



Masterclass

Welcome

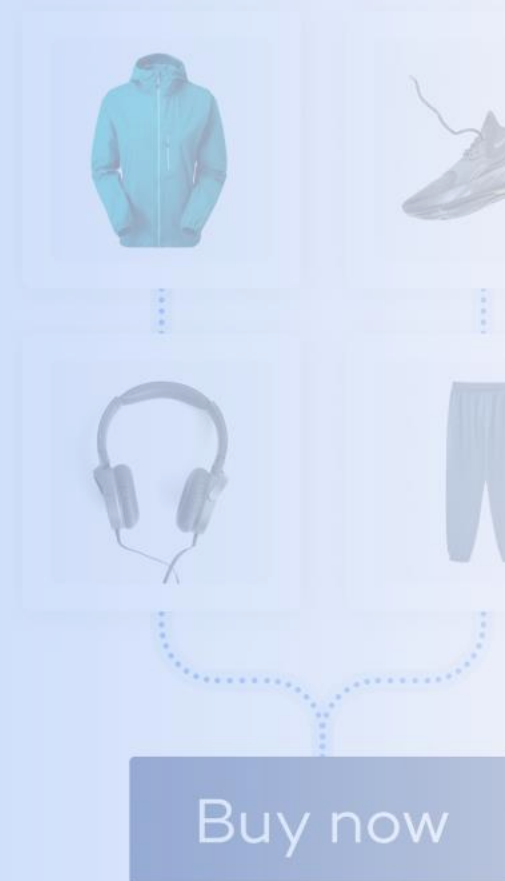


Masterclass

Maximizing Impact

Merchandising Strategies to Boost Your Seasonal Sales

| June 25, 2024



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Your hosts



Brianna McLaughlin

Customer Success Partner



James Ansell

Principal Customer Success
Partner

Started 3m ago

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Questions

✕

You haven't asked a question yet

You can send your questions to host and moderators here. Your questions won't be visible to other attendees.

Ask a new question

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Help

Powered by Livestorm

Display

Leave

Questions

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**

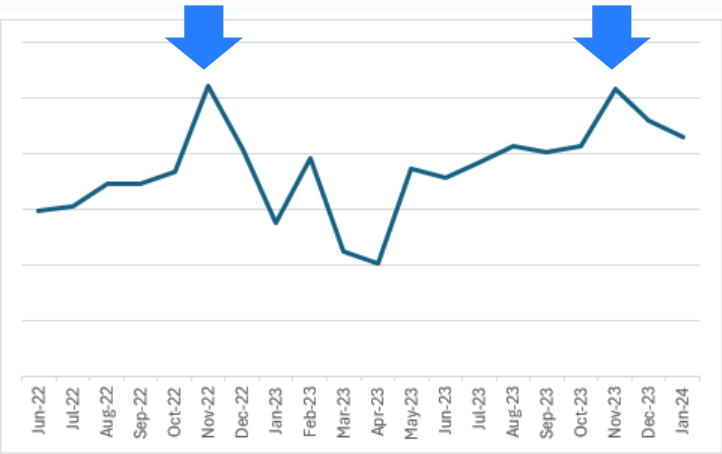
+1.5-2X CVR

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

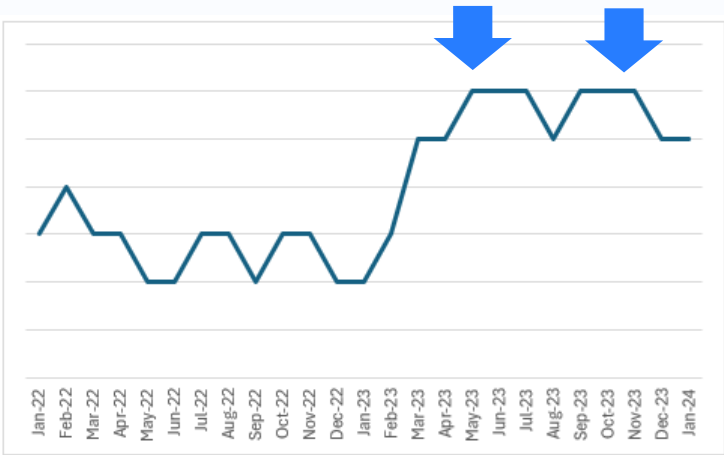
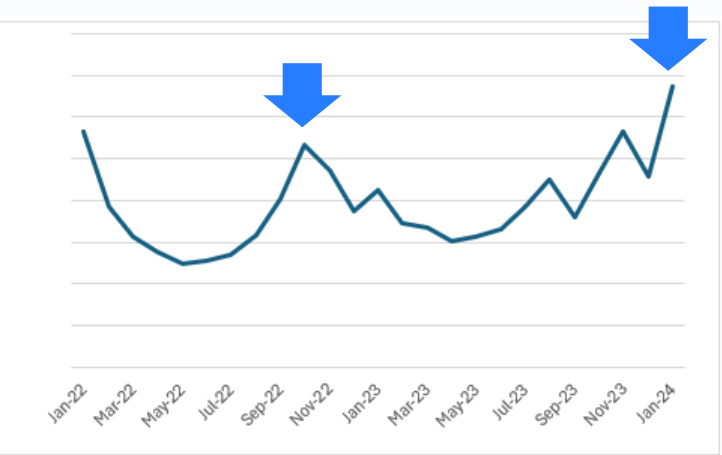
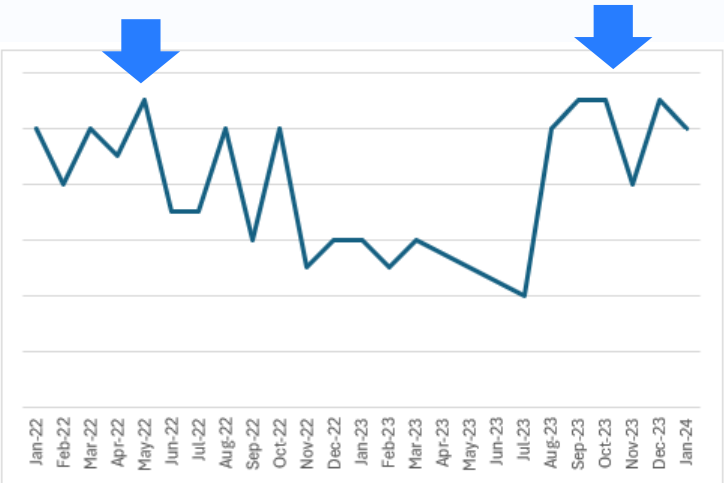
The Impact of Seasonal Merchandising

Zoovu Global Performance Analytics (2022-2023)

Starts



Conversion Rates



Top 5 Best Practices

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

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

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.

