

## Geo segmentation

Geographic segmentation is based on a customer's location and regional factors which can influence their purchasing behavior. This can be used for more relevant region-based offers and can be collected from purchases, delivery settings, profiles, and more.

## Survey responses

Collecting post-purchase survey responses will both enrich your CRM profiles and let you create better audience segments. Using CSAT responses, you can target both highly satisfied and less satisfied customers with unique offers and messaging matching their needs.

TRIGGERBEE

> "

Collecting data should be about making it work across your entire business. When your data is kept in silos or only used in bits and pieces, you miss out and become less efficient. By rethinking how you use data in every part of your customer journey, you can gain better insights, solve problems before they happen, and offer more personalized experiences.

This not only keeps your customers happy but also gives you a real edge in the market because very few think of their data this way.

**JACOB SJÖNANDER**
CO-FOUNDER
TRIGGERBEE

# Customer experiences

**When your customers have a top-notch experience,** they're more likely to come back. And when they come back? That's when the sales start pouring in. Remember, you're not just selling a product. You're building a relationship. One that's made up of enjoyable interactions and lasting impressions.

Nearly every single website we analyzed - 97% to be exact, use product recommendations. And a solid 3 out of 10 use complementary recommendations. But these recommendations are mostly confined to product pages. Imagine the potential if you expanded this feature across the entire website?
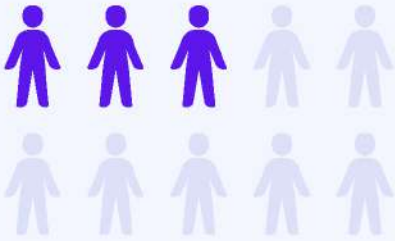


3 out of 10 of retailers have complementary recommendations

% of companies who use product recommendations
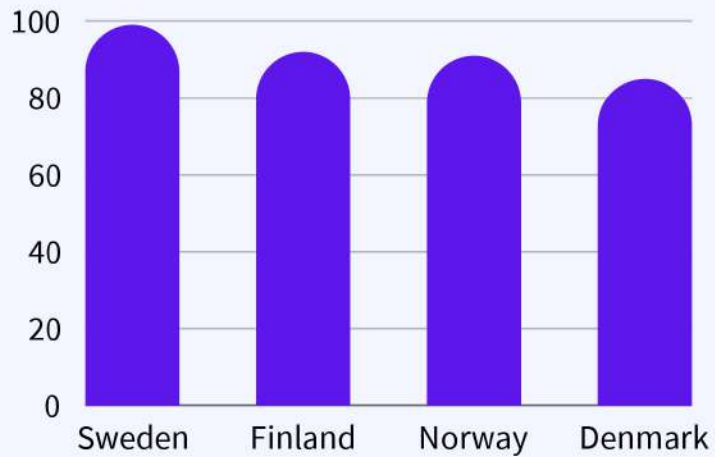
Adding random product suggestions in your store won't automatically enhance the experience. It only makes navigation within specific product categories easier and helps with discovering alternative products.

Recommending products aligned with the customer's preferences and history makes the shopping experience more relevant. This plays an important role in driving conversions, increasing average order value, and building loyalty.

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# Best-in-class examples

## Boozt

Boozt, one of the biggest online retailers in the Nordics, uses a handy widget that follows you while you shop. It keeps track of your favorite items and visited products. It's a unique type of onsite experience that puts the user in control and helps them retrace their session. This is a very creative way of using favorited items rather than a separate wishlist or as a way for people to just show their engagement.
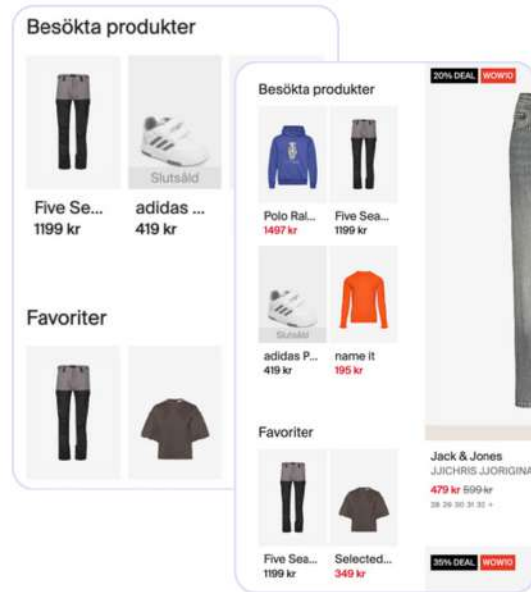


