Beyond Expectations:

Personalizing the Product
Discovery Experience for B2B
Buyers

Your May 2023 Best Practice Session Hosts

Digital Experience Strategy & Product Marketing

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What You'll Hear Today

1. **"B2B-Grade" Personalization**
   Learn about the importance of personalization from the lens of a B2B buyer

2. **Dashboard Dive**
   Get a hands-on look at personalization strategies directly in the dashboard

Breaking Away from the (New) Pack

Compete on Experience

Grow the business by being easy to use, and accessible to non-experts
- Smart discovery
- "B2B-grade" personalization
- Product plus behavior data

Compete on Selection

Grow the business by adding more products - "one stop shop"
- SKU management costs scale with selection
- SKU revenue scales with discovery
- Costs can grow faster than revenue

Compete on Price

Grow business by being a price leader
- Short-term boost
- Typically a different strategy from offline business
- Unsustainable

3

2

1
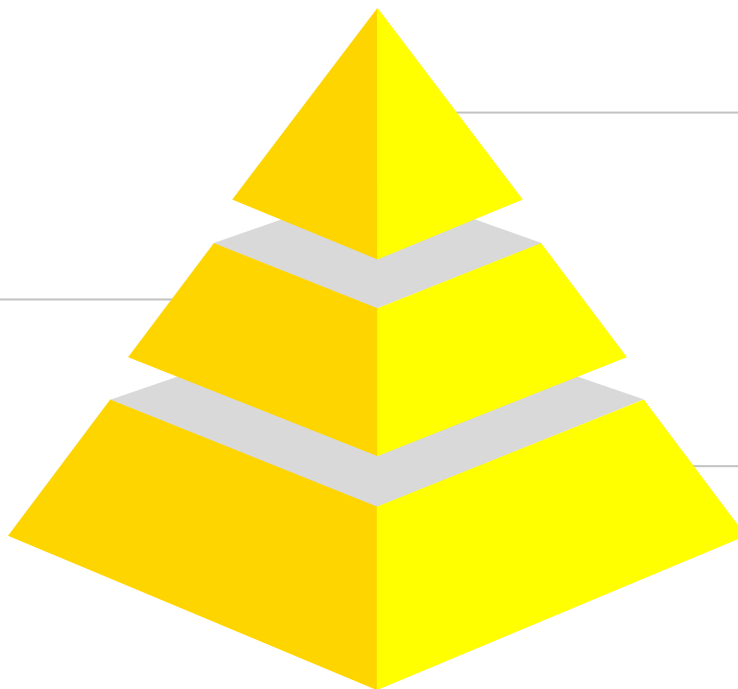
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What does on site personalisation mean for your business?

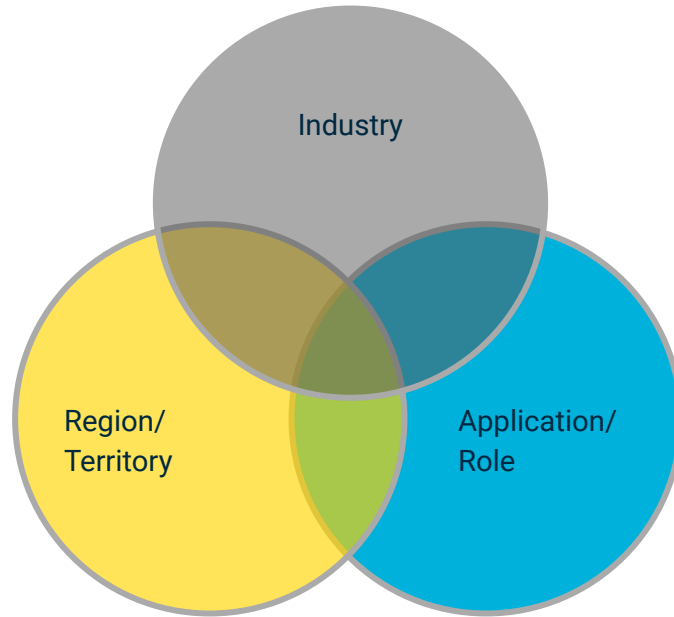So, how does Discovery enable you to ==*Compete on Experience?*==

Realizing it's not about the *Person*

Personalizing the Buyer Journey

with Bloomreach Discovery

Relevance by Segment

Search Term: Gloves

All five of these visitors see the most relevant Gloves due to their Total Score & popularity for their segment.