Analyze historical engagement and sales data

Reporting > Product insights

WHAT do customers buy?

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


ZOOVU Conversation Studio

Account Assistants **Product Insights**

Date range: Nov 1 - Dec 31

Products Sort by: Most efficient

Sorted by the ratio of selections to recommendations (descending)



#1
WDD 131 WPS GuideLine
SKU 4002516237389

Recommended
191
942% as fully matching

Times clicked
23
12.04% CTR

Revenue
22.98k €
5.97% of total revenue

	Product Name	Revenue	Clicked	Recommended
#1	WDD 131 WPS GuideLine SKU 4002516237389	22.98k €	23	191
#2	Boost CX1 Cat & Dog PowerLine SKU 4002516383291	5.18k €	17	123
#3	Boost CX1 PowerLine SKU 4002516384625	3.69k €	16	123
#4	Triflex HX2 Performance SKU 4002516445913	5.21k €	9	35
#5	Complete C3 Brilliant EcoLine SKU 4002515833551	6.84k €	16	165
#6	Boost CX1 Parquet PowerLine SKU 4002516383284	3.38k €	13	123
#7	WWI 800-60 CH SKU 4002516258223	22.45k €	15	191
#8	Blizzard CX1 Parquet PowerLine SKU 4002515833070	3.98k €	11	123
#9	Blizzard CX1 Cat & Dog PowerLi... SKU 4002515833087	3.94k €	11	123
#10	Complete C3 Parquet Plus Pow... SKU 4002515833520	4.35k €	13	164

AO



Pioneers course: [Conversation Studio: Reports and Insights](#)

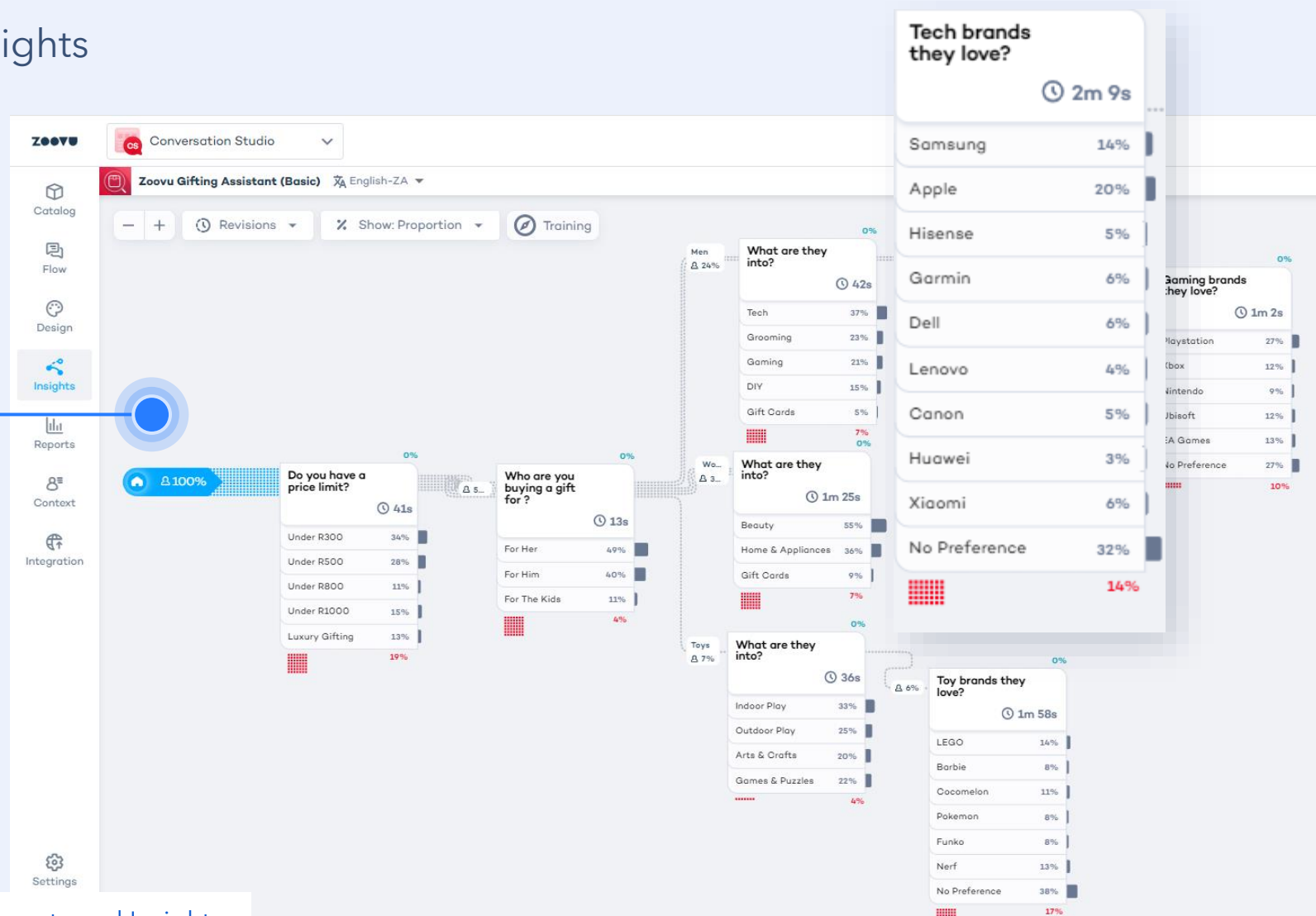


Analyze behavioral trends

Conversation Studio > Flow Insights

WHY do customers buy?