## Nordstroms

Nordstroms use size as a basis for their product recommendations, a unique but clever choice. The size you select in your profile will be pre-filled on the product page. Your saved size is indicated with a bookmark icon in the size dropdown. And if you change the size in the dropdown, the recommendations on the right will immediately change. They also have a paragraph below the price in the recommendations that lets you know if your size is available.
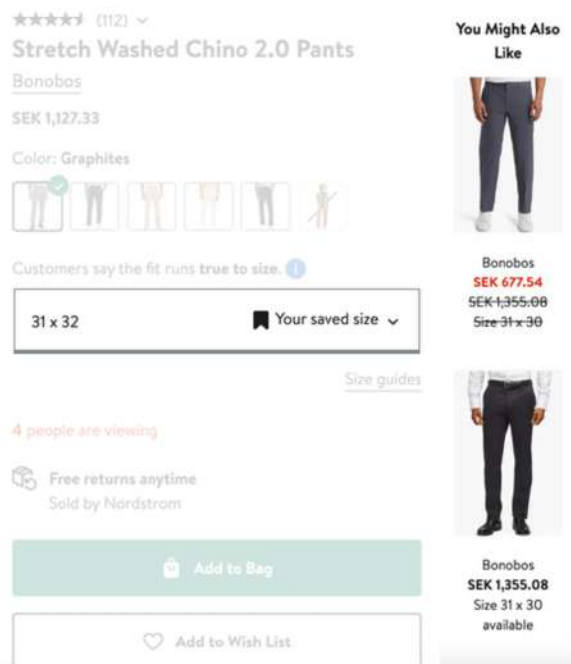
# Making it personal

Having product recommendations in the checkout is a popular way to boost the average order value.
It comes as no surprise that 38% of all retailers have checkout recommendations.

But something that does come as a surprise, especially amongst the brands with loyalty programs, is that most of them are not optimized for the very thing a loyalty program is designed to do: **Member participation.**

Only 8% of the brands with loyalty programs display personal member promotions or coupons in the checkout, to make it effortless for their members to use their rewards.

% of companies who use
recommendations in the checkout

| | |
|---|---|
| Sweden | |
| Finland | |
| Norway | |
| Denmark | |

0  20  40  60  80  100

## 8%

8% of retailers with loyalty programs display available offers and coupons in the checkout

Personal discounts and product recommendations are quickly becoming the norm. But when something becomes the norm, it either becomes less effective or causes friction and confusion.

This leads us to a concept we call the "**Netflixification**" of online retail. While there are some fundamental differences between Netflix and an online retailer, there are more similarities than differences.

Think about how Netflix works: You explore a catalog of movies and shows, find one you like, watch it, pause and resume whenever you want, and discover more content based on your preferences. Now, replace "movies and shows" with "products." See the connection? This type of experience is designed to reduce effort for the user and let them choose their own journey.

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"

Most brands go all-in on the customer experience leading up to a purchase. But what happens after a purchase has been made? Sending out tailored guides, how-to's, inspirational content related to the purchased product (especially in more expensive products) is often neglected but also important.

A lot of brands have a really good pre-purchase experience, but very few brands can say they have an equally good or even better post-purchase experience.

**OLOF TÖRNQVIST**
CEO, CO-FOUNDER
TRIGGERBEE
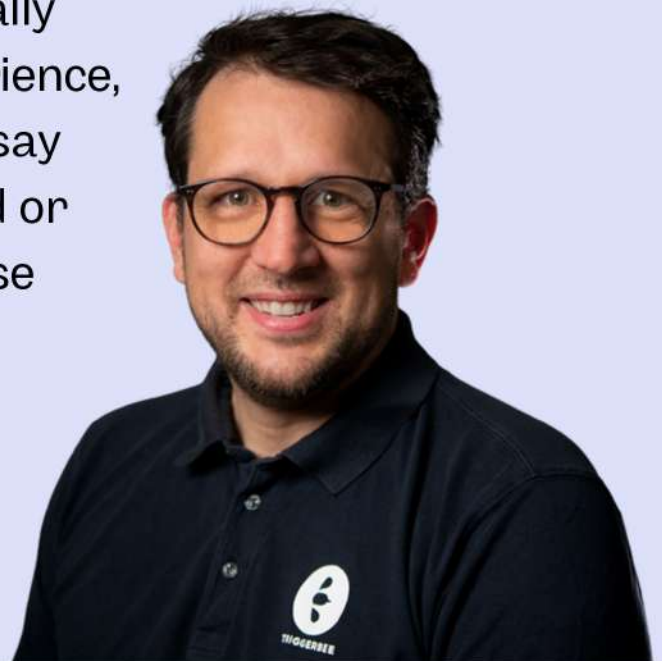
# The next step in e-commerce

Customers' expectations aren't just shaped by your competition—they're shaped by the apps and services they use on a daily basis. Apps that are designed for minimal cognitive effort and allow users to start, pause, resume, and move forward in their journey at their own pace. Let's explore how an online retailer can adopt the Netflix approach to help guide customers in the shopping journey.
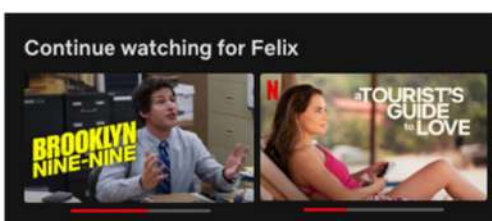


### Continue watching
Netflix lets their users resume watching their shows and movies. This feature keeps users engaged to the shows they like.
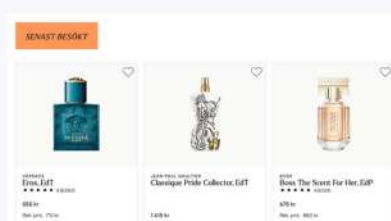


### Keep shopping for
Let people pick up where they left off and resume their customer journey. This is used by brands like Parfym.se, Amazon, and Sephora.
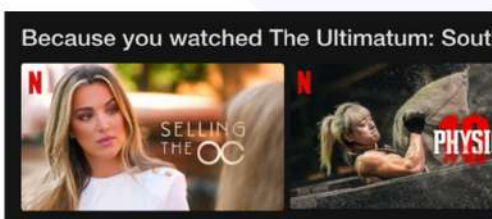


### Because you watched...
Netflix recommends movies based on your viewing history. This helps users find new shows within the categories they like.



