

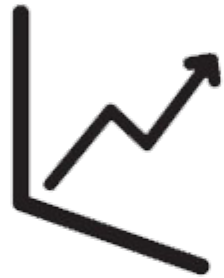


Welcoming the new era of e-commerce: B2H

Νανά Ιωακειμίδου
Εμπορική Διευθύντρια **Generation Y**

Παρασκευή 27 Σεπτεμβρίου 2019
Αθήνα, Divani Caravel Hotel





Generation Y

Στοιχεία και Αριθμοί

Generation Y
Stats and figures

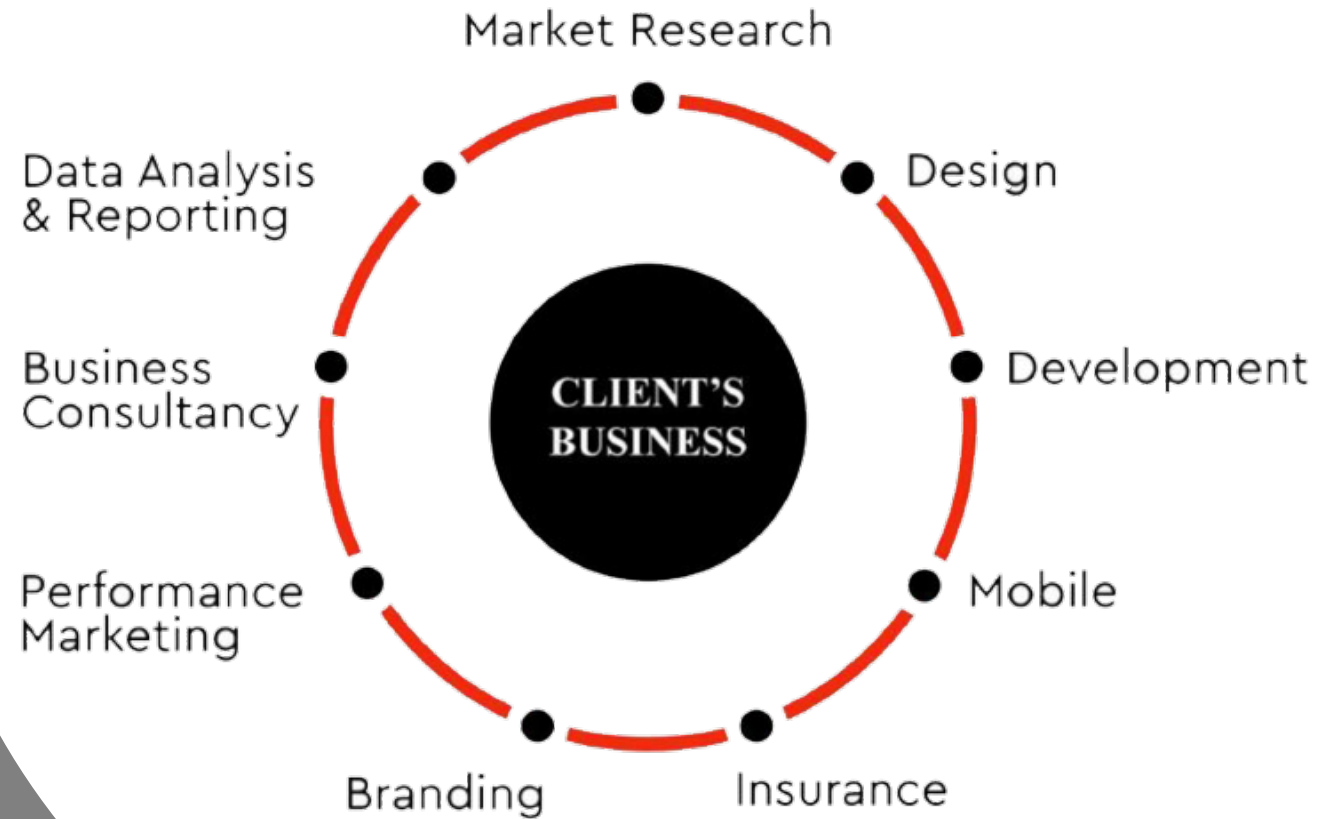
19
YEARS

of experience in e-commerce
creating custom B2B/B2C solutions

2.500
PROJECTS

147 In-house dedicated professionals

Realized in
more than
24
COUNTRIES



B2H



B2Hero

B 2?

