

# ROKT

WHITEPAPER

## Ecommerce relevancy: How to make shopping online delightful



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In today's fast-paced and highly competitive ecommerce landscape, it's not enough to simply personalize the shopping experience for customers by just using basic attributes like their name. Instead, it's essential to prioritize relevancy where businesses focus on establishing meaningful relationships with customers and providing them with tangible benefits. This can be done by creating a shopping journey that is tailored to the customer's needs and desires, and by going above and beyond to exceed their expectations.

## What is relevancy?

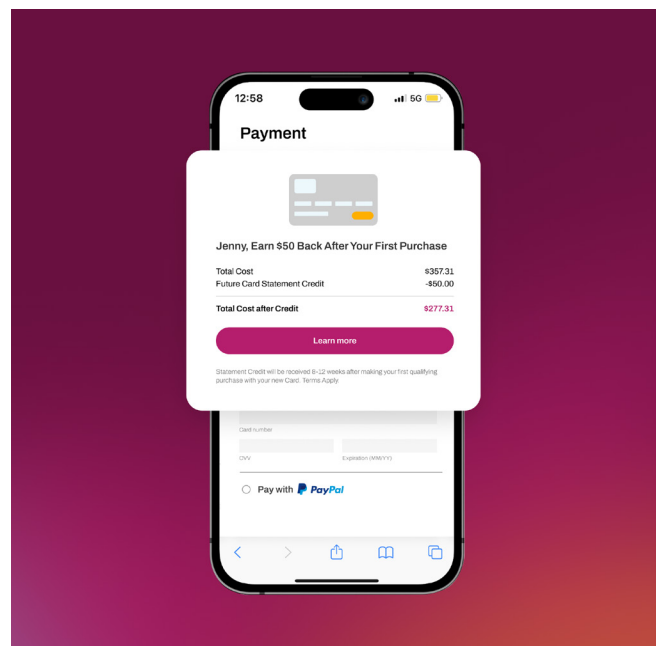
Understanding your ideal customer has long been core to ecommerce marketing, even more so these days in the age of personalization and artificial intelligence. Leveraging first-party data is essential to adopt a customer-first approach. Despite the amount of customer intelligence, most attempts at personalization have not met the hype. These efforts continue to lack one crucial component: Relevance. Relevance is the key to creating customer-focused experiences that are as unique as you are. It is an essential component for a more human ecommerce.

In marketing terms, relevance refers to an experience that frames, guides, extends, or enhances the brand-consumer interaction. Enabling relevance is similar to personalization, but with an added layer of context, intent, and predictive analytics resulting in a unique shopping experience for each customer.

With Rokt, [Marcus Theatres](#), delivered personalized offers to their customers, which resulted in increased revenue and a more seamless customer experience.

Rokt's technology processed Marcus Theatres' first-party data in real-time to ensure that the offers were relevant to their customers. This led to a

more tailored customer experience and increased revenue, generating an impressive \$240,000 in revenue for every 1 million transactions; they surpassed the performance of their former solution.



## Providing relevancy beyond the limitations of personalization

Despite the clear value of relevance today, more than a few ecommerce brands miss the mark — which stands to reason, as they already struggle with personalization. A global survey in May 2022 revealed that **56% of customers** expect personalized offers, while the same percentage feel that most companies treat them impersonally.<sup>1</sup> This failure to meet customer expectations is more than just a misstep. It can be a threat to the bottom line. For brands that don't provide relevant customer experiences, the chances of churn increase exponentially, especially with US ecommerce sales to reach around 23.6% of total retail sales

# 56%

**of customers expect personalized offers, while the same percentage feel that most companies treat them impersonally.**<sup>1</sup>

by 2025.<sup>2</sup> With the rise of online shopping, customers increasingly desire to be treated as individuals rather than numbers during their shopping journeys, regardless of the platform they choose. It's vital to understand how customer perception and experience can impact a business' bottom line. If a business manages to exceed a customer's expectations, the resulting positive customer experience (CX) can lead to an increase in the number of loyal customers. On the other hand, a negative CX can have a significant impact on a business's customer loyalty, brand perception and, ultimately, conversions.

Customers already reward retailers that make their experience more relevant today. In the future, they'll be more apt to actively switch from brands that merely remember them to those that deliver experiences that feel truly valuable and unique to the individual.

We are already seeing that retailers are increasingly looking to unlock more from their assets. First-party data provides an opportunity to optimize the ecommerce experience, which can ultimately change the economics of the business. To gain an edge in today's landscape, retailers must have a flexible and robust operation that fully harnesses their digital assets, such as their website and first-party data.

