

FOR E-COMMERCE  
PROFESSIONALS

# 5 steps to award winning e-commerce



**Relewise**

# Why you should spend time reading **this e-book**

Great user experiences are at the core of e-commerce success. Failing to deliver unique experiences can have catastrophic consequences for your business goals.

The numbers don't lie—**only 1 in 10** shoppers are able to find exactly what they are searching for, resulting in lost sales as shoppers choose to go somewhere else.

Finding new revenue streams, ensuring the highest conversion rates, and the never-ending struggle to stay ahead will undoubtedly take much of your time.

But connecting better with your users and providing them with the care and attention they would've had in a physical setting should be at the core of your efforts. At the end of the day, if users aren't happy, no other strategic initiatives will make up for it.

In this e-book, we'll give you 5 tangible suggestions for optimization, accompanied by insights that enable you to create an exceptional user experience.

Enjoy your read!

Approved by



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CPO & Co-Founder

*Brian H. Kristensen*



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**EMPLOYING  
STRATEGIC  
SORTING  
METHODS**

# Employing strategic sorting methods



Let's take an imaginary trip to an online store. How many times have you searched for a specific product, only to be frustrated by the fact that you must scroll endlessly through search results to find it?

It's frustrating to you as a shopper, and it's equally frustrating for e-commerce businesses to try and crack the code of how to showcase the right products to the right individuals at the right moments. This applies not only for the search results but also on the actual product listing pages [PLP's].

Often, the reason for these poor experiences comes down to poor sorting strategies that are too generic and thus don't reflect the behavior of your users.



**85%** of businesses say they're delivering a personalized experience to their customers



but only **60%** of consumers say they're receiving a personalized experience

The State of Personalization Report, 2021



Ask yourself: if a user is searching for a jacket and has shown interest in items from Adidas or Puma, then why are products from Nike appearing at the top? Although Nike products may currently be very popular, if the search results are irrelevant to the user based on their behavior, you run the risk of them leaving your site before making a purchase.



Maybe you've clicked on products from **Adidas and Puma** before searching for a jacket.



So why show products from **Nike**, when you've already shown interest in Adidas and Puma?



Make sure you show something that aligns with the behavior they're displaying.

A product sorting strategy that is too generic, irrespective of search results or PLP's, such as an unnuanced one based on most-sold products, results in a suboptimal experience. You can have a generic base for a start, but make sure you've got a plan on how to increase relevancy as soon as you've got more user data.

**AVOID** 

generic sorting strategies like sorting based on date created in a PIM system or alphabetical order.

This will rarely create the high relevancy your **users are expecting**.



# The solution

To address this, you can incorporate personalization into your sorting algorithms. Leverage the behavioral data you've got to ensure high relevancy in your sorting feature.

As your users interact with your site, make sure an algorithm analyzes the data in real time, learning what your users are interested in and making informed changes to the sorting feature. This must occur regardless of whether users conduct a search or simply click through to a PLP.

Next, you can consider taking your sorting strategy to the next level by adopting a commercialized approach. This means continuing to prioritize user behavior, historical data, and preferences while aligning them with your commercial objectives.

You can, for example, include strategically high-margin or vendor-subsidized products within the personalized sorting. It ensures that you are not only displaying products that are highly relevant to your users, but that the sorting also takes the commercial value of each item into account.



## There's a little added bonus...

Your sorting algorithms can help in actively optimizing your inventory .

Flexible sorting algorithms mean you can act on insights you have on your goods to actively promote what's most crucial to your business

By adopting this approach, you not only improve user satisfaction, but you also ensure that your business goals are met on a consistent basis.



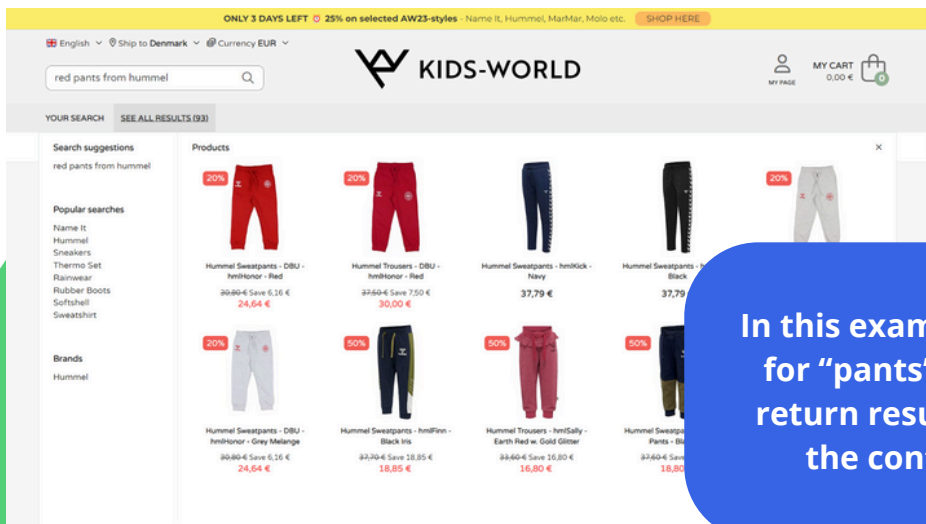
# Case:



