

# YOUR GUIDE TO AI-DRIVEN PERSONALIZATION

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Strategies for Relevant 1:1 Customer  
Interactions that Yield Real Results

**zineOne**



When applied at scale,  
personalization can create

**\$1.7 – \$3**  
trillion trillion  
in value.<sup>1</sup>

# 75%

**of Millennials & Gen Zers say instant, on-demand engagement can win their business.<sup>2</sup>**

# INTRODUCTION

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**A**s customer expectations rise and conversion rates stagnate, e-commerce companies need a solution that allows them to reach shoppers in new and innovative ways. How can they keep more visitors engaged in order to convert them into customers?

For e-commerce players like you, the answer lies in acquiring access to relevant data sources and AI-based engagement tools that set your brand apart at every stage of a customer's journey. But instead, traditional systems leave your customer data siloed according to channel or engagement source, requiring buy-in from myriad owners and inhibiting you from acting on a 360° view of your shoppers. Additionally, traditional systems do not operate in real time, and only take action after the customer has left the website or mobile app.

For e-commerce players in today's competitive, customer-driven landscape, continuing in this disjointed direction simply isn't an option.

Overcoming this challenge, however, requires a new technology stack that rapidly breaks down data silos and uses AI to accurately determine the most appropriate engagement in real time. That's why e-commerce companies are increasingly turning to real-time predictive solutions for customer engagement. This intelligent approach provides opportunities to access, manage, and control online customer interactions in a way that differentiates enterprises from the competition and meets young consumers' rising expectation of instant gratification. In short, **it's a data-driven approach for 1:1 interactions.**

90%

**of brands will practice at least one form of personalization by 2020.<sup>3</sup>**

## 1:1 Interactions in Action

A man has been browsing an e-commerce site for a new watch for more than two weeks. Taking note of his browsing pattern, the e-commerce company begins promoting watches to him the next time he visits the site. The next day, the company sends the potential customer an email about the watch he's been viewing most frequently, along with a preview of what the price would be if he applied his current loyalty point balance to the purchase. Pleased, the customer converts and completes the transaction.

**W**hat are 1:1 interactions? For e-commerce companies, 1:1 interactions are online engagements that are strategically personalized to be relevant to a segment of one, based on insights about that segment.

As an e-commerce player, achieving effective 1:1 customer interactions has the power to differentiate you from competitors, boost your e-commerce conversions, and increase your customer acquisition, retention, and loyalty. **In this eBook, we'll explore your top strategies for effective 1:1 interactions.**

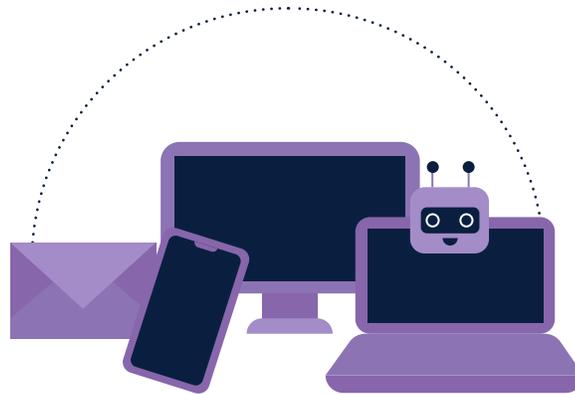
# STRATEGY #1:

## ENABLE CROSS-CHANNEL ENGAGEMENT

**T**he first key strategy to achieving intelligent 1:1 interactions is to trigger continuous engagement based on activity from any channel your customers are using, not just your website. Other digital customer touchpoints include email, mobile applications, chatbots, and more, and all of these must be incorporated into a true cross-channel engagement strategy. That's because the availability of cross-channel engagement has the power to extend a single customer journey across interfaces, increasing the likelihood of a successful transaction.

### The Challenge

In order to achieve cross-channel engagement, your e-commerce company must first obtain internal buy-in across departments, from products, to loyalty, to digital, to marketing to the call center.