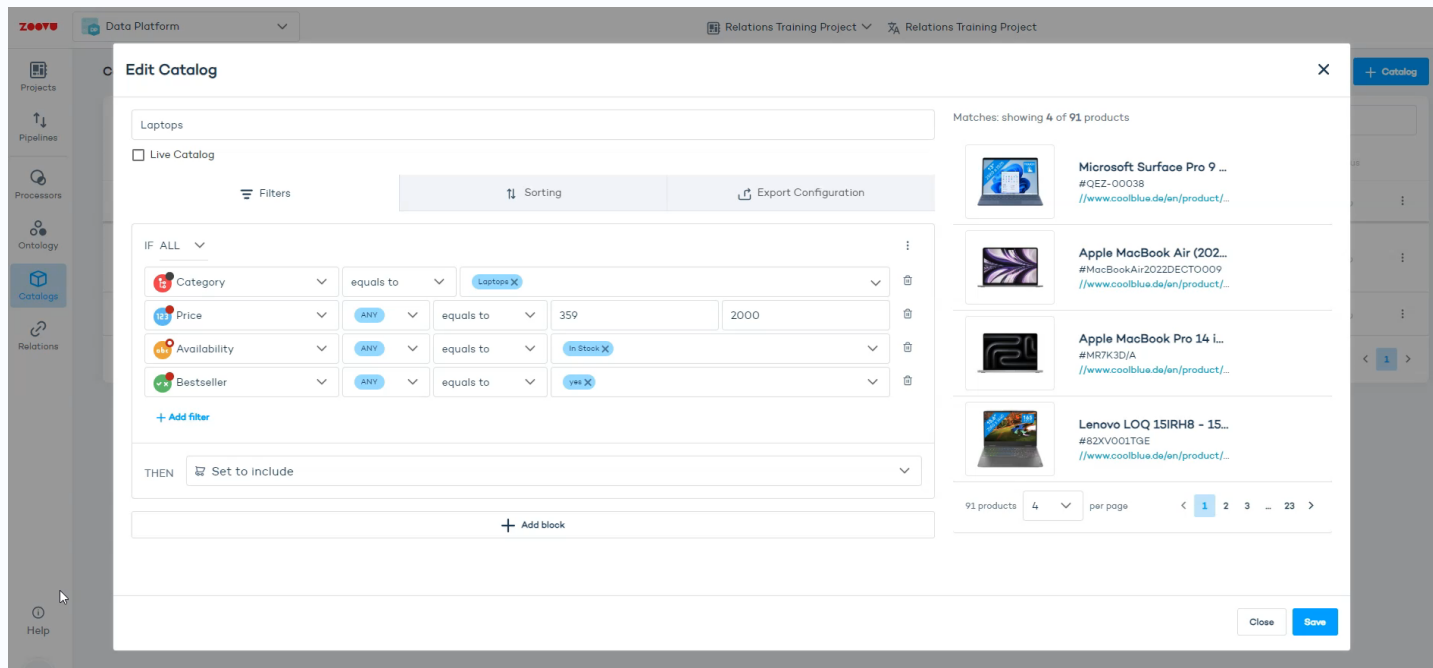
- What are they interested in?
- What are their needs and preferences?
- What is their price range
- Which features are purchase drivers?
- ...



 Pioneers course: [Conversation Studio: Reports and Insights](#)

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

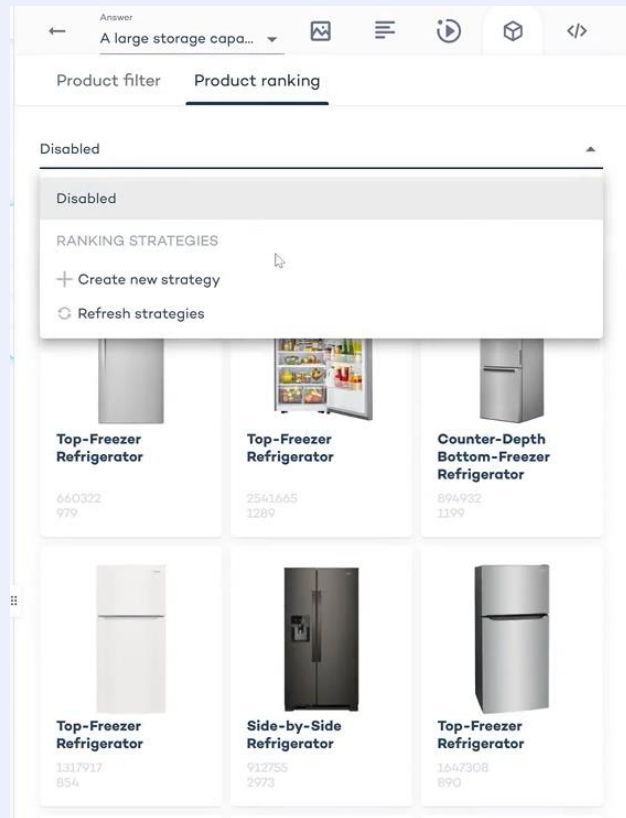
✔ Include:

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

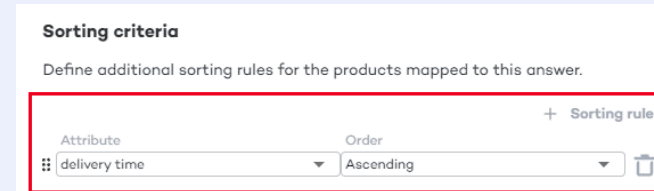
Boost products

Conversation Studio > Recommendation Logic

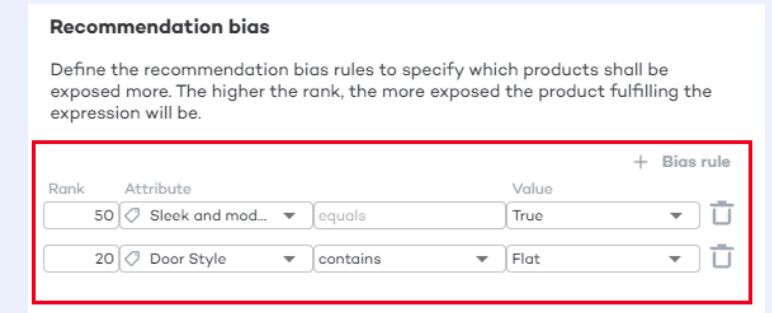
Recommendation Logic: prioritize and promote key products to customers, such as best sellers.