### Because you bought...
Help your customers discover new products they like by using past purchases as a guide for future potential purchases.



### "Have I already seen this?"
Netflix shows your progress for shows and movies so you don't have to waste any time on movies you've already seen.
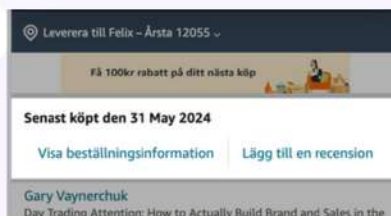


### "Did I buy this one?"
Letting your customers see which items they already purchased will decrease confusion and help them find specific info for those items.

TRIGGERBEE
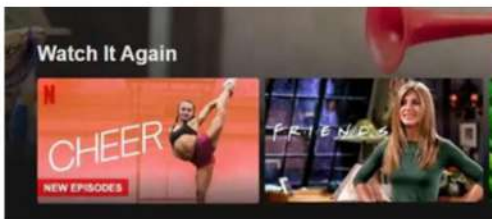
**Watch it again**

Netflix knows that if you can't find anything to watch, you can just go back to something you have previously seen.
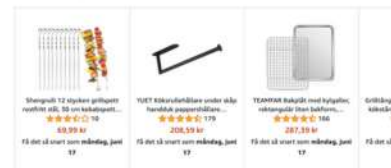


**Buy again / Re-stock**

See it as giving returning customers a shortcut to their favorite products, either for re-stocking, sharing or finding info.
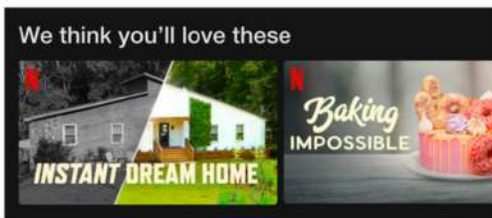


**We think you'll love these**

Netflix gives new recommendations based on your viewing history. This section is comparable to just about any section with product recommendations.
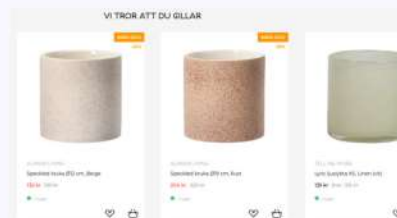


**We think you'll also like...**

Product recommendations based on physical appearance, brand, or category is industry standard. You simply need these, and it's a feature most customers expect.



**Not sure what to watch?**

When you hit the 'Play Something' button, you'll be instantly met with a series or film based on what you've watched before, or something entirely new.
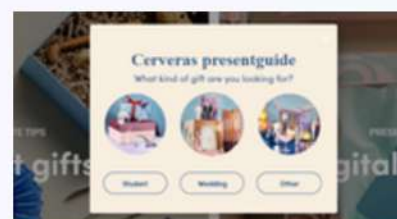


**"Find your style/routine/etc..."**

Sometimes you're just overloaded with choice. That's what product guides are for. Let your customers choose a budget, category, and help them narrow their choices.
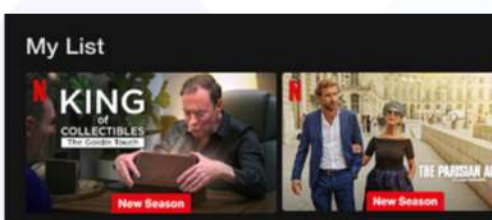


**My list**

Your list of shows and movies you want to watch.
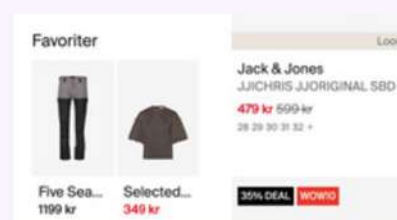


**My favorites**

A list of products marked as favorites.

# What customers truly want

The Netflix-experience is currently what peak retail personalization looks like. Whether we realize it or not, many of our actions are driven by habits formed through repetition. And it applies to everything.

E-commerce catalogs resemble the Netflix catalog. Hosted Live streams resemble Instagram Live. The habits formed by the things we do often sets our expectations for how similar things "should" be. Try giving an Apple user a PC and you'll see this in action.

If you're not planning on optimizing for a "mode-based" customer journey (in contrast to the traditional customer journey, which is based on *phases*), that lets your users start, pause, and resume, you're already lagging behind.

This means creating a shopping experience that allows customers to explore products, receive personalized recommendations, and is optimized for the flexibility to start, pause, and resume their journey as they please.

