



3rd annual mybuys/e-tailing group consumer survey
consumer insights into multi-channel interactions:
practical tools for profitable selling

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june 2010

the e-tailing group | **MYBUYS**

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i. introduction

Having weathered the toughest of ecommerce times, merchants continue to grow the online channel by investing in better merchandising to add value for existing customers and to reach new ones. In order to optimize the customer experience it is essential to understand consumer shopping behavior and deliver a consistent, targeted experience across all channels and marketing vehicles. Over the past three years MyBuys has commissioned the e-tailing group to survey online shoppers regarding personalized merchandising to gather both the historical perspective and monitor trends that ultimately shift selling dynamics. Consumer acceptance of personalized selling coupled with successful merchant deployment across almost every category clearly suggests that the foundation has been laid for broader personalized merchandising. Seizing the opportunity beyond the site, taking advantage of marketing that includes social media, and retargeting will soon be standard among savvy sellers. The tools that automate such experiences will be key drivers for personalized merchandising. This white paper shares the findings of our 2010 research and includes a visual guide that showcases a series of examples in support of our recommendations concluding with a checklist for best-in-class execution.

ii. methodology

For the third consecutive year the e-tailing group in conjunction with MyBuys conducted an online survey of consumers. In April, 2010 this survey was fielded to 1,021 consumers who have shopped online four or more times in the past year spending more than \$250 via ecommerce in that period. They completed a questionnaire online to gauge consumer sentiments surrounding personalized merchandising. We sought to include a broader range of younger consumers as we introduced social media in this year’s study.

Demographics	% of 2010 Sample
Male	49%
Female	51%
18-34	15%
35-44	26%
45-54	25%
55+	34%
Under \$100,000	44%
\$100,000+	51%
No income posted	5%
College Educated +	75%
Children in Household	36%

iii. key research conclusions

- Consumers find personalized merchandising helpful, convenient, and both a time-saver as well as an aid for making better choices - all of which impacts their purchasing
- The presence of recommendations where consumers consider add-on items to their order sees impact across multiple product categories with media, apparel, and health/beauty ranked strongly
- Personalized merchandising enriches shopping onsite and the post-order experience where purchasing follows deployment
- While 50% of consumers expect to find personalized merchandising on the home page, merchant recommendations' role on the product page grows in importance as over 60% expect merchants to recommend similar products in addition to related items
- Beyond a merchant's website, consumers are open to receiving personalized merchandising on informational sites or via traditional post-order tactics (direct mail, package inserts, advertising)
- Social media engagement on the part of merchants and consumers suggests ecommerce is poised for personalized merchandising efforts where sharing is seen in products both being previewed and purchased

iv. top-line learning sets the stage for tomorrow's growth

personalization begins with customer insights

Multiple online shopping personalities afford many opportunities to extend and enhance experiences via personalized merchandising. Whether your customers are surgical shoppers or those who visit multiple times before consummating a purchase, knowing their behavior patterns should foster successful selling. Today's retailers are in a unique position to personalize the shopping experience by delivering a more targeted presentation. Under such a scenario the appropriate assortments are better positioned and the likelihood of incremental purchasing increased.

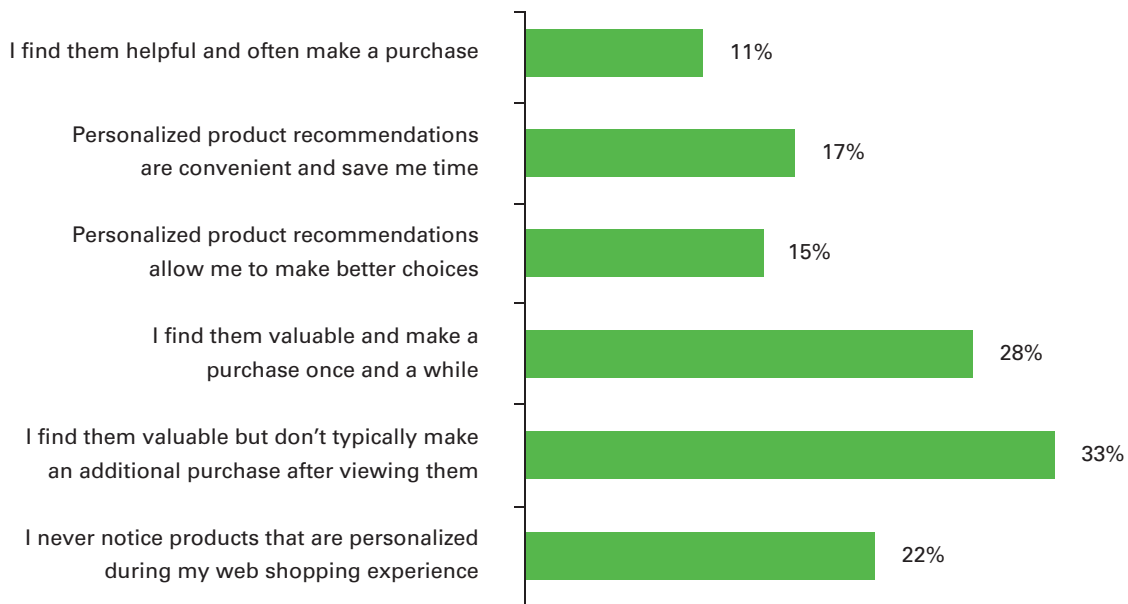
Q: which of the following best describes your typical behavior when making purchases for products online?



key research findings

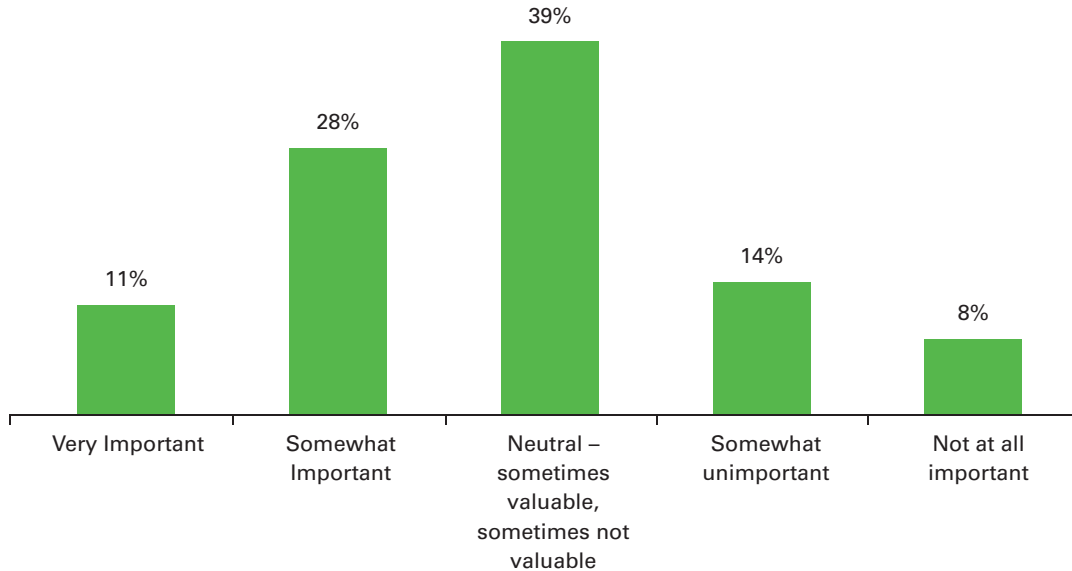
The importance of personalized merchandising opportunities is built on the confirmed belief and foundation that retailers have effectively delivered such recommendations to their customers. Today’s consumers have now given retailers the green-light to extend personalized merchandising as such experiences have proven beneficial for both buyers and businesses alike; 43% find personalized merchandising helpful and convenient as well as a time-saver for making better choices; for 39% they result in a purchase often to once in a while.