B2W

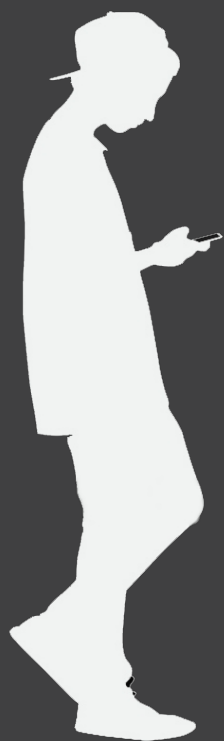


B2W oman

Generating
eBusiness Solutions



B2T



B2Teenager

B2S



B2S sportsman

B2M



B2Mother

Business to Hero



The data economy era – World

- The vast majority of global consumers (**77%**) show no fundamental objection to engaging in the data economy

- **Why** provide my personal data?

- I trust the organization
- I get free services and products in exchange
- I can get higher value goods for a lower price

- Top **3** incentives:

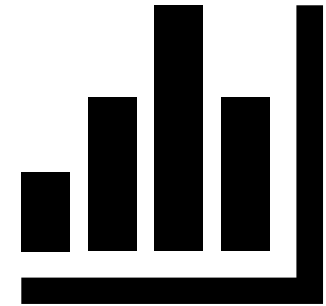
- Direct financial reward e.g. cash payments
- Entirely free products or services
- Loyalty points

GDMA, 2018

The data economy era – Greece

- **85%** want to share their interests & habits
 - **78%** want to share their buying behaviours
 - **Why** provide my personal data?
 - Protection guarantee for my data
 - There is clarity about my data's usage
 - I trust the organization
-
- Top incentives:
 - To receive personalized offers for products/services (**86%**)
 - To enter a loyalty programme (**86%**)

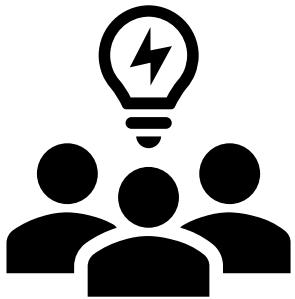
Focus Bari, 2018



The data economy era – Greece

9 out of 10 consumers believe that companies do not make (good) use of the data they are receiving in order to provide personalized information and service.

Focus Bari, 2018



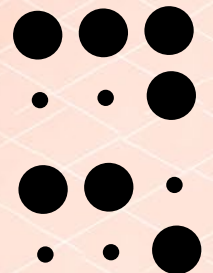
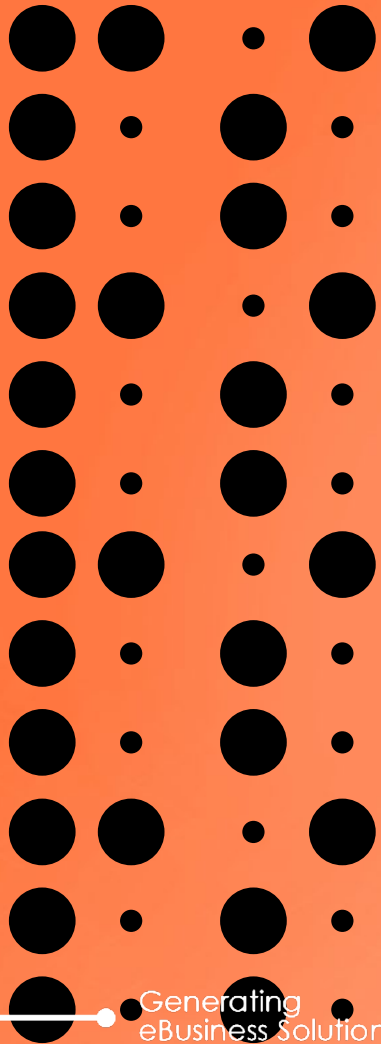
Business to Hero

HOW
CAN YOU
PROVIDE THE
APPROACH
YOUR
AUDIENCE
WANTS?



