



# FROM PERSONALISATION TO CUSTOMER LOYALTY

6 Research Findings  
Essential for Ecommerce Marketers in 2015

## THE RESEARCH

To help ecommerce companies operating in an increasingly competitive landscape, Emarsys collaborated with market researchers OnePoll to conduct a survey of over 2,000 UK consumers.

The survey addressed online shopping behaviour and preferences to provide valuable consumer insights which will inform marketing activities that effectively engage consumers in 2015.

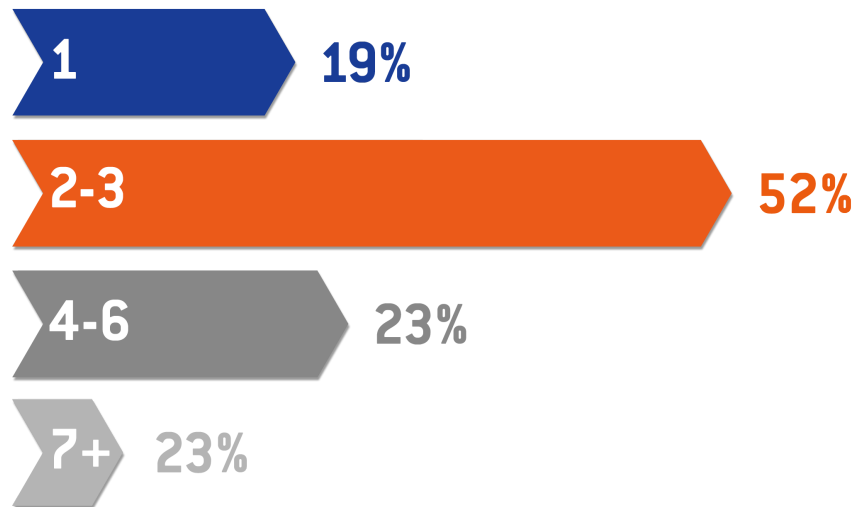


## An **Online Survey** Of **2000 Consumers**

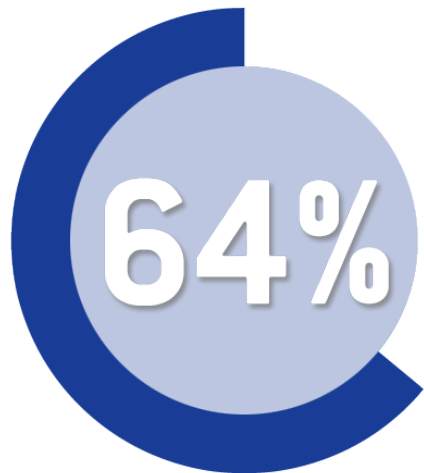
Market research carried out by One Poll in August 2014

# CUSTOMERS' LOYALTY IS LIMITED

On average, how many brands would you say you are loyal to?