Q: how do you typically react when you see products that are truly personalized for you on a website? check all that apply.



When asked about the importance of recommended products in the overall shopping experience 39% state that they are very to somewhat important to that activity.

Q: how important are recommended products in the overall shopping experience?

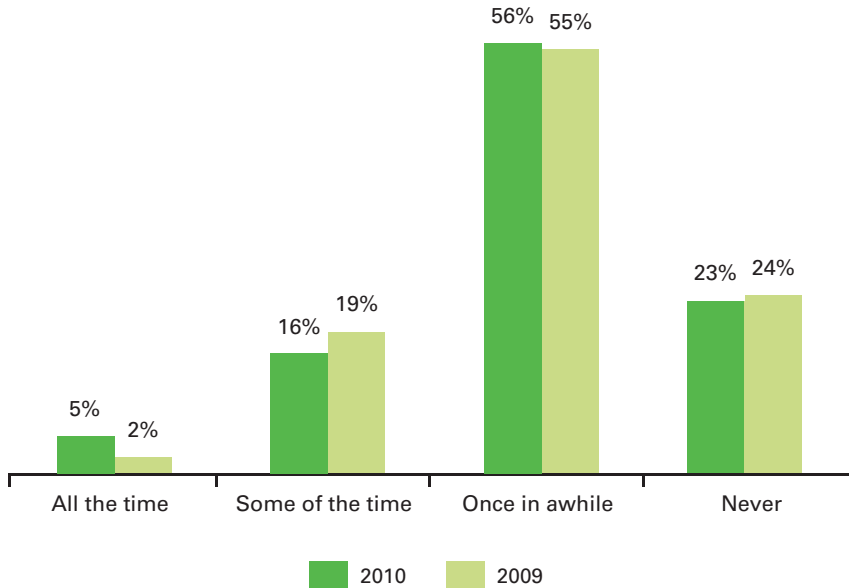


more key survey findings

- Consumers derive value from personalized merchandising with 40% reporting the shopping experience very to somewhat valuable when merchants offer personalized merchandising
- Over 50% of consumers have come to expect personalized merchandising starting with a personalized home page while 1 in 4 consumers look for these tailored experiences at the search results, product, and category pages
- These expectations and the consistency of the experience across the retail landscape benefits retailers as 77% of consumers will purchase a recommended product once in a while or more frequently

Factoring in purchasing patterns suggests that 77% of the merchants can expect consumers to take advantage of add-on selling opportunities.

Q: when you purchase a product online, how often do you purchase additional product that was recommended to you by the merchant?



It is interesting to observe that categories, such as Media, where personalized experiences have been standard since their online inception top the list of where online shoppers are more apt to make an add-on purchase. Other categories, such as Apparel, with outfitting as standard fare and Technology, which requires the right product selection to support specific needs, rank high as well. Health and Beauty has long been a category where customers test product extensions at retail and now online. Across the-board, one can certainly conclude that there will always be a way to integrate personalized selling into the shopping experience. Understanding one’s customers, coupled with category purchasing behavior/tendencies can enhance the bottom line.

How likely are you to make an add-on purchase (beyond the product already purchased) when shopping within each of these product categories? Rate each category 1-5 with “5” being the most important and “1” not important at all.	
Category	Top Verticals
Media (books, music, video)	1
Apparel	2
Health and Beauty	3
Technology (computers, TV’s)	4
Sporting Goods	5
Home (furniture, appliances, decor)	6

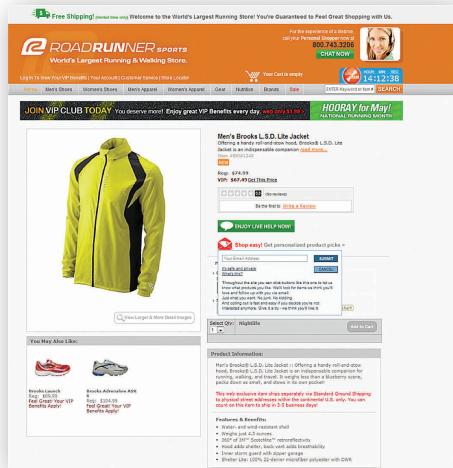
v. the product page

The product page is the destination where many consumers land on sites and from which most make their purchases. Thus it is instrumental to understand what matters most to consumers and how personalized merchandising has evolved at this location. There are three things that shoppers now expect as a part of their shopping experience; clear and alternative product images, merchant and customer-generated product information, and personalized merchandising in the form of product recommendations. Experiences on the product page are delivered through a rich media perspective including zoom functions (95%), alternative views (94%), and color change (89%). Product and category-centric information can be presented from the merchant perspective in the form of buying guides and videos and from the consumer point-of-view with user-generated content as well as ratings and reviews (91%). Rounding out the list is personalized merchandising via recommended or related products (65%) which has become an expectation for the majority of shoppers on the sites they shop.

Beyond a product description and product images, how important is having the following capabilities on a retailer's website when it comes to selecting and ultimately purchasing a product? Rate each capability 1-5 with "5" being the most important and "1" not important at all.	
Capabilities	Extremely to somewhat important (Top-3)
Zoom	95%
Alternative views	94%
Customer reviews and ratings on products	91%
Color change	89%
Category buying guides and expert opinions (i.e. Consumer Reports)	80%
Merchant-supplied videos of the product	67%
Merchant recommended or related products	65%
Awards received (i.e. Parent Magazine, PC Magazine) or "As Seen On" product mention (i.e. Oprah's Pick)	57%
Customer-supplied videos of the product	52%
Collection selling (i.e. View in a Room or Shop by Outfit)	50%
Sharing (Online tool that enables people to connect and share information through social networking such as Facebook, Twitter, del.icio.us, etc.)	42%

product page showcase

The product pages that follow showcase best practices, ranging from comprehensive product information to rich experiences and recommended products where alerts and customer service messaging complete a well-rounded package.



Road Runner Sports - Product Page

Messaging: You May Also Like

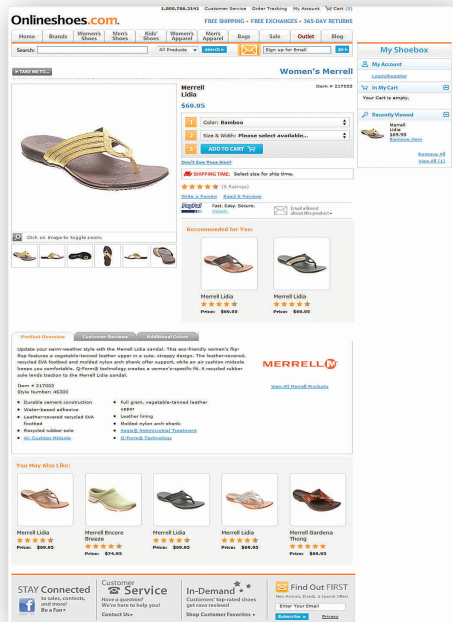
of Recommendations: 2

Personalized Tactics: Cross-selling

Page Position: Bottom

Other Merchandising of Note:

- Shop easy! Get personal alerts
- Live Help Access
- VIP Club Taut



Online Shoes - Product Page

Messaging: You May Also Like and Recommended for You

of Recommendations: 5/2

Personalization Tactic: Alternative Products and Up-selling

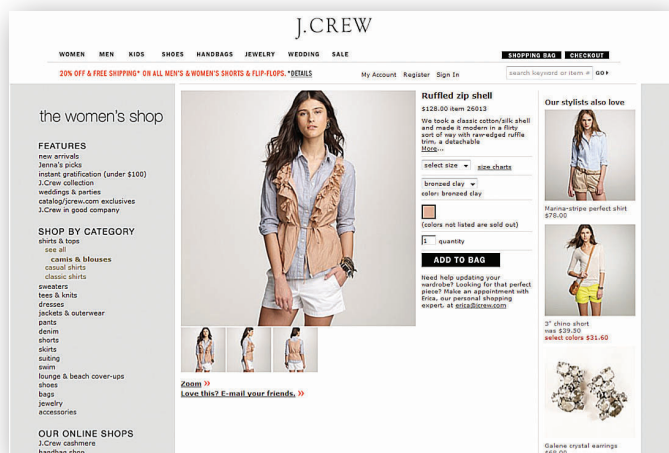
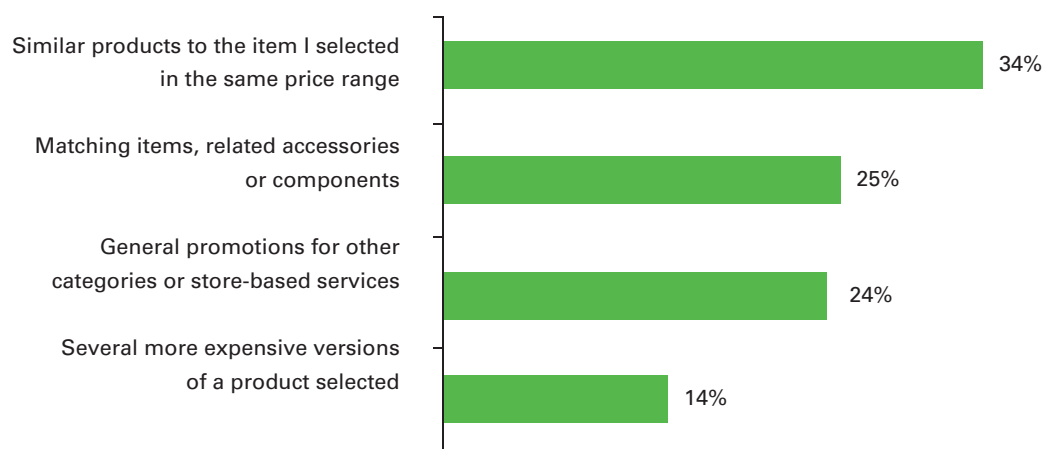
Page Position: Bottom

Other Merchandising of Note:

- View all products from brand being featured including logo
- Customer Service branding
- Recently Viewed

Merchants must make choices of how to populate personalized merchandising areas and insights into desired tactics eases that arduous job. Two out of three shoppers expect merchants to recommend similar products as well as related items on the product page with knowledge of one's customer and the brand dictating the optimal parameters. Category plays a role as well where, for example, a selection of a particular shoe style would invite greater scrutiny of similar models while a category like technology would need to ensure compatible related products are shown. Regardless of the category the majority of merchants will look to related or matching product across the gamut of sites. Placement also comes into play. Although our research found consumer interest so high that 61% notice recommendations always/sometimes even if they fall below the fold, we would suggest positioning for visibility prior to scrolling.

Q: i expect to see the following types of recommendations on the product page when shopping any given retailer's site. check all that apply.



J.Crew - Product Page

Messaging: **Our Stylists Also Love**

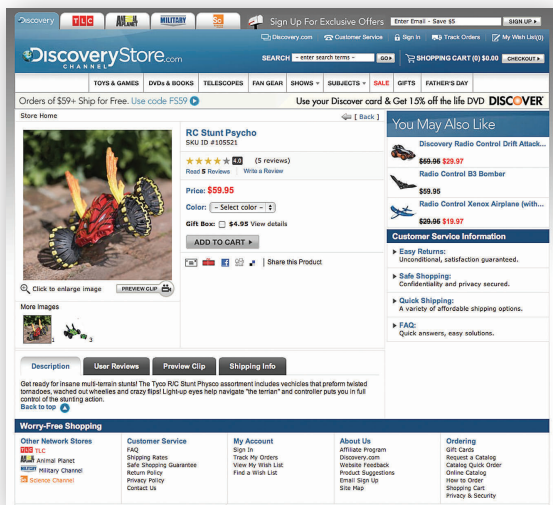
of Recommendations: **5**

Personalized Tactics: **Cross-selling**

Page Position: **Right**

Other Merchandising of Note:

- **Appointments with personal shopping expert**
- **Customer service banner information**



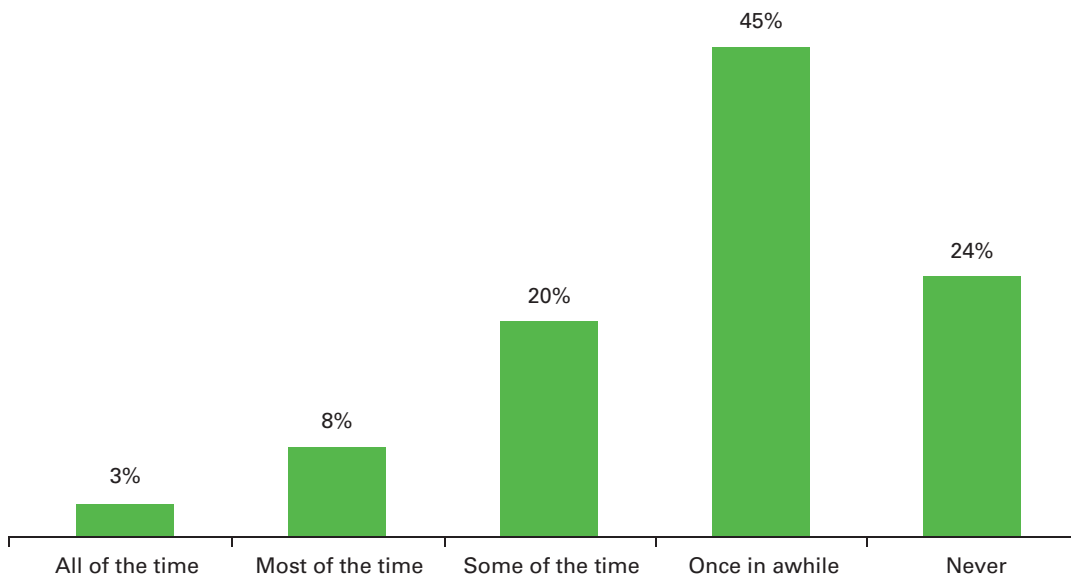
Discovery Channel Store - Product Page

- Messaging: **You May Also Like**
- # of Recommendations: **3**
- Personalized Tactics: **Up-selling**
- Page Position: **Right**
- Other Merchandising of Note:
 - **Tabbed interface**
 - **Preview Clip**
 - **Customer Service confidence building links**

purchasing behavior points to success stories

Regardless of placement, retailers are focused on revenue growth and improving the bottom line. In retail, it was common practice that consumers often traded up to more expensive products when effectively sold by a sales associate. This same phenomenon also applies online, as 76% of shoppers frequently upgrade their product selections as a result of a product recommendation.

