



Next-Gen Personalization

Lift eCommerce performance with
upgraded intelligence



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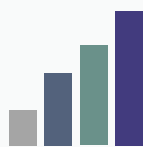
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Introduction

The rise of the anonymous consumer has sent marketers scrambling for answers as traditional identification efforts are proving less effective than before. Where once brands could rely on third-party cookies and unique Identifiers for Advertisers (IDFAs) to verify a digital visitor, this valuable information is now harder to come by as regulations have evolved and users have gained greater control over the use of their data — commonly referred to as personally identifiable information (PII).

The death of third-party cookies and identifiers has marketers scratching their heads for a viable replacement. **According to McKinsey, the U.S. digital ad industry faces significant challenges with ambiguous solutions.** What if the answer to less PII isn't discovering how to collect more of it, but rather how to remove the reliance on it?

Meet next-gen personalization — **a fusion of artificial intelligence, machine learning, and real-time analytics.**



\$800 million+
in attributed **revenue**
growth



56% lift
in **collective**
sales



26%
in **customer**
loyalty

Major changes are forcing brands to rethink their eCommerce marketing strategy. New rules and regulations for data-privacy bring with them previously unnecessary steps to ensure that PII isn't being improperly collected or used. Further, consumer behaviors have evolved to expect personalized experiences — across every touchpoint and in real time.

Delivering customized experiences in-the-moment is difficult enough to execute. Tack on the fact that as much as 90% of all site traffic is anonymous and eCommerce marketers find themselves scrambling for new ways to meet personalization demands.

Next-gen personalization is powered by patented AI models that accurately predict purchase intent in-the-moment and automatically identify micro-segments to help brands deploy relevant experiences that convert.

Key capabilities of **next-gen personalization** include:



Predictive segmentation of anonymous visitors

Combine AI algorithms and streaming event data to unlock novel audience targeting opportunities.



Triggered experiences

Respond to anonymous visitors' short-term behaviors immediately, in-the-moment, before they leave your site.



Measurable outcomes drive immediate incremental results

Marketers and brands are looking for greater efficiency and return on their ad spend, decreasing the need and reliance on remarketing.

In this white paper, we'll discuss how eCommerce brands can overcome their reliance on outdated forms of personalization by upgrading to a futureproof solution that places less emphasis on what users have done and a greater focus on what they're doing — enabling event-based intelligence to drive in-session decisioning.



ZineOne enabled us to engage our customers in a truly transformative way with differentiated experiences, personalized in real time to each visitor's unique preferences and way of shopping. **Using ZineOne, we were able to grow our topline revenue!**

- Retailer Executive

The Traditional Approach

Hoping history repeats itself

Traditionally, organizations have archived consumer information (e.g., past purchases, store visits, and demographics) to personalize how they target that individual. However, this strategy fails to account for evolving consumer preferences and behaviors — so what was once actionable is now less relevant.

“Without a systematic way to start and keep data clean, bad data will happen.”

— Donato Diorio, Founder of FLiK

Ecommerce marketers have long used historic analysis to compare trends year-over-year and review consumer behavior patterns. This data readily identifies popular items, successful marketing channels, top-performing keywords, and more — all valuable insights that help brands see their longitudinal performance.

The problem with this approach is that every data point on display provides insight into a consumer engagement that is no longer influenceable — be that with promotions, product suggestions, or social proof. If the visit didn't result in a conversion, marketing now has to find a way to bring that person back to the site. But what if they already found what they were looking for elsewhere?

Shopping, whether physical or online, is an emotional experience. When someone is caught up in that moment, getting the thing they want is a top priority. Connecting to the consumer at this time is critical to increasing conversions. That is why eCommerce is shifting away from historical data and towards next-gen personalization.





Next-Gen Personalization

In-the-moment consumer engagement

Next-gen personalization instantaneously synthesizes clickstream data using advanced AI and machine learning to truly understand the intent of every visitor (even anonymous) the moment a site event occurs. This solution focuses on the micro-behaviors of active users and identifies the likelihood of purchase based on algorithms using industry-specific models. With predictions to understand who will purchase or not, AI-driven decisioning can automatically deploy personalized actions at scale — all within milliseconds.