## CUSTOMERS' LOYALTY IS LIMITED



of consumers bought from only 2-5 brands  
within the last three months

## CUSTOMERS' LOYALTY IS LIMITED

**74%** of marketers say

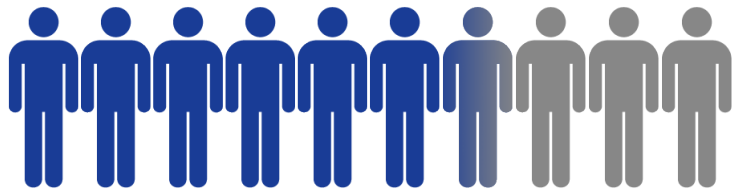


targeted personalisation increases customer engagement

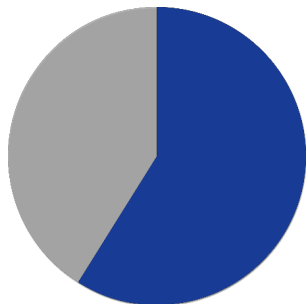


**42%** of consumers say special treatment entices them back to purchase another item

# PERSONALISATION MUST FEEL AUTHENTIC



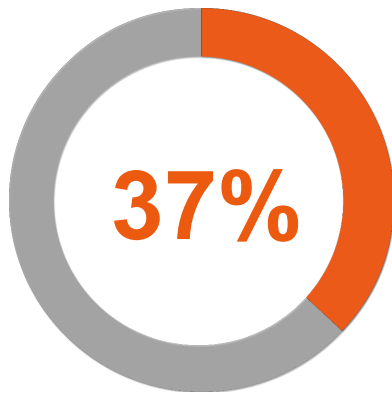
**64%** of consumers have received blatantly irrelevant or inaccurate brand communications



**59%** of consumers say they feel **irritated** when receiving irrelevant communications

# PERSONALISATION MUST FEEL AUTHENTIC

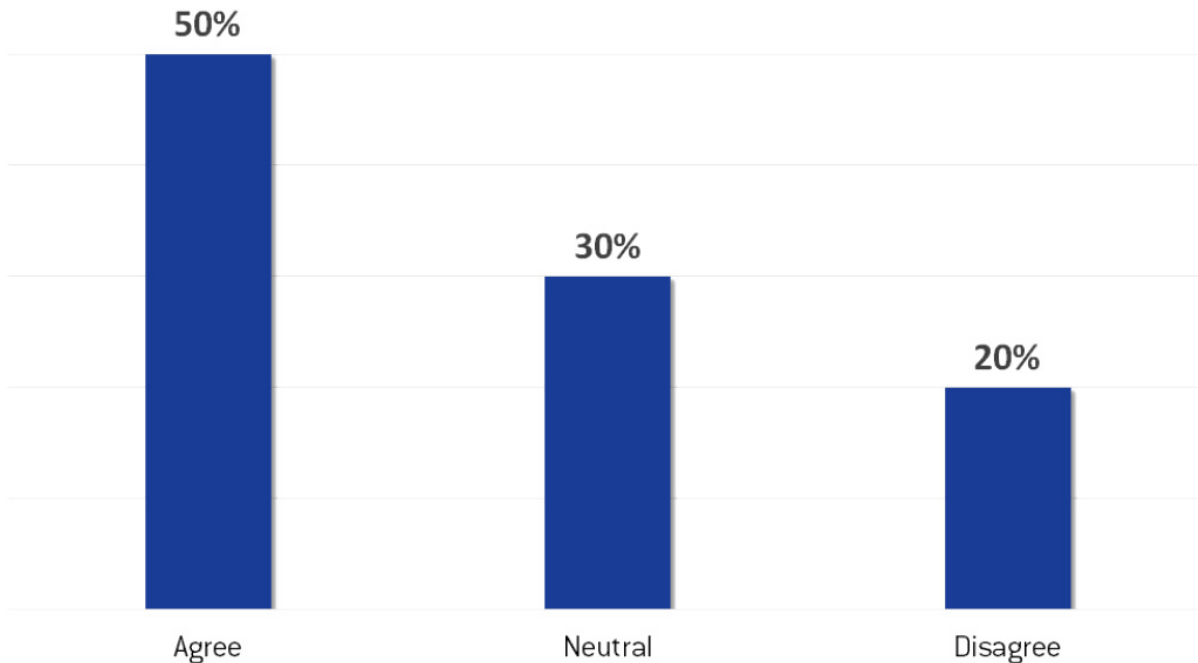
After receiving irrelevant and / or inaccurate content,



of consumers will take action, punishing brands by  
**ignoring future communication and eventually leaving the brand.**