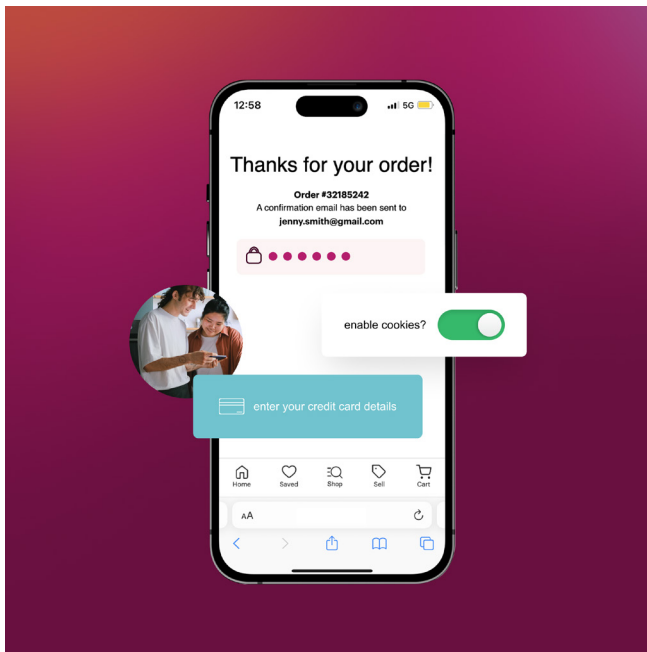
## Balancing a privacy-first future

As marketers navigate a privacy-first future, it's important to find a balance between relevancy and data privacy. Customers want personalized and contextualized experiences and expect their data to remain secure.

Privacy and data laws have had a significant impact on the way companies market products and services. The General Data Protection Regulation (GDPR) and California Consumer Privacy Act (CCPA), along with the **California Privacy Rights Act (CPRA)**, and others to take effect this year, have created stricter regulations around the collection, use, and storage of customers' personally identifiable information and data. As a result, marketers are forced to rethink their strategy in order to deliver personalized experiences while staying within the bounds of data privacy laws.

Marketers can achieve their objectives and goals by utilizing integrated and actionable data to deliver a customer-focused experience that makes the shopping experience more authentic and engaging. Brands are now leveraging technology to automate the integration of data and customer interactions, enabling them to personalize the customer journey at every touchpoint.

The level of trust that a customer has in how a brand or retailer utilizes their private data will increasingly influence their perception of personalization. Digital marketers who make it a point to work within the framework of a privacy-first world will find creative ways to be successful while respecting the growing privacy rights of their customers.



## The challenge of too many options: navigating the Paradox of Choice

Sometimes, more is just more — especially in the ecommerce space. An abundance of options requires more effort to choose and can leave consumers in a state of “analysis paralysis.”

Imagine browsing an online shoe store, only to be bombarded with distractions. Pop-ups insist on app installations, notifications dangle referral rewards, and banners promote loyalty programs. Upsells, messages, and a filled cart add to the chaos. This overwhelming array of choices creates a paradox that of too much choice. In-

stead of feeling empowered, you’re left confused and discouraged. Taking action becomes a challenge amidst the abundance of options. Let’s simplify the experience and make shopping enjoyable again.

Any ecommerce site that overloads the consumer with choices just increases stress, if not all-out confusion. Even too many pictures can distract the consumer from the task at hand. More than half (52%) of surveyed U.S. consumers reported that overexposure to ads was most likely to negatively impact their perception of a brand.<sup>3</sup>

In an attempt to personalize experiences, brands tend to “over-market” and show everything during checkout instead of taking advantage of the unique opportunity it presents. From cart to confirmation page, businesses have a distinct advantage of customer attention and data. Customers are highly focused on completing their purchase, enabling businesses to gather valuable information about their behavior and preferences. However, making the most of this opportunity requires a nuanced approach.

To maximize the potential of the Transaction Moment, businesses need a solution that can harness customer data while ensuring their privacy. It’s not just about collecting data but also utilizing it effectively to identify the right messages and offers from third parties that resonate with customers and deliver them at the right time.