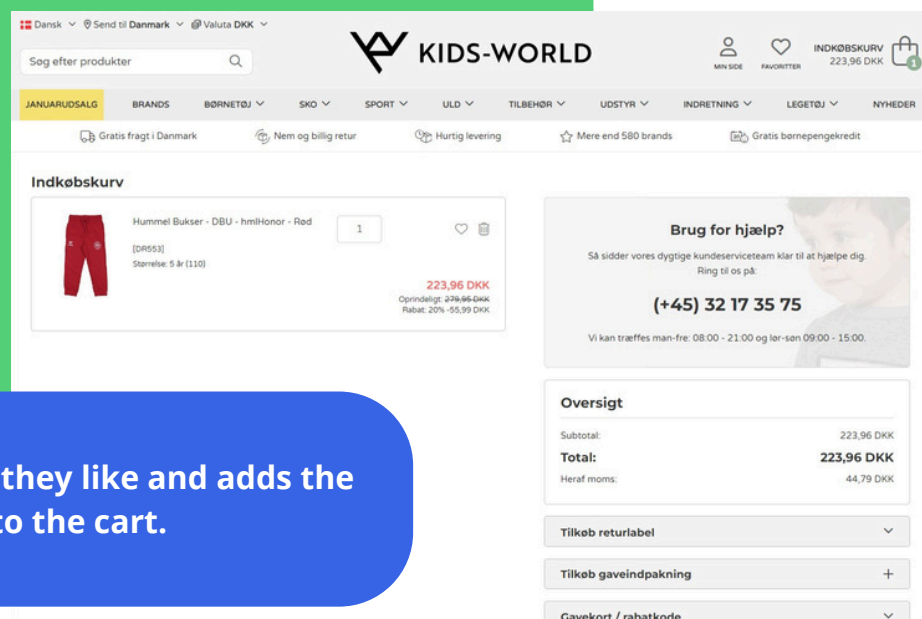
## KIDS-WORLD

If you've never visited the site, use existing data to sort the results so they are as relevant as possible.

Being attentive to the intent the user is showing can get you a long way 👉



In this example, an unknown user searches for "pants". At this point, Kids-World will return results based on popularity within the context the user has searched.



The user finds a pair they like and adds the product to the cart.





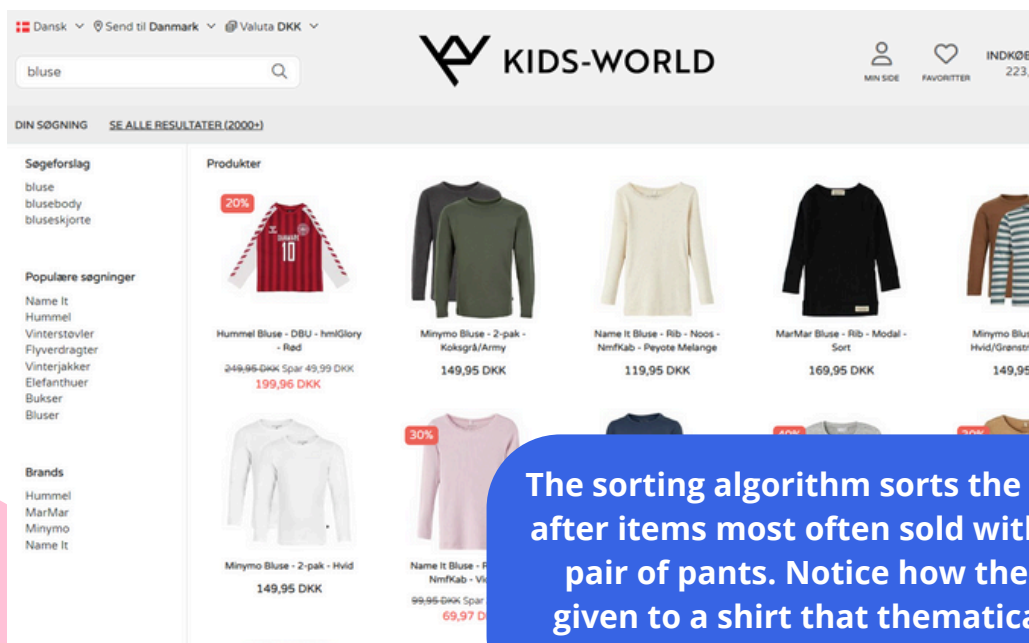
# Case:



## KIDS-WORLD

The pants being put in the cart should be a strong indicator of what the user might also be interested in. This is an example of behavior you should be tracking that you can use to improve the experience of the user when you don't know much about them.

If the user goes back to search for another product type, say a shirt, products that go well with the item in the basket should be shown first.



The key take-away is having a sorting algorithm that understands the user's recent interactions and uses this information to create an increasingly relevant experience.

Even if the user continues their journey in the PLP's, the sorting algorithm will be actively working to increasing relevancy.





**PRIORITIZING  
FILTERS IN A  
MEANINGFUL WAY**



# Prioritizing Filters in a Meaningful Way

A good sorting strategy is important, but if your users are struggling to find the products that they're looking for due to poor filtering, a great sorting strategy won't get you very far.

When appropriate filters are used on PLP's or search results, finding the right products becomes easier. Users rely on filters to help them find what they're looking for, especially when product catalogs are large. Unfortunately, many businesses don't provide much assistance to users by promoting the right filters to guide their buying journey.