#### 1:1 INTERACTIONS IN ACTION

### Cross-Channel Engagement

A customer browses the shoe selection on an e-commerce company's website, but leaves without making a purchase. The company quickly sends a push notification to the customer's mobile device—a touchpoint the customer has been proven to interact with in the past—offering 15% off the pair of boots she viewed. When she taps on the notification, it takes her back to the web page with the boots, where she continues her initial journey and successfully checks out online.

# STRATEGY #2:

## CREATE SEAMLESS INTERACTIONS WITH AUTHENTIC ASSISTANCE



**Offering authentic, relevant assistance to customers in-the-moment allows you to ensure seamless, 1:1 interactions while also boosting shopper satisfaction.**

For e-commerce customers, this assistance might take the form of eliminating confusion around products, pricing, or shipping, and it can be accomplished through relevant product suggestions (“You may be interested in...”), social proof (“30 others have purchased this item today!”), or real-time shipping calculations (“Spend \$10 more and save 5% on shipping”).

### The Challenge

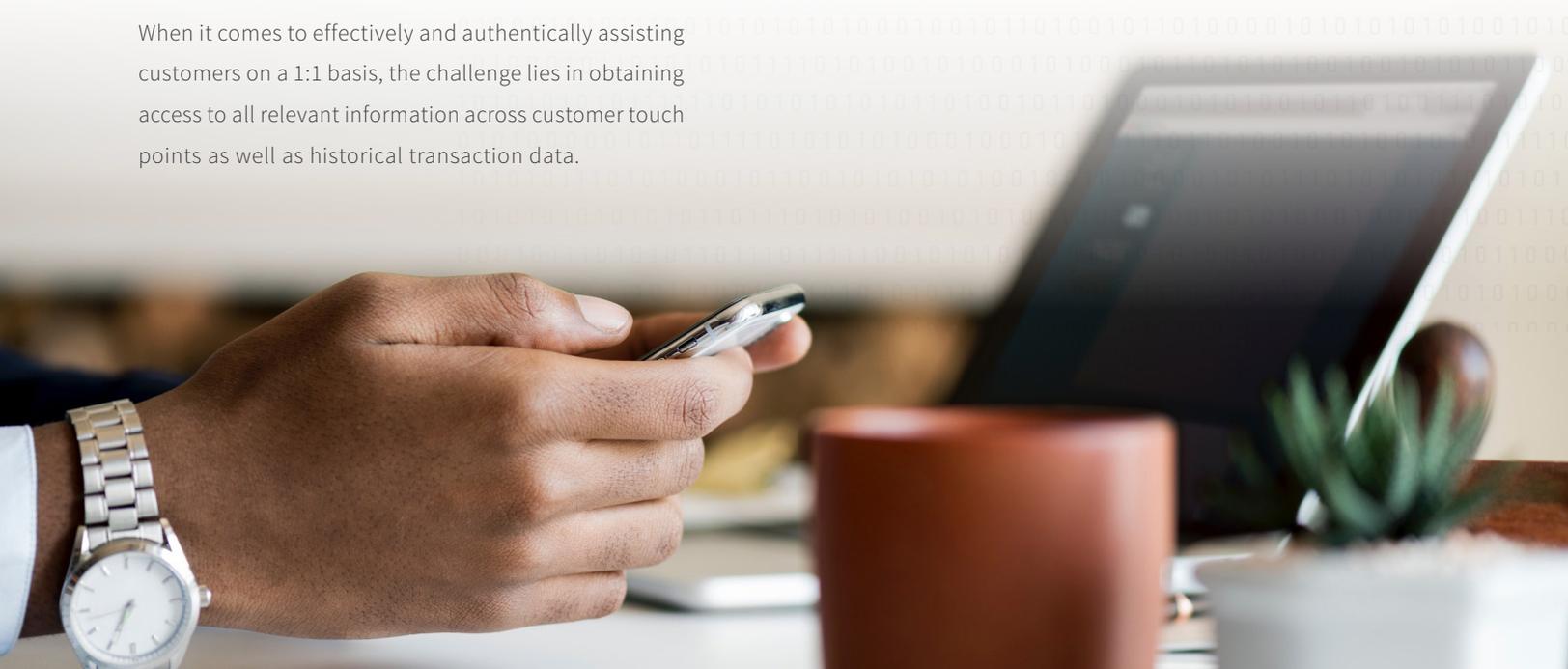
When it comes to effectively and authentically assisting customers on a 1:1 basis, the challenge lies in obtaining access to all relevant information across customer touch points as well as historical transaction data.