Customers wants to be reminded of things they don't want to keep track of (but that are valuable to them). They want to find stuff they want, quickly. Even something as simple as seeing your "Recently viewed products", when logged in, has at most been used by 19% of the brands.

% of companies showing "Recently viewed products"
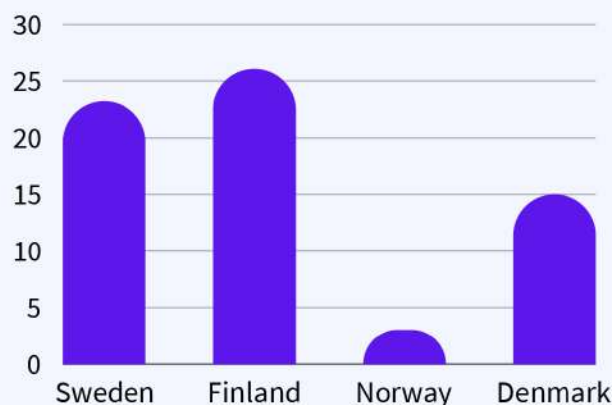


This is exactly what the big retailers—Nordstrom, Zalando, Sephora, and Amazon —are doing. They are leading the way in providing personalized shopping experiences that keep customers coming back due to the low cognitive effort.

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# Hunters and explorers

In the current market situation, you win by using data better than your competition. Your customers expect to be recognized anywhere they interact with your brand - online or offline.

In a previous report on their personalization strategy, **Zalando** categorized the two sides of a customer as "hunters" and "explorers".

*Hunters* know what they're looking for, such as a dress to wear for their friend's wedding.

*Explorers*, on the other hand, don't have anything specific in mind while shopping, they choose to browse and discover instead.

But, there's a hunter and explorer in everyone. It all depends on the situation. Zalando identifies these needs and uses personalization to solve them. The hunter will quickly find the right product, thanks to the interactivity and image-assisted selection. Explorers can instead go through the selection like you would in a physical retail store, along with the continuous additions of fashion collections based on various trends and themes.

Learning from Zalando's example, you can create tailored experiences that resonate with each individual, by understanding their unique behaviors.

### Zalando examples

To accommodate all shoppers, Zalando actively promotes new collections for those looking for inspiration, while offering a personalized experience that returning customers want.
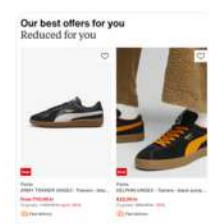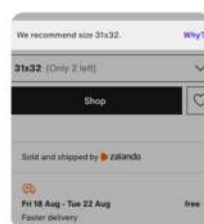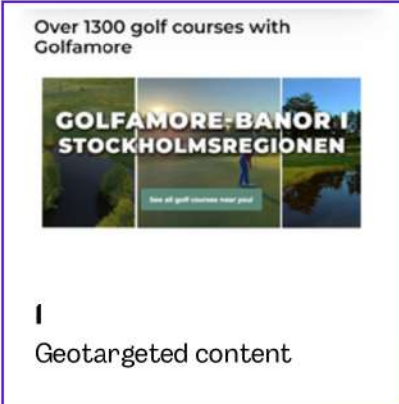
Data-driven insights will continue to improve these experiences and help your brand remain relevant, in the mission to satisfy the customers' needs. This will also build lasting loyalty and a strong, vibrant community around your brand.

# Delivering tailored experiences

Creating tailored shopping experiences involves using data and insights to customize the user journey, all the way from your external channels to your own site where the purchase takes place. You can achieve this through combining the power of segmentation and personalized content.
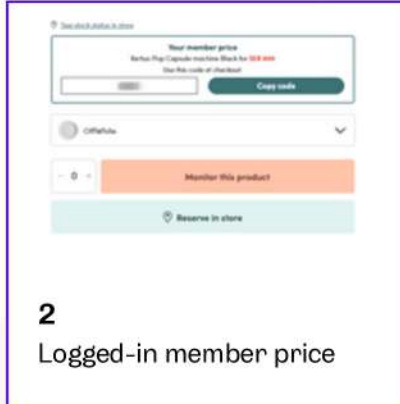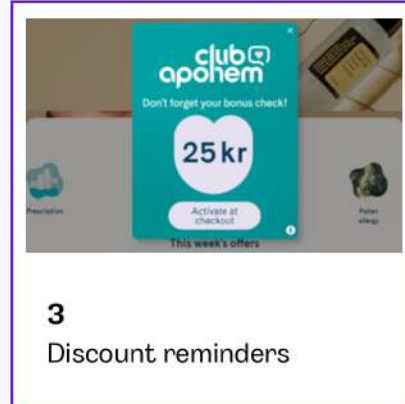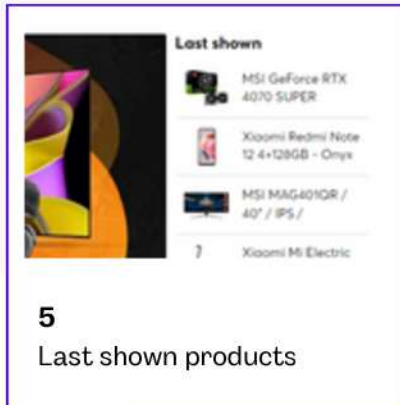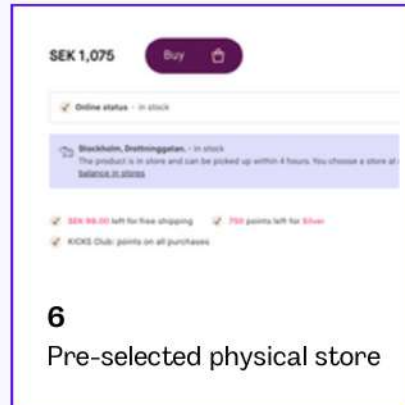
| | | |
|---|---|---|
| **1** Geotargeted content | **2** Logged-in member price | **3** Discount reminders |
| **4** Cross-channel greeting | **5** Last shown products | **6** Pre-selected physical store |