# CUSTOMERS SHARE MORE DATA WITH BRANDS THEY TRUST

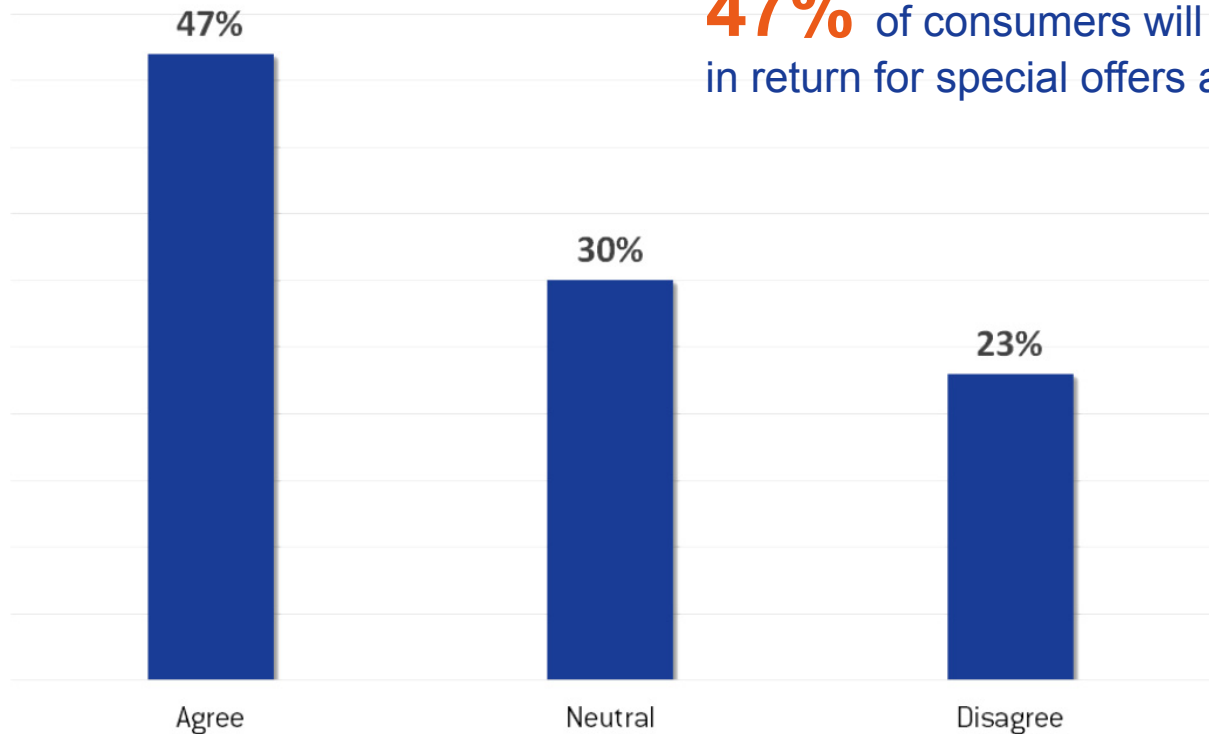
Will you share more personal information with brands you trust?