### 1:1 INTERACTIONS IN ACTION

#### Authentic Assistance

Like before, a customer is browsing shoes on an e-commerce company’s site, but is now stalled at the point of purchase. Based on her previous transaction history and online behavior, it can be determined that shipping costs may be the point of contention and/or confusion. She receives a message informing her that if she spends \$10 more, her shipping fee will be waived as part of the company’s current promotion. Pleased, she adds a \$10 accessory and completes the purchase.

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# STRATEGY #3:

## ENCOMPASS THE ENTIRE CUSTOMER LIFECYCLE

**Interacting with customers on a 1:1 level at every stage of their lifecycle, or their specific buying journey, is a key strategy for successful e-commerce interactions.** While many e-commerce companies spend the most time attempting to engage customers at the early stages of their lifecycle to increase acquisition, they fail to continually nurture each customer's unique journey to completion. By comparison, e-commerce companies who ensure that shoppers are engaged on a 1:1 level throughout their buying journey with alerts, reminders, recommendations, and other forms of engagement can see significant increases in customer retention as well as sales.

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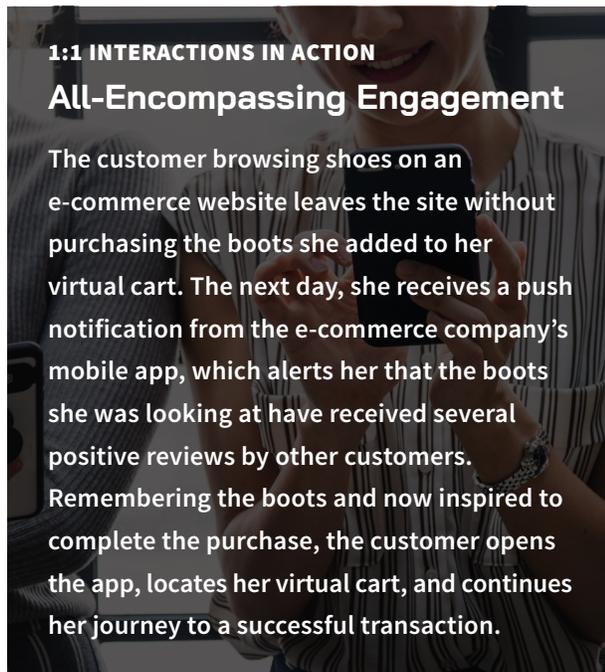
### The Challenge

In order to enable 1:1 customer interactions throughout your shoppers' lifecycles, your enterprise must first find a technology solution that integrates disparate systems and orchestrates the customer journey across all channels to encompass the entire buying process.

#### 1:1 INTERACTIONS IN ACTION

### All-Encompassing Engagement

The customer browsing shoes on an e-commerce website leaves the site without purchasing the boots she added to her virtual cart. The next day, she receives a push notification from the e-commerce company's mobile app, which alerts her that the boots she was looking at have received several positive reviews by other customers. Remembering the boots and now inspired to complete the purchase, the customer opens the app, locates her virtual cart, and continues her journey to a successful transaction.



# STRATEGY #4:

## KEEP INTERACTIONS ROBUST & RELEVANT

**In order to be effective, 1:1 interactions must also have relevance to customers in real time.** For your e-commerce company, relevance cannot be based on data that is a month, a week, or even just a day old—it has to be drawn from each customer's in-the-moment actions, connected to historical activity, loyalty points, and preferences to determine what they are likely to be receptive to in real time.

