SOPHELLE

Better Experiences.
Better Results.

Examples of eCommerce Personalization

eCommerce personalization is primarily focused on driving customers to convert. It's a customer-centric approach for driving sales and creating a positive brand experience.

- **Product Recommendations**
- **Complementary & Related Products**
- **Intelligent Search**
- **Geotargeting**
- **AI-Driven Chatbots**
- **Continuous Shopping for Returning Customers**

Benefits of Personalization in eCommerce

eCommerce personalization doesn't just help with conversion. It also offers these key benefits that are essential to retailers' success:

- **Better Customer Experiences**
- **More Customer Engagement**
- **Higher Conversion**
- **Higher Order Value**

Sophelle's Personalization Managed Services Offering

Sophelle's eCommerce Personalization Services are turnkey and include everything needed for success – strategy, testing, and assessment.

Our experts have learned from over 50 highly trafficked ecommerce sites, running hundreds of tests while leveraging lessons learned within our client base.

- **Insight from Many Different Sites**
- **Insight from Many Different Industries**
- **Dedicated Personalization Professionals**

Sophelle's retail technology consultants will help you navigate the personalization landscape, develop a personalization roadmap, select the right personalization software and tools, oversee the implementation, and manage the execution of these solutions with ongoing testing.

Results in Action

Sophelle helps retailers innovate to create compelling customer experiences in stores, online, and throughout the customer journey.

Improved Personalization Data Models Builds

265%

Revenue Boost

Download our free focus report for more data, details, and answers to all of your ecommerce personalization questions!

Do you want to create compelling customer experiences that maximize engagement, conversion, and revenue? Contact Sophelle today.