Q: how often do you upgrade your selection to a larger and/or more expensive item when a retailer makes that suggestion?



vi. post-order and email experiences

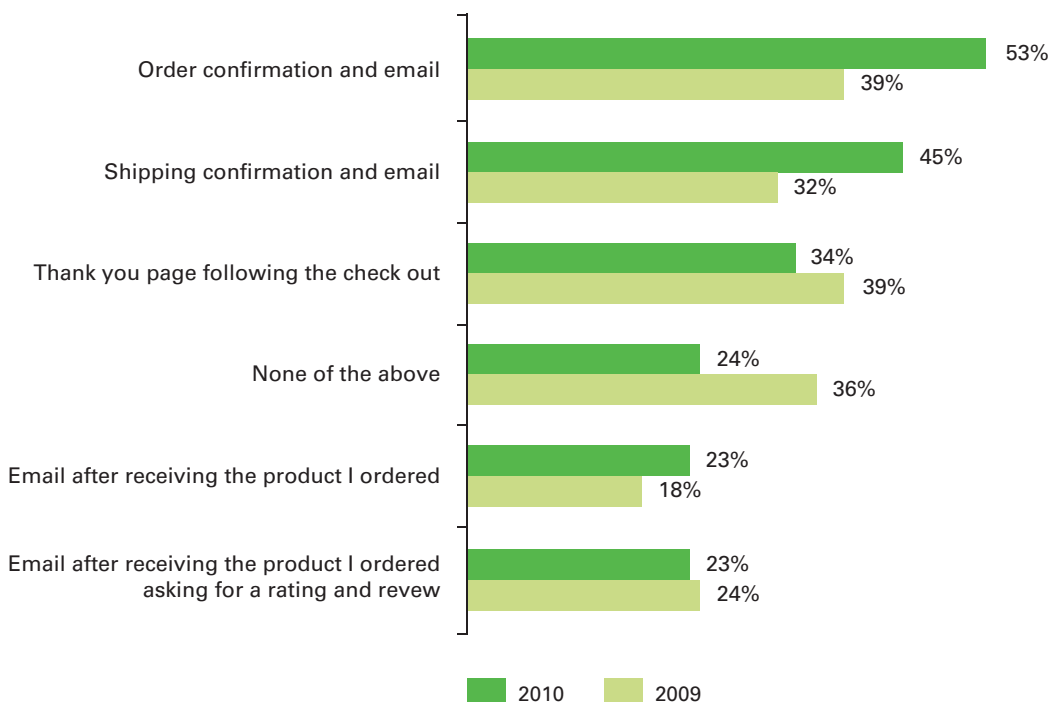
location, location, location

Each holiday season the e-tailing group conducts a mystery shopping study of 100 retailers. As charted, retailer penetration of merchandising tactics at the product page and in the shopping cart have been strong for the past three years. Increasingly, consumers expect to receive additional merchandising via post-order communications, particularly emails that confirm orders (53%) and shipping status (45%). The significant trend that these numbers support is the escalation of personalized merchandising deployment once the order has been placed.

After you check out on a merchant's site, where else do you expect to receive follow up recommendations? Check all that apply.			
Tactics	2009	2008	2007
Product page Up-sells/ Cross-sells	98%	95%	96%
Shopping Cart Merchandising	78%	73%	79%
Shopping Cart Confirmation Merchandising	51%	37%	48%*
Order Confirmation Merchandising	68%*	55%*	46%*
Shipping Confirmation Merchandising	63%*	45%*	37%*

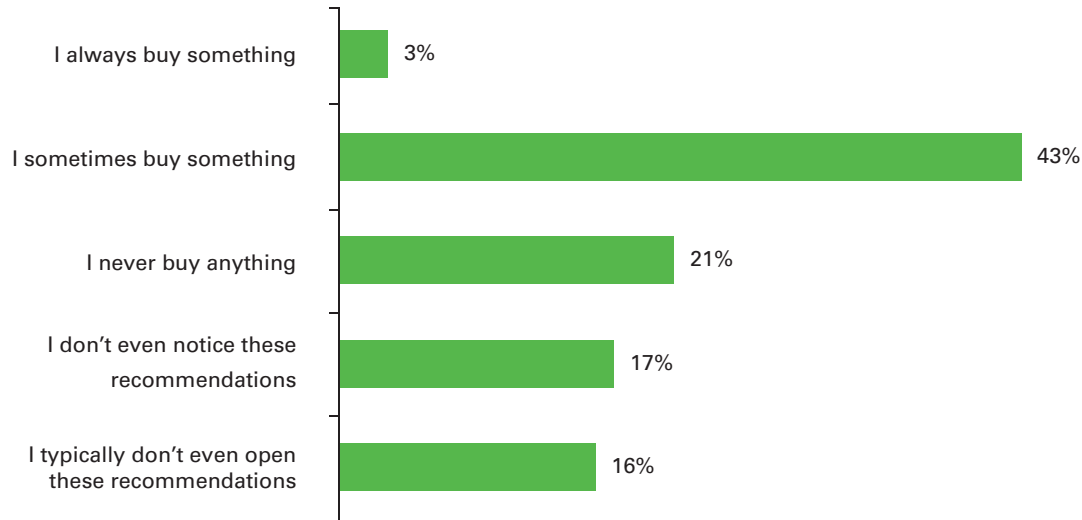
Source: the e-tailing group 2009 Annual Mystery Shopping Survey * Subset of 100 merchants

Q: after you check out on a merchant's site, where else do you expect to receive follow up recommendations? check all that apply.



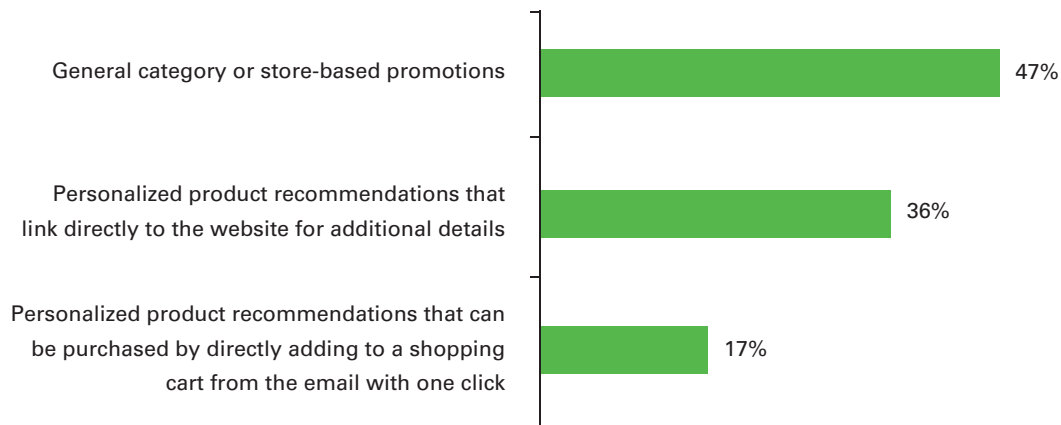
More importantly, consumer behavior reflects the presence and performance of these efforts as 46% of surveyed shoppers always/sometimes buy something as a result of post-order recommendations.

Q: when seeing recommendations in these communications from retailers which one of the following describes your behavior?



Further support for post-order recommendations is the fact that 53% of these consumers value personalized merchandising in order and shipping confirmations.