### The Challenge

Acting on a 360° view of a specific customer's in-the-moment interests and historical activity to deliver engagement that will resonate with them in-session requires a robust technology platform—one with built-in intelligence in the form of advanced models to analyze, decide, and deploy data-driven interactions.

# 40%



**of marketing leaders say reaching audiences at the right moment is their top multichannel marketing challenge.<sup>3</sup>**

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#### 1:1 INTERACTIONS IN ACTION

### Robust & Relevant Engagement

The customer browsing shoes on an e-commerce site clicks on a specific pair of boots to view. Once she lands on the product page, the customer is greeted with a message that shows her what the price of the boots would be if she applied her current loyalty point balance to the purchase, and also reminds her that her loyalty points are expiring this month. Motivated to save money on the shoes—and use the points today before they expire—she adds the boots to her cart and checks out.

# STRATEGY #5:

## ENGAGE SHOPPERS IN THEIR CURRENT CONTEXT

In addition to being relevant to real-time customer needs, effective 1:1 interactions must also have the ability to relate to real-time customer context. Your in-the-moment interactions should take historical patterns of engagement and external factors into consideration—such as a customer’s current location, weather, or time—in order to engage with them in the most appealing and contextual way possible.

### The Challenge

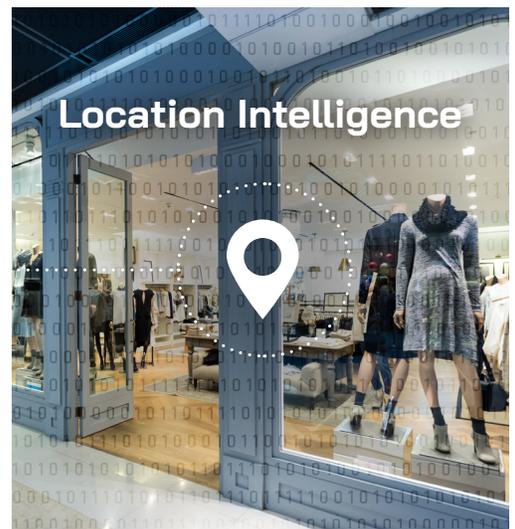
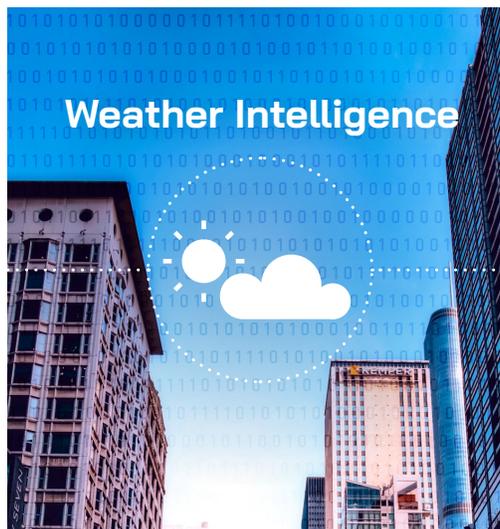
Contextual 1:1 interactions require e-commerce companies to acquire the sort of advanced technology stack capable of analyzing and acting on a large volume of ever-changing data at high speeds, including browsing patterns, geographic coordinates, temperature, weather, time zone, and more.

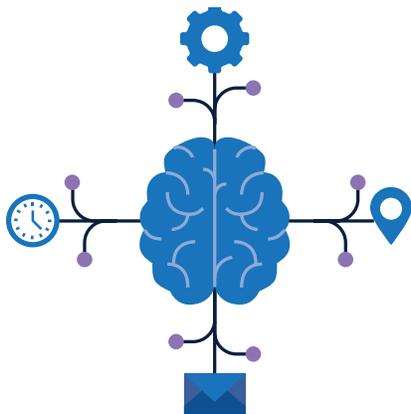
### 1:1 INTERACTIONS IN ACTION

#### Contextual Engagement

The customer who has been browsing shoes online lives in San Francisco, California. She generally buys a certain brand of shoes when she shops with this e-commerce company. However, when she logs onto the company’s app and starts browsing today, their intelligent platform recognizes that she is currently browsing from Lake Tahoe, CA, where the weather is 31° and snowing. Immediately, the platform displays ski- and snow-ready boots made by the customer’s favorite brand to encourage an immediate in-session purchase.