## Engaging with customers at the most relevant moment

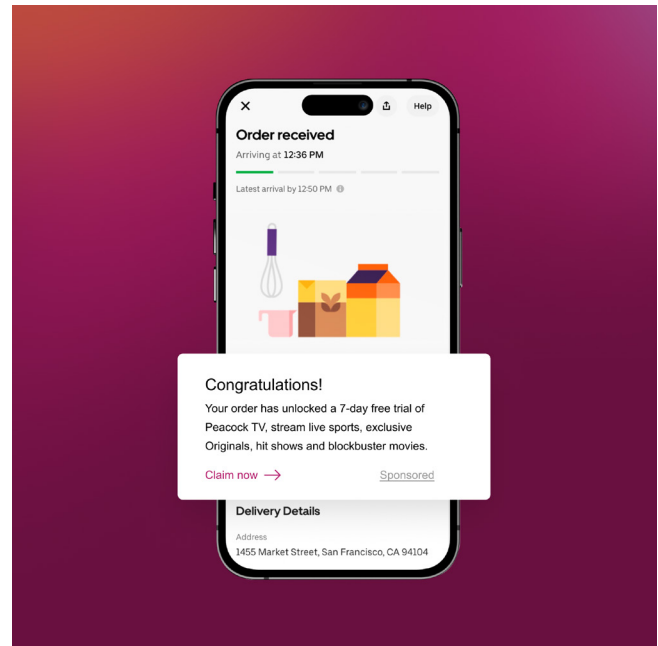
With the marketplace already being saturated, instead of persistently bombarding customers with the same generic offers, online retailers should prioritize engaging with customers during the checkout flow, when they are most attentive. Rokt has coined this the “Transaction Moment”—a vital opportunity for brands to connect with customers who are ready to engage.



**The Transaction Moment** occurs during the final part of the buying journey, typically divided into three steps: cart, payment, and confirmation. And it represents a giant opportunity to deliver value to each customer—an opportunity that’s often overlooked.

- **Shopping cart.** Take advantage of this moment by recommending the right product to the right person to “upsell” and scale the average order value (AOV).
- **Payments page.** Turn a cost center into a profit center by using the most relevant payment provider for the individual.
- **Confirmation page.** Generate incremental revenue and increase customer LTV by delivering relevant, personalized advertiser and first-party offers to customers post-purchase.

**It’s when retailers engage with customers in this critical moment that they’re more likely to have an overall positive purchase experience and come back in the future.**



## The Vitamin Shoppe adds profit while improving their customer experience

The Vitamin Shoppe decided to test monetizing their confirmation page by showing premium offers with ROKT. After a simple and straightforward implementation, they launched a completely native experience, embedded directly in the confirmation page.

The revenue generated by the new offers exceeded the company’s initial expectations, indicating that customers were engaging with them more than anticipated. This created a new channel of profit for the business. Through the use of machine learning, the company was able to deliver offers that were truly relevant to customers, resulting in a positive response.

## Leverage Rokt's advanced machine learning

In the world of ecommerce, timing and relevancy is everything. Retailers must be able to offer customers not just the right offer at the right time, but ones that they are most likely to engage with.

Rokt's advanced machine learning makes it possible to process your first-party data on the current customer and their cart in real-time to predict individual preferences and present only relevant offerings. This approach enables ecommerce businesses to improve the customer experience and unlock incremental value with each transaction.

Rokt was developed with a vision for a privacy-first future and we are committed to maintaining a continuous focus on privacy and security compliance. Rokt makes sure that its data collection practices are transparent and compliant, and that its partners, advertisers, and customers are fully aware of how their data is being utilized.

The future belongs to those who embrace relevancy, continually refine their customer intelligence, and leverage technology to create experiences that exceed expectations. Succeeding in ecommerce requires not just personalization, but also prioritizing relevance.

Learn more about how Rokt can create relevant experiences to drive revenue.

[Talk to an expert](#)

## Connecting the dots to create compelling digital experiences

Ecommerce is a constantly evolving industry. Businesses need to keep up with the latest trends and deliver easy-to-use, intuitive digital experiences across channels and devices to succeed. Personalization is important, but relevancy is essential. By showing customers content and products that are relevant to their interests and needs, businesses can create a connected and rewarding shopping experience that drives loyalty and revenue.

Leveraging first-party data is essential to achieving relevance at scale. By understanding and anticipating customer needs, ecommerce brands can deliver the best offers and personalized experiences at every touch point.

[1] eMarketer. (2020). Strategies for Winning During a Downturn Roundup [Partnership with Rokt].

[2] These Ecommerce Growth Forecasts Will Change The Way CPGs Act. 2021.

[3] Excessive Ads Negatively Impact Consumers' View of a Brand More Than Inappropriate Content, According to GWI and WARC. GWI. March 18, 2021.

[4] This year next year: 2022 Ecommerce & Retail Media Forecast. GroupM. September 20, 2022.