It's not going to provide your users with additional value if the same filters appear regardless of the type of products. Filters should be prioritized according to the product type so that users can find what they need with lightening speed.

*That's low!*

Only **8%** of sites promote filters correctly

\*Baymard Institute



Failure to ensure that filters are prioritized disrupts the user journey and results in decreased engagement, lost sales opportunities, and decreased discoverability.

When you incorporate your industry-specific knowledge into the filters, promoting those that are relevant to the products the user is looking at, the user experience improves significantly.

This is especially important the moment you have users who are unfamiliar with that product category and thus may not know what to look for.

Helping users by prioritizing filters relevant to that product category means guiding them in determining what's important. This way, you're making it easier for them to decide, which increases the chances of conversion.



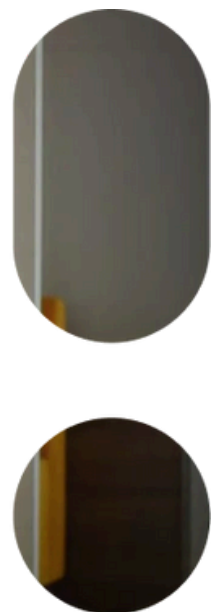
## Analysis Paralysis

Having too many choices can inhibit you from making a decision. The right filter prioritization ensures tailored results with fewer steps.



# The solution

You've already had a sneak peek at the solution; use algorithms to correctly prioritize filters that help users decide. It all starts with understanding how filters are currently used. Examine your behavioral data to see how users are interacting with the current filters.

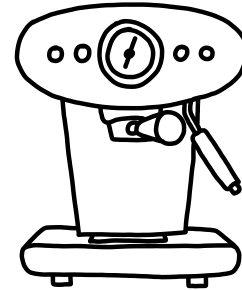
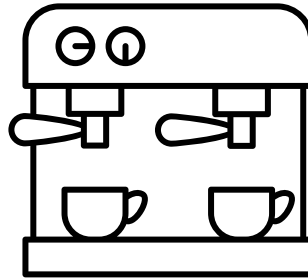
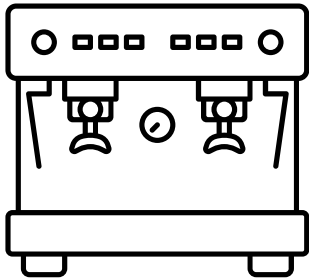


*Avoid frustration and motivate your users to completing their order*

Following that, you must ensure that you're actively applying your product knowledge as well as the user behavior insights you've just obtained. This is the foundation you need to prioritize relevant filters.



## Example: Espresso machines



Buying an espresso machine is a good example of a longer buyer journey, where features of the product can be fairly technical. This can create a fairly complicated the buyer journey.

Provide a **superb experience** by creating product-specific filters. Filters can be based on important, product-specific questions like:



**What size should the filter basket be?**



**Do you want a built-in water filtration system for areas with hard water?**



**Should there be a built-in milk heater?**



When this foundation is properly embedded in your search engine, it knows which filters are inherent to which products, promoting product-specific faceted filters. This is also critical for improving both findability and discoverability.

Users' expectations are sky-high, so assisting them in finding what they need with lightening speed is one of the most important aspects of creating a positive experience.

## Filter? Facets or both ?



The terms are used interchangeably, but have distinct meanings.

**Filters** are a **broad** categorization, like price range or brand.



**Facets** are based on **specific attributes** or qualities, giving a more fine-tuned search result.

You should use them both, prioritizing those that make sense with the product.



# Remember

Consider the placement of your filters. Especially on mobile view as the space is limited, the prioritization of filters and placing them in visible spots becomes paramount to a good user experience.



