E-Commerce

As an e-commerce marketer in the retail industry, you know that responding to each and every shopper – based on his or her unique preferences and intent – is increasingly necessary to drive conversions, build long-term customer loyalty and remain competitive in your industry.

Here are many of the tried-and-true solutions that leading retailers leverage with Evergage to drive positive impacts across channels for their businesses:

- **Encourage discovery** – recommend relevant products, categories, and brands throughout your web, email, and in-app experiences
- **Increase engagement** – encourage key behaviors like writing reviews, signing up for email, and downloading apps by tailoring messages specific to where your visitors are in their journey
- **Reduce friction** – recognize the key areas on your site visitors struggle with the most. Curb cart abandonment by identifying promo code errors, optimize out-of-stock PDPs, and trigger visitor reminders when prices drop!
- **Optimize channels** – personalize throughout the customer journey to create a seamless experience regardless of the channel.

How to use these articles

The following articles offer best practices for using Evergage to optimize the experience for your site visitors and increase conversion rates

Objective	Strategy	Playbook ID/Name
Encourage Discovery	Drive 1:1 search results based on user affinities	137 - Increase Product Discovery with SmartSearch
	Cross-sell across categories	237 - Use SmartBundle in Complete the Look Campaigns
	Power homepage recommendations for all visitors	138 - Create a Personalized Homepage Experience
	Power dynamic banners based on customer/non-customer, geo, products	129 - Create a Personalized Homepage Banner
	Prompt discovery on PDPs by showing similar items to the item being viewed	204 - Increase Product Discovery by Recommending Similar Products
	Surface category & brand recommendations	2310 - Make Category and Brand Recommendations
	Recommended products based on what's trending	147 - Increase Product Discovery by Displaying Trending Products
	Personalized recommendations on cart page	239 - Use Machine Learning to Promote Items on the Cart Page
	Badge products with social proof and trends	278 - Social Validation with SmartTrends
	Optimize out of stock pages with product recommendations	238 - Use SmartBundle for Out of Stock Messaging
	Enhance unavailable pages with promoted content	228 - Replace Unavailable Web Pages with Promotional Content
Increase Engagement	Target and curb comparison shopping	1311 - Highlight a Product Name for Comparison Shoppers

	Power offers based on weather	212 - Present Offers Triggered by Weather Conditions
	Help visitors access recommended and previously viewed content	261 - Use SmartHistory for Content
	Use social proof for confidence & urgency	2316 - Use SmartTrends Badging to Call Attention to Certain Products
	Power a shopping companion for your visitors	136 - Increase Engagement and Repeat Purchases with a Shopping Companion
	Remind customers to take advantage of current promotions	203 - Re-Engage Shoppers by Reminding of an Offer on Exit
	Support email capture across relevant pages	1310 - Support Email Capture for Key Points of Interaction
	Target messages based on geography	195 - Promote Personalized Messages Based on Geolocation
	Ask shopper for reviews	143 - Ask Returning Customers for Reviews
	Encourage shoppers to download your mobile app	219 - Download Mobile App to Drive Engagement
	Collect explicit data about visitors via a questionnaire	205 - Add Style Finder Questionnaire Leading to Personalization
	Power single question surveys to collect explicit data about visitors	1710 - Serve a Quick One Question Survey
	Drive educational experiences for new visitors	181 - Educate New Visitors
	Offer specialized experiences or promotions for high value customers	1312 - Create a Special Experience for High Value Customers
	Conduct progressive profiling to engage with and learn from your customers	2311 - Use SmartSurvey to Conduct Progressive Profiling on Your Customers
	Create a "My Store" experience for shoppers	2312 - Design a Personalized My Account Page for Customers
	Personalized recommendations for blog content, or content on site	236 - Recommend Content to Inspire Shoppers
	Reminder of items left in cart or suggestions	140 - Incentivize Your Cart Abandoners in Real Time
	Engage shoppers with the newest product offerings	198 - Engage Shoppers with Newest Product Offerings
	Increase engagement and conversions with loyalty programs	206 - Increase Engagement and Conversions with Loyalty Program
	Increase engagement by displaying products(s) viewed the longest	132 - Increase Engagement by Displaying Product(s) Viewed the Longest
	Educate based on location	182 - Educate Based on Location
	Proactive promo code error messaging	2315 - Reduce Coupon Code Friction Points
	Vary the components of your emails based on user affinities	331 - Prevent Over-messaging with Personalized SmartBatch
Reduce Friction	Create persistent reminders to drive offers from email to shopping journey	102 - Create Persistent Reminders to Drive Offers from Email to Shopping Journey
	Drive offers from email to convert a browser	130 - Drive Offers from Email to Convert a Browser
	Drive purchases using promotional offers	108 - Drive Purchases Using Promotional Offers
	Swap promotions based on date-time ranges	332 - Swap Promotions in Content Zones Based on Conditions

Optimize Channels	Power personalized recommendations at open time	2313 - Recommend Products and Promotions with Open-time Email
	Send an email when a visitor abandons a cart containing an item	2314 - Remind Cart Abandoners with Triggered Email
	Send an email when a visitor leaves your site without adding to cart or purchasing	2312 - Convert Browsers to Buyers with Triggered Email
	Send real-time email messages that alert your shoppers of new products in their favorite categories	323 - New Arrival in Favorite Category Triggered Email
	Send real-time email messages that alert your shoppers of out-of-stock products they've browsed that have since been replenished	324 - Trigger an Email When a Recently Viewed Item Is Back in Stock
	Send real-time email messages that alert your shoppers of products they've browsed that now have limited quantities available.	325 - Trigger an Email When Inventory Is Low
	Send real-time email messages that alert your shoppers of recently viewed products with price reductions	326 - Trigger an Email When a Favorite Product Has a Price Reduction
	Use SmartBatch emails to send messages that leverage advanced machine learning for both audience targeting as well as product and content personalization	327 - Dynamic Audience Targeting and Personalized Recommendations in One Automated Email