Chemical Resistant Gloves, Yellow, XL	Black Nitrile Powder Free Exam Gloves, XL 95/Box	General Purpose Gloves, Insulated, XXL	Cut Resistant Gloves, Large, Sale Item	Vinyl Gloves, Green, M, L & XL
Total Score of 93.15	Total Score of 97.95	Total Score of 92.95	Total Score of 97.55	Total Score of 98.95
Foreman, Plating Shop	**Doctors Office Mgr.**	**Construction Mgr**	**Machinist, Machine Shop**	**Food Service Mgr**

Let's see what this looks like **in action**

Many studies suggest most of us now ==expect a personalized online experience.==

According to Salesforce, **66% of customers** expect companies to **"understand their unique needs and expectations"**.

A study by Accenture shows that **91%** of customers are more likely to shop with **"brands who recognize, remember, and provide relevant offers and recommendations."**

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Leveraging Insights to influence your site personalization efforts : Top Keywords

1 Insights - Library - Sitewide Overview - Top Keywords

Top Queries

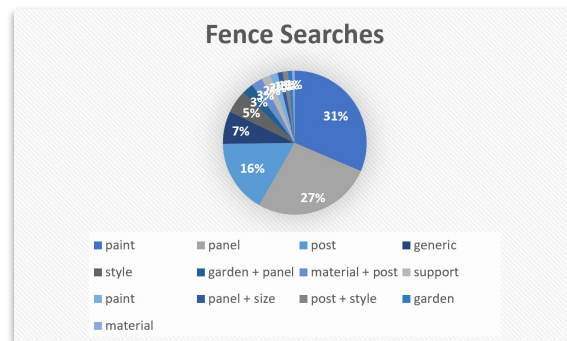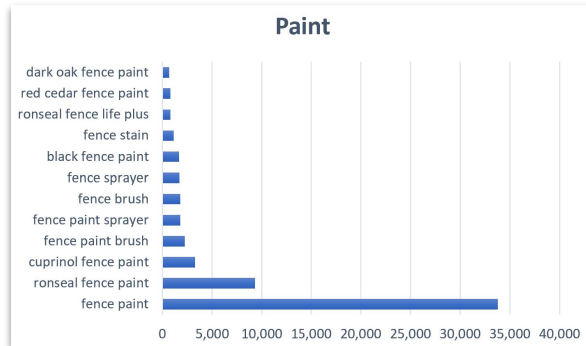| Query	Visits	Product Views Per Search	Revenue (£)	
velvet	279	0.1	£2,856	⌄
solar	378	0.1	£2,304	⌄
sofa	3,688	0.1	£1,683	⌄
498865	14	0.1	£1,680	⌄
desk	11,913	0.1	£1,344	⌄

See More

Deep dive:

1. Click on the blue arrow to the right of any query
2. Select Assess Performance
3. Scroll to Top Site Searches Containing This Query
4. Review

Example: Search Query 'Fence'

Intent of Top 50 Keywords

Fence Searches

Pie chart legend:
- paint — 31%
- panel — 27%
- post — 16%
- generic
- style — 7%
- garden + panel — 5%
- material + post — 3%
- support — 3%
- paint
- panel + size
- post + style
- garden
- material

Top fence + paint/coating searches

Paint

Horizontal bar chart (axis 0 to 40,000):
- dark oak fence paint
- red cedar fence paint
- ronseal fence life plus
- fence stain
- black fence paint
- fence sprayer
- fence brush
- fence paint sprayer
- fence paint brush
- cuprinol fence paint
- ronseal fence paint (~9,000)
- fence paint (~34,000)

Top fence + style searches

Style

Horizontal bar chart (axis 0 to 6,000):
- square fence posts (~800)
- fence spike (~800)
- fence trellis (~900)
- feather edge fence boards (~2,500)
- picket fence (~5,000)

What does this tell us?

