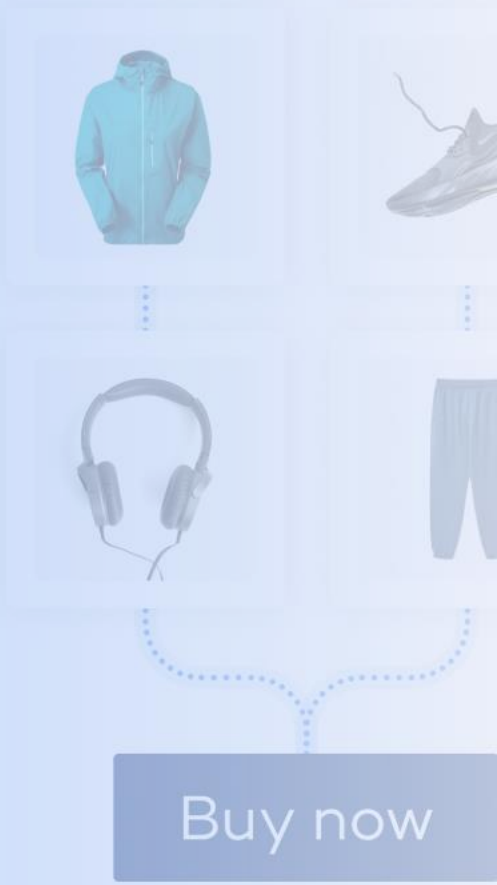
ZOOVU Masterclass

Welcome

ZOOVU Masterclass

Maximizing Impact

Merchandising Strategies to Boost Your Seasonal Sales



June 25, 2024

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Your hosts

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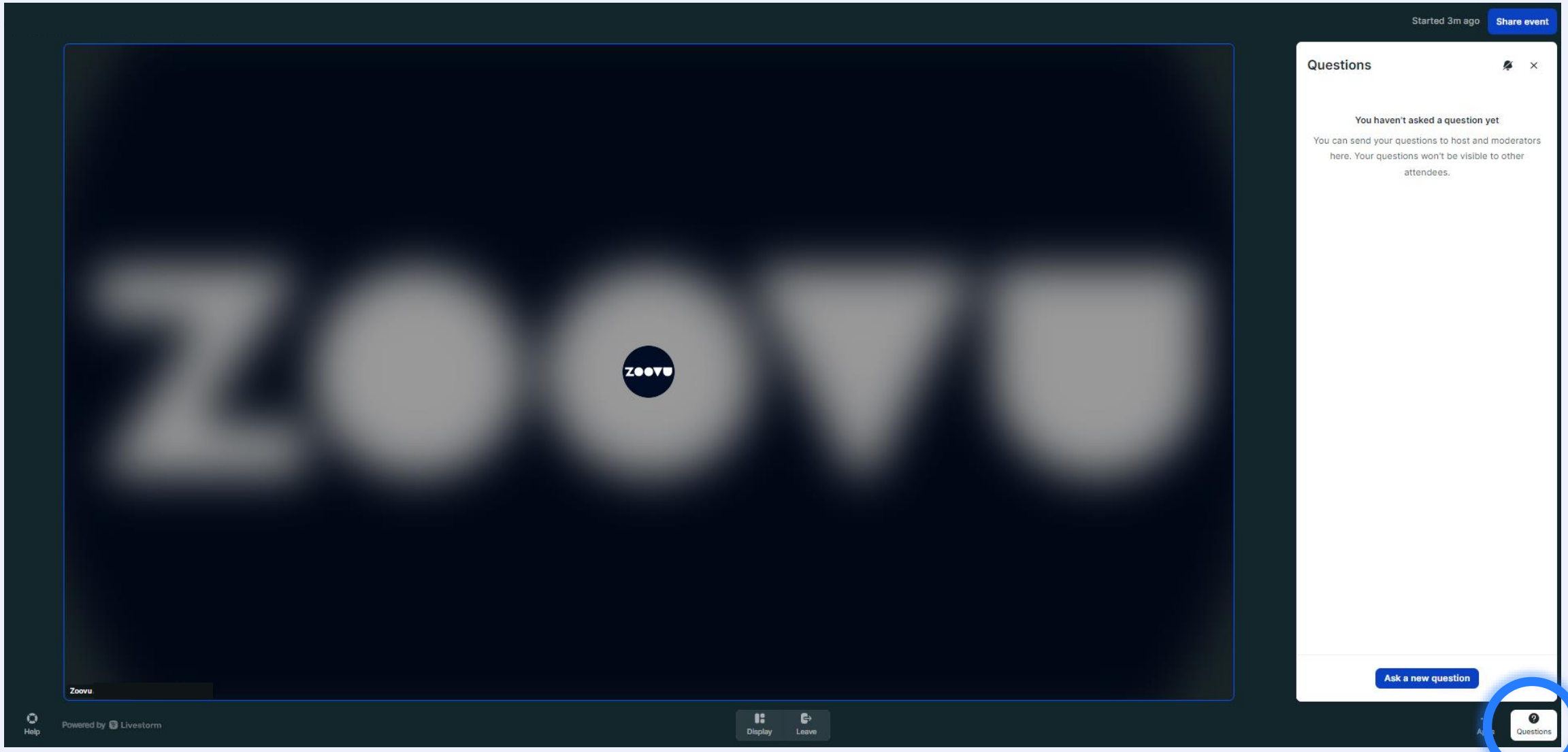
Principal Customer Success Partner



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The Impact of Seasonal Merchandising

Zoovu Global Performance Analytics (2022-2023)

Capitalize on heightened consumer interest

+46% Starts

Consumers are conditioned to shop more during certain times of the year

Enhance customer engagement

+35% Engagement

Engagement rates increase when experiences are tailored to seasonal events

Increase sales and revenue

+1.5-2X CVR

By leveraging the urgency around seasonal events, you can boost conversion rates and average order values

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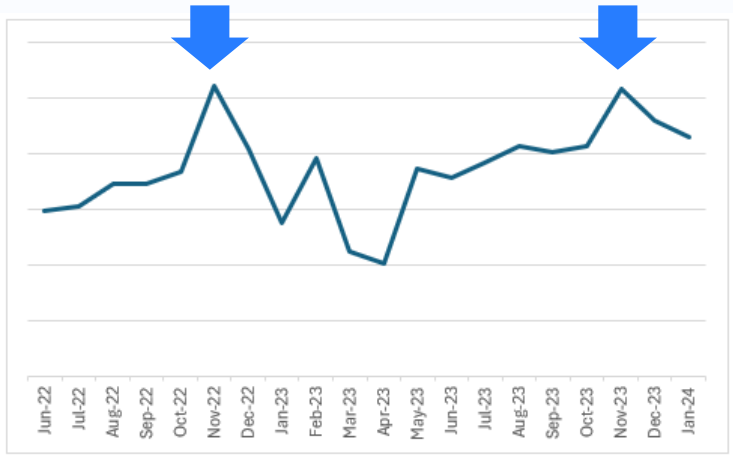
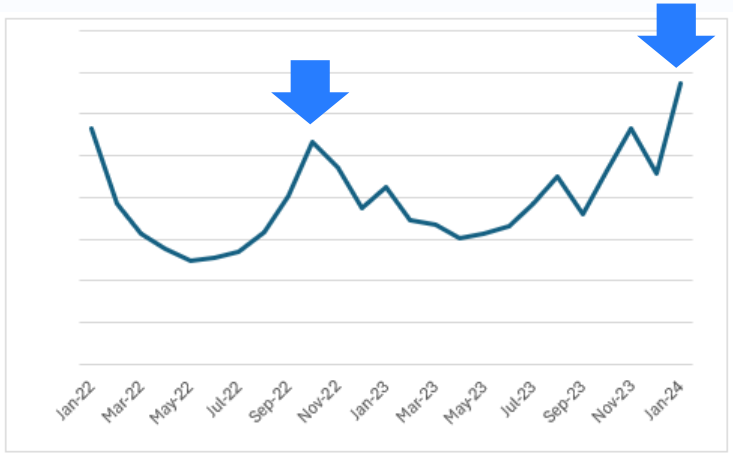
The Impact of Seasonal Merchandising