Q: beyond customer service information, after placing your order (post-order) which of the following content has the most value in order and shipping confirmations?



shopping cart confirmation

The screenshot shows the Barnes & Noble website's cart confirmation page. At the top, there's a navigation bar with 'My B&N', 'B&N Studio', 'B&N Review', 'Book Clubs', and 'Stores & Events'. Below that, a search bar and a 'GO' button are visible. The main content area is divided into several sections:

- Thank you for your order!**: A central message with the order number 116870067 and a link to view the receipt.
- Special Advertiser Offer**: A section with a 'Continue' button and a note about a \$1.00 Cash Back incentive.
- More from Barnes & Noble**: A list of categories including B&N Studio, B&N Review, Book Clubs, and Manage Your B&N Account.
- Continue Shopping**: A list of links for B&N homepage, Books, Bargain priced books, Children's Books, Used & Out of Print, Music, Home & Gift, Toys & Games, and Video Reviews.
- FREE \$25 GIFT CARD OFFER**: A promotional banner for a \$25 gift card with a Barnes & Noble MasterCard.
- ONLINE BOOK CLUBS**: A section for free discussion forums for readers and writers.
- GIFT CARDS**: A section for random gift cards in stores and online.
- FREE GIFT REMINDERS**: A section for birthday reminders, gift suggestions, e-cards, and more.

Barnes & Noble - Cart Confirmation

Merchandising Elements: 4

Personalization Tactics:

- Gift with Purchase
- Community Introduction via Book Clubs
- Gift Cards
- Free Gift Reminders

order confirmation

The screenshot shows the Lancôme website's order confirmation page. At the top, there's a navigation bar with 'WHAT'S NEW', 'BEST SELLERS', 'GIFT SETS', 'BEAUTY SCHOOL', 'STORES & EVENTS', and 'Search Products'. Below that, a navigation bar with 'MAKEUP', 'SKINCARE', 'FRAGRANCE', 'SUN & BODY', 'MEN', 'SPECIAL OFFERS!', 'GIFTS', and 'HOME' is visible. The main content area is divided into several sections:

- ORDER CONFIRMATION**: A central message with the order number #101152248 and a link to track the order.
- THANK YOU**: A large graphic with the text 'THANK YOU'.
- have you noticed this week's best sellers?**: A section with four product recommendations: BI-FACIL, DÉFINICILS, GÉNIFIQUE EYE, and CILS BOOSTER XL.
- QUICK SHOP**: A section with a 'What's Hot?' link.
- TOPIC**: A section with links for 'NEW PRODUCTS', 'BEST SELLERS', 'BEAUTY BYE-EYE AWARDS', and 'YOUR LANCÔME ACCOUNT'.

Lancôme - Order Confirmation

Merchandising Elements: 1

Personalization Tactics: Best Sellers

Other Merchandising of Note

- QuickShop Functionality
- Customer Service Contact Information
- Social Links

shipping confirmation

From: Gaiam [mailto:gaiam@gaiam.rsys1.com]
Sent: Sun 11/22/2009 11:03 AM
To: Kylee Magno
Subject: Your order has been shipped!

GAIAM YOUR ORDER HAS SHIPPED

My Account Customer Service Contact Us **Shipping Information** FAQs Return Policy Order History Shop Gaiam.com

Thank you for shopping with us!

Lauren,
 Your order is on its way! If any items you ordered don't appear below, it means they're shipping separately. You'll receive a separate notice for those products as they ship, and you won't be charged until they do.

Please note: All orders, including standard ground, are tracked through FedEx. For standard ground, tracking information may take an additional day to post. If tracking information is not available when you click on the link, please try again the following day.

- Your order number is: G4179199
- Your tracking number(s) for this order: 9102121400063048898728 by SMARTPOST STD B

1. Items shipped in this order

Item#	Product Name	Quantity	Total Price
94-0520 BLKECR M	ACTIVESOY TRACK PANT BLACK/ECRU MEDIUM	1	\$19.99

Subtotal: \$19.99
 Shipping Charges: \$0.99
 Tax: \$0.00
Grand Total: \$20.98

2. Billing Information **3. Shipping Information**

Your order was billed as follows:
 LAUREN FREEDMAN
 11815 15th Street
 Pittsburgh, PA 15204

Your order will be shipped to the following location:
 KYLEE MAGNO
 11815 15th Street
 Pittsburgh, PA 15204


Questions? Comments? Contact Us!
 Call 800.899.3603 weekdays 9am to 9pm EST.
 Send an [email](#) anytime.


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 Bamboo & Organic Cotton Sheet Set
 Original: ~~\$228~~
 Sale: \$129.99
[Shop Now](#)

Gaiam - Shipping Confirmation

Merchandising Elements: 3
 Personalization Tactics: Up-selling
 Other Merchandising of Note

- Contest
- Ratings
- Reviews

part II: extending personalized merchandising

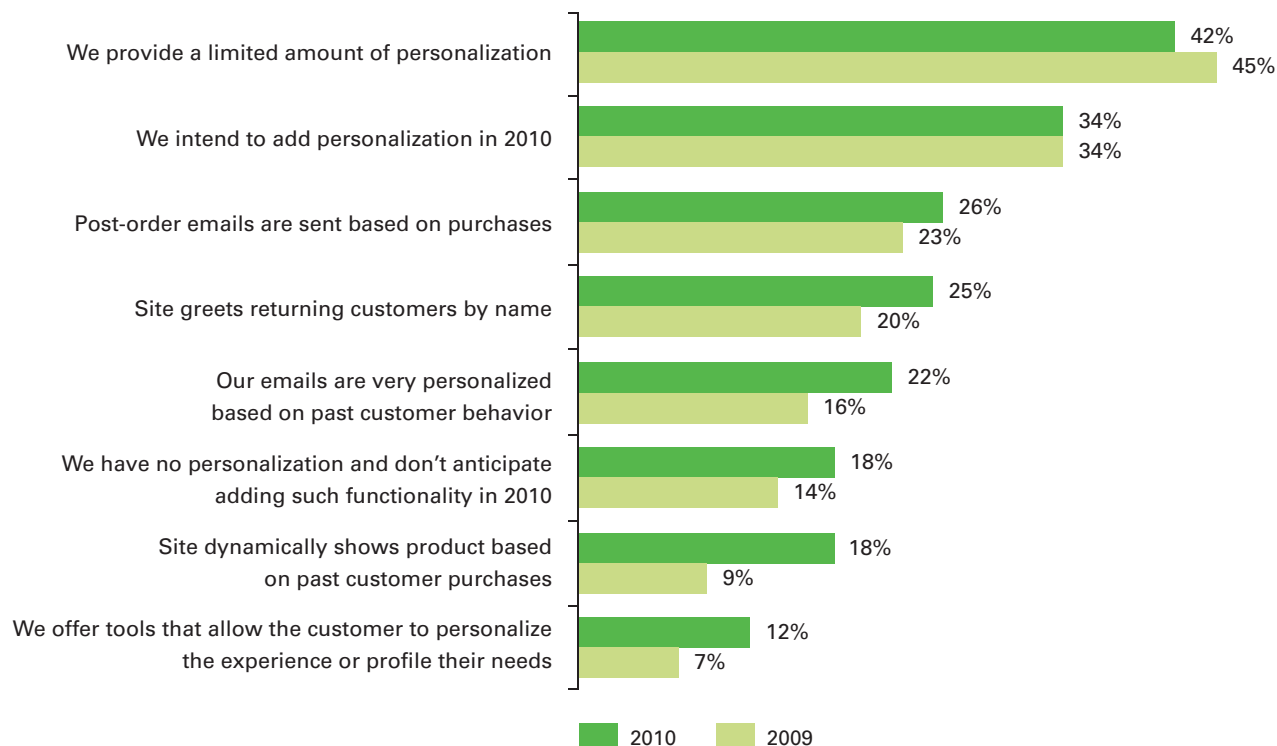
Although personalized selling is ever evolving, technology advancements coupled with current penetration levels and strong consumer engagement suggest that the time is ripe for merchants to take personalized merchandising to the next level. Part II of our research explores the aggressive growth of social and sharing tactics as well as the multitude of locations where consumers indicate they are ready to embrace such tools. Before delving into these opportunities, a review of highlights and trends the e-tailing group found in the 9th Annual Merchant Survey will provide perspective, particularly as it relates to personalization.

i. the promise of personalization arrives

Personalization has long been the elusive promise of Internet shopping but with technological advancements and merchants focused on moving beyond merchandising standard fare we are finally seeing momentum with both onsite merchandising and marketing initiatives planned. Merchants indicate that up-sells and cross-sells are contributing more to overall revenues with 34% of merchants reporting contribution in the 5%+ range vs. 23% in that range last year.