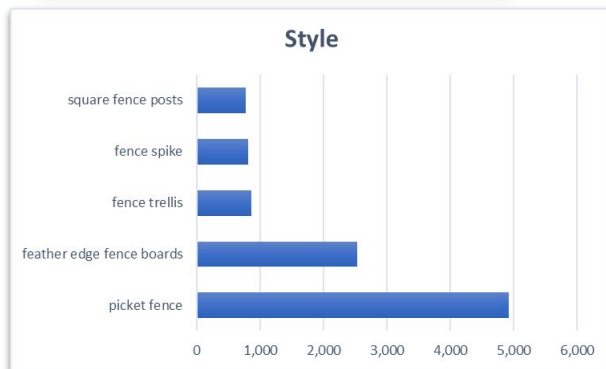In this is example, there are more searches for paint than for actual fences in the top 50 queries that contain the keyword fence. This could indicate that incorporating cross promotion of paint/coatings with fence product types might be beneficial. Fence support products could also be considered in these strategies as well as post sale marketing efforts. .

Question to ask - Can fence panels vs fence posts be mapped to any particular customer profiles?

Onsite personalisation doesn't just include **algorithm strategies**, consider how these intents are also being met for the below areas of our site:

- **Filters**
- **Landing Pages**
- **Product & DIY Education/Guides**
- **Content**

Leveraging Insights to influence your site personalization efforts : Association Score

2 Insights - Playbooks - Find Optimizations

Deep dive:

1. Enter the category/query you wish to assess

2. Scroll down the page to associated queries with this category & associated categories with this category

Example:

The BBQ Shopper also shows association with outdoor furniture

What does this tell us?

Find Optimizations

BBQs | Barbecues

Visits	Exit Rate
122,645	33.6%

Category

Associated Categories With This Category

Use these related categories to improve sub-navigation order and content

Category ⇕	Heading ⇕			Association Score ▾	
	Outdoor, Garden & Patio			100	⌄
	Garden Furniture	Outdo		42	⌄
	BBQs	Barbecues	DIY a		18	⌄
	DIY Supplies & Accessori			15	⌄
	DIY Supplies & Accessori			7	⌄

See More

Example 1: Coming into the summer months we tend to see a lot of new customers coming to our site to make a one of BBQ purchase. We want to understand how to best increase the basket size of these customers or encourage repeat purchases.

Actions: These customers are most likely to also engage with our outdoor, garden & patio category so there is an opportunity to target them with our extensive offering here.

Bloomreach & Personalisation Features

Audience targeting

Use Audience targeting to focus search and merchandising changes on a particular group of site visitors. Utilize audiences to narrowly execute marketing and merchandising decisions for customers who meet specific characteristics.

1. **Create a target audience based on the following dimensions:**
   - Device Type, Location, Last Visit Date, Referral and Landing URLs

2. **Assign the audience to the following rules:**
   - Search and Category Ranking changes, Search redirects, facet ranking rules

Use cases & thought starters:

1 **Social media targeting:**
Creating a target for customers coming from social media posts

2 **Bury products for mobile:**
Bury products that can't be effectively sold on mobile

3 **Seasonal targeting:**
Provide different seasonal experiences based on location

4 **New users:**
Provide different experiences based on whether the user has visited the site before or not

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Targeting in Practice

Use Case:

- You are promoting branded products to customers who receive your email newsletter. The email will direct customers to a particular category on the site to shop these products. **The optimal journey for these customers would be to see the promoted products at the top of the category page they have been directed to. However this may not be the optimal experience for all customers who are browsing this category.**

- By creating an audience for customers who have navigated to the site via email we can then set up a ranking rules to optimise the relevant products exclusively for these customers.

- Other customers browsing this category will see the page ranked by the bloomreach algorithm.

The same steps can be followed to personalise for customers who have engaged with homepage content, received a push notification or clicked on a content banner on site
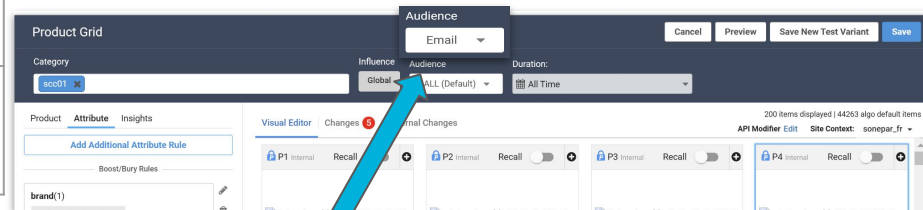
Products from the brand can be optimised in the grid exclusively to those who received a promotional email.