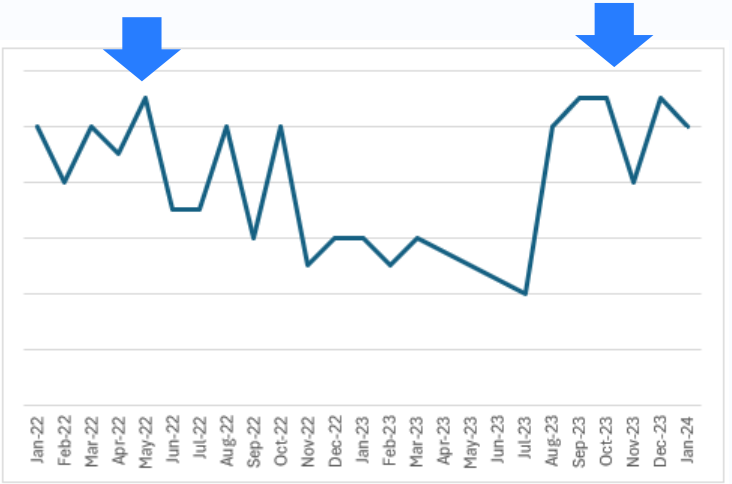
Zoovu Global Performance Analytics (2022-2023)

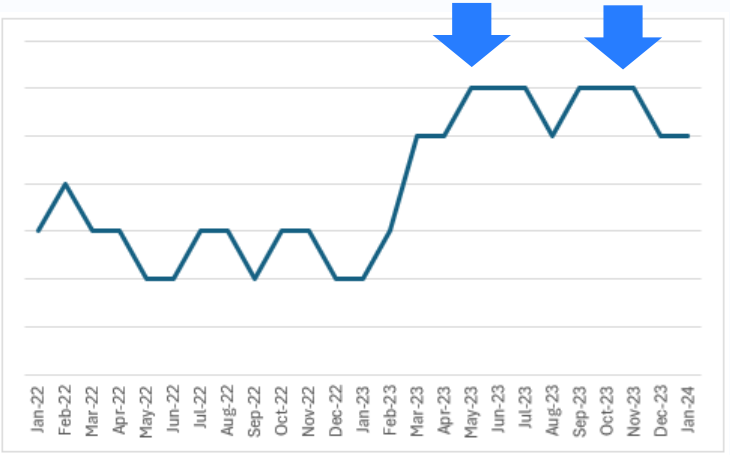
Starts





Conversion Rates





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Top 5
Best Practices

- Based on analysis of hundreds of experiences
- What worked
- What to avoid
- How to maximize impact of seasonal campaigns

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Merchandising strategies to boost your seasonal sales

Include the right products
Product insights • Flow Insights • Catalogs • Recommendation Logic

Drive cross-sells
Recommendation Logic

Branding and Personalization
Experience Designer • Context

Generate repeat business
Lead Generation

Promote
Launchers • Syndication

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Tip #1

Include the right products

Before you decide what seasonal products to offer, you need to **understand your target customers and market trends**.

Research what your customers are looking for, what their preferences and needs are, and what their budget and spending habits are.

Your advantages

Relevance to customer needs:
Featuring products that are relevant to the season or event increases the likelihood of purchases.

Reduce inventory:
Seasonal campaigns are also an excellent opportunity to move seasonal inventory that might otherwise sit unsold.

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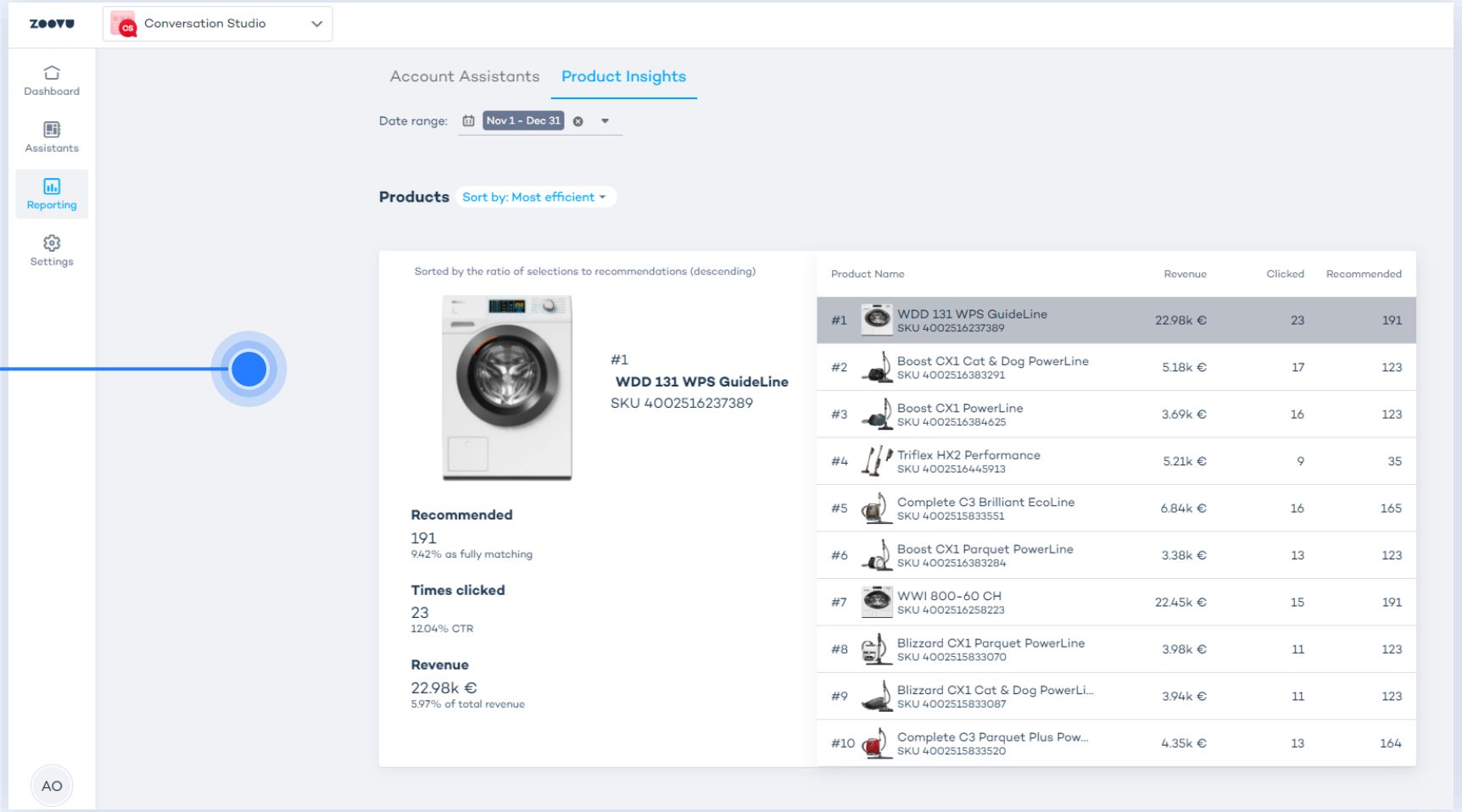
Analyze historical engagement and sales data

Reporting > Product insights

WHAT do customers buy?

- Brands
- Models
- Price ranges
- Most clicked
- Most efficient
- ...