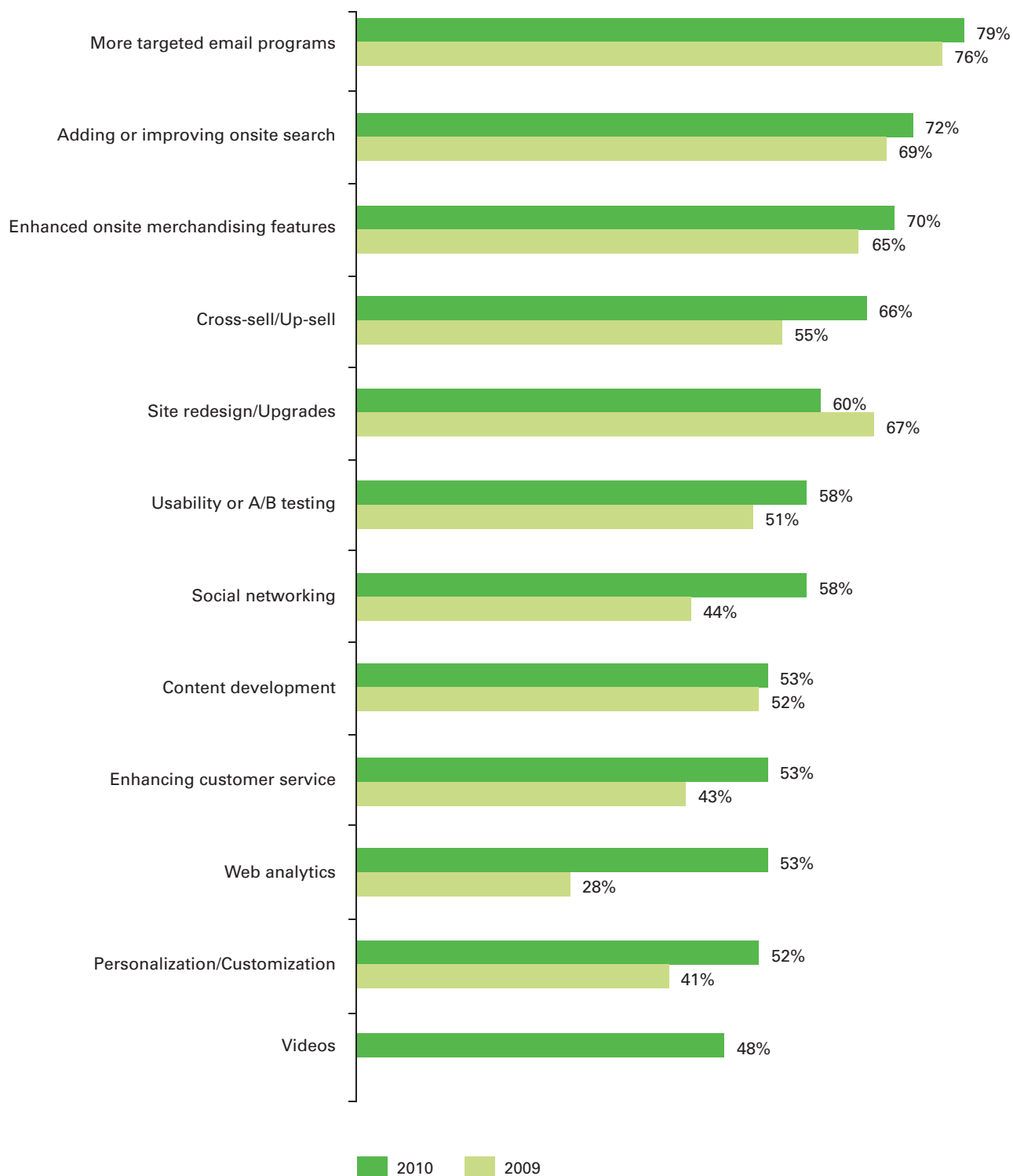
Across the board more personalization is evident on websites and in emails where merchants are increasingly taking advantage of technology to dynamically show product and tailor email based on past behavior.

Q: how do you define personalization relative to your website and emails? check all that apply.



When asked “What initiatives are you planning to improve website performance?” 52% of merchants vs. 41% in 2009 indicated that their attention was focused in this area. Behind essential search tools, pricing and email, personalization sees strong gains, where 52% of merchants intended to pursue personalization initiatives for improving performance and 54% also saw its value from a retention perspective.

Q: what initiatives are you planning to improve website performance? check all that apply.



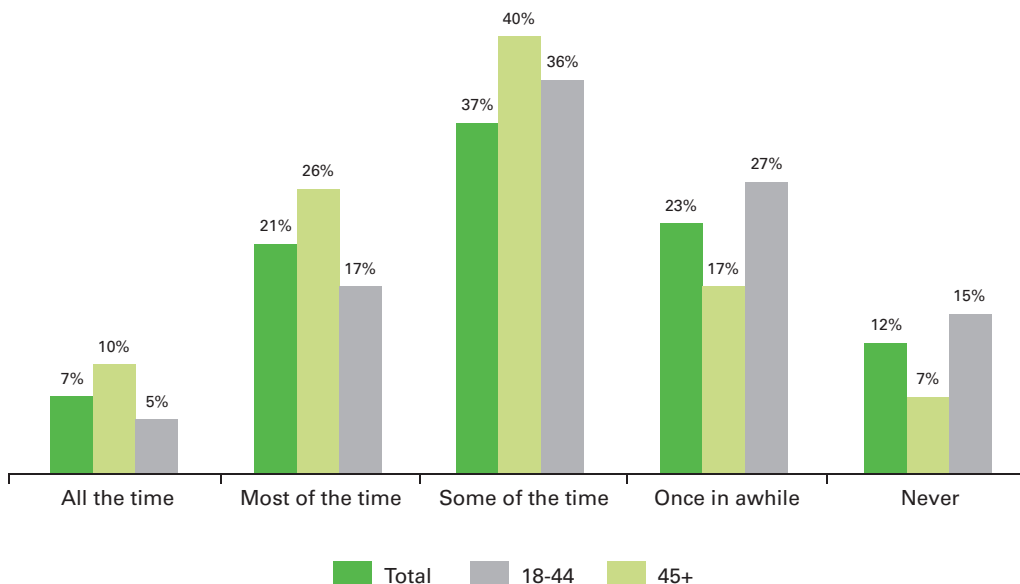
ii. social and sharing

The exciting growth opportunities and media buzz center around social media and onsite sharing continues to gain momentum. From a mystery shopping perspective, the greatest percentage increases in penetration were seen in sharing via social networking (+30%). We found the same intensity of interest in our 3rd Annual MyBuys/ e-tailing group survey as consumers shared information with friends about products found while browsing (57%) as well as for products that they purchased online (65%).

