

CASE STUDY

Data-driven Predictive Engagement Leads to 20% Revenue Lift

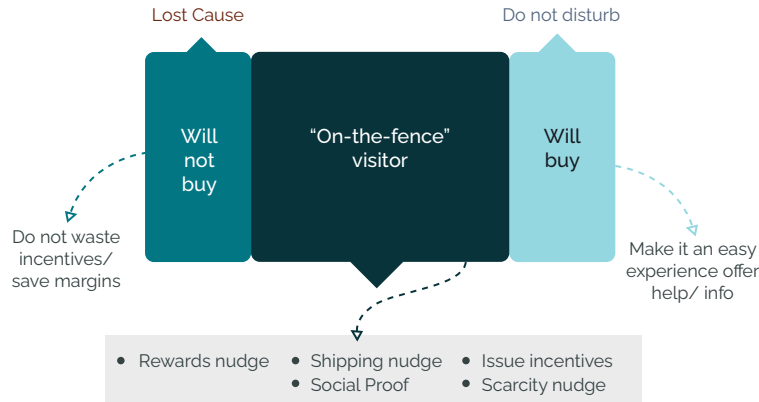


A leading U.S. retailer wanted to improve its outreach effectiveness by revamping its personalization efforts. The retailer wanted to create next-generation digital experiences that are hyper-personalized and deliver incentives that are relevant to every site visitor. The goal was to move the needle significantly in terms of topline revenue growth, and growth in overall engagement and loyalty.

CHALLENGE

One of the issues that has eluded most retailers is the conversion of casual browsers into purchasers. Even though more consumers are online today, the average conversion rates range from 2%-4%. Most marketers turn to offers and promotions to solve this problem. But offering the same promotions sitewide erodes margins for all visitors. The retailer wanted to determine which visitors to target for offers and promotions. Here are the challenges the retailer faced:

- How to identify visitors who might be interested in buying but are hesitating for various reasons? In other words, they are "on-the-fence" and can be influenced.
- How to engage the on-the-fence visitors with an incentive or information that is right for them but also does not erode business margins?
- To take these actions before the visitor leaves their site.



SOLUTION

To better understand the right visitors to target, the retailer partnered with ZineOne and its ICE platform. In particular, the retailer leveraged ZineOne's [RevPredict dashboard](#). Powered by its in-session Early Purchase Prediction (EPP) model, the dashboard reveals the predicted purchase outcomes early on in a visitor's session. The platform then uses these predictive insights to determine the best action to engage each visitor in real-time.

The retailer used the ICE platform to group its site visitors into:

1. Those who will not buy, so no point in showing them an offer;
2. Those who will buy, for them the best strategy is to not interfere in their journey.
3. The retailer focused on the third group of visitors - those who are undecided about a purchase, or are on-the-fence.

RESULT

By leveraging the ICE platform's in-session intent prediction, the Retailer was able to identify influenceable visitors and send personalized, real-time engagement for them. These visitors are revenue opportunities that would have been lost had the retailer not proactively acted to nudge them in their customer journey at the right time. As a result, the retailer achieved a 20.2% average lift in revenue per visitor.

20.2%

Lift in Revenue per Visitor

How Did It Happen?

Form an Early Purchase Prediction (EPP): The Retailer leveraged ZineOne's ICE platform to identify influenceable visitors. It then activated a personalized interaction to motivate them to make a purchase while they were still on the site. The in-session intent analysis took into account multiple factors, including the visitor's past purchases patterns, preferences, number of times they have viewed a product in the past, as well as their current behavior on the site. Based on these and other information, the EPP model inside the platform calculated a visitor's purchase propensity and identified those within an influenceable range.

Incorporate Environmental Data: After identifying on-the-fence visitors, the ICE platform quickly determined the best action to show each visitor after considering their historical purchase decisions and preferences. For example, is the visitor price conscious? Do they need social proof for product confidence? Is convenience the most important factor for them? Additionally, the platform considered data such as the location, time, weather, in-store inventory, or any external events that might impact the purchase decision.

Deliver Real-time Actions: At this stage, the retailer had the opportunity to influence the buying behavior with a real-time offer that expired after a certain time period to nudge the visitor to make a purchase decision.

The screenshot shows a retail website's shopping cart interface. At the top, there are three promotional banners: "FREE SHIPPING over \$75*", "FREE store pickup", and "REDEEM your Loyalty Cash Now". Below these is a search bar and navigation icons for a user named "Amanda" with a cart total of "\$35.96" and a "Check Out" button. The main navigation bar includes "Shop by Department" and "My Store: Select Store". The shopping cart section is titled "SHOPPING CART (3)" and includes links for "Need Assistance?", "Security & Private Policy", "Returns", and "Shipping". A green "Checkout" button is prominently displayed. The cart contains one item: "Women's Sonoma Goods For Life® Essential V-Neck Tee" in color "Rose Dye", size "X LARGE", with a sale price of \$11.99 (regular \$13.00). The item has a quantity of 1 and various options like "Edit Item", "Save for later", "Add To List", and "Remove". There are also options to "Make this a gift", "check other stores", and "ship it faster". A real-time offer overlay is shown on the right, stating "Save \$5 in the next 6 minutes, valid until 7:54 pm" with a promo code "U48TPMHEX39YP" and an "ADD OFFER" button. Below the offer, a red circle highlights "Your Savings \$1.01". At the bottom of the cart, a purple banner says "Hi, free shipping is just \$63.01 away! Check out these picks to get you one step closer." with three product thumbnails.

In summary, the U.S. retailer was able to create differentiated experiences for every customer's unique needs, particularly those who would have bounced off the website without making a purchase. The retailer achieved a 20.2% average lift in revenue per visitor by offering site visitors personalized real-time offers that are timely, helpful, and relevant.

In the realm of digital transactions, predictive responses need to be immediate and accurate. ZineOne's Intelligent Customer Engagement platform enables business users to understand and respond in-the-moment with relevant 1:1 customer engagements to encourage desired outcomes. Recognized by Gartner as a "Magic Quadrant for Personalization Engines" provider, ZineOne's platform has quickly positioned the company as a leading AI personalization provider that is delivering nearly \$1 billion dollars in new revenue while respecting and preserving margins for companies who seek to provide consumers with superior shopping experiences. The patent-pending platform and its continuous learning models provide deep insights into each and every visitor across digital and physical channels while delivering intelligent customer experiences in key moments that delight customers, foster loyalty, and increase revenue.

Learn more at www.zineone.com.