Pioneers course: Conversation Studio: Reports and Insights

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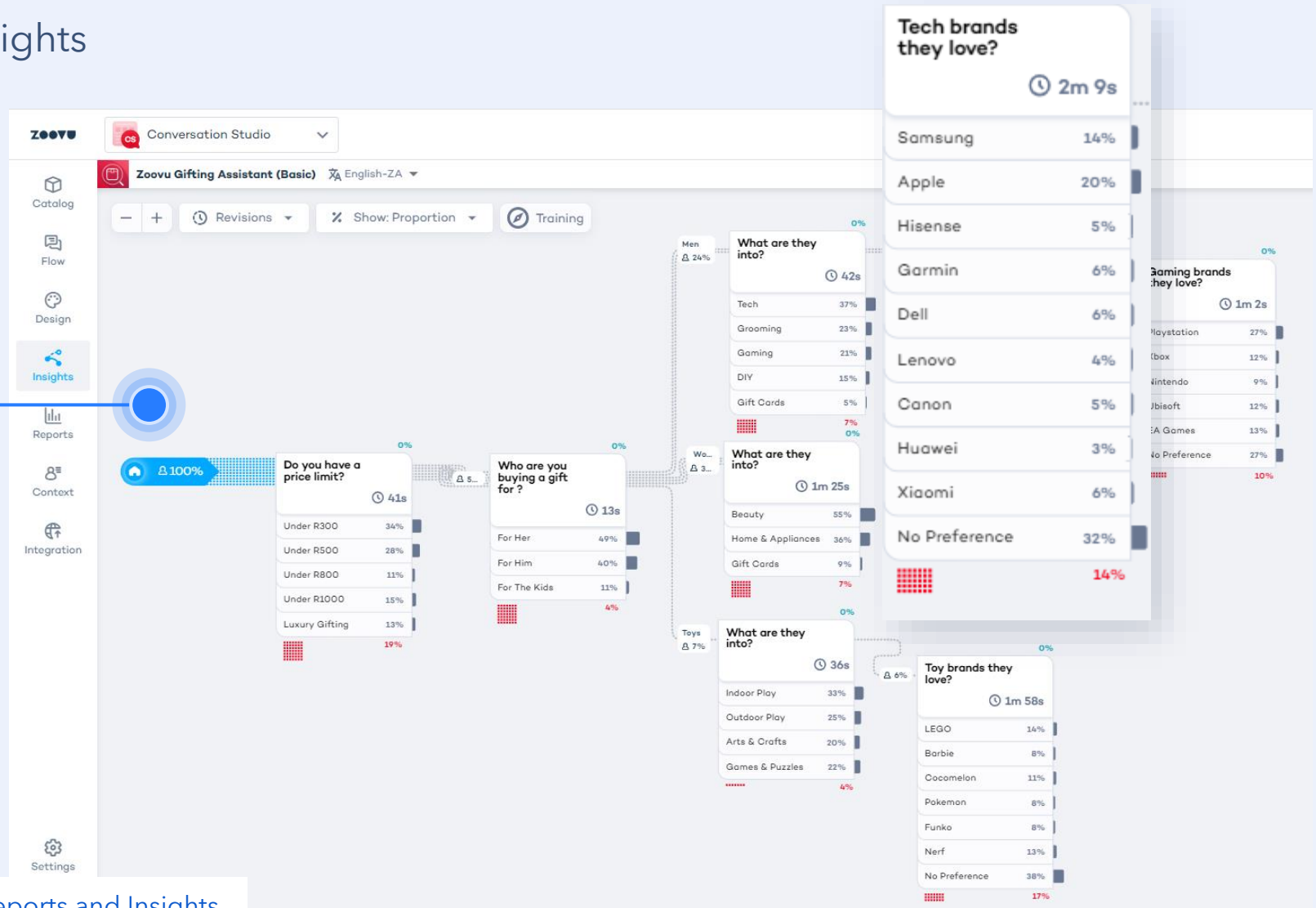
Analyze behavioral trends

Conversation Studio > Flow Insights

WHY do customers buy?

- What are they interested in?
- What are their needs and preferences?
- What is their price range
- Which features are purchase drivers?
- …



Pioneers course: [Conversation Studio: Reports and Insights]

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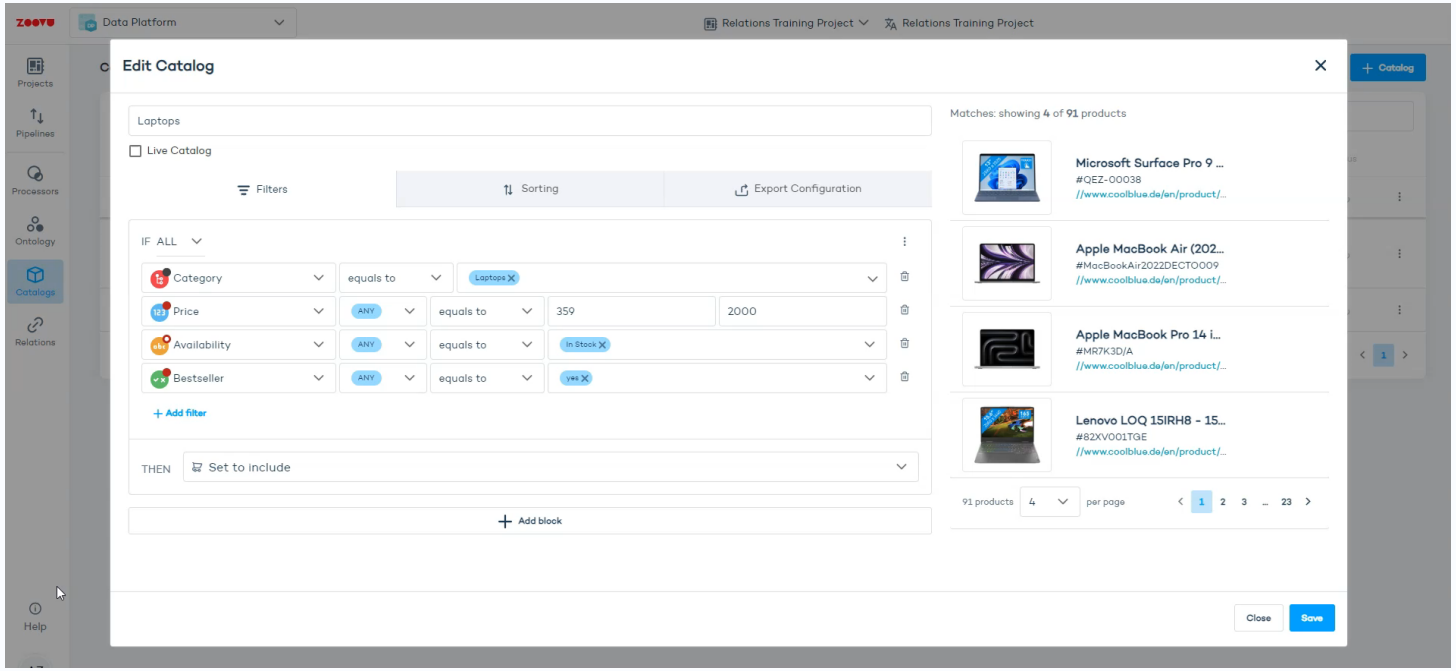
Segment your product catalogs

Data platform > Catalogs



Pioneers course: [Data Platform 101: Import and Catalogs | Working with Catalogs]

Zoovu recommendation:

Exclude:

- Products that sell out quickly (can't restock easily)
- Products that don't fit with other items you have selected (this reduces your ability to bundle products)
- Products that are outside your median price range

Include:

- Popular products (based on trends) which are relevant to the buyers
- Products that aren't selling well
- Products that can be bundled together

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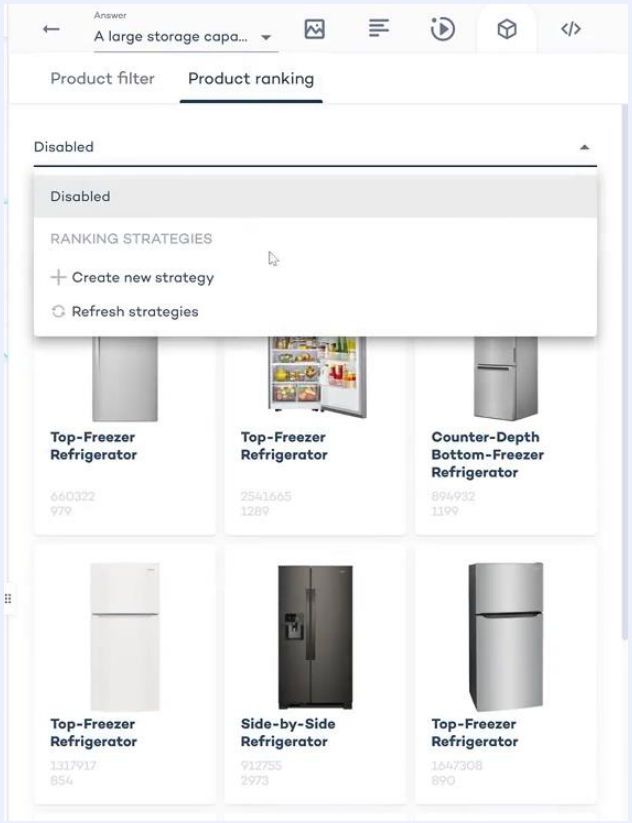
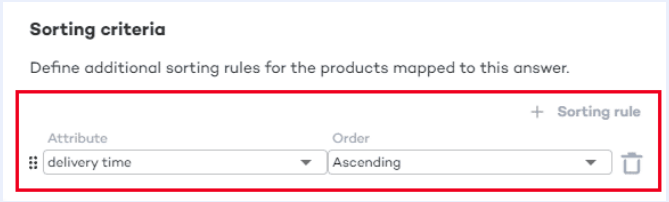
Boost products

Conversation Studio > Recommendation Logic

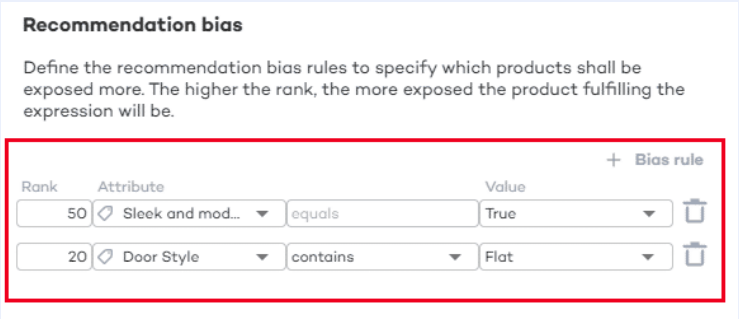
Recommendation Logic: prioritize and promote key products to customers, such as best sellers.