One to remember



**Whether it's on mobile or desktop,  
don't have filters with banner-like  
graphics.**

**It's too easy to overlook!**

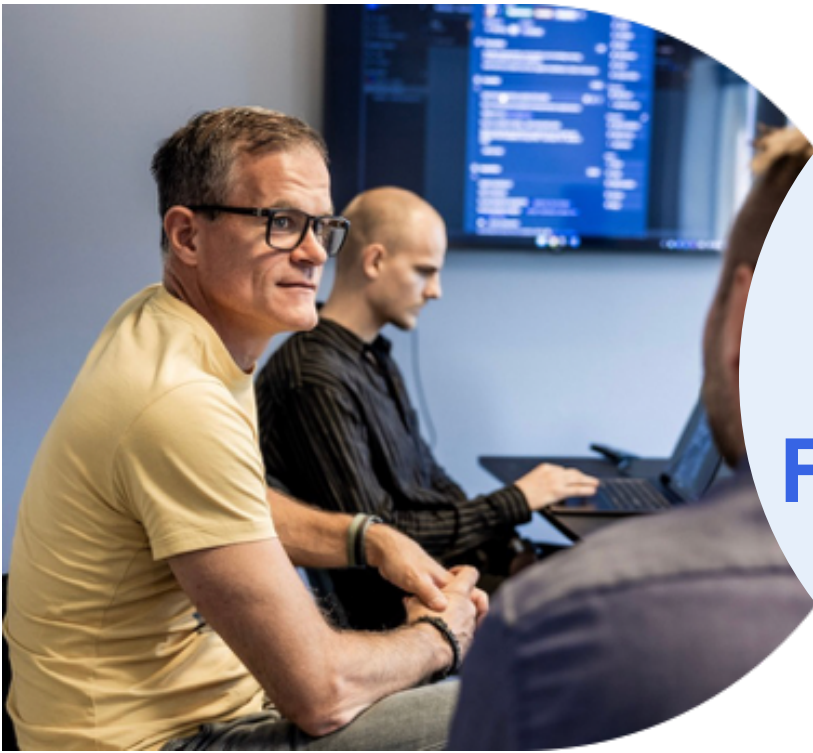
\*Baymard Institute







**TAPPING INTO  
THE POWER OF  
FIRST-PARTY DATA**



# Tapping Into the Power of First-Party Data

As you've seen so far, a lot can be done without having an extensive amount of data on your users. But if you aren't fully focusing on a first-party data strategy by now, we really recommend you get started. Historically, third-party data was a great way of hyper-target your efforts, track the customer journey across touchpoints, and know where users go in detail.

However, regulatory changes and changing consumer preferences have put a halt to the future of third-party data, which is set to be phased out by 2024. This means that starting in 2024, making business decisions based on third-party data will yield increasingly ambiguous results.



## 1<sup>st</sup> party

Data collected directly by the company



## 2<sup>nd</sup> party

Data collected through another source, shared through a partnership



## 3<sup>rd</sup> party

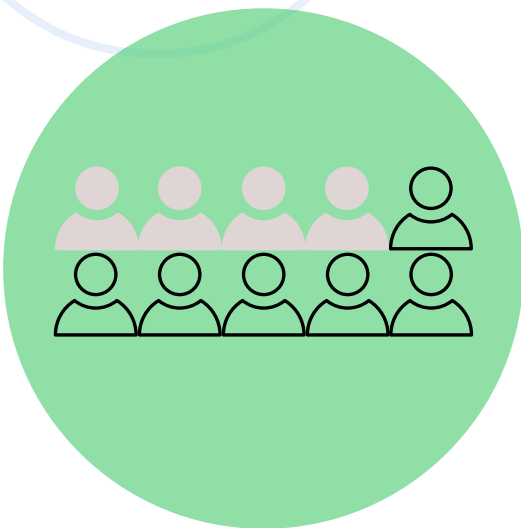
Aggregated data from various sources



Assuming you currently rely on third-party data for constructing personas that guide the prioritization of products and services shown to your users, the absence of such data could lead to the development of overly generic personas.

If these are used to prioritize search results, it would consequently impact what you present to your users, creating a lack of specificity. Failing to rectify this will create a significant disconnect between the user experience across your channels and their expectations

For this reason, building a new data strategy has never been more important.



**4/10 advertisers** were unfamiliar or only moderately familiar with targeting methods that didn't use third-party data or mobile ID's

DoubleVerify, 2023

Collecting first-party data and understanding how to provide additional value for your users increases your competitiveness because you have information on your users that no one else does. For example, you have the unique ability to tap into retail media, which opens up a plethora of new possibilities and revenue streams... But more on that later 😊

Investing in a solid strategy based on first-party data increases your reliability because it's more accurate than data from aggregated sources. As a result, you also reduce your reliance on other and unfamiliar sources, which can mitigate a variety of risks, such as ensuring GDPR compliance.



# The solution

Our recommendation will come as no surprise, as a data strategy based on first-party data collection would be our go-to. This can not only improve the performance of your e-commerce site, but it can also be a great way to generate leads and provide a better experience for your users.

*Which channels should you be collecting user data from?*



Web visit

Apps

E-mail

Point of Sales

CDP's

...and more

Having loyalty programs is an excellent solution, as they are a great source of first-party data. It allows you to get to know each user in depth, having knowledge of what's important to them.

Thus instead of generalized, although highly relevant, recommendations, you can create truly personalized recommendations and promotions that **resonate with each individual**.





**71%**

**of consumers expect  
companies to deliver  
personalized interactions**



**76%** **get frustrated when  
this doesn't happen**

McKinsey, 2023

As third-party cookies become obsolete, loyalty programs and incentivizing people to log in become critical components of a new data strategy.





**FOSTERING  
GREATER  
CROSS-CHANNEL  
CONSISTENCY**

# Fostering Greater Cross-Channel Consistency



Loyalty programs are also very important for another reason: they help to improve cross-channel consistency with the data they provide. In a crowded marketplace, having a consistent identity can help foster more trust in your brand.

Inconsistency causes confusion and frustration, making users question whether shopping with you is a good idea. Remember that a positive user experience is essential for higher conversion rates and lower churn. Everything we do must center around the user, so the crucial question is this:

## Why do so few e-commerce businesses succeed in aligning their **messaging across channels**?

Many businesses do actually have large amounts of data, but because that data is siloed, the experience will inevitably be fragmented.