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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Drive cross-sells

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Experience Designer • Context

Generate repeat business

Lead Generation

Promote

Launchers • Syndication

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.](#)

How to cross-sell with Zoovu

Conversation Studio > Product mapping and compatibility rules

Answer: Severe weather

Recommendation logic

Product mapping

For this answer recommend products that match...

Shoes

ANY of the following

Attribute		Value
Terrain	contains	Gravel and dirt, W...
Attribute	contains	Value

Jackets

ANY of the following

Attribute		Value
WeatherCondi...	contains	Severe weather

Backpacks

ALL of the following

Attribute		Value
Waterproof	equals	True
Quickdry	equals	True

Accessories

ALL of the following

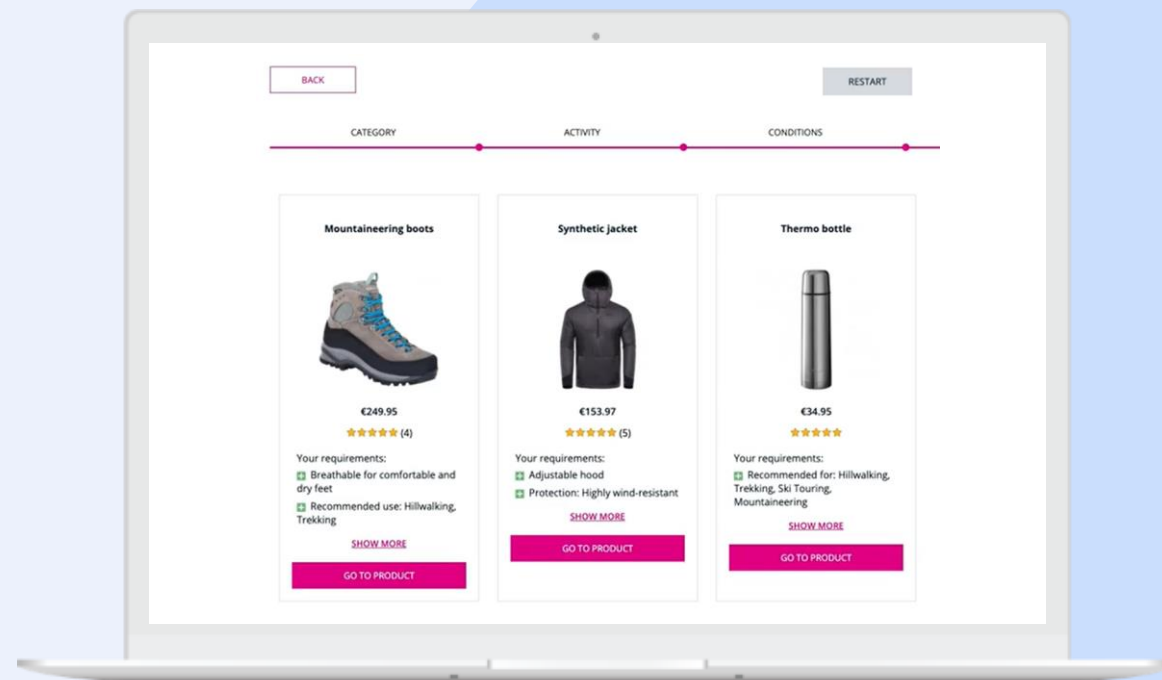
Attribute		Value
Category	contains	Lighting
WeatherCondi...	contains	Severe

I'd like my new jacket with these features:

- Being easily packable
- Extra comfort to support d...
- Adjustable hood

I enjoy...

- Multi-day trips
- Moderate walks
- Advanced mountaineerir



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

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Branding and Personalization