Sorting rules: Use Zoovu's sorting rules to prioritize the display of key products based on criteria such as popularity, profitability, or seasonality to ensure maximum visibility.
Example: prioritize fast delivery products



Recommendation Bias: Adapt the ranking weight for product attributes, ensuring specific items are displayed more prominently.
For example: Boost specific brands



Pioneers course: [Conversation Studio: Recommendation Logic | Product Ranking and Exposure]

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Tip #2

Drive cross-sells

Cross-selling and bundling is an effective strategy to **encourage customers to buy additional products**.

By presenting related items together and explaining why they are great for your customer, you create a compelling reason for customers to spend more.

Your advantages

Offer convenience:
Customers appreciate the convenience of finding complementary products together, which can also help them discover items they might not have considered otherwise.

Promote slow-moving inventory:
By pairing slow-moving inventory items with popular products, you can increase their visibility and sales.

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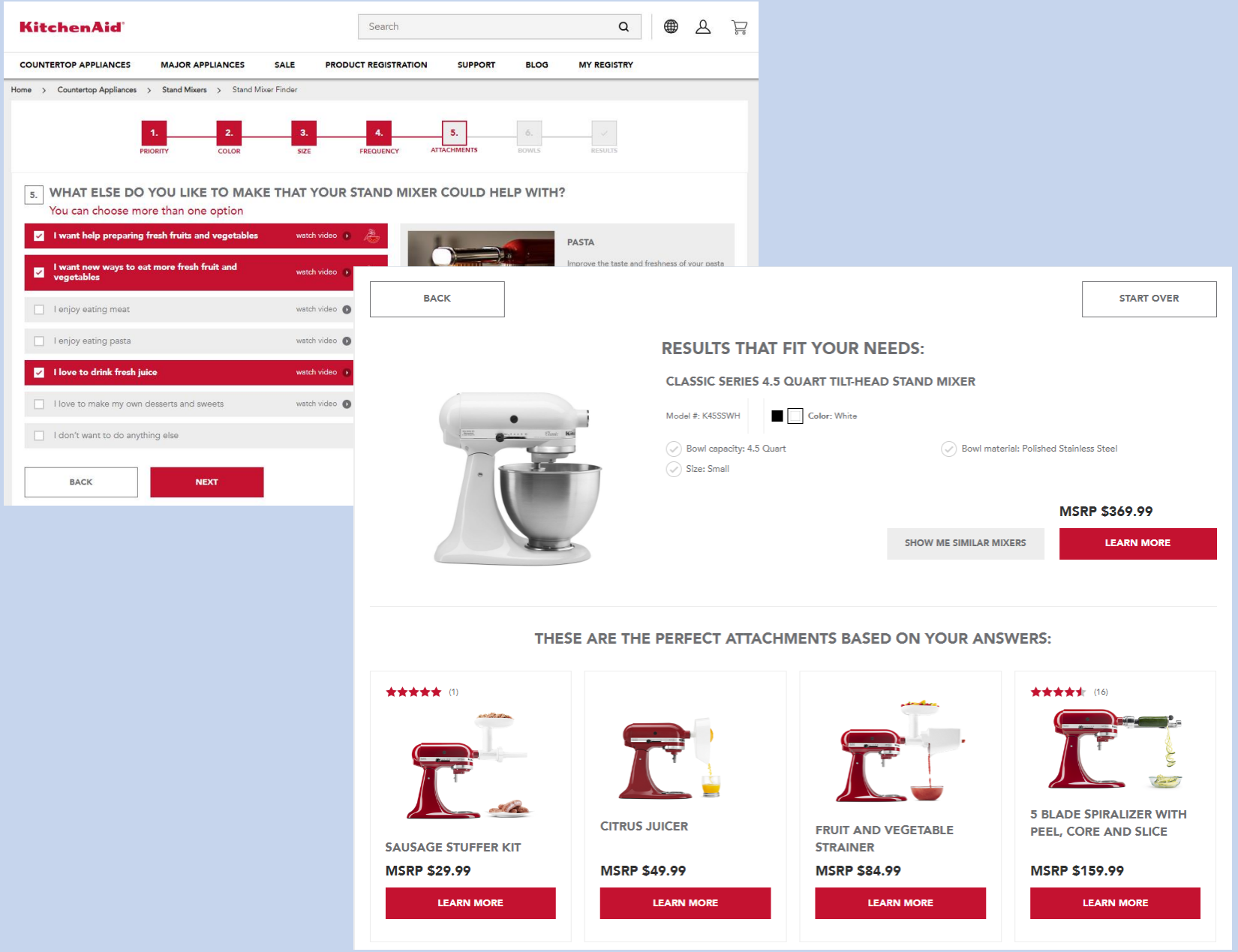


