OXID eSales

OXID Platform

PERSONALISATION OPTION #MACHINE LEARNING

oxid-esales.com

powered by **econda** Personalization & Analytics

MY DATA – MY CUSTOMER EXPERIENCE
THE EVOLUTION OF SHOPPING

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Success in e-commerce essentially depends on shopping experience these days. Customers expect a website to perfectly match their individual needs and interests while they are browsing. This is why marketing is optimising content with respect to personas, formats, and devices. This is why customer service is setting up seamless self-service processes across all channels. With all trends pointing to individualised shopping: why should all your visitors see the very same website?!

The times of "one size fits all" are long gone! Provide your customers with the best usability and give them the feeling they are special. We are all individuals – and that is how we want to be treated.

48% ABANDON A SHOPPING BASKET, IF IT DOES NOT MATCH THEIR ACTUAL NEEDS

Accenture, 12/2017

25% MORE CONVERSION

+ Product recommendations in real time (cross-selling)

+ Scoring and targeting based on active user behaviour

+ Usability analytics for clearly defined target groups and new customer segments

+ Conversion boost using re-marketing campaigns

+ Usability optimisation using continuous feedback

+ Beyond statistics: Personalisation done right!

MORE THAN RECOMMENDATION

+ Tracking and analytics

+ Identification across devices

+ Display of relevant, personalised content

+ Feedback in real time (behaviour-sensitive)

+ Visualisation of visitor patterns

+ Can be combined with OXID Visual CMS widgets

+ Individual contract design

SEAMLESS INTEGRATION

+ econda is the only full-service provider in the world for real time personalisation and analytics with European data protection standards

+ OXID eSales and econda provide personalisation option from one source

+ Turnkey solution available for OXID eShop 6

+ Best-of-breed: manufacturer provided integration and interface maintenance

+ Covered by OXID Support and Maintenance Agreement

STAY UP-TO-DATE

Release dates, training, webinars

More details:
http://go.oxid-esales.com/Personalisation-Option.html

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