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



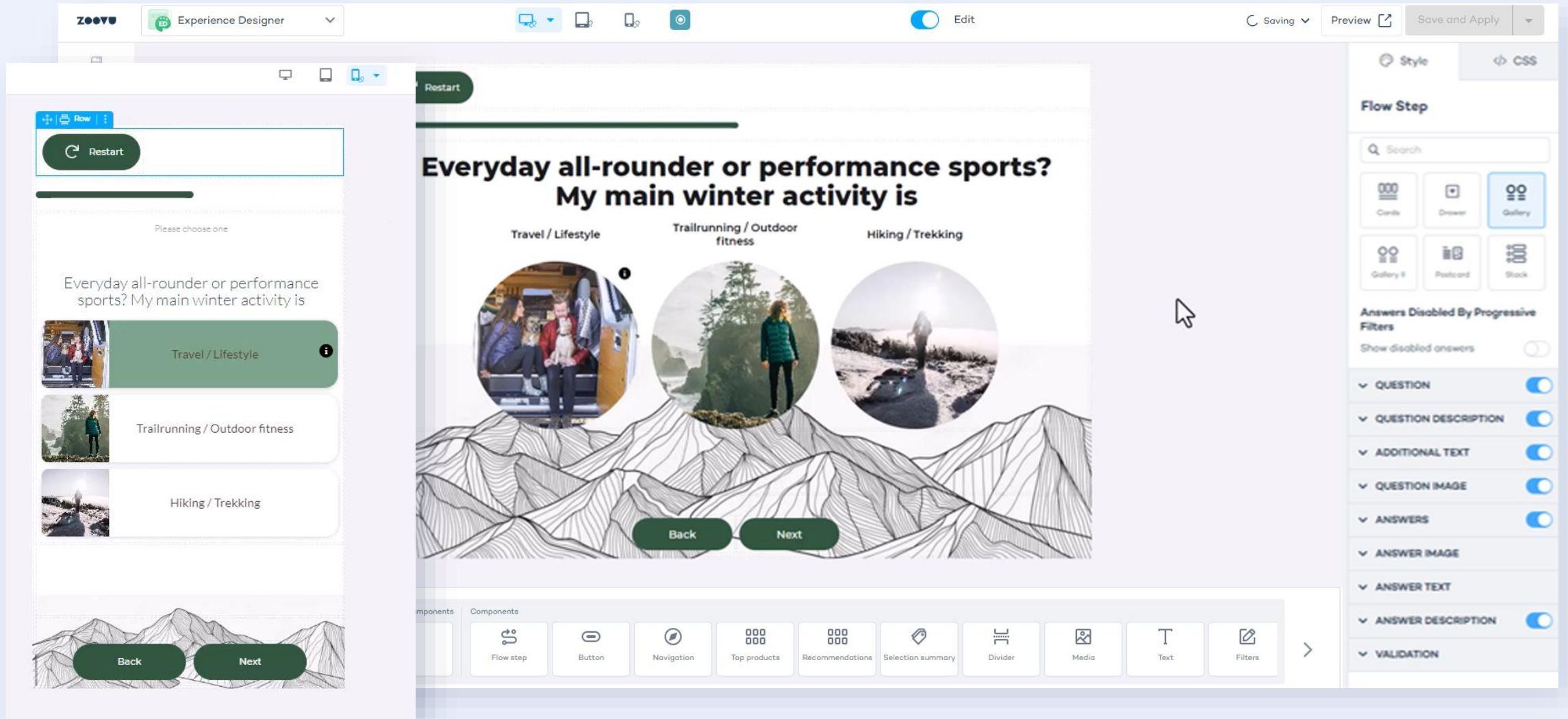
Your advantages

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

Build, apply and swap themes

Conversation Studio > Experience Designer



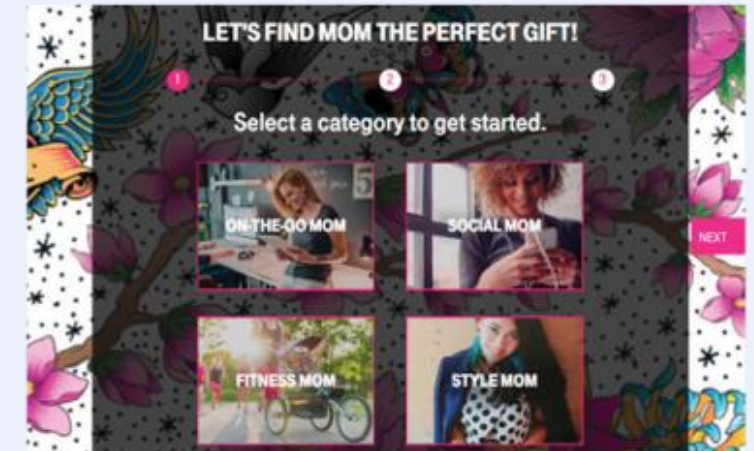
Build, apply and swap themes

Conversation Studio > Experience Designer

 Pioneers course: [Experience Designer: Getting Started](#)

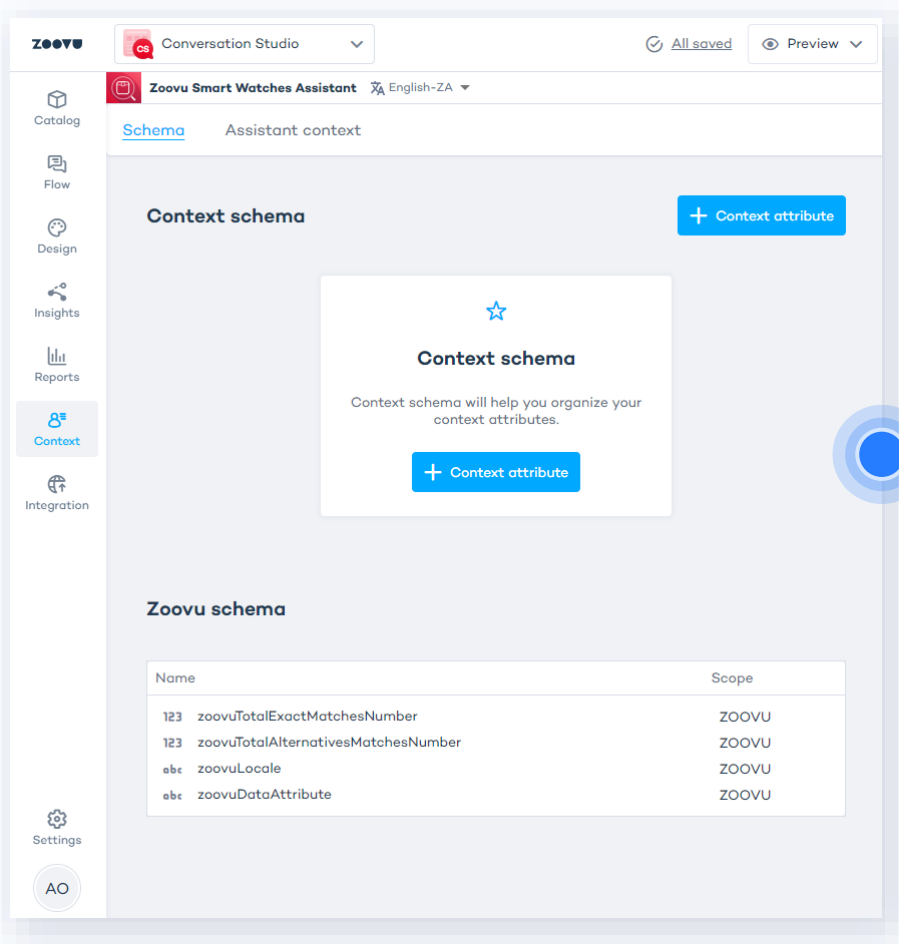
Seasonal gift finders

- 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.