The real magic of next-gen personalization happens when a visitor's intent is determined to be influenceable (can be convinced to purchase). We know shopping is an emotional experience. What if an eCommerce brand could leverage that emotion by providing tailored discounts or promotions based on what the consumer is actively looking at? What about guiding a visitor to things that are in stock based on their activity rather than having them leave after landing on a product that's unavailable?

The opportunities that come from knowing and reacting to customer intent in-session unlock greater revenue outcomes for eCommerce brands — from increasing conversion rates to lowering cart abandonment to smarter incentive offers.

Case Study

Leading footwear brand increases revenue with next-gen personalization

A top footwear brand had a complex question: How do we unlock new revenue streams from our entire site population (including anonymous)? The company was spending significant amounts on customer acquisition across social media, SEM, and other outreach channels — including retargeting trying to get consumers back to their site who left without converting.

By implementing next-gen personalization, the company was able to leverage AI and ML to identify consumer purchase propensity within five clicks. This data then segmented visitors into three categories:



Unlikely to buy

these are your longer term prospects



On-the-fence

this segment is influenceable and could be incentivized to convert through promotions



Likely to purchase

these shoppers you allow to proceed without interference

By focusing on the on-the-fence segment, the footwear company was able to deploy in-session offers and social proof messaging, resulting in:

30% conversion rate lift for the on-the-fence shoppers

11% revenue per visitor increase on the site overall

With next-gen personalization, the brand was able to micro-segment their web traffic and present them with appropriate banners based on their in-session engagements rather than conducting the traditional “spray and pray” approach.

How the Next-Gen Solution Works

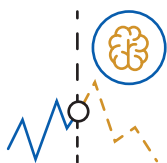
Next-gen personalization applies real-time capabilities that considers all active users on your digital properties with the intention of understanding micro-behaviors in order to drive conversions. The solution doesn't require third-party cookies, IDFAs, unique IDs, CRM data, or any other PII, so marketers can continue to deliver personalization at scale even as consumer data is harder to come by.

This advanced functionality makes it possible to make every visit count through in-session marketing efforts, early purchase prediction models, and promotional optimization methods.



In-Session Marketing

In-session marketing (ISM) is an emerging martech category that focuses on understanding micro-behaviors of anonymous consumers to increase conversions. In-session marketing is about understanding behavior the moment that visitors are active on your website. ISM uses clickstream event data to inform machine learning models, analyze micro-behaviors and take action to personalize experiences within milliseconds, before the visitor leaves your digital property.



Early Purchase Prediction

ZineOne's Early Purchase Prediction (EPP) model accurately identifies the purchase propensity of every buyer within five clicks. Early purchase prediction scores are calculated in real time and adjust instantaneously based on in-session intelligence. With Early Purchase Prediction scores, retailers and eCommerce brands can micro-target groups of visitors in-the-moment based on what they show propensity to do right now.

Unlikely to Buy

On-The-Fence

Likely to Buy



Promotional Optimization

Price-cutting incentives attract consumer attention, especially during an economic downturn. But, discounting items isn't the only promo at a brand's disposal. Free shipping, rewards points, gifts, and more can be deployed to help turn an on-the-fence shopper into a new customer. Next-gen personalization allows brands to unify all these offers and customize their deployment depending on the user.

The upgrades available through next-gen personalization unlock greater revenue streams for eCommerce brands:

Realize **10x and higher return on investment**, from existing traffic on your eCommerce site

See **purchase conversion rates lift by 15% - 60%** for 'on-the-fence' site visitors

Improve onsite experiences of all visitors in a privacy-first world





Achieve Next-Gen Personalization

Features and regulations have anonymized 90% of site visitors, forcing marketers to find new ways to personalize the user experience, acquire new customers, improve margins, and more. With 91% of consumers saying they are more likely to shop with brands that provide offers and recommendations that are relevant to them, the brands that will capture this audience are those who innovate on their personalization strategy and solutions.

ZineOne's next-gen personalization incorporates accurate **early prediction models and unparalleled in-session marketing capabilities to predict the purchase intent of every visitor** — both anonymous and known — and leverage machine learning to drive experiences that convert.

To learn more about next-gen personalization and how ZineOne's platform enables it, visit www.zineone.com.