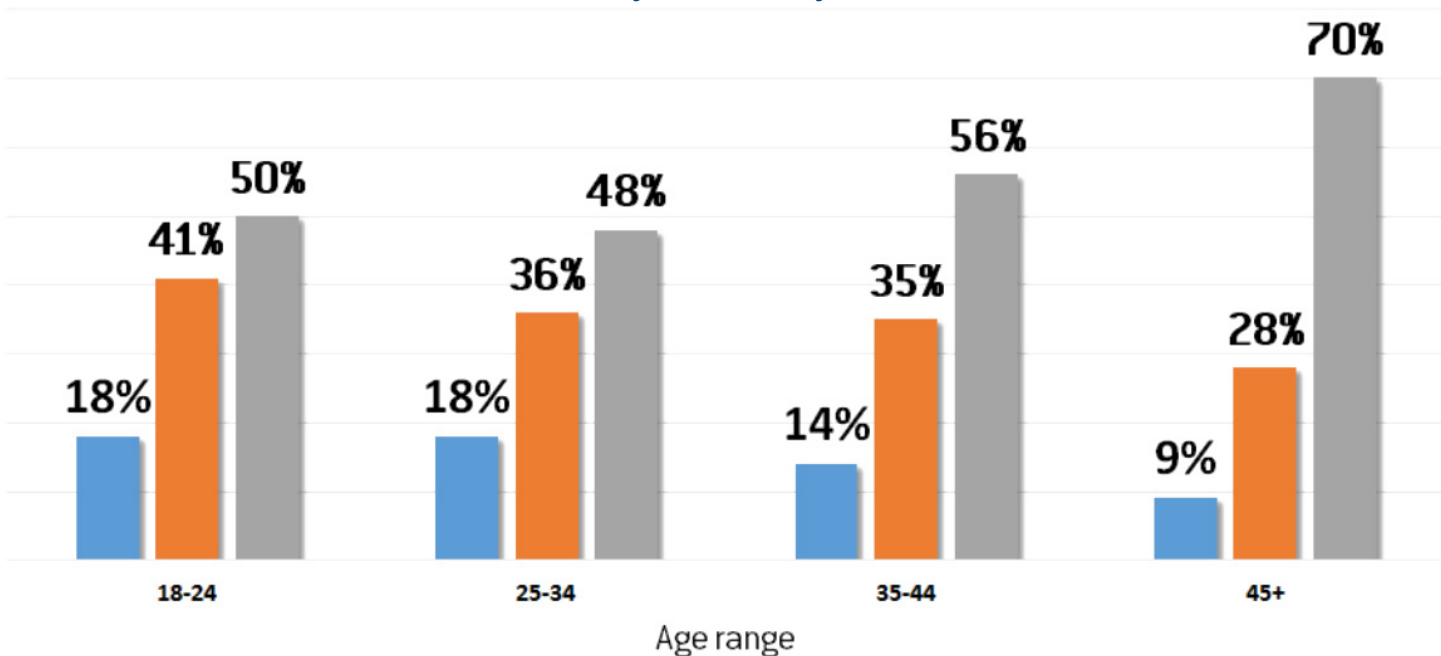
## INCENTIVES ALSO GENERATE DATA

**47%** of consumers will share personal information in return for special offers and discounts.



## DIFFERENT CUSTOMERS, DIFFERENT INCENTIVES

**70%** of consumers aged 45+ prefer brands that offer free delivery and returns. Younger customers are more influenced by how they are treated.



# TECHNOLOGY DRIVES LOYALTY

## AUTOMATION PROGRAMS

Earning customer loyalty requires so much more than nailing the four Ps of marketing. Automated loyalty programs let technology do much of the heavy lifting while you focus on content. This has a clear impact on loyalty-driven revenue. To do this you need to understand the entire customer lifecycle, and have your automation programs built around it.

## PERSONALISATION TECHNOLOGIES

Econsultancy found that 52% of digital marketers agree the ability to personalise content is fundamental to their online strategy' with 77% stating that "personalisation based on purchase history has a high impact. Brands that continue to send impersonal communication will disappoint and alienate customers, resulting in lost revenue. Use online browsing behaviour to tailor content and products based on the implicit preferences of every consumer. You'll need a recommendation engine to glean the data and turn it into something actionable.

# TECHNOLOGY DRIVES LOYALTY

## SMART CUSTOMER INTELLIGENCE

Some of the most successful campaigns we saw in 2014 cleverly incentivised customers to provide more data. This in turn allowed brands to further personalise the experience. Remember that you're talking to real people who have real needs. Incentives are most effective when they resound with customers, take a look at the next page for more information.

## ONE COMPLETE, INTEGRATED SUITE

The purchase process provides customer details such as name, shipping / billing address and email address. To make this happen, you need the right technology, integrated so that the data flows in useful ways. Disparate systems often lead to inaction. Our marketing automaton platform should make it easy to use this data to trigger personalised emails in the form of newsletters, abandoned basket emails or purchase and delivery confirmation emails.

# TREAT CUSTOMERS TOTALLY DIFFERENTLY



The Emarsys eMarketing Suite offers an integrated, complete and actionable solution to maximise your customer engagement and revenue.

Segment customers according to where they are in the lifecycle and how important they are to your business. Reach them at the right time via email, mobile, social and the web with personal treatment and individual recommendations that will drive their action.

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