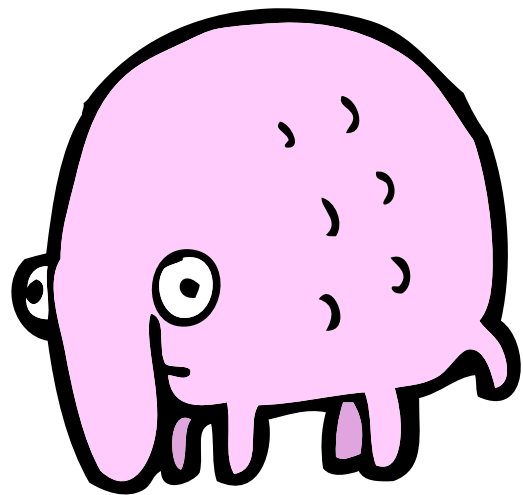


The online buyer journey is anything but linear, and users may experience multiple touchpoints before making a purchase. It's not unlikely for someone to be inspired on Facebook, then go to the website to look at a product, then Google to read reviews, and so forth.

The first-party data you've ensured is also a use case here, as it must be properly activated across paid and owned channels. This is key to creating a sleek and meaningful experience, no matter what channel users are on.

## DON'T BE WEIRD ABOUT IT

Make sure you're **actively using user data to their benefit**, preferably adjusting and personalizing the experience in real time, as users interact on your platforms.



**The added value must be very clear.**

Don't make it awkward by making users feel like they're being observed for no reason.

It's easier to retain trust than to try to regain it!





# The solution Kop & Kande

This time, let's check out the solution by following a real-life, practical example:

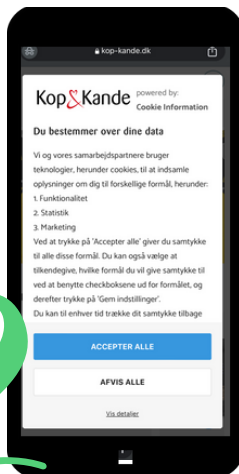


## What users see

A user, let's call them User-Uma, is browsing Facebook on their phone and sees an ad – *hey, those glasses look pretty nice.*

## Behind the scenes

You've used data on your current users to target relevant leads on Facebook through paid advertising. At this point, it's about creating high relevancy—we don't know enough to personalize.



## What users see

User-Uma clicks the ad on their phone, lands on the webpage for the glasses, and accepts the cookies. User-Uma finds the page interesting and looks around.

## Behind the scenes

The look of the ad is 100% unified with how the landing page looks, giving trust to the fact that the ad and page is the same. This lowers the chance of bouncing.

Additionally



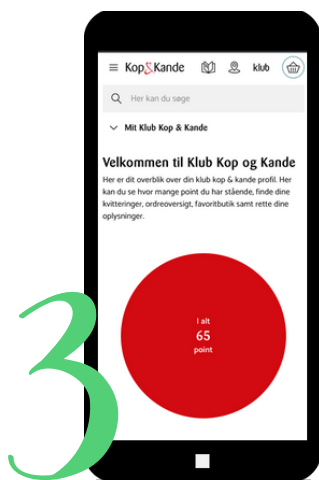
The moment User-Uma clicks the ad and accepts the cookies, they agree to you collecting first-party data on them. This allows your site to track User-Uma's behavior. At this moment, machine learning should be working to show User-Uma what could be highly relevant to them in real time, based on their initial and current actions.



To avoid losing data and a potential purchase from User-Uma, you should prompt them to create a profile – and it's not unlikely that they will.

A **whopping 80% of adults** in countries like Norway and Sweden are members of at least one loyalty program

Mando-Connect & YouGov, 2023

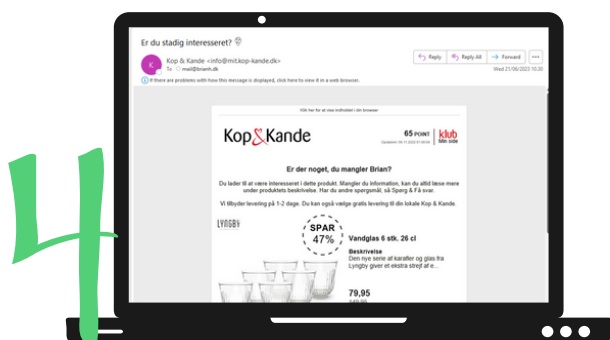


### What users see

You've done a great job at showing User-Uma that creating a profile provides them with a lot of extended value. User-Uma is excited by all the benefits and creates a user profile, agreeing to sales and marketing communications.

### Behind the scenes

Your shop can now connect the data from the cookie User-Uma previously accepted on the browser on their phone with the profile they created. This unlocks the possibility to activate e-mail marketing and reengage User-Uma.



### What users see

User-Uma receives an email with those glasses that made them stop in their tracks scrolling on Facebook. Maybe they open the email while waiting in line for a cup of coffee or on their computer while on a short break at work.

### Behind the scenes

Once again, it's important to align the look and feel from website onto the email, reducing the risk of it being marked as spam or phishing. If User-Uma visits the shop on their computer, this becomes a perfect opportunity to connect the cookie from the computer to their user profile. You've now got User-Uma as a profile across various devices.





