Electrify your eCommerce strategy with Personalized Shopping Experiences.

It's not about selling. It's about being of service.

Exclusive Product + Urgency + Enticement = High Degree of Personalization and Better Chances of Sale

Leverage PA (Predictive Analytics) & AI (Artificial Intelligence) to devise tailormade offers

KNOW

ASSIST

Give high-level, indepth 1:1 care and assistance

FACILITATE

Make buying simple and convenient

ENCOURAGE

Make browsing of similar products easy and seamless

INVESTIGATE

Turn customer insights and information into personalized experiences

ONLINE SHOPPING

HELLO!

CHAT BOT

BUY NOW

BUY NOW

Personalization isn't about brands creating customer journeys, it's about enabling customers to create their own.

SURVEY

Identify what you're doing right, what you're doing wrong.

OBSERVE

Notice their preferences to know what customers are thinking.

FEEDBACK AT POINT OF SALE (POS)

Build feedback gathering systems at POS.

SOCIAL LISTENING

Keep an eye on social platforms your customers frequent.

COMMUNITY BUILDING

Get direct access to your customers thoughts

I know exactly what you need!

CUSTOMER SERVICE

There's no better way to listen directly and deliver better.

Pimcore facilitates creation of flexible, high-performing and personalized eCommerce experiences needed by growing enterprises.

https://www.pimcore.com/en/try

BUY CAMERA

Are your Disconnected Technologies Confusing your Customers?

BUY CAMERA

BUY CAMERA

BUY CAMERA

BUY CAMERA

Place budget goodies, useful knickknacks around checkout lanes serving as a reminder.

Suggest useful items, via discount-ed 'package purchases' to accompany the actual purchase.

Make it look right, look nice, and look convenient to the buyer.

Carry out a demonstration of a product by exhibiting an impressive, relevant feature.

Use bright lights, color and signages to draw attention of impulse purchasers.

05 ways to leverage FOMO (fear of missing out)

6 STEPS TO DELIVER PERSONALIZED SHOPPING EXPERIENCES TO YOUR CUSTOMERS

Don't let your separate touchpoints be separate worlds for your customers!

Use Personalization to Drive Impulse Purchases

The average American Consumer spends around $5400 per year on impulse purchases. (Source: CNBC)

Lack of personalization, consumer trust cost businesses $756B during 2016. (Source: Newsroom.Accenture)

Listen More to Personalize More

TRY A FREE DEMO NOW

But I just bought it!

What does it mean?

Why am I getting this again?

Create a One-On-One Ecosystem

83% of consumers are willing to share their data to enable a personalized experience. (Source: Accenture)

STEP 1

STEP 6

What's her personality type?

Where does she fall

Self-Expression

Ideals

INNOVATORS

Primary Motivation

Thinkers

Believers

Strivers

Makers

Low Resources

Low Innovation

SURVIVORS

Achievers

Experiencers

ACHIEVEMENT

SELF-EXPRESSION

High Resources

High Innovation

IDEALS

Achievement

Is she a

Which means she

Branded

Shoes

Renowned

Books

Substantive

Discussions

Then her preferences should be

Thinker

Plans, researches, and considers before she acts

Enjoys a historical perspective

Is financially established

Uses technology in functional ways

Prefers traditional intellectual pursuits

Buys proven products

50%

PROMO CODE

Build your buyer personas

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