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By 2022, **more than half** of all major new business systems will incorporate continuous intelligence using real-time contextual data to improve decisions.<sup>4</sup>

# STRATEGY #6:

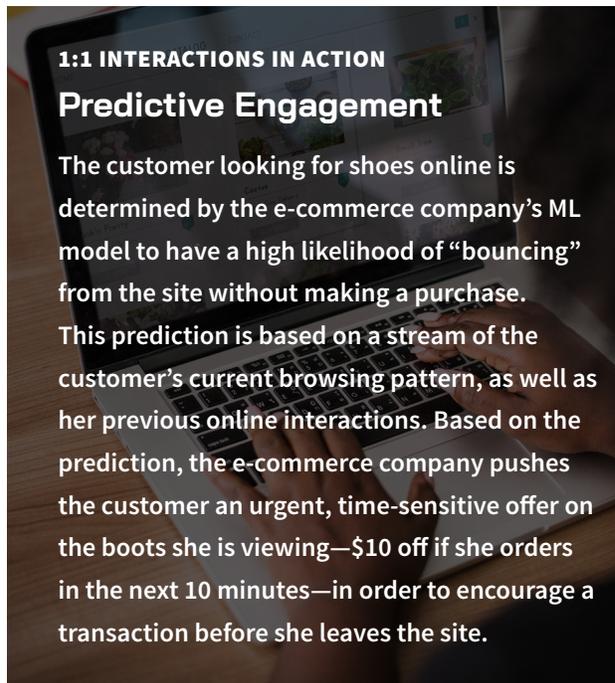
## PREDICT CUSTOMER PURCHASES, PREFERENCES, AND MORE

**To achieve engaging and effective 1:1 interactions, e-commerce players also need to go a step beyond reacting to customer actions in real time—they need to be proactive and be able to predict what those actions will be.** Leveraging continuous analysis of customer data

and tools that are intelligent enough to perform predictions about what the customer will need, want, or do next, your e-commerce company can give customers exactly what they're looking for—before they even realize they're looking for it.

### The Challenge

Not only are intelligent ML models necessary for predictive e-commerce technology, but they need the ability to process continuous intelligence about customers—through event stream processing technology—to help determine and deploy proactive actions for customers.



**1:1 INTERACTIONS IN ACTION**  
**Predictive Engagement**

The customer looking for shoes online is determined by the e-commerce company's ML model to have a high likelihood of “bouncing” from the site without making a purchase. This prediction is based on a stream of the customer's current browsing pattern, as well as her previous online interactions. Based on the prediction, the e-commerce company pushes the customer an urgent, time-sensitive offer on the boots she is viewing—\$10 off if she orders in the next 10 minutes—in order to encourage a transaction before she leaves the site.

# STRATEGY #7:

## HARNESS HISTORIC & EXTERNAL E-COMMERCE INSIGHTS



**A**s you've seen, the most effective 1:1 interactions incorporate past customer data, in-the-moment shopper activity, and contextual inputs—all in real time for optimized in-session intervention. This holistic strategy must also supplement customer insights with additional third-party data, like upcoming calendar events, and offer added intelligence to existing customer data that may already live in your enterprise's systems of record.

### The Challenge

For e-commerce-focused retailers, the challenge of incorporating historic and external insights into real-time 1:1 interactions lies in leveraging multiple sources of past, present, and third-party information, then applying AI to existing enterprise data to make predictive recommendations.