How often do you share information with friends about products you have found in the following ways? Rate each frequency 1-5 with "5" being the all of the time and "1" never.	
Share information	All / most / some of the time
Products I purchased online	65%
Products I found while browsing the web	57%

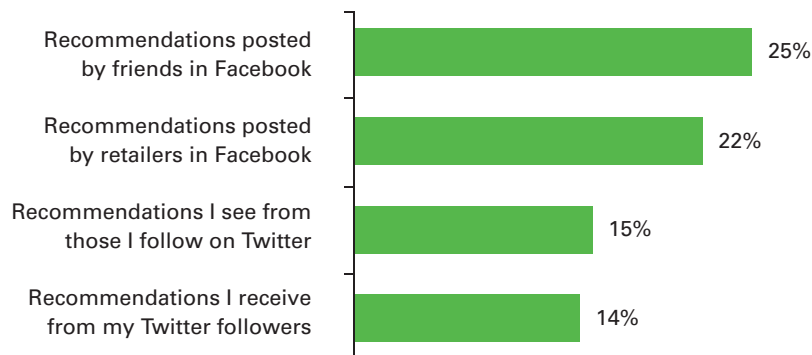
Not surprisingly 18-44 year olds are more apt to share information with friends about products they have browsed or purchased on the web than older consumers though precedence suggests adoption across the entire population over time.

Q: how often do you share information with friends about products you have found in the following ways? rate each frequency 1-5 with "5" being the all of the time and "1" never: products I purchased online



It is still too early in the adoption cycle for social media to quantify the impact on ecommerce. However, it is clear that Facebook is in the lead for information gathering with 1/4 of shoppers sharing via the interface. Facebook is primed to enhance social media's use in retail with its multiple integrations off of Facebook.com. It should be comforting for merchants to see that previewed information consists of recommendations by both friends and retailers.

Q: how often do you preview information about products in the following ways? rate each frequency 1-5 with "5" being the all of the time and "1" never. (Top-3)

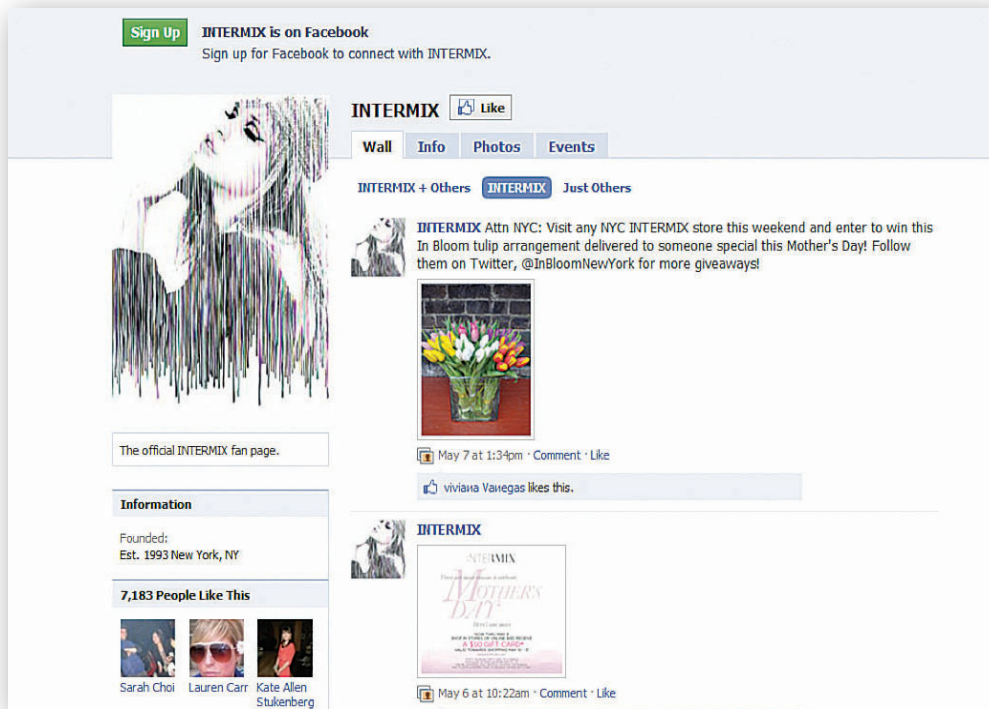


product page sharing

The product page is well positioned along with social media sharing links as noted on the left side of this clean Container Store layout.

The screenshot shows the product page for 'Footlocker with Tray' on The Container Store website. A 'Bookmark & Share' overlay is visible on the left, listing various social media and sharing options. The product page itself features a 'Share' button circled in green, indicating the focus on social media sharing. The product description includes details about its construction and features, and a 'Click & Pickup' promotion is highlighted at the bottom.

With consumer interest growing exponentially merchants should have social pages in place, particularly Facebook. Intermix includes a Mother's Day floral giveaway and wisely ties it to a visit to one of their NYC locations to engage shoppers during this important holiday.



iii. moving beyond post order communications

Merchants can leverage traditional marketing to test personalized merchandising as many customers would be apt to respond to post-order recommendations on packing slips, via direct mail or even online ads. Such embrace means that today's consumers have clearly given merchants permission to test in any and all of these locations.

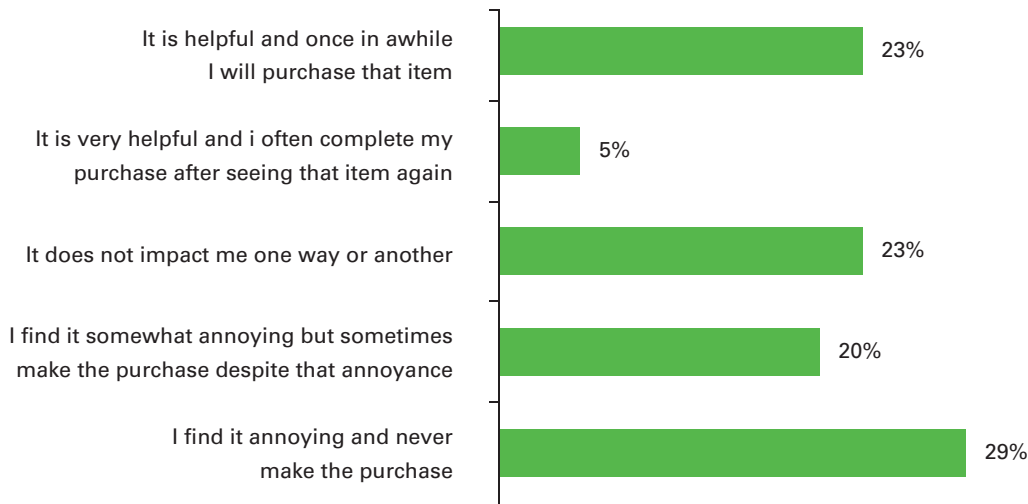
Thinking about other ways that retailers can share personalized product recommendations based on past purchases, how likely would you be to make an additional purchase beyond the product you have already bought from each of the following locations? Rate each location 1-5 with "5" being the all of the time and "1" never (Top-3)

Locations	Very / Somewhat / Mixed likelihood
Packing slip that arrives with your purchase	50%
Direct mail after you have received your purchase	46%
You see similar products in a banner advertisement on a popular website	43%

retargeting rewards

After browsing for a specific item, 28% of consumers find that related personalized merchandising on information/content sites is helpful and can result in a purchase. Consumer interest in seeing similar products in a banner or on a popular site should encourage merchants to test retargeting. The purchasing numbers also suggest almost half of consumers make a purchase when tempted through retargeting, broadening merchant opportunities.

