

THE PERSONAL WAY TO ENHANCE THE SHOPPER EXPERIENCE



Let shoppers shape your offer to nurture loyalty

Today's shoppers are attracted to **personalization**. They like it when online retailers recommend products and services that are relevant to them.

Being given the chance to input into or shape the products and services they buy also appeals to them. Four in ten (42%) of all shoppers agreed they would be more loyal to a retailer that offered this opportunity, rising to a significant 74% of Leading Edge Consumers (LECs).

But there is a fine line between being helpful and involving shoppers, and being too personal, bordering on creepy.

Understanding your shoppers and the relationship they want with you will allow you to enjoy all the benefits of their increased loyalty – but none of the disadvantages of getting too up close and personal.



"I would be more loyal to a brand/retailer that lets me give input or help shape the products/services I buy."



Total