Add Style Finder Questionnaire Leading to Personalization

Data collection is a cornerstone of Evergage's personalization platform and there are few better ways to gather user-generated information than a Style Finder Questionnaire. While popular strategies like "recently viewed" have proven their effectiveness in the e-commerce marketer's playbook, Style Finder Questionnaires have also demonstrated their value as powerful tools to generate data, engage visitors and increase conversions.

A growing number of e-commerce companies are utilizing this tactic to place the reigns in their customers' hands and empower them to identify and share their own preferences. This process engages the customer and adds a layer of personalization to the shopping journey that in turn makes all subsequent recommendations more relevant. Questionnaires also narrow down your catalog for browsers to decrease browsing time and increase conversions while ensuring that your customers feel more confident about their purchasing decisions.

How does this work? Let's explore an example below...

Category	eCommerce	Vertical	Retail
Topic	Use a Style Finder Questionnaire to gather user-generated information for personalization	ID #	205

Example

Style Finder Questionnaires take many forms and range from complex multiple step quizzes to simple yes or no options. Below is an example that takes visitors through various steps to determine which products may be more relevant based upon their selections. After the visitor has navigated through these options their in-session site experience and even future experiences will be tailored to present a highly personalized and curated product selection.

Segment

Various segments can be created for this play.

Measure

This campaign's effectiveness can ultimately be measured by tracking revenue per user, conversion rate and average order value. Comparing the engagement loyalty program members versus nonmembers will also be a valuable measure.

Setup

Multi-step experiences like Style Finder Questionnaires are an excellent demonstration of Evergage's unique abilities to segment users and create highly personalized experiences in real time. The key to creating these campaigns lies in a few different areas but starts with identifying your questions.

Convert a browser to an engaged shopper:

- **Campaign type**: Inline
- **Location**: You can host your questionnaire within its unique page or in a pop-up message
- **Segment**: Varied; changes upon each click
- **Where to setup**: Campaign Setup in Visual Editor

Step 1: Identify which information is most important to your business goals. Do you value their gender, climate, and style, or prefer to understand their location and color palette? There's no wrong combination, but it is important to simplify your questions and ensure that both you and your site visitors think they're relevant to the shopping journey.

Step 2: Once your questionnaire is built on paper, you can begin building it into your site experience. Here it's important to identify what type of experience you want to provide. Do you prefer to trigger a pop-up campaign upon your visitors' arrival or to build a static experience accessible via your homepage (see example below)?
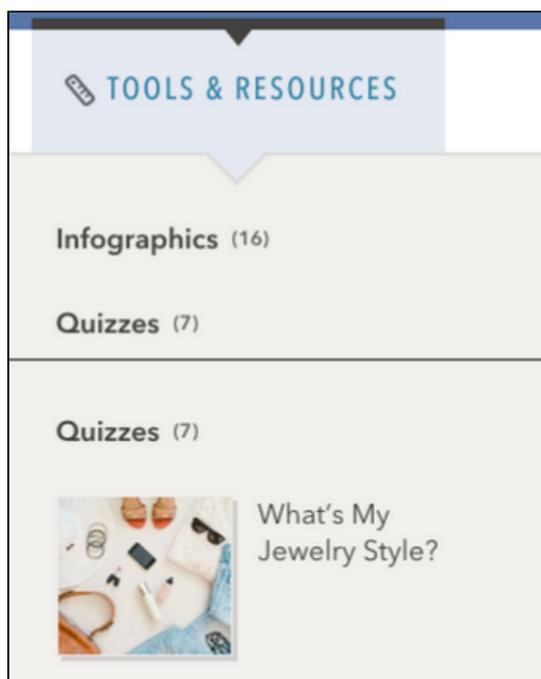
Step 3: When building out a Style Finder your questionnaire's first question will have its own campaign. This first question's campaign will have just one experience. However, it will have various actions depending upon the number of options the question offers as answers. The below image presents visitors with four options. Each choice will have their own action attributed to it, so if the visitor clicks on "In the mood for shoes", they will trigger an action and be lead to the Style Finder's next question. This Action Rule can be setup within the Message Settings under the Target Pages rule.

Step 4: Subsequent questions will have various experiences depending on the number of answers within the question moving forward.