#### 1:1 INTERACTIONS IN ACTION

### Historic & External Insights

The customer browsing shoes online has historically only made purchases during the e-commerce company's "Buy One, Get One" sales that offer half-price discounts or better for the second pair of shoes. After adding a pair of boots to her cart but leaving the site without finalizing her transaction, she receives an email from the company reminding her of the boots' reduced price during next week's 4th of July BOGO sale. Pleased, the customer returns to the site to find another pair of shoes to purchase when the upcoming BOGO discount goes live.

# STRATEGY #8:

## KEEP EVOLVING THE EXPERIENCE

**U**ltimately, effective 1:1 e-commerce interactions must be adjusted over time in order to keep up with customers' changing expectations and consistently ensure optimized conversion. E-commerce players should be strategically and continuously testing and learning from the effectiveness of their current interactions in order to deliver ever-evolving, always-optimized online customer experiences.

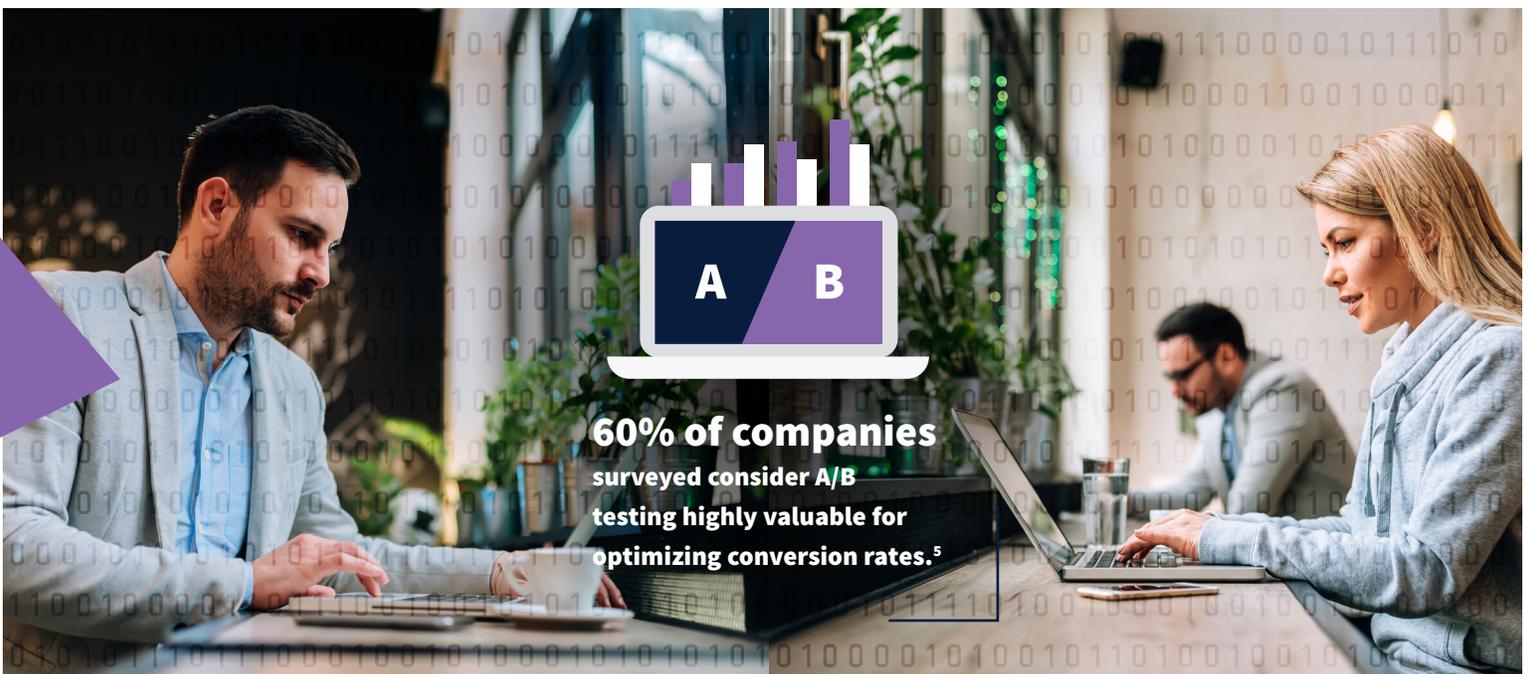
### The Challenge

Committing to regularly conducting A/B testing, multivariate testing, and custom machine learning models in a scalable manner for continuous optimization is a challenge for e-commerce companies without an intelligent platform or technology solution.