Best-in class Example

KitchenAid®

2X

Higher CVR

>90%

of Engagements lead to a conversion

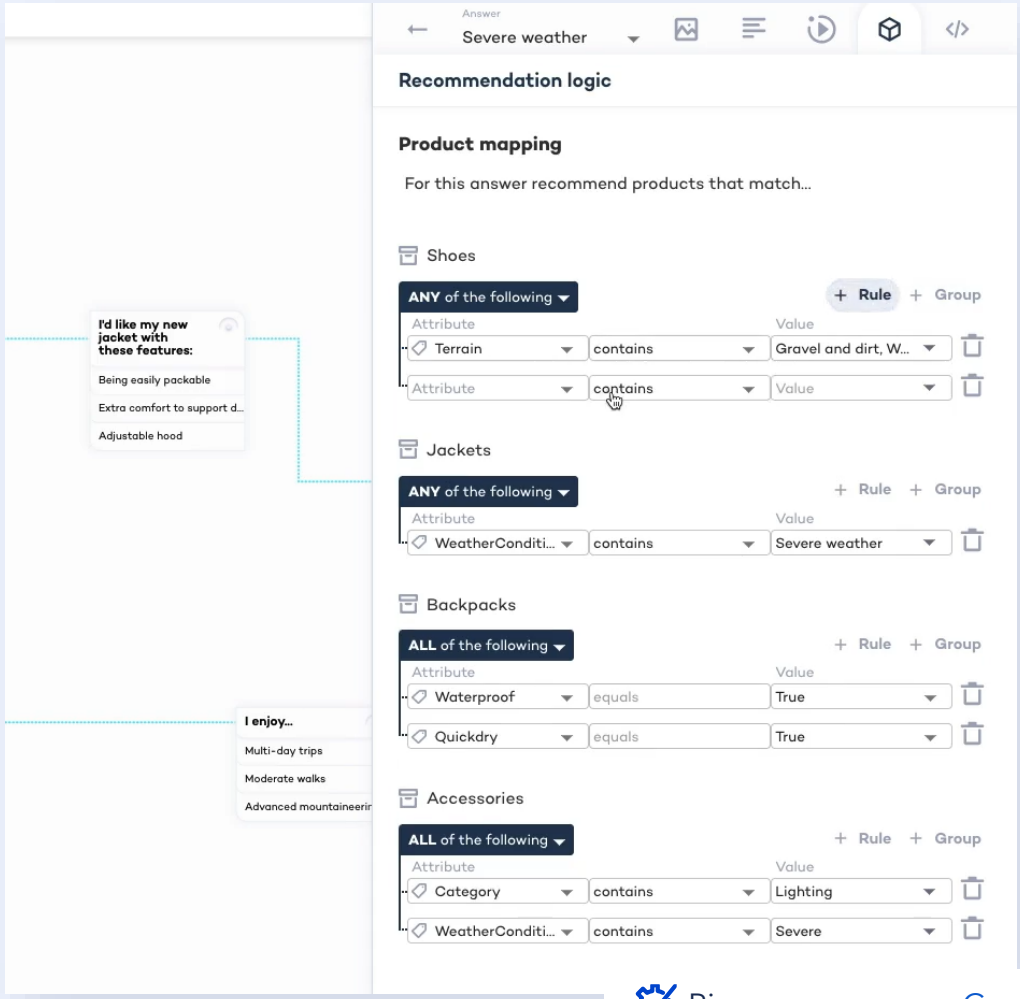
60%

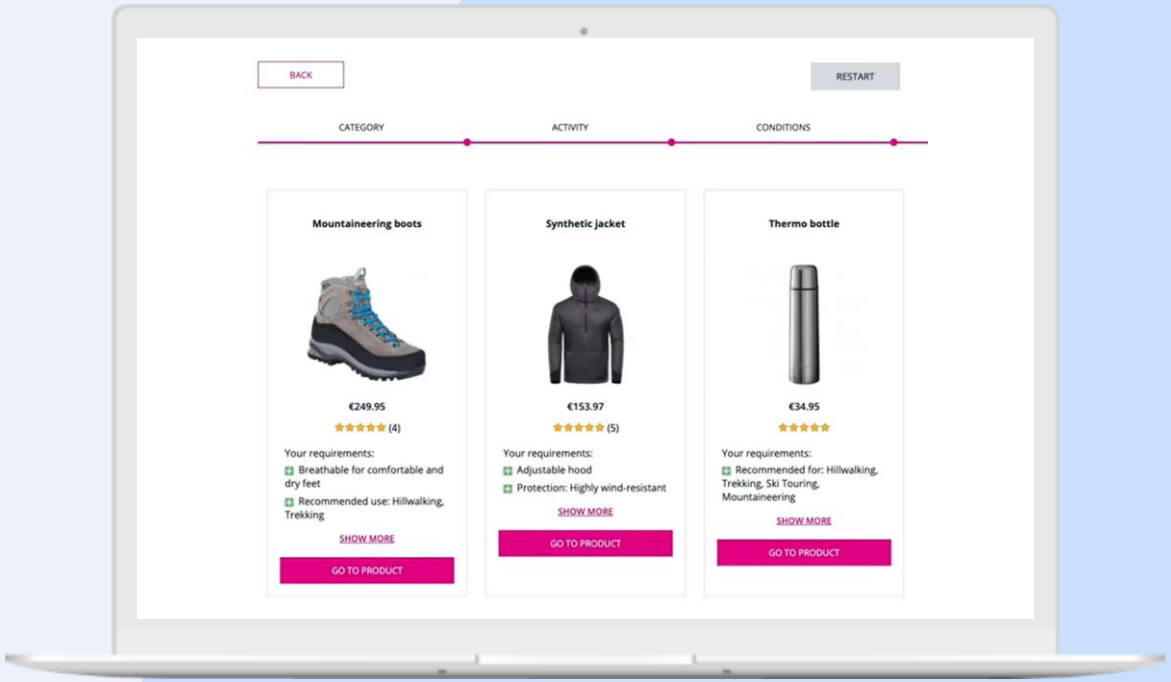
Higher add-to-cart rate

ZOOVU

How to cross-sell with Zoovu

Conversation Studio > Product mapping and compatibility rules





Pioneers course: [Conversation Studio: Bundle Discovery | Cross-sell and recommend a set of related products]

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Tip #3

Branding and Personalization

Create **personalized, thematic and visually appealing experiences** that attract customers and highlight the features and benefits of your products.

Your advantages

Enhance Product Appeal: highlight the features and benefits of your products, making them more appealing to customers, leading to increased interest and higher sales.

Increase engagement by making it easier for customers to find what they're looking for

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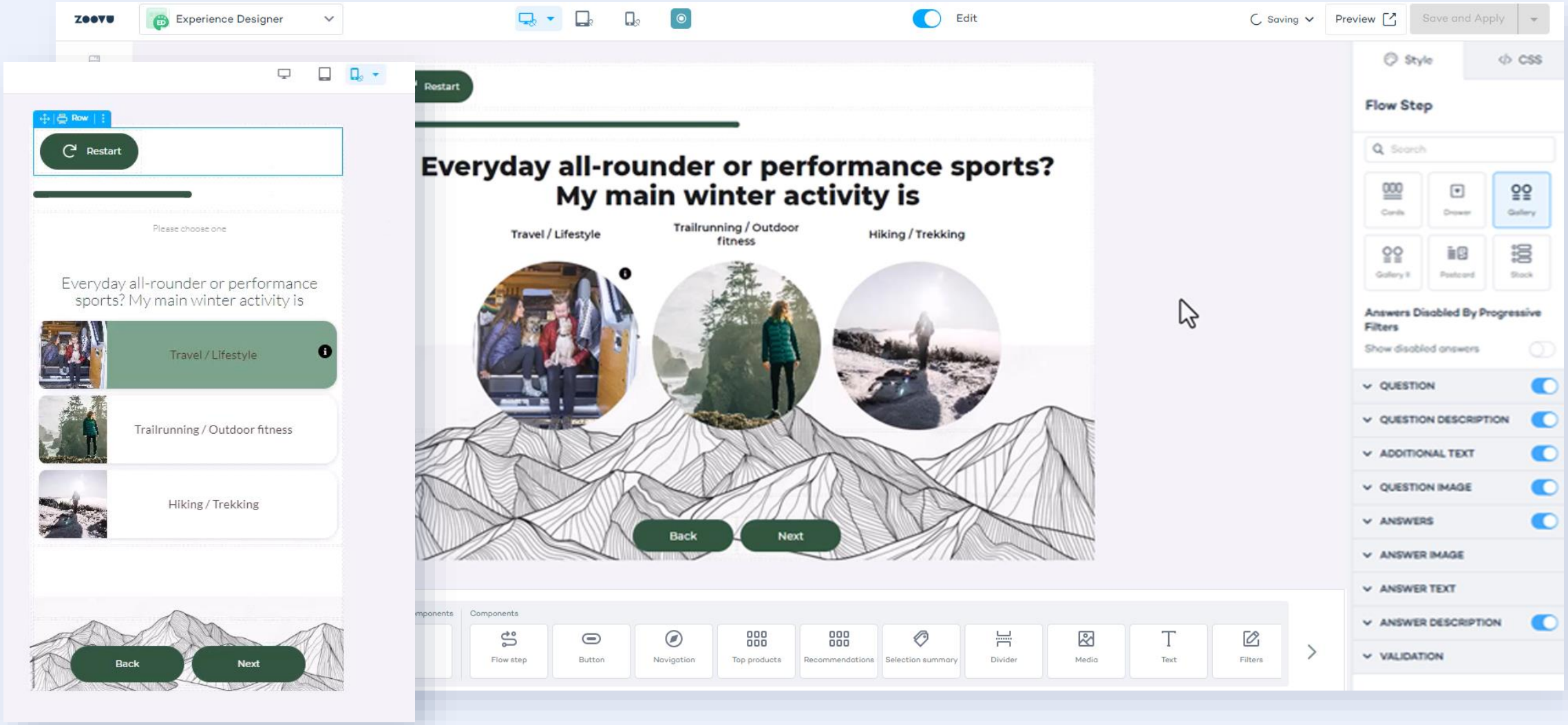
Build, apply and swap themes

Conversation Studio > Experience Designer



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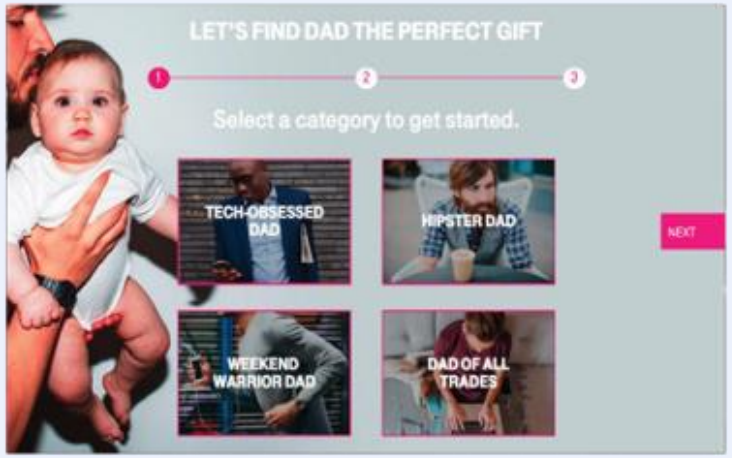
Build, apply and swap themes

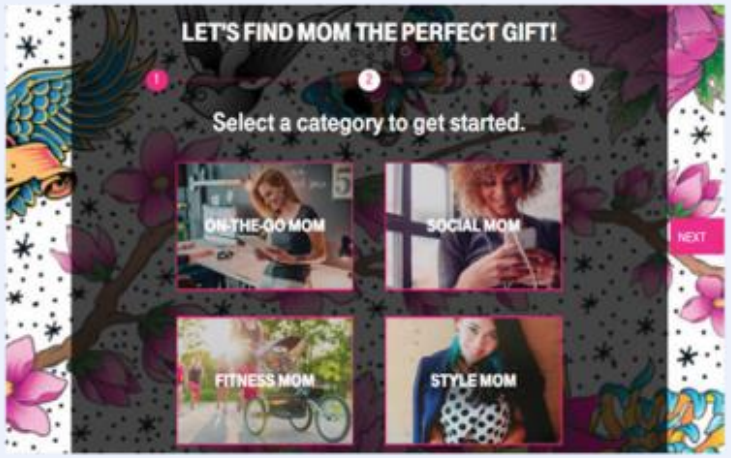
Conversation Studio > Experience Designer

Pioneers course: Experience Designer: Getting Started

Seasonal gift finders

- Reuse design elements of digital assistants for each new seasonal campaign.
- Experience Designer streamlines your design process even further and cuts the launch time down.