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:

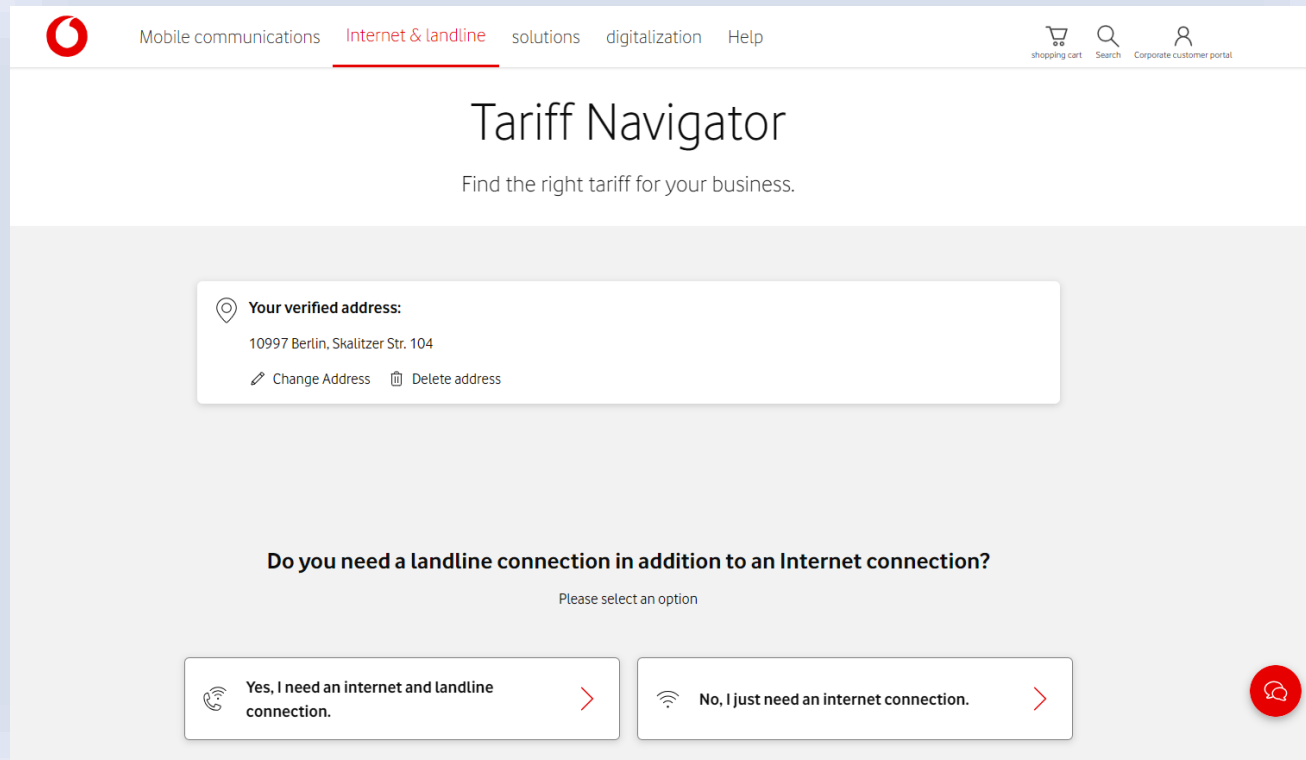
Tailor your content to the time of day when customers are shopping.

Look & Feel Personalization:

Change colors and themes based on contextual attributes such as selected answers

Personalize the discovery experience

Conversation Studio > Context | Examples



The screenshot shows the Vodafone 'Tariff Navigator' web interface. At the top, there is a navigation bar with the Vodafone logo, links for 'Mobile communications', 'Internet & landline' (which is highlighted with a red underline), 'solutions', 'digitalization', and 'Help'. On the right side of the navigation bar are icons for a shopping cart, search, and a corporate customer portal. Below the navigation bar, the main heading is 'Tariff Navigator' with the subtitle 'Find the right tariff for your business.' The main content area features a white box containing a location pin icon and the text 'Your verified address:' followed by '10997 Berlin, Skalitzer Str. 104'. Below this address are two links: 'Change Address' and 'Delete address'. Further down, a question is posed: 'Do you need a landline connection in addition to an Internet connection?' with the instruction 'Please select an option'. At the bottom, there are two large buttons. The left button has a Wi-Fi icon and the text 'Yes, I need an internet and landline connection.' with a red arrow pointing right. The right button has a Wi-Fi icon and the text 'No, I just need an internet connection.' with a red arrow pointing right. A red circular button with a speech bubble icon is located in the bottom right corner of the main content area.

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.

Personalize the discovery experience

Conversation Studio > Context | Examples

The image displays three sequential screens of a mobile application interface for Gerber's baby formula discovery experience. Each screen features a top navigation bar with a hamburger menu, a search icon, a baby's face, a user profile icon, and a shopping cart icon with a '0' badge. A promotional banner at the top of each screen reads: "MyGerber Member Exclusive: Free Gift with Purchase on orders \$150+".

Screen 1: The title is "Home / Menu Planner Quiz". The main text asks "What is your baby's name?" with a subtext "Enter their name below." Below this is a text input field containing the name "Liam". A large circular button with a right-pointing arrow is at the bottom right.

Screen 2: The title is "Home / Menu Planner Quiz". The main text asks "When is **Liam's** Birthday". Below this is a date input field showing "27-08-2023" with a calendar icon. Navigation arrows (left and right) are at the bottom.

Screen 3: The title is "Home / Menu Planner Quiz". The main text asks "Which best describes **Liam**?". Below this are two selectable options: "Not quite crawling yet" and "Just started to crawl with stomach off the floor". A third option, "Crawling to the races & has started to self-feed with fingers", is partially visible. A link "Why we ask?" is at the bottom.