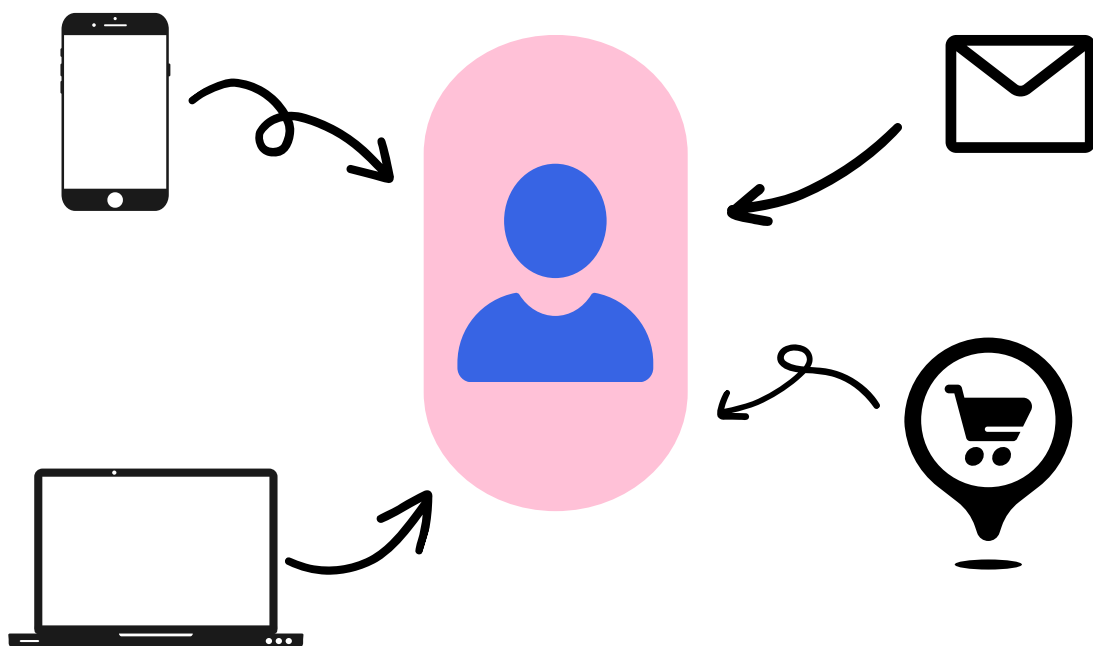
5



Say User-Uma decides to pick up the glasses they purchased at a nearby store. The salesperson at the store can use this valuable information on User-Uma to provide an even better experience for them when they come to pick up their items.

This example shows how you can use data from multiple channels to create messages that are **highly relevant to your users**.

It truly integrates the experience and ensures that what matters most to the user is at the center of the messaging every step of the way.





**OFFERING GUIDED  
SHOPPING  
EXPERIENCES**



## Offering Guided Shopping Experiences

In the previous chapter, we left User-Uma at the store to pick up an item they had purchased online. Let's remain, in thought, in the shop, and consider for a moment the last time you had a positive in-shop experience.

It most likely involved an approachable salesperson who was very knowledgeable about the subject, knowing exactly what you needed and assisting you in finding the perfect match much faster than you would have on your own.

Unfortunately, far too many ecommerce businesses don't even consider providing their users with the same kind of guided shopping experience online that they would have in a physical store. This is unfortunate because it results in a significant amount of lost opportunity, particularly when it comes to complex products or buyer journeys.



Numbers don't lie



**82%**

**of consumers avoid  
websites where they've  
experienced search  
difficulties in the past**

Google Abandonment Study, 2023

Returning to the example with User-Uma, consider the possibility that they did visit your website but did not immediately find the glasses they desired. It most likely left User-Uma browsing for what seemed like an eternity. The longer they feel like they're putting in effort without finding the right product, the higher the risk of them leaving your site without purchasing.

So, how do you provide a good in-store experience, guiding users to the right product much faster and increasing the chance of conversion, when you can't initiate a direct dialogue and inquire about their needs?



# The solution

Implement a guided shopping experience in which users are asked questions, similar to how a knowledgeable salesperson in a physical store would. A successful guided shopping experience relies heavily on showing users, in a simple and effective manner, that you have expertise in your products and can help them make the right decision.

To assist users in making purchasing decisions, you should have an automated, data-backed process that can ask users the most relevant questions about a specific product. It not only speeds up the process of finding the right product, but it also provides your users with the most relevant results right away.