Business to Hero

Personalized Digital Marketing beyond A/B testing



Business to Hero – Personalized Digital Marketing

With online behavioural analysis per user, we are able to:

1. Contact our customers through the channel *they* prefer
2. Show them the products we *know* it's time to buy
3. Serve them with personalized ad content (copy & creative)

Business to Hero – Personalized Digital Marketing

Giovanti Travel
1 hr · 🌐

Περπάτησε εκεί που μεσουράνησε η Ρωμαϊκή Αυτοκρατορία
See Translation

GIOVANTI travel
... JUST A TICKET AWAY

TRIP TO ROME
120€

R
O
M
E



Viva Roma!

Giovanti Travel
Travel Agency

📩 Send Message

👍 370

👍 Like 💬 Comment ➦ Share

Giovanti Travel
1 hr · 🌐

Ικανοποίησε τον ουρανίσκο σου με αυθεντική ιταλική κουζίνα
See Translation

GIOVANTI travel
... JUST A TICKET AWAY

TRIP TO ROME
120€

R
O
M
E



Trip to...Eat-aly!

Giovanti Travel
Travel Agency

📩 Send Message

👍 280

👍 Like 💬 Comment ➦ Share

Business to Hero

And what about after entering your webstore?

“No matter how our customers enter our website, they’re still going to see”...:

“No matter how our customers enter our website, they’re still going to see”...:

Same homepage

“No matter how our customers enter our website, they’re still going to see”...:

Same homepage

Same product list page

“No matter how our customers enter our website, they’re still going to see”...:

Same homepage

Same product list page

Same product list page

“No matter how our customers enter our website, they’re still going to see”...:

Same homepage

Same product list page

Same product page

Same navigation process

“No matter how our customers enter our website, they’re still going to see” ...:

Same homepage

Same product list page

Same product page

Same navigation process

...Right?

“No matter how our customers enter our website, they’re still going to see” ...:

Same homepage

Same product list page

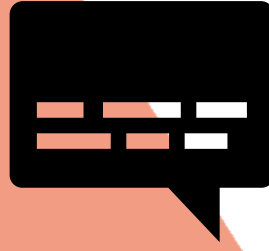
Same product page

Same navigation process

...Right?

#NOT

Business to Hero



Personalized onsite content

Business to Hero – Personalized Content

With online buying behavioural analysis per user, we are able to:

1. Show them personalized homepage per session
2. Show them the product lists or brands according to *their* prioritization
3. Propose them relative products based on *their* avg spend per buy
4. Enable custom micro-conversion oriented copywriting

Business to Hero – Personalized Content

With online buying behavioural analysis per user, we are able to:

1. Create an absolutely personalized webstore ⇔ maximize our customers' UX
2. Enhance loyalty
3. Increase revenue
4. Infinite scenarios and persuasion techniques with machine learning

Business to Hero – Personalized Content

Indicative results

- The direct visitors convert **7.04%** without any message in their screen while the same users with a scarcity message convert up to **30%**
- **21%** of unique users add a product in their cart after they saw a persuasive message
- **10%** of unique users add a product in their cart without seeing a persuasive message
- The most effective technique is scarcity since the micro-conversion rate is up to **22%**

Business to Hero

In a nutshell

Business to Hero

Personalization is building the most solid foundation for the relationship with the **hero of your business:**

your customer.