**Targeted Popups and Banners:** Display personalized popups, banners, or messages based on the visitor's behavior and segment. For example, offer a discount to returning visitors or show a special promotion to first-time visitors.

**Product Recommendations:** Suggest products based on the visitor's browsing history and preferences. This can significantly enhance the shopping experience by making it easier for visitors to find what they're looking for.

**Triggered Emails:** Send personalized emails triggered by specific actions or inactions. For instance, if a visitor abandons their cart, an email can be sent with a special offer to encourage completion of the purchase.

"

Over 50% of consumers already prefer shopping in a circular way, and offering sustainable and reusable products is essential to meet their demands and strengthen customer loyalty. By adopting circular business models, you not only enhance your brand but also ensure longer product lifespans, increased profitability, and a reduced climate impact, all while providing cost savings through repairs or second-hand products, allowing customers to make sustainable choices without compromising on quality.

**WILHELM HAMILTON**
CEO
RECLAIMIT

# Retention



"We miss you"- email



Gift card loyalty reward

Retention is about keeping your existing audience and converting their loyalty into further growth.

In fear of companies spending millions of dollars on advertising to acquire new customers, retention lets you benefit from strategies that don't cost nearly as much. How come? Because it means creating engaging content to satisfy your already existing audience.

The retention strategy is where you can gain an edge over your competitors and turn customers into loyal brand ambassadors.

Having a solid retention strategy helps you build a closer bond with your audience, which means your customers stick around longer and spend more over time. This leads to a positive customer lifecycle where satisfied customers keep driving growth for you, helping your brand succeed in the long run.

## XXL examples

Retention means continuously communicating with your customers, which XXL has done with a personalized touch through their email strategy.

XXL's loyalty program and reward system (points) has been integrated in their inbound communication channel.



Personalized birthday email

Abandoned cart email

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# Making customers return

When you've built and profiled your audience, and started building experiences for a relevant journey – it's time for your retention strategy.

In practice, this boils down to reworking the communication in your owned channels.

The goal of having a retention strategy is keeping the best customers engaged, exposed to your brand outside your platform, and coming back when they need your products so you're always top of mind for your specific category.

**Send out retention emails**

Bar chart showing "Send out retention emails" percentages by country. Y-axis ranges from 0% to 100%. Sweden approximately 55%, Norway approximately 75%, Finland approximately 82%, Denmark approximately 72%.

Retention emails remind customers of things like unused coupon codes, abandoned carts, and items that are back in stock.

The majority of brands in 3 out of 4 countries are sending out these types of emails, with Sweden having the least retention campaigns.

Referral programs, however, are rare. Very few brands have a referral program in place, which is surprising considering how common loyalty programs are.
Referral programs are more effective when used as a way to reward existing loyal members, or "VIP's".

**Have referral programs**

Bar chart showing "Have referral programs" percentages by country. Y-axis ranges from 0% to 5%. Sweden approximately 5%, Norway approximately 1%, Finland approximately 1%, Denmark approximately 1%.

# Engagement and growth

## Audience engagement

Keeping your existing audience engaged means being present in the channels where they spend most of their time, whether it's email, ads or onsite.

Every time a visitor returns to your website, you need to remind them of valuable things they've forgotten; unclaimed coupons, exclusive promotions and items in the cart.

You don't want to bombard visitors with popups and notifications, which proper segmentation and targeting will help you with.

Anniversary/ Birthday emails

Browse abandonment

Retargeting ads

Influencer marketing

Personalized offers

Member-exclusive promotions

## Audience growth

You have two choices to make when it comes to using your existing audience to grow (and one is easier than the other).

- Ask customers to recommend your brand to friends (referrals)
- Spend millions over many years on branding.

Referral marketing offers one of the easiest and fastest way to grow. Especially with website identification in place.

## Congratulations on 1 year with us!
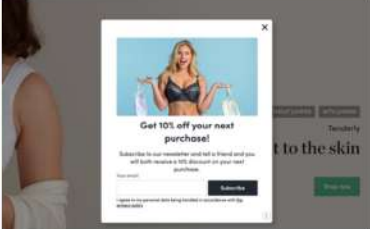
As a thank you, we're offering you a referral link to share 2 free months of Premium with your friends.