## **Guided shopping is a great way of lowering the barrier for conversion.**

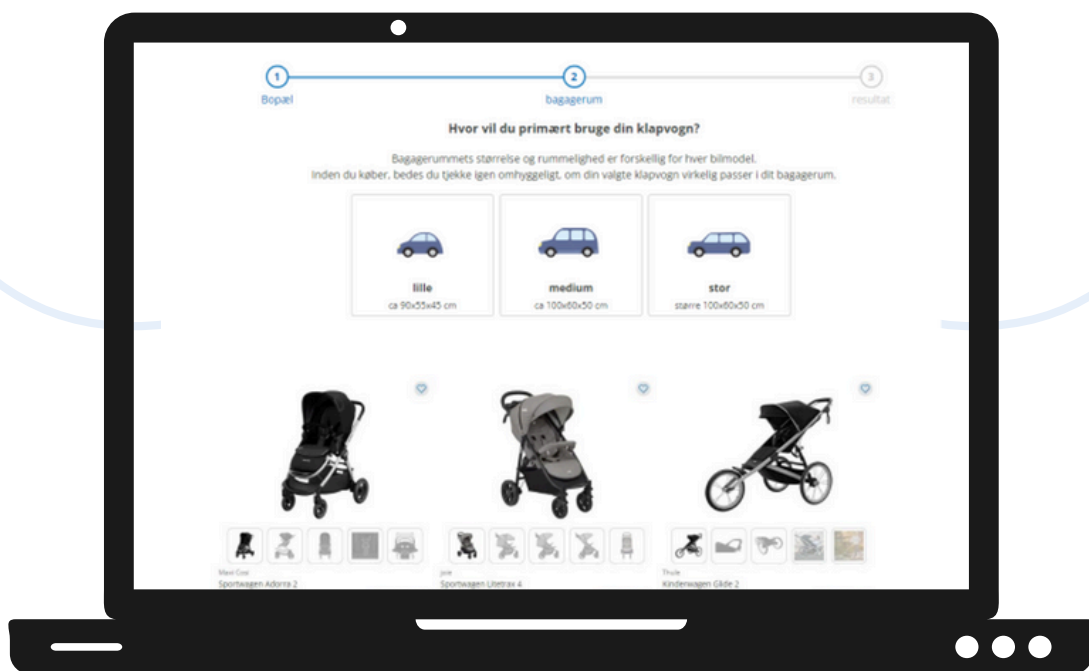
It's makes it much easier to make a decision within product categories , where users usually want a lot of guidance, like electronics and cosmetics.

Danish Chamber of Commerce, 2022



You can predefine questions that users can answer by clicking on buttons, or you can use chatbots or other interactive elements to tailor product recommendations based on responses.

Consider this example when shopping for baby carriages. The shop is aware of the multitude of preferences that are involved in selecting a baby carriage. One key question they've identified is whether or not the user owns a car and what size it is. The shop understands that this is likely a deciding factor, which is why it has included this question in the guided shopping experience.



This not only improves the relevance of the search results but also engages users in a manner similar to personalized in-store assistance.

Guided shopping can be especially beneficial for businesses that sell complex products or where physical interaction has traditionally been needed to make a decision. This is particularly relevant in a B2B setting, where precision and efficiency are even more important.







**BONUS TIP**

**EXPLORING THE  
GROWING TREND  
OF RETAIL MEDIA**



## BONUS TIP

# Exploring the Growing Trend of Retail Media

It never hurts to get a little bit more than what you asked for, right? We'd like to share one more nugget of insight that could revolutionize your e-commerce, especially if you're a multi-brand store: Retail media.

This trend has gained considerable traction, having the capability of creating award-winning e-commerce. The digital retail media advertising market is worth about 11.9 billion euros today, and is expected to reach 25.1 billion euros by 2026.

For years, successful American businesses like Amazon and eBay have dominated the European digital media market, with Amazon accounting for 54% of the market in terms of advertising revenue.

## WHAT IS RETAIL MEDIA?

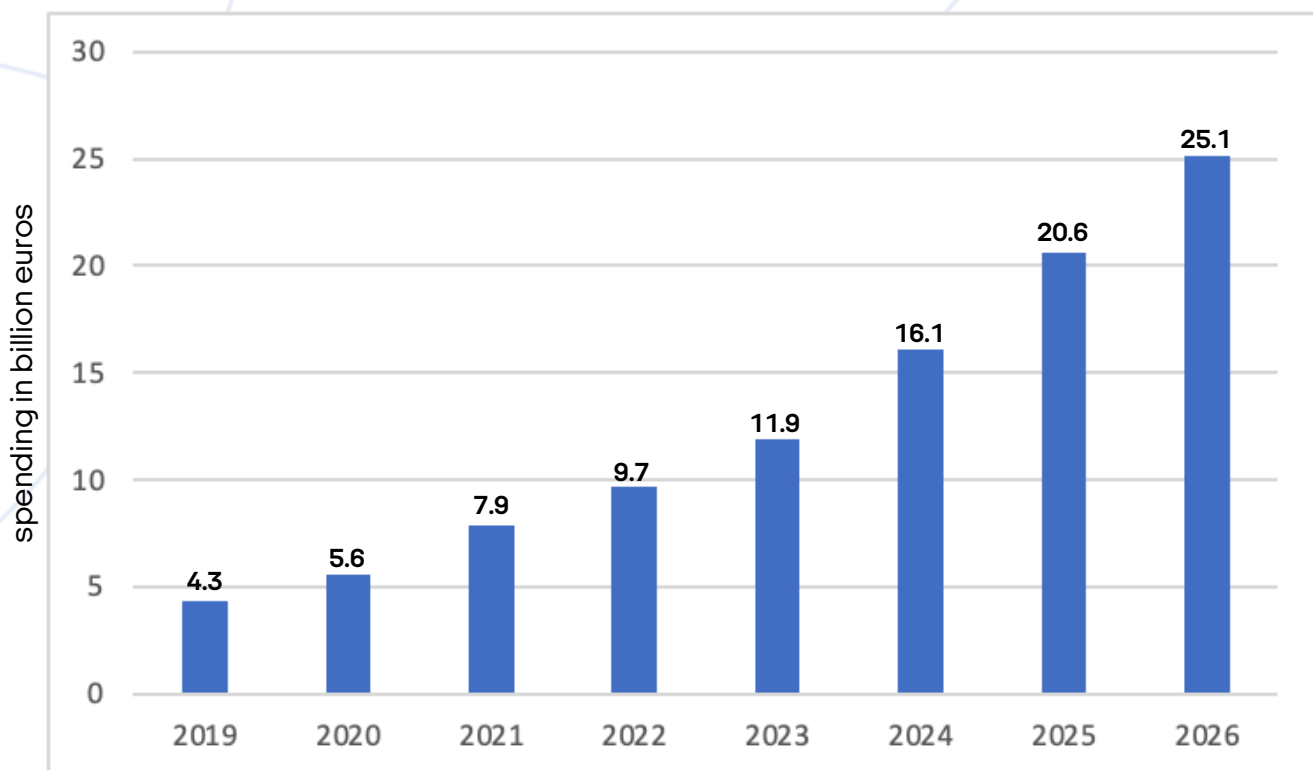
Retail media refers to a marketing method aimed at the end user, where brands and suppliers of the retailer can have their products boosted on search results or PLP's, including the option of specific promoted spots.