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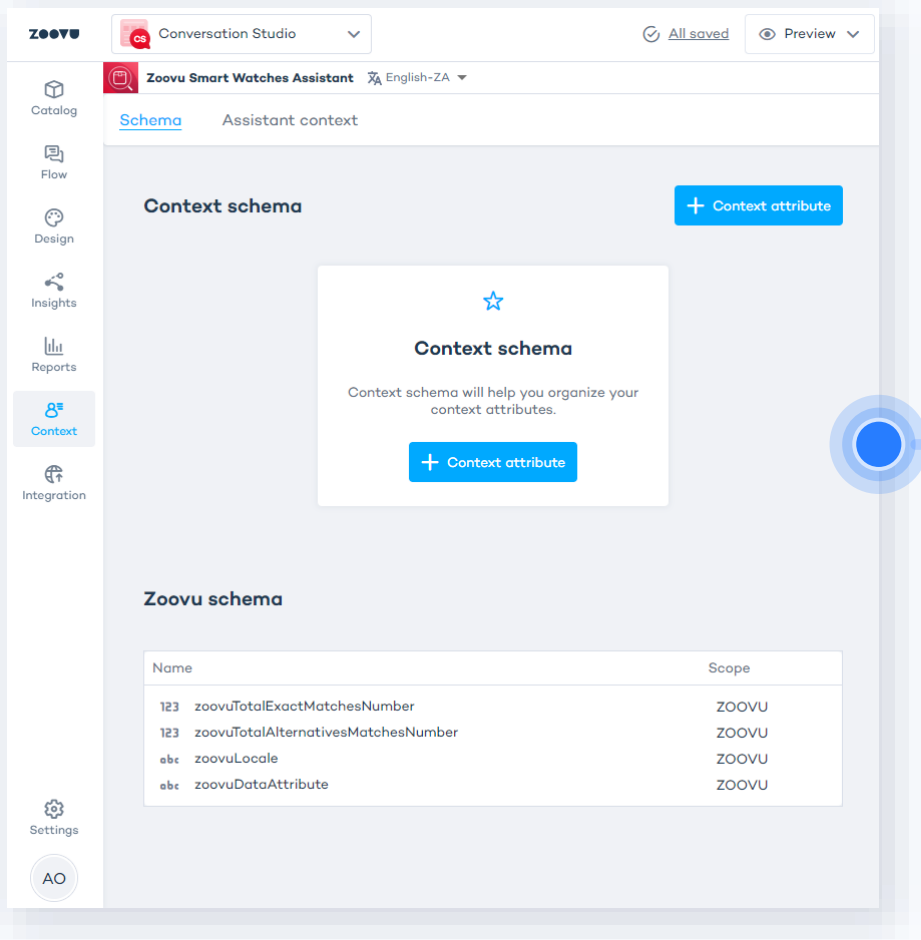
Personalize the discovery experience

Conversation Studio > Context



- **Personalized Content:**
  Create personalized content such as messages that greet customers based on where they arrived from. This adds a personal touch and makes the experience more relevant.

- **Location-Based Personalization:**
  Customize content based on the customer's location. This ensures that the information and recommendations are relevant to their geographic area.

- **Time of Day Personalization:**
  Tailor your content to the time of day when customers are shopping.

- **Look & Feel Personalization:**
  Change colors and themes based on contextual attributes such as selected answers

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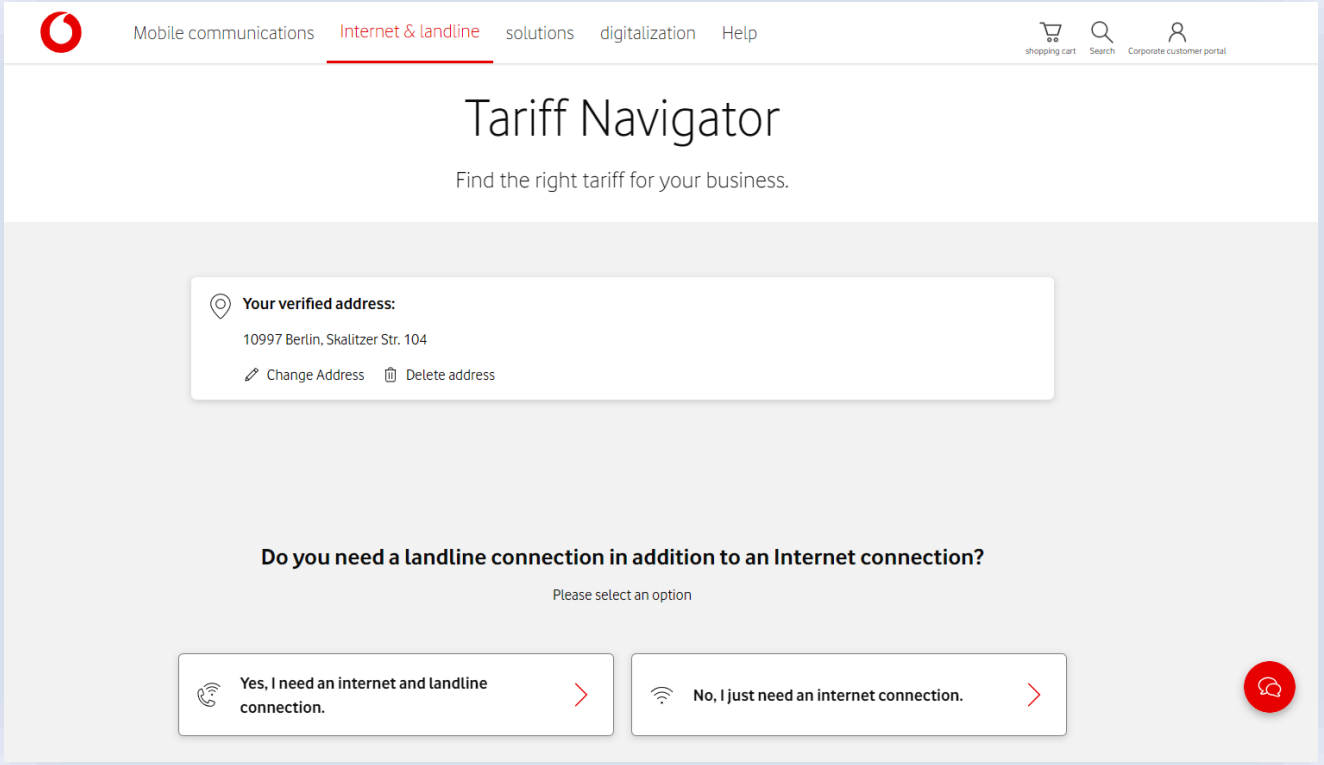
Personalize the discovery experience

Conversation Studio > Context | Examples



Best-in class Example

Vodafone’s discovery experience features an 'availability checking' tool that matches products to a user's address. This ensures customers are only offered internet services available in their region.