GIVE PREMIUM

# How to optimize for retention

Creating relevant customers experiences will lead to increased retention. But there are specific examples of retention-focused campaigns that are especially effective:

**1**
Double-sided referral marketing

**2**
Product or service subscriptions

**3**
Loyalty email offers

**4**
Abandoned cart email

**5**
Birthday or anniversary campaigns

**6**
Out-of-stock reminders to stay in touch

Imagine the experience you have in a retail store. What positive takeaways do you usually have after a great shopping experience? Perhaps it's great service with personal recommendations? Special member offers? Easy navigation?

Now change the perspective and consider how similar ideas (and much more!) can improve the website experience. If your site is difficult to navigate and lacks engaging content, visitors are likely to leave without taking any action. To truly please visitors and increase the retention, make sure your website offers a seamless and enjoyable shopping journey.
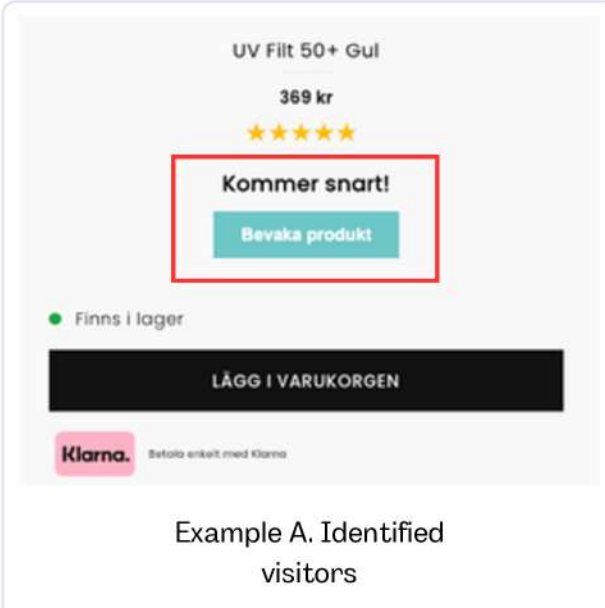
# Geggamojas Retention Strategy

**How Geggamoja uses identification to personalize the Out-of-Stock Reminder feature**

Geggamoja, the Swedish kids' clothing store, has adapted their product pages to create a more personalized experience. This includes launching an embedded campaign that allows customers to "watch a product". An out-of-stock reminder, as we all know it.
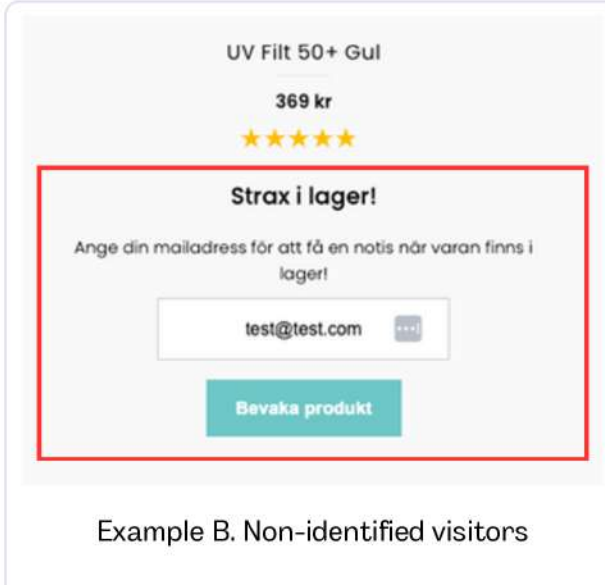
The great thing about this feature, is that it's personalized based on whether the customer is identified or not.

If the customer is **identified** (See example A), the campaign contains only one button, "Watch product". This creates a smoother experience, as they won't have to fill in their email address despite being a returning visitor.



Example A. Identified visitors



Example B. Non-identified visitors

If the customer is **not identified** (see example B above) however, the campaign contains several steps. The first step is a button to activate and move on to the next step, which is the all-important signup form asking for an email address. This campaign drives both satisfaction and growth.

# Final thoughts

Loyalty programs have become more common in recent years, especially among the largest brands with tons of constantly returning customers. Since 2020, when PINDEX first started, the loyalty programs have grown by 280% in the Swedish market.

Today, loyalty is a key element behind retention strategies. The reason is simple, loyalty means coming back for more. And customers coming back for more will only benefit you, as it's a smaller investment than acquiring new customers.

Customers are quite frankly not strictly loyal to your brand. Your customers are also customers of other brands, multiloyal so to speak. However, the value is in keeping them as returning customers for a longer period.

Instead of focusing on spending millions on paid advertising to acquire brand new customers, using retention strategies to create a loyal customerbase will benefit you more in the longrun.