AI-driven Segments

The ability of Bloomreach to define interesting and useful customer segments through AI and machine learning. Create segments based on customer geo, loyalty tiers, occupation or preferences e.g. runner vs weightlifter , account type or explicit intent e.g. indoor project vs outdoor project

Benefits

- Allow AI to find groups of visitors that have similar interests and behaviors.

- Use these AI-driven segments to create focused merchandising strategies that drive revenue.
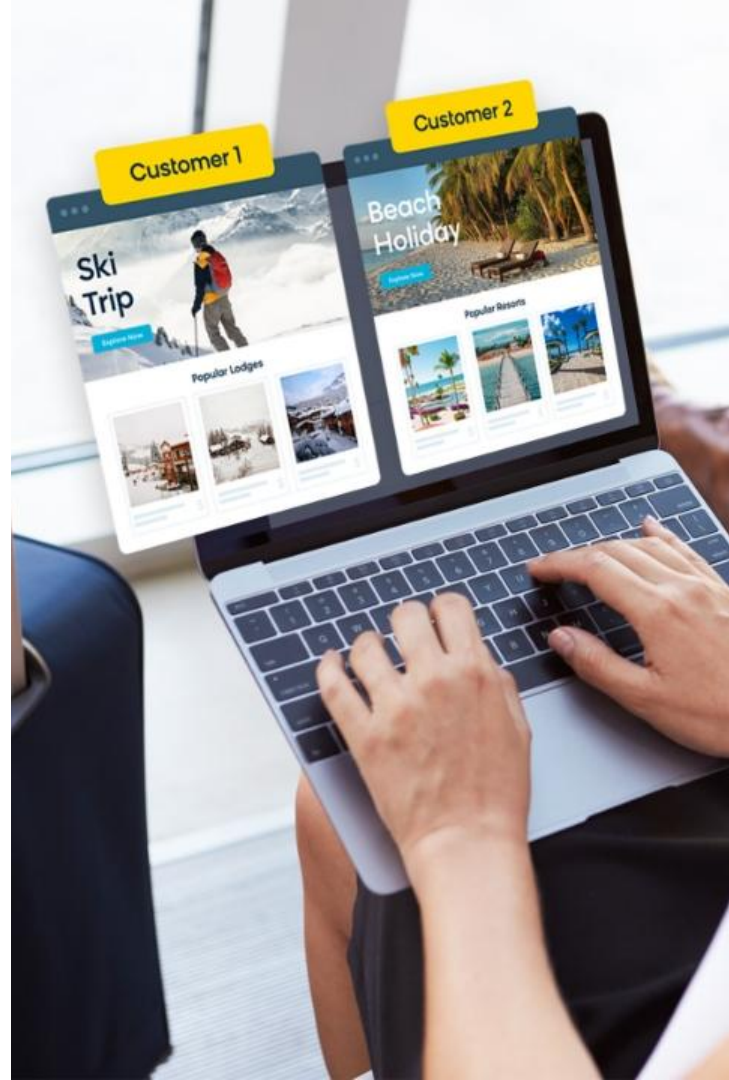
Segmentation vs Targeting

Targeting

- Target audiences are created/managed via the dashboard

- Targeted experiences are applied to specific audiences using search/category ranking rules, facet rules and redirects. It is up to the merchandiser to decide what products are most relevant

- For example, a merchandiser could create a target audience for customers in Amsterdam, the merchandiser would then need to decide which products to optimise for customers in Amsterdam

Segmentation

- Creation/management is outside of the dashboard. Segment parameters are added to the pixel and search & category APIs
- Targeted experiences are automatically generated for segment groups, the sort order of products on a category or search results page will prioritise the products most relevant for the segment
- For example, if you send Bloomreach a segment for customers in Amsterdam, Bloomreach will start to auto-track purchase behaviour of this group of customers and auto-optimise the most relevant products to this group

Real Time Customer Segments

Segments and personalized ranking are based on differences in customer behaviour, not only surface level differences in demographics. The feature combines Discovery's extensive search algorithms and Engagement's rich customer data to get the best of both worlds.