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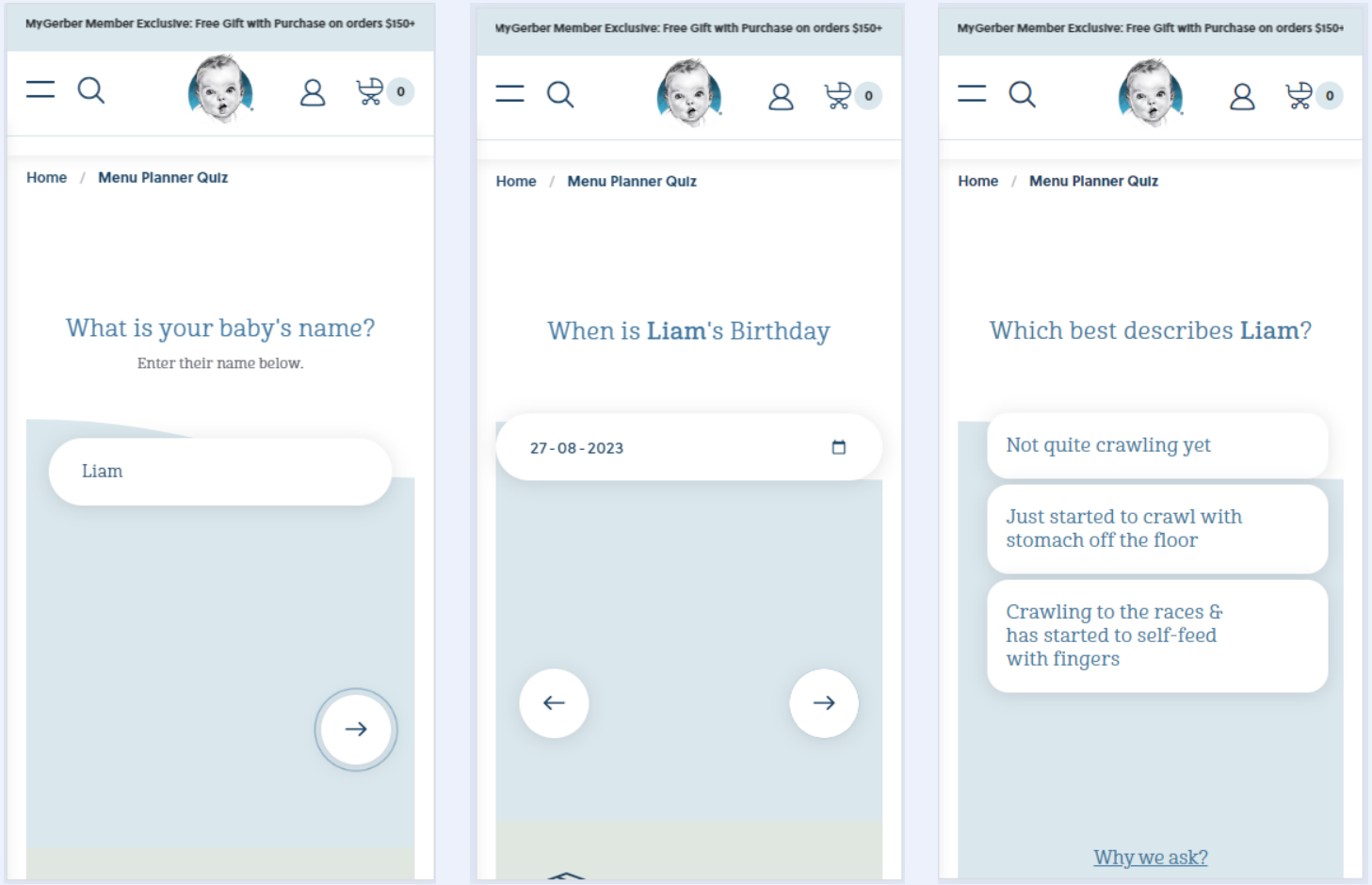
Personalize the discovery experience

Conversation Studio > Context | Examples



Best-in class Example

Gerber's baby formula discovery experience personalizes the digital assistant flow and content based on the baby's name and age.

Contextual information can be

- entered by the user
- retrieved from your CRM
- gathered from behavioral session data

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Promote
Launchers • Syndication

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Tip #4

Generate repeat business

While seasonal campaigns are crucial for boosting revenue during specific periods, the ultimate goal is to **create long-term customer relationships** and increase sales year-round.

Your advantages

Zero-Party Data:
Each interaction generates valuable data on customer preferences and behaviors, which can be used to tailor future marketing efforts.

Retargeting opportunities:
Collected leads can be used for retargeting campaigns, bringing potential customers back to the site to complete their purchases.

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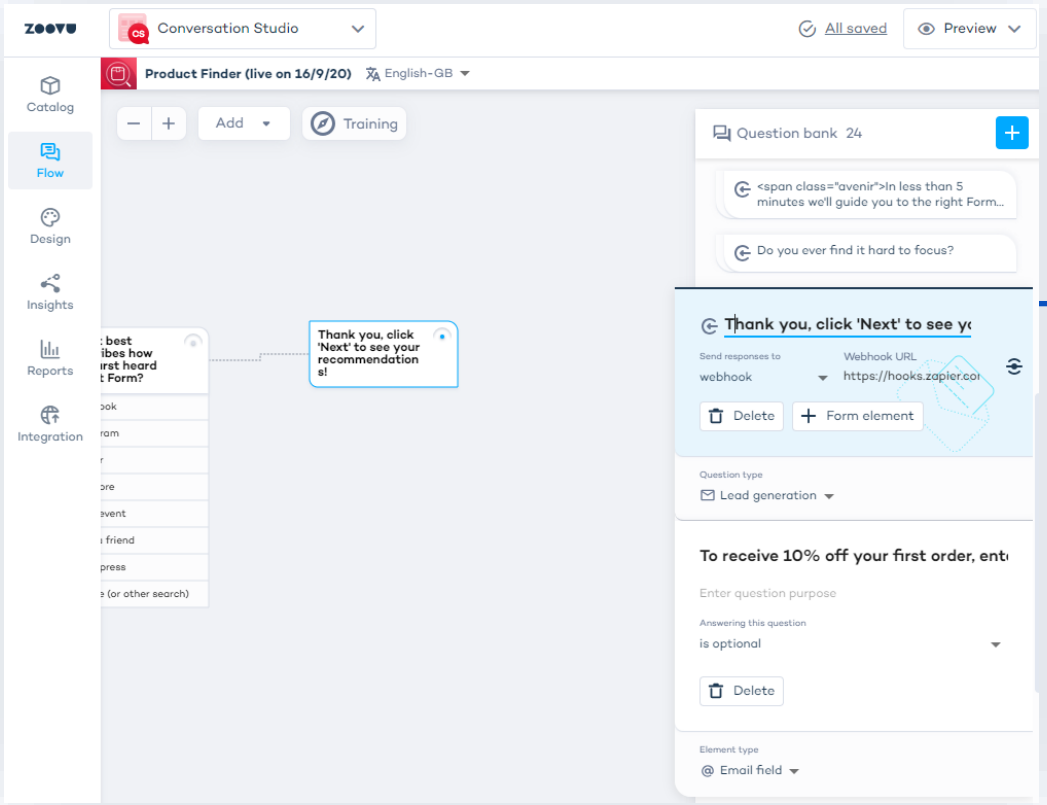
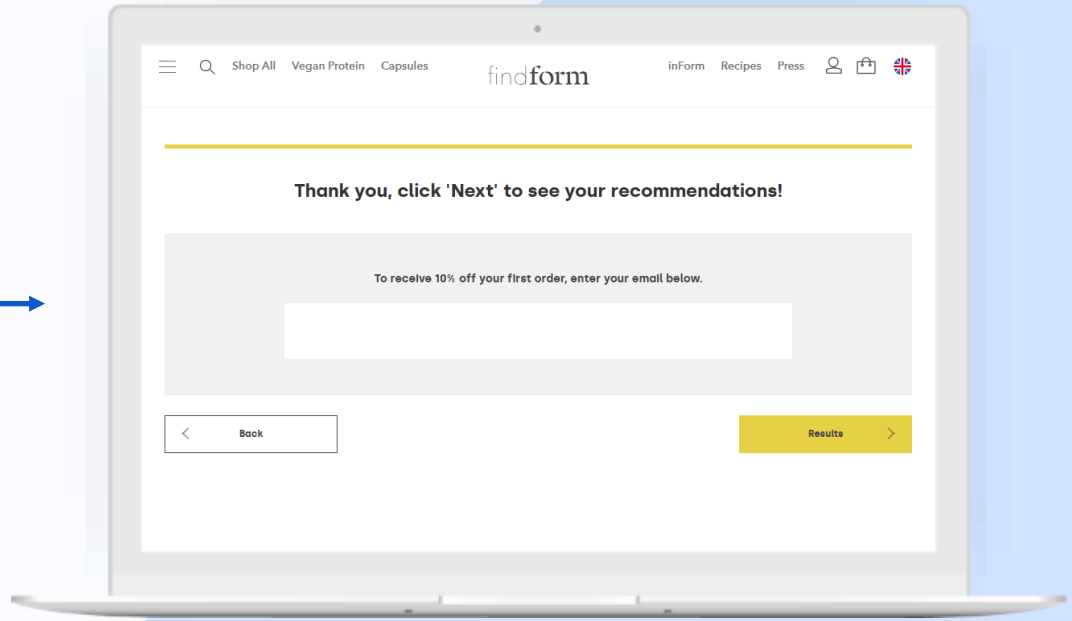
Integrate lead generation

Conversation Studio > Flow > Lead generation





Zoovu recommendation:
Offer value exchange

Zoovu recommendation:
Enrich your CRM for more personalized communication

Zoovu recommendation:
Tailor your email marketing campaigns to the preferences and behaviors of your customers

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Tip #5

Promote

Once you've created your engaging seasonal assistant, it's crucial to promote it effectively across various digital channels to **maximize its reach and impact.**

Your advantages

Increase visibility:
Sharing your seasonal assistant on social media platforms exposes it to a wider audience and drives qualified traffic to your discovery experience.