**Brands with loyalty programs**
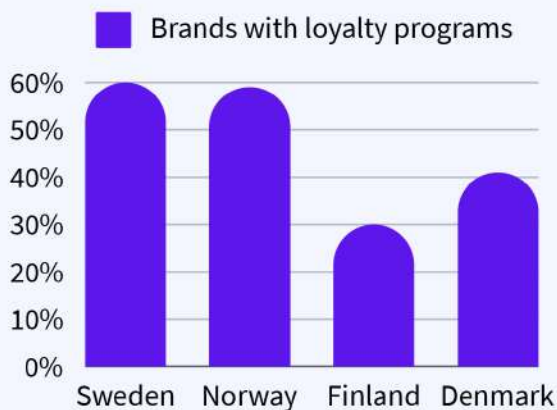


52% of the Nordic brands analyzed in 2024 have a loyalty program in some form. Of these, 25% use tiered rewards.

62% of the loyalty programs have point-based ladders as part of the membership. Sweden and Finland use this type of loyalty gamification model the most in the Nordics.

**Programs with point ladders**

# Competing in 2024 and beyond

By understanding customer preferences and behaviors, brands can tailor their loyalty programs to offer rewards that truly resonate with their audience. It's not enough to give bonus points as a reward for loyal members.

Competing with the aggressive sales strategy and reward program of a marketplace like Temu, known for having low prices and heavy discounts, requires a more dynamic approach.

Temu focuses on rapid acquisition and value propositions, to the point where you can hardly believe your eyes on what the offers are in front of you.

## Temu examples

Temu's aggressive in-app strategy is designed to drive user acquisition, engagement, and conversion.

Users are not left alone to shop, but guided to specific actions to earn rewards, such as spinning a lucky wheel or taking advantage of limited time offers.
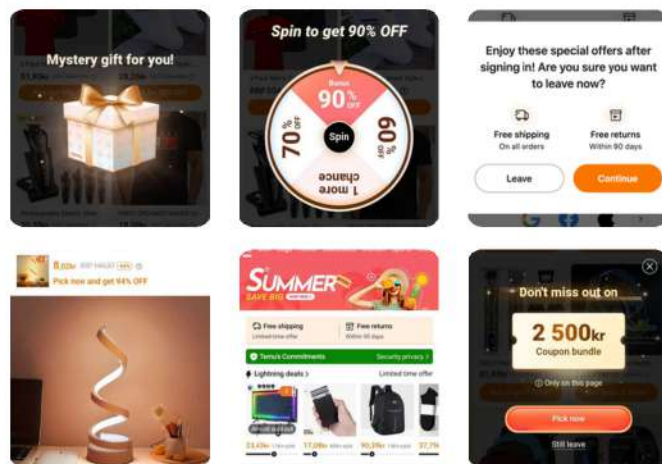


**Gamification, exit-intent & relevant recommendations**

A price war will end up a losing battle for you, so your approach has to be different.

What you can do is focus on creating exceptional customer experiences and have your brand differentiate itself by tailoring the shopping experience to individual preferences, offering AI-driven product suggestions, and constantly learning from your users and the data you collect.

Enhancing the experience with exclusive offers, loyalty programs, and community engagement builds deeper connections and loyalty with customers that Temu's strategy can struggle to replicate.

2024 WINNERS

Winner  **KICKS**

No. 2  *Cervera*

No. 3  **Boozt**

#I in Sweden

KICKS

#I in Finland

STOCKMANN

BIKBOK

#I in Norway

matas

#I in Denmark

1. **KICKS**

2. **CERVERA**

3. **BOOZT**

4. **MATAS**

5. **K-RAUTA**

6. **INTERFLORA - SELLPY - SKINCITY - BIKBOK**

10. **H&M - APOTEKET - BJÖRN BORG**

13. **RITUALS - FJELLSPORT**

15. **XXL**

16. **KAPPAHL - WEBHALLEN - APOHEM - XXL (NO) - GETINSPIRED**

21. **LINDAJOHANSEN - KJELL & COMPANY - REVOLUTIONRACE
    AFOUND - CUBUS - CLAS OHLSON**

27. **MAGASIN**

28. **IKEA - ÅHLENS - STOCKMANN - DRESSMANN (NO)**

32. **PLANTAGEN - CELLBES - ZOO - NELLY.COM - COS - NETONNET
    APOTEK HJÄRTAT - BLIVAKKER - GEORG JENSEN - SUOMALAINEN - LYKO**