### 1:1 INTERACTIONS IN ACTION

#### Evolutionary Experiences

The customer who was recently shopping for shoes online receives an email from the e-commerce company with an exclusive offer on the boots she left in her virtual cart. This email uses a combination of headlines, buttons, and calls to action that have been proven through multivariate testing to encourage the most sales among customers; the shoes being promoted, however, are specific to this customer's interests and recent activity. Persuaded by the offer, the customer returns to the site to complete her purchase.





# CONCLUSION

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ACHIEVE INNOVATIVE 1:1 ENGAGEMENT, TODAY

**W**hile highly-innovative and future-focused, these top strategies for effective 1:1 interactions are not far-off, future possibilities for customer engagement—and they do not require e-commerce players to build a full data lake or customer data platform (CDP). In fact, the multi-stage process of building and maintaining such platforms from scratch requires e-commerce companies to invest exorbitant time, money, and resources into a system that may not be agile enough to serve them for more than a few years.

Instead, your e-commerce business can gain the meaningful customer insights such as which shoppers are ‘on-the-fence,’ which shoppers are price-sensitive, etc, to deploy relevant experiences based on such “discovered” segments. All it takes is the addition of an intelligent, accurate personalization platform that is based on AI-driven insights—**ZineOne’s Intelligent Customer Engagement (ICE) platform.**



## POWERING A NEW PARADIGM FOR 1:1 INTERACTIONS

up to  
**70%**  
increase in offer  
redemptions.

**Z**ineOne enables e-commerce companies to understand and respond in real time to individual customer activity, solving the challenge of personalized 1:1 engagement at scale. Recognized by Gartner as a Cool Vendor, our AI-powered Intelligent Customer Engagement (ICE) platform provides an ‘in-the-moment’ view of each customer across many channels, then delivers highly accurate recommendations to engage them in ways that will truly resonate and in turn drive sales, loyalty, and lifetime value—all within milliseconds.

The ZineOne ICE platform enables cross-channel interaction to ensure the continuity of experiences across web, mobile, voice engagements, and other channels. It leverages continuous intelligence in the form of Customer DNA™, an