1. **In session segment switching is supported and personalisation for the specific session based on in session behaviour**

2. **Personalisation possible for customers we have no prior knowledge of**

3. **Use every click in real time**

4. **Real time analytics and AB testing enable the continued refinement of segment strategy**
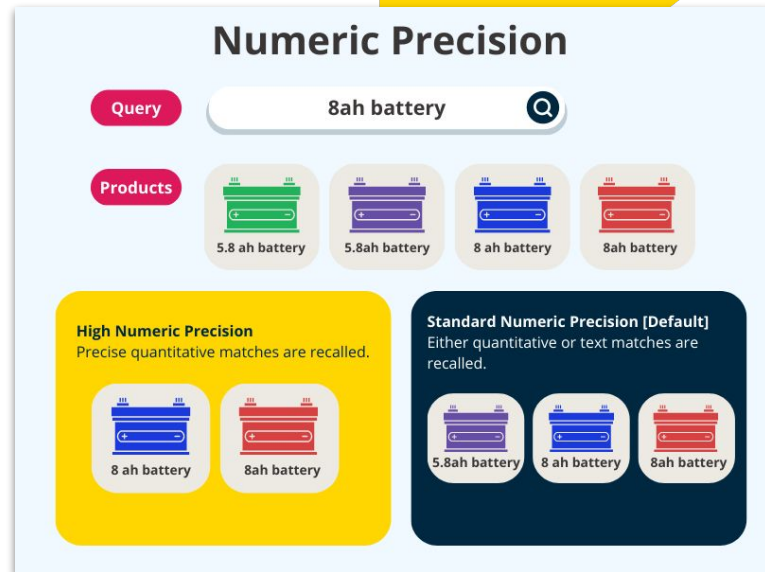
Numeric Precision

NEW!

The Numeric Precision algorithm powered by semantic understanding leverages natural language processing (NLP) to decipher product types from product attributes with quantitative values in a query. Now, the engine will be able to more accurately understand numeric/quantitative attributes and build more precise recall sets.

Common Use Cases [English]

✓ **Variations in units** – All of these queries are treated equally despite variations in units: 10", 25.4mm, 0.833 foot

✓ **Using a slash (/) in queries** – A customer looking for a *1/2 inch jobber drill bit* isn't looking for a bit that is "1 inch" **or** "2 inch" diameter.

✓ **Using quotation marks (") for inches** – Users may search using quotations. For example, *2" pipe = 2 inch pipe = 2 in pipe*.

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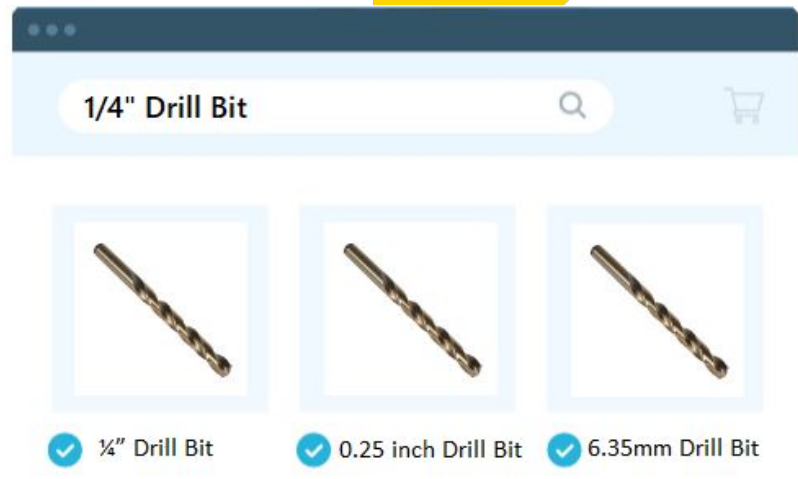
Common Use Cases [Non-English]

✓ **Using a comma (,) in queries** – A comma can be used as an alternative to a period in some countries. For example, "kabel 2,5" is the same as "kabel 2.5".

✓ **Using superscript in queries** – Some regions will use "2,5mm^2" while others will search using "2,5mm2". Both are understood as the same search.