Drive Engagement:
Promotion via your website, email campaigns, and other digital channels encourages customers to interact with your seasonal assistant, increasing engagement and driving conversions.

See Masterclass 01: Entry points

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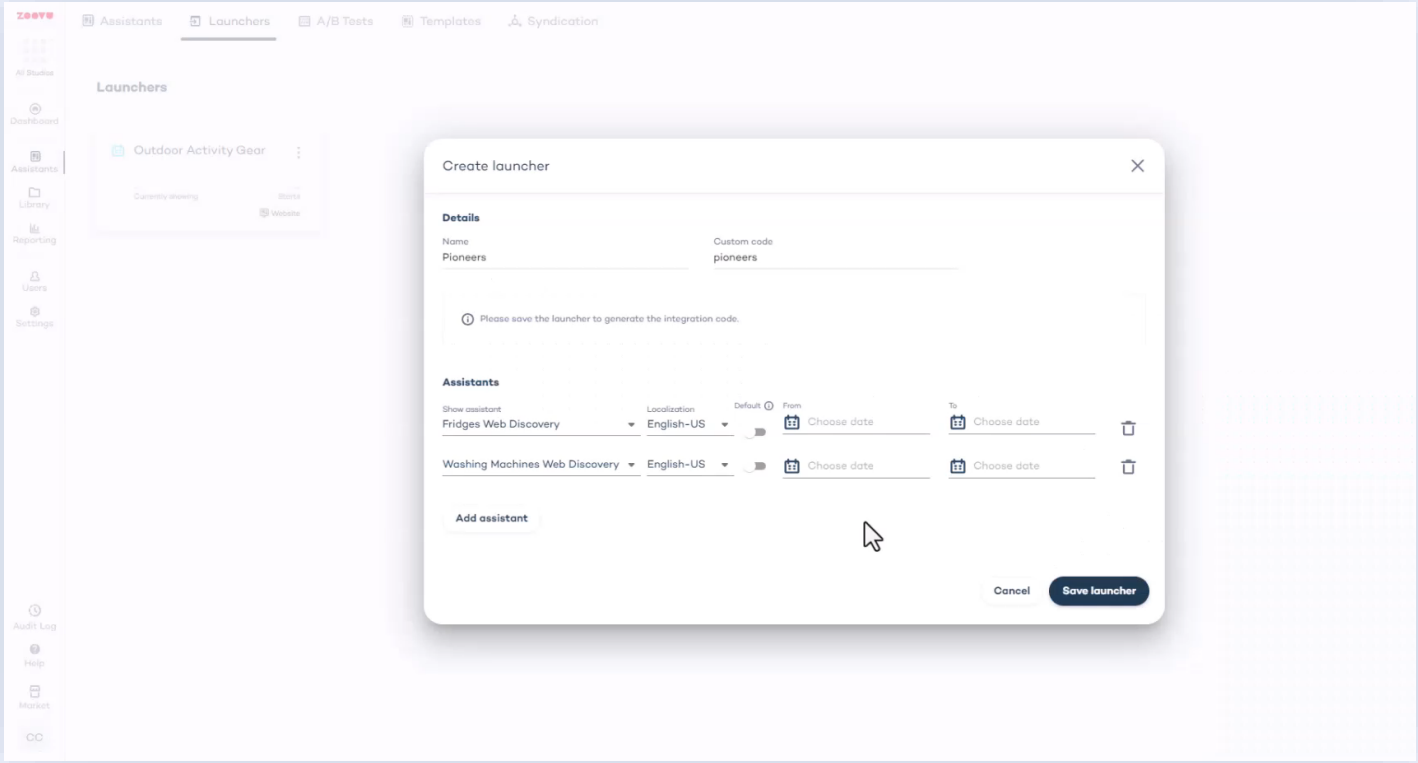
Promoting discovery experiences with Zoovu

Conversation Studio > Launchers



Pioneers course: [Conversation Studio: Go Live with Launchers]

Seasonal Focus: Adjusts the displayed Digital Assistant based on the product focus for specific promotional periods (e.g., fridges in spring).

Default Setting: Reverts to the default Digital Assistant when no promotional campaign is active (e.g., washing machines).

- Automated transition
- No manual updates
- Compliance with code freezes

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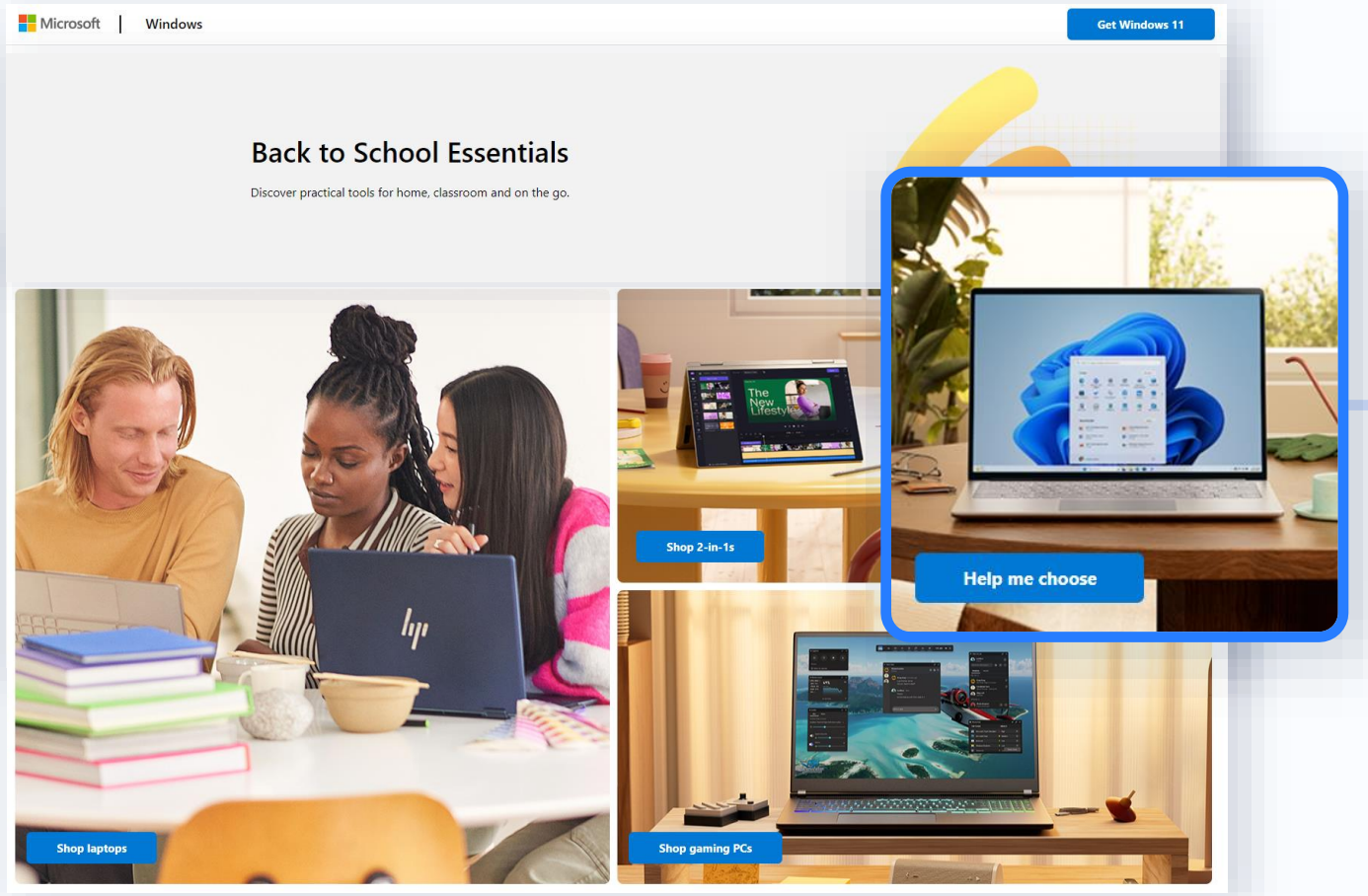
Promoting discovery experiences with Zoovu

Conversation Studio > Syndication



- Online retailers
- Blogs
- In-Store kiosks

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ZOOVU Masterclass

Q&A

Masterclass

Thank you

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We are here for you

Do you have any questions or need support to identify the right Zoovu entry points for your business?

Contact us:
external.customer.success@zoovu.com