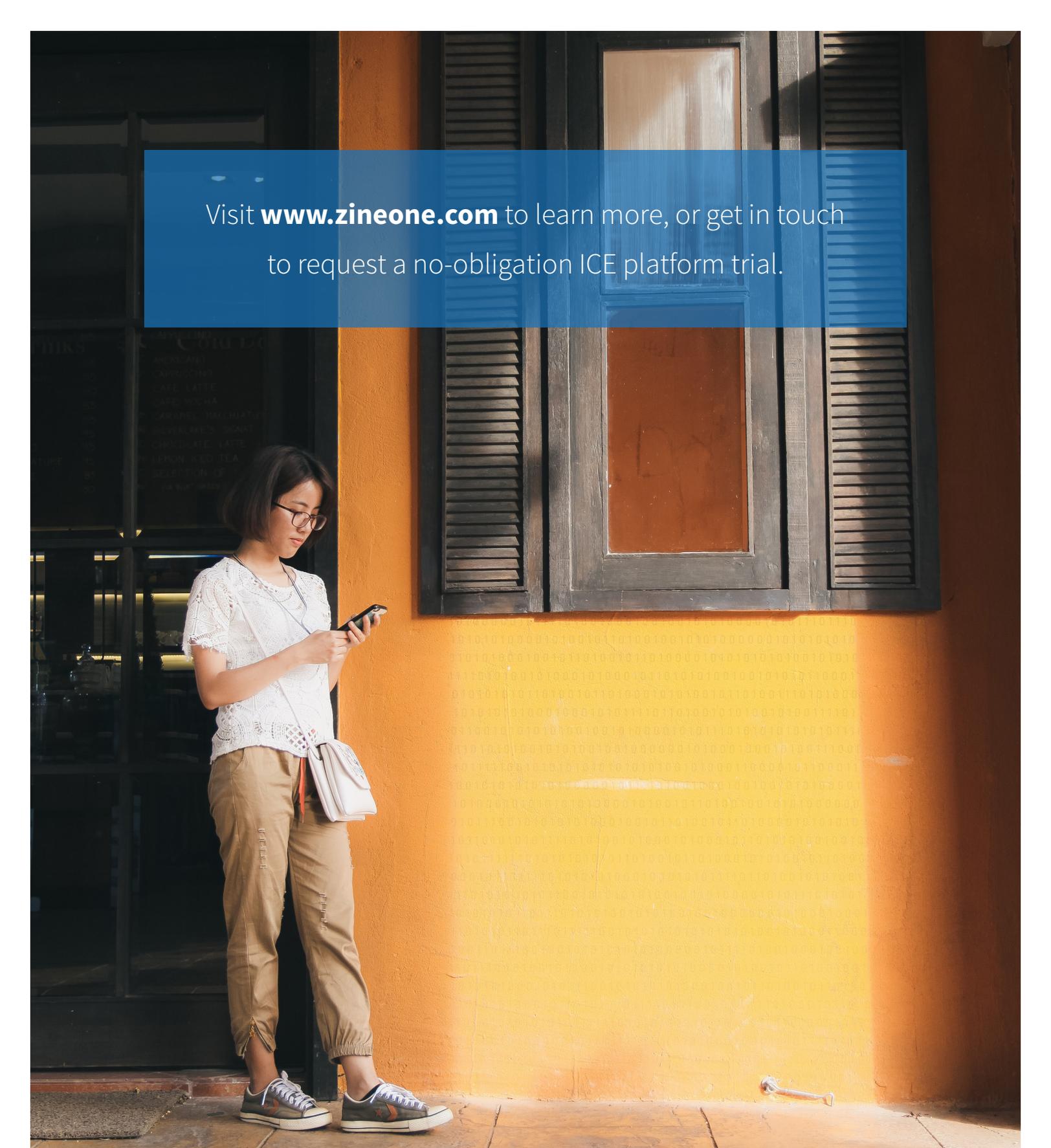
ever-changing stream of short- and long-term customer data and environmental insights. Customer DNA is supplemented by multi-source decisioning based on a customer’s profile, behavior, transactional data, environment, inventory, and more, allowing ZineOne’s ICE solution to serve as a virtual CDP solution that calls on relevant enterprise data sources without storing data in the platform itself.

By augmenting large volumes of diverse customer data with patent-pending machine learning models, ZineOne also provides highly accurate predictive intelligence. ZineOne’s ICE platform has been proven to detect in-session purchase by the fifth click with up to 90% accuracy and has used these predictions to increase offer redemptions up to 70%.

**15**

up to  
**90%**  
accuracy detecting  
in-session purchase  
by 5th click.

Ready to enable intelligent, highly personalized 1:1 customer interactions across your e-commerce channels? Visit [www.zineone.com](http://www.zineone.com) to learn more, or get in touch to request a no-obligation ICE platform trial.



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**SOURCES:**

<sup>1</sup> McKinsey & Company, "A Technology Blueprint for Personalization at Scale"

<sup>2</sup> MarTech Today, "Report: Gen Z, Millennials more willing to give up personal data in exchange for personalized experiences"

<sup>3</sup> Gartner, "The Long and Winding Road to Real-Time Marketing"

<sup>4</sup> Gartner, "Gartner Identifies Top 10 Data and Analytics Technology Trends for 2019"

<sup>5</sup> Invesp, "The State of A/B Testing [Infographic]"

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