43. **BANGERHEAD - STRONGER - MARIMEKKO - ADLIBRIS**

46. **SPELBUTIKEN - JYSK (DK) - KOMPLETT**

49. **SVENSSONS - INDISKA - GINATRICOT**

52. **STADIUM - ARKEN ZOO - ROYAL DESIGN - ELLOS - LAGERHAUS
    VITA - LEGO**

59. **DERMOSIL - BUBBLEROOM - MQ - POWER - KID**

64. **BODYSTORE - CASALL - ELGIGANTEN - GRANIT - MIO - GIGANTTI
    ELGIGANTEN DK - STORMBERG**

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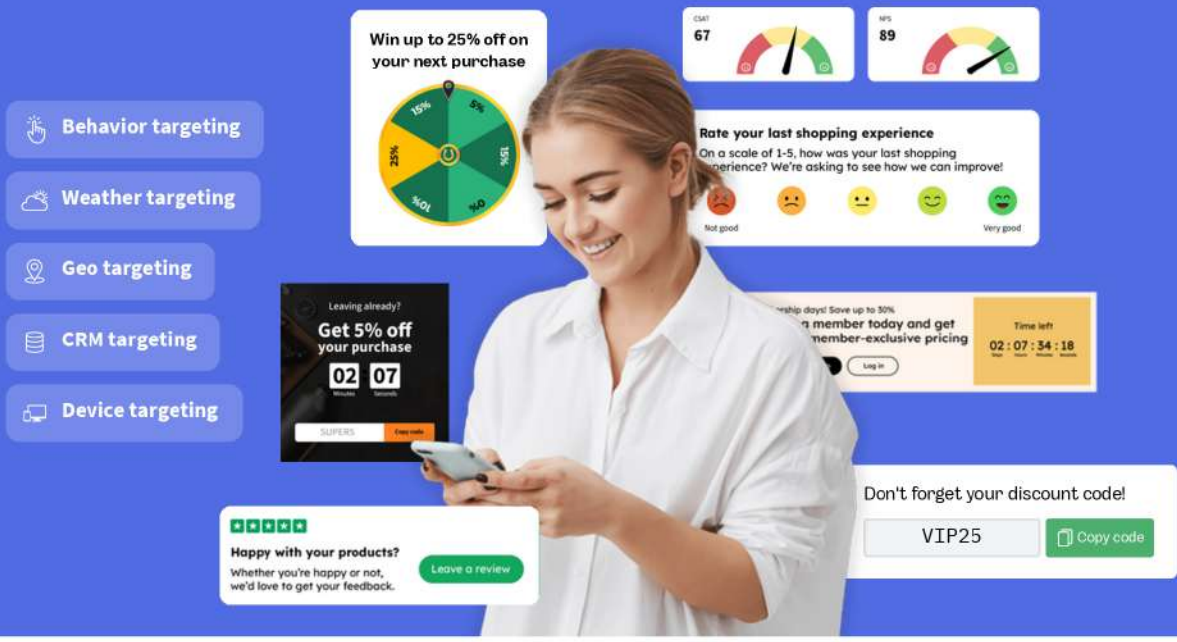The future of personalization—and how to get ready for it (McKinsey, 2019)

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# TRIGGERBEE

# Grow your revenue faster with onsite marketing

- Behavior targeting
- Weather targeting
- Geo targeting
- CRM targeting
- Device targeting



## Forms
Convert more visitors with welcome offers, gamification, and multi-step forms

## Promotions
Boost sales with targeted promotions, to increase product visibility, and recover abandoned carts.
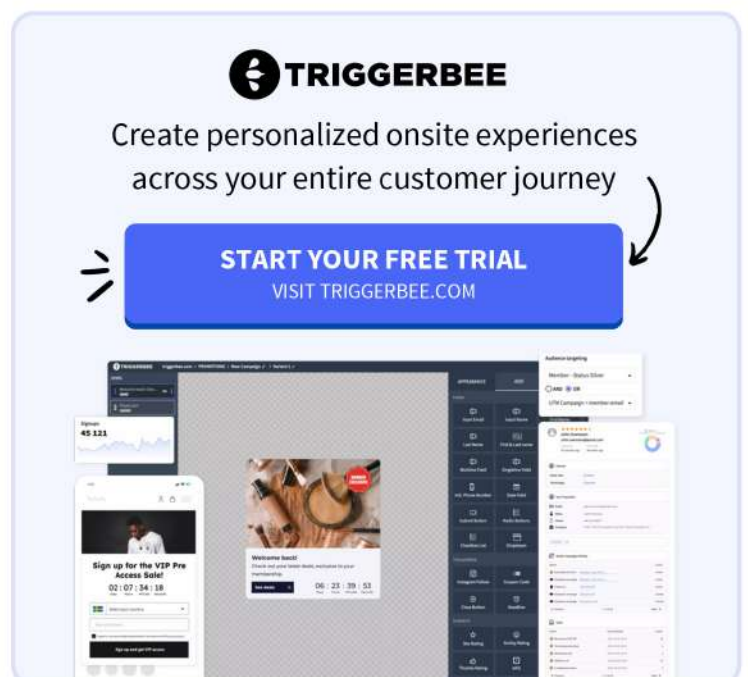
## Surveys
Gather feedback directly on your website. Collect NPS, CSAT, and use responses for targeting.

## Referral marketing
Build your own referral program and start turning loyal customers into brand ambassadors.

- ✓ Create experiences with a drag and drop-editor
- ✓ Grow your newsletter and loyalty program 300% faster with smart forms
- ✓ Gather valuable customer insight with surveys, quizzes and more
- ✓ Engage customers with gamification like spin the wheel and memory
- ✓ See which campaigns are driving sales with detailed sales analytics

## TRIGGERBEE

Create personalized onsite experiences across your entire customer journey

**START YOUR FREE TRIAL**
VISIT TRIGGERBEE.COM

# TRIGGERBEE

Triggerbee is a provider of onsite marketing software for some of Sweden's largest e-commerce brands and retailers. Triggerbee's software lets you create and publish forms, promotions, surveys, referral campaigns, and gamified campaigns on your website. Based on customer data from your email database, CRM and your visitor's web activity, you can target content to specific audiences to create personalized messages and experiences for every step in your customer journey.