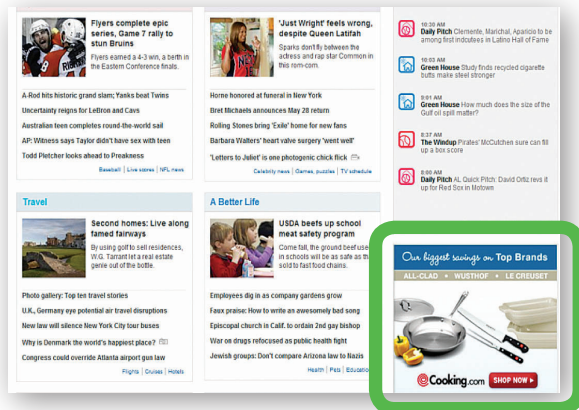
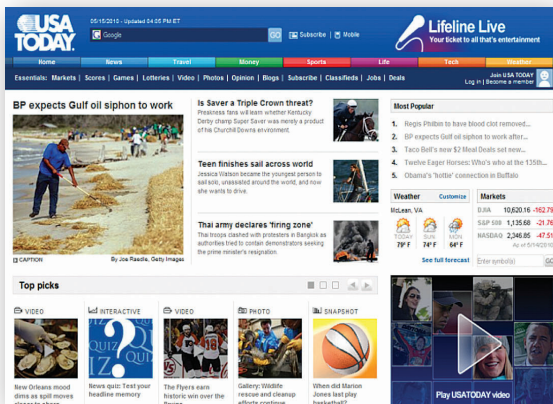
Q: when you have recently been shopping for a specific item but haven't made the purchase and then are prompted to purchase that or something very similar as you are browsing the web for information (i.e. CNN, ESPN, USA TODAY), what is your reaction to that?



retargeting

The two examples below present varying ways that retailers can retarget. Cooking.com reinforces both their branding value proposition that includes strong branded goods while Golf Galaxy leads with free shipping and dynamic product recommendations as options for browsers.

Cooking.com via USA Today



Golf Galaxy via USA Today Sports

Stories, photos, graphics and more powered by Google

USA TODAY Sports 05/14/2010 - Updated 03:55 AM ET | USA TODAY Mobile

Home News Travel Money Sports Life Tech Weather

Classifieds • Jobs • Weekly Deals • Franchises • USA TODAY Store • Real Estate

Inside Sports  Vulnerable Super Saver might not have it so easy

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FREE SHIPPING COUPON CODE MGF5GG



Nike Mojo Golf Balls - 24 Pack
\$19.99



Nike One Tour Golf Balls - 12
\$49.99

Sports Fantasy MLB NFL NBA NHL Coll. Football Coll. Basketball Preps Motor Sports Golf UFC More

Comments 162 | Recommend 19

Celtics dump LeBron, Cavs to reach Eastern finals in 6 games



CAPTION By David Butler II, US PRESSPHOTO

- BARNETT:** Double-double guides Celtics
- LOPRESTI:** LeBron's Cavalier goodbye?
- MORE:** What does future hold for LeBron?
- PHOTO GALLERY:** The postseason in pictures

Top news McLean, Virginia Cloudy 64°F

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sports | 14 **Tell us: How many rings will LeBron James win?**
• BLASBERG ARRANGEMENTS SET

sports | 396 **Selig ignoring calls to move All-Star Game from Ariz.**
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Essentials:

- Game On! blog
- The Huddle blog
- Sheridan's odds
- Live odds
- Sagam ratings
- Game matchups
- Salaries database
- Columnist index
- TV listings
- Polls
- Sports index
- Transactions

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AP Source: Notre Dame-Miami rivalry to resume

Person familiar with talks Notre Dame, Miami closing in on 3-game series starting in 2012

sports | Comment | Recommend 1

Australian teen nears end of round-the-world sail

A 16-year-old Australian girl poised to become the youngest person to sail solo, nonstop and unassisted around the world on Friday likened...

tennis | Comment | Recommend

Safarova beats Petrova to reach Madrid semis

Lucie Safarova reached the semifinals of the Madrid Masters on Friday with a 6-1, 1-6, 6-4 victory over 16th-seeded Nadia Petrova

nfl | Comments 17 | Recommend 1

Texans linebacker Brian Cushing denies drug use

Houston Texans linebacker Brian Cushing says he neither injected nor took any banned substances even though he tested positive for a...

prekness | Comments 1 | Recommend 3

Derby drought over, Todd Pletcher focuses on Prekness

By Tom Pedulla, USA TODAY
Two weeks after achieving a triumph that eluded him for a decade with 24 previous starters, trainer Todd Pletcher is applying the focus...

- WHO'S WHO:** Tom Pedulla goes over the 12 Prekness starters.
- VULNERABLE:** Super Saver might not have it so easy this time
- ANALYSIS:** Looking At Looky due for some love

hblastand.tv | Comments 32 | Recommend 7

Pondering Erin Andrews' next move

By Michael Hiestand, USA TODAY
Given that TV sports is pretty formulaic, here's an odd conundrum: What should Erin Andrews do now?

- VOTE:** What should ESPN offer Andrews?

Sports video



Will LeBron James become a free agent?

Will LeBron James become a free agent?

Celtics out Cavalier, LeBron from ...

Selig ignores calls to move 2011 All-Star ...

iv. the e-tailing group personalized merchandising checklist

The customer has spoken and they are ready to receive personalized merchandising across the ecommerce landscape and beyond. This short checklist can serve as a reminder for best-in-class execution.

- ✓ Ensure that your product page has both the core and category-centric elements that make for a comprehensive shopping experience
- ✓ Learn about your shopper as they browse and buy from your site. Upsells and cross-sells that are personalized to the shopper is only the start of merchandising to them individually.
- ✓ Post-order confirmations are opportune times to remarket to shoppers with recommendations and promotional messaging
- ✓ Reach out to your customers via social strategies where Facebook and Twitter should be natural fits for most businesses
- ✓ Augment your product page with sharing tools to take advantage of viral marketing
- ✓ Move out of your comfort zone and test retargeting tools to explore when and where customers will make the final selection

about us

the e-tailing group

The e-tailing group, inc. serves as the multi-channel merchant's eye, bringing a merchant's sensibility to evolving the multi-channel shopping experience. A Chicago-based consultancy, they provide practical strategic perspectives and actionable merchandising solutions to merchants selling online as well as to enabling technology firms. For more background about this research study or for additional information on the e-tailing group, inc. please contact Lauren Freedman via email to LF@e-tailing.com , by phone 773-975-7280 or visit the e-tailing group website www.e-tailing.com.

MYBUYS

MyBuys is the leading provider of personalized recommendations for multi-channel retailers. The company builds deep profiles based on each individual shopper's behavior, then uses a patented portfolio of algorithms and real-time optimization to deliver the most relevant recommendations. MyBuys' clients are increasing average order value by 45 percent, improving conversion rates by 90 percent, and boosting overall online revenue 10-30 percent. Over 250 retailers, including more than 50 of the Internet Retailer Top 500, partner with MyBuys to offer intelligent, personalized recommendations to their shoppers. Based in Redwood City, Calif., MyBuys is a privately held company. Visit them online at www.mybuys.com.