From 11.9 billion euros today, the digital retail media advertising spend is predicted to reach **25.1 billion euros by 2026**, making it a strategic initiative worth considering.

Statista, 2023

### Digital retail media spending in Europe from 2019 to 2026 [in billion euros]



**Figure text:** The figure shows the steady growth of retail media in Europe, starting at about 4.3 billion euros in 2019, growing to about 25.1 billion euros in 2026.

Statista, 2023



**impressive stats!**



But how can retail media be so profitable, generating large revenue streams for businesses like Amazon? The answer lies in the perfect combination of retail media **with** the steps mentioned in this e-book.

It involves forward-thinking strategies such as long-term collection of first-party data and encouraging users to join a program, granting exclusive access to a precise and vast data set.

Then, by leveraging a sophisticated search and recommendation engine, businesses can enable the sale of personalized ad spaces within a variety of placements, like search results or PLP's, to third-party vendors. As a result, when sponsored content appears for users, it is often highly personalized.




If the content is sponsored, you **must state clearly that it is**—no matter how personalized or valuable it may be for the user.

Make sure to **always check which rules and regulations** apply in your region.

This unique combination of highly relevant content and a meaningful user experience, paired with boosting products from third-party vendors, creates astounding value for businesses that is hard to ignore.



An illustration of a woman with long black hair, wearing a green long-sleeved shirt and a pink skirt. She is standing with her hand to her chin in a thinking pose. Above her head are three small circles leading to a large thought bubble. The thought bubble contains the text: "Now, wait a minute. I'm no Amazon or Zalando, this kind of tech isn't within my reach." The background features a large yellow sun in the top right and light blue wavy lines across the middle.

*Now, wait a minute.  
I'm no Amazon or Zalando, this  
kind of tech isn't within my reach.*

Except that it is. The tools that allow Amazon, Zalando or Carrefour Group to succeed with retail media are now broadly available to a large portion of European multi-brand e-commerce businesses. This means that almost all businesses, including yours, can not only tap into this trend but also reap significant benefits from it.

Seizing this opportunity means more than creating new revenue streams and fostering stronger collaborations with your partners; improving your business can be done without sacrificing the user experience—a win-win situation for businesses and suppliers seeking effective promotional routes.

As you can see, this is one of the trends that, if properly adopted, has the ability to significantly differentiate an average business from those who are truly successful.



# How it's done

Once again, it's critical to align the promoted products or recommendations with user behavior and preferences. The last thing you want is for users to become irritated with irrelevant sponsored content they feel is being pushed on them just because you're being compensated for it.

The objective is to promote specific products on your site in a variety of ways that are in alignment with user behavior, the wishes of your vendor, and the strategic goals inherent in your partnership. Make sure these search results and recommendations are provided in real time, adjusting to the behavior of the user as they navigate and offering value at every step of the journey.



## Email Marketing

Have dedicated sponsored spots in your email campaigns for employing dynamic and personalized content to engage users.

## On-Site Banners

Enhance visibility by strategically placing banners on your e-commerce website, promoting specific products or brands.

## Optimized Product Placements

Secure higher positions in category sorting to ensure products gain prominence within relevant segments, boosting discoverability.

## Dynamic Product Recommendation

Implement frequent and personalized product highlights in recommendations, leveraging algorithms to enhance the customer experience.

Recognizing retail media as a key revenue stream and making it an integrated part of your strategy will become increasingly important in the coming years. It's a way of further exploring your e-commerce's potential while remaining competitive and offering users a seamless experience.



# Curious to know how this can be done in **your e-commerce?**

Thank you for taking the time to read our e-book.

Our team has extensive experience in helping businesses create award-winning e-commerce. We've helped brands like CHANGE Lingerie, EET, and Liewood tremendous value for their users, and most recently, we've helped Sostrene Grene secure the prestigious Danish award, Rambukken.

Implementing the tips in this e-book has the potential to greatly elevate the experience on your ecommerce.

But knowing where to start can be overwhelming.

For this reason, I want to extend you an invitation to an online, in-depth consultation with me or one of my colleagues. It's free of charge and completely non-binding.

In this consultation, you'll tell us more about your e-commerce and we'll thoroughly assess your setup, giving you our best tips on how you can optimize the experience you give users today.

Let's unlock the potential of your e-commerce!

[\*\*Book a consultation\*\*](#)



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Don't be shy. Get in touch