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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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:

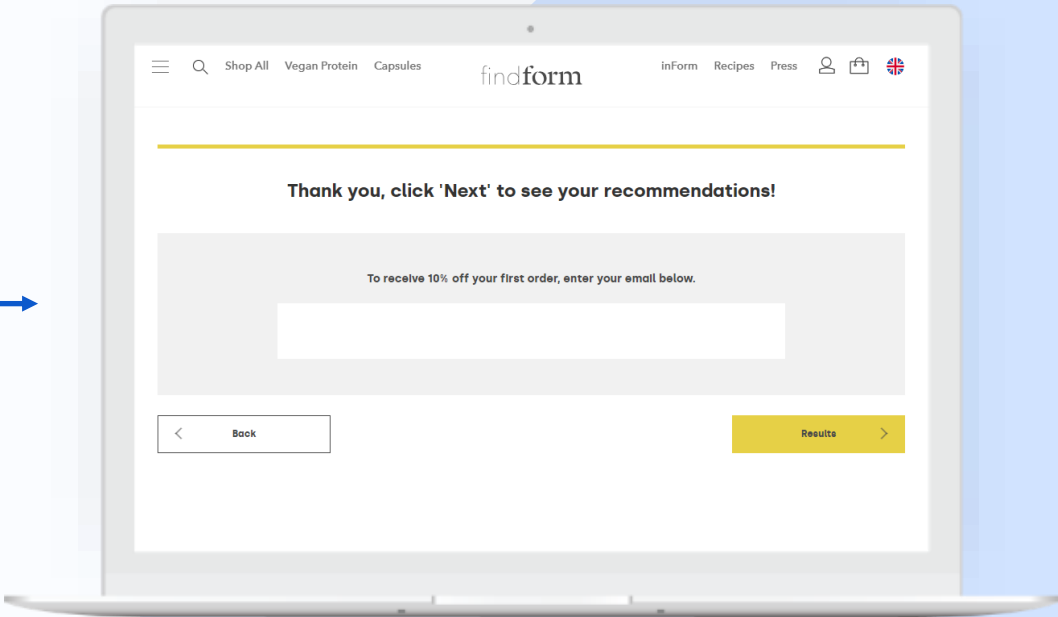
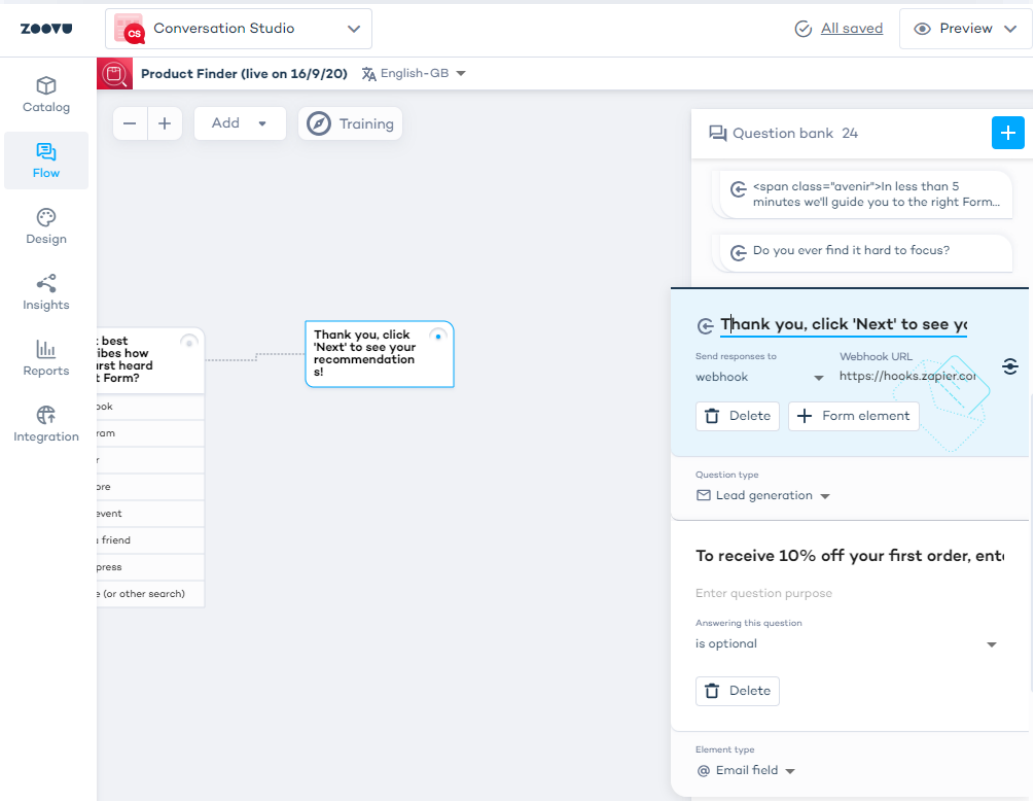
Collected leads can be used for retargeting campaigns, bringing potential customers back to the site to complete their purchases.

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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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.

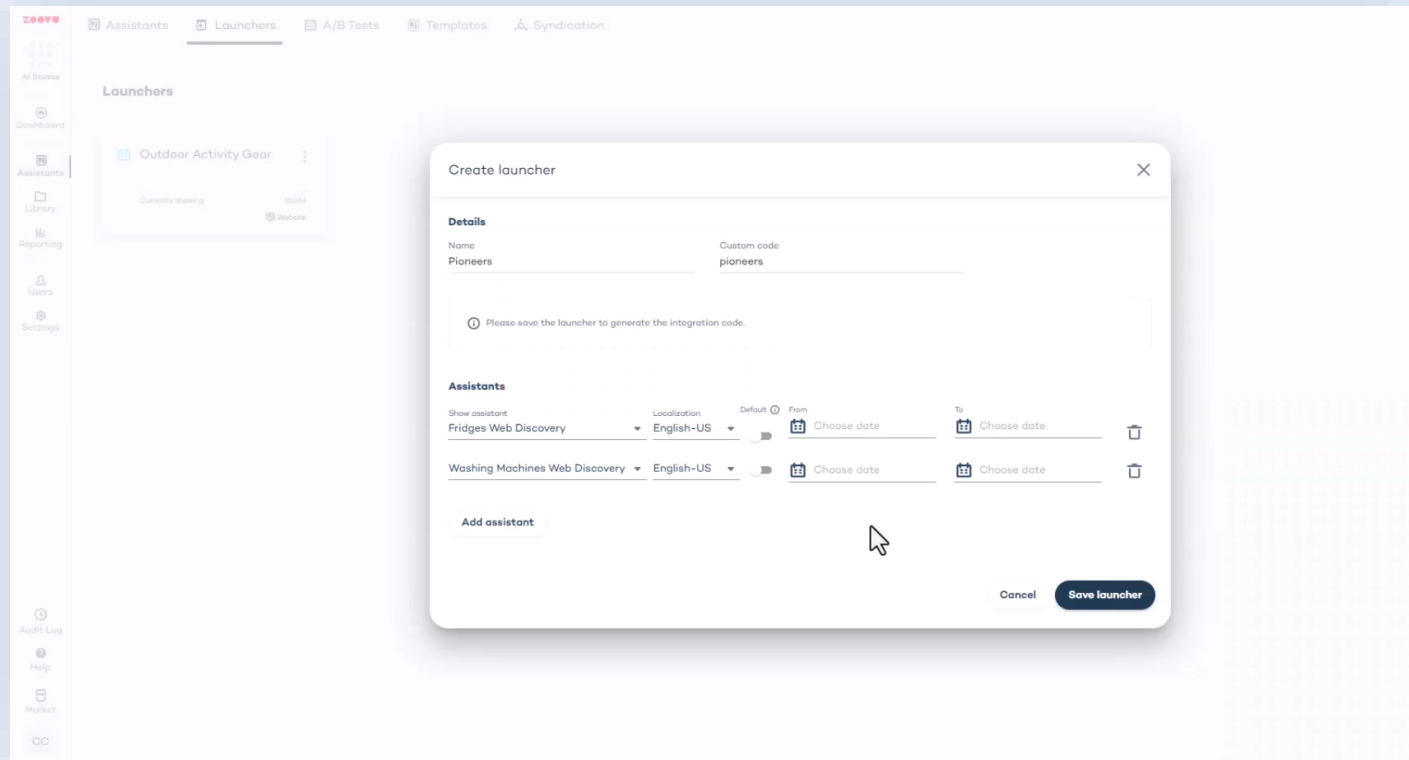
Drive Engagement:

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](#)

Promoting discovery experiences with Zoovu

Conversation Studio > Launchers



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

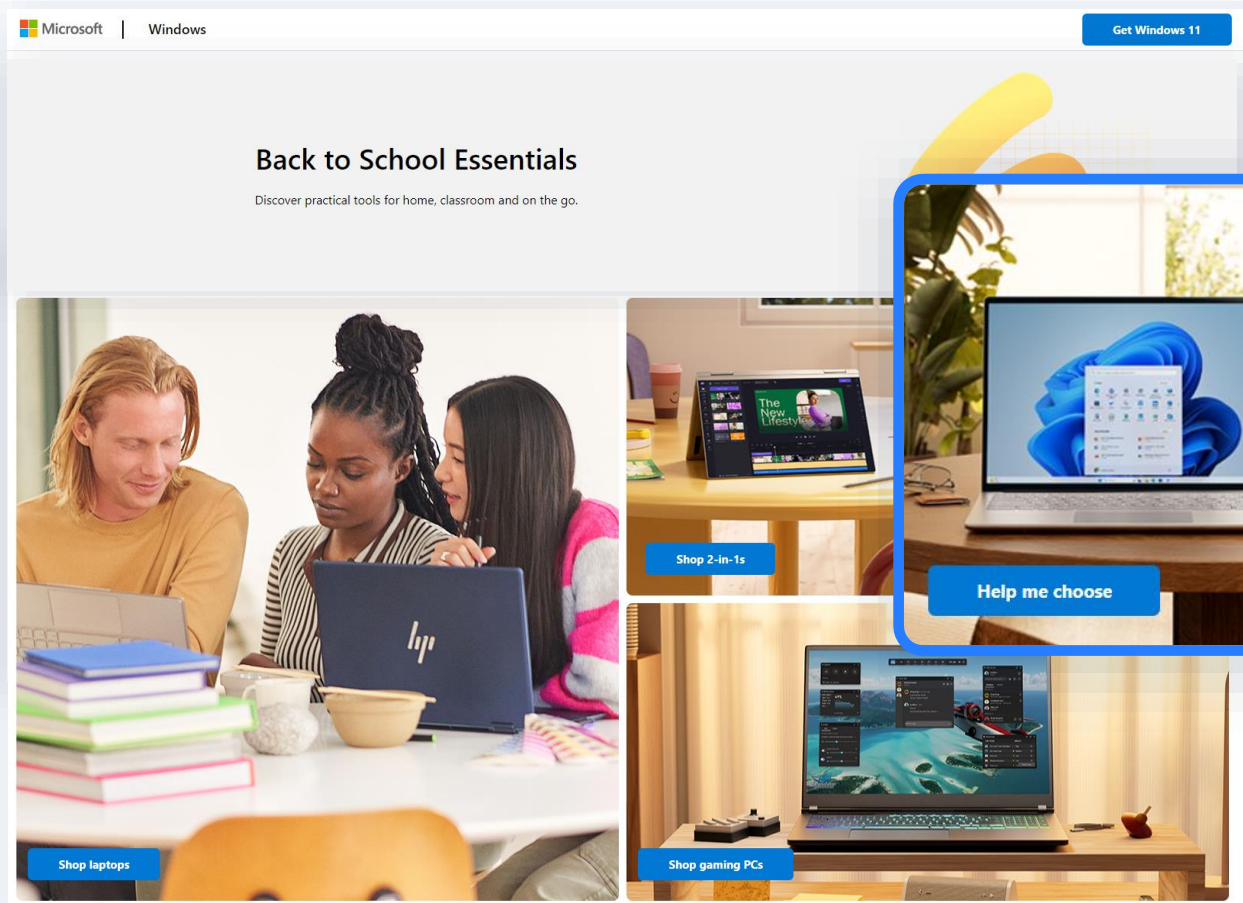
Default Setting: Reverts to the default Digital Assistant when no promotional campaign is active (e.g., washing machines).

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

 Pioneers course: [Conversation Studio: Go Live with Launchers](#)

Promoting discovery experiences with Zoovu

Conversation Studio > Syndication



Online retailers



Blogs



In-Store kiosks



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Q&A



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Thank you



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