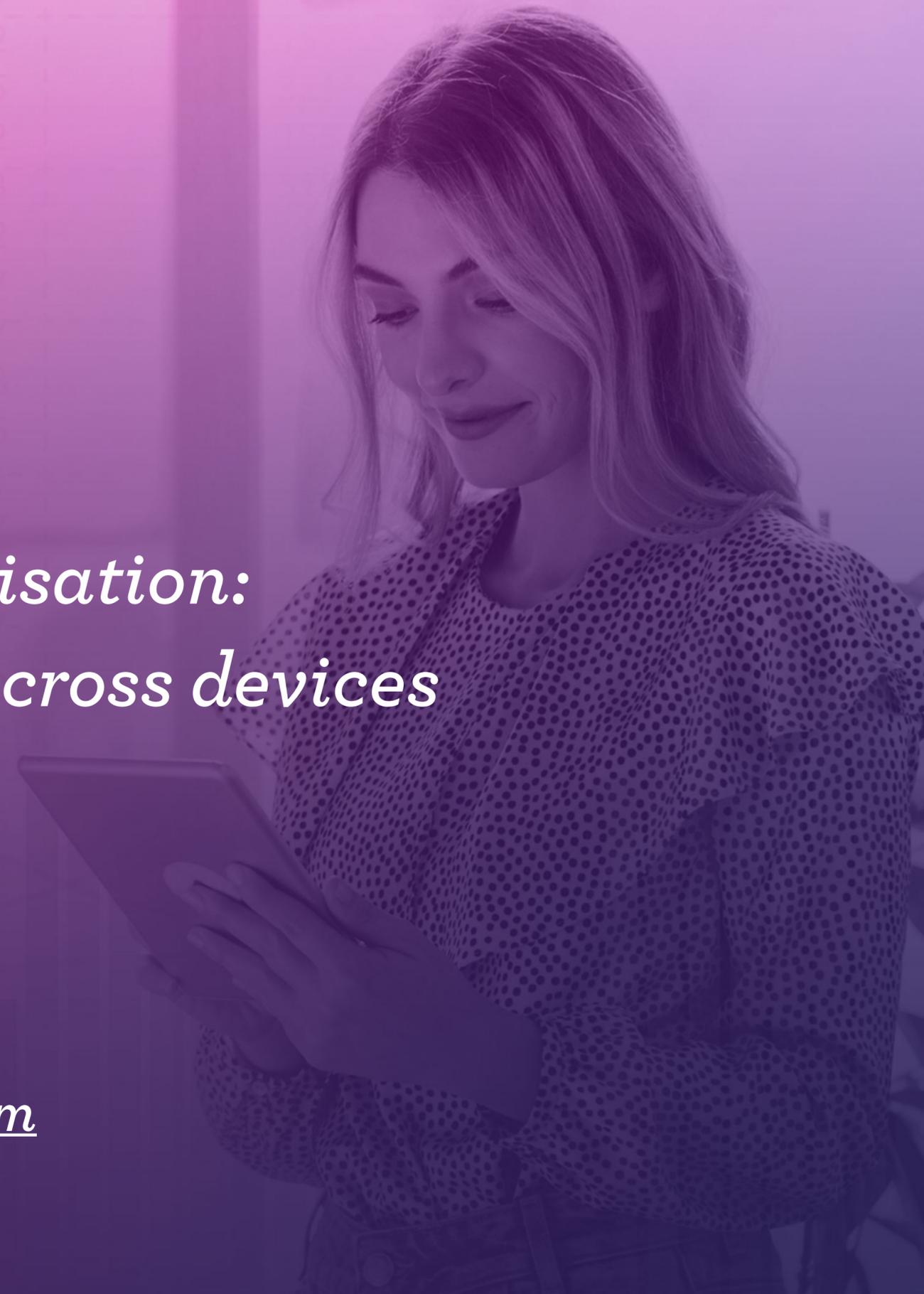




*Omnichannel Personalisation:
How to effectively use data across devices*

Max Imfeld

max.imfeld@nosto.com



What is Omni-channel

“A true omni-channel experience combines both real-time onsite browsing behaviour with transactional data (both online and in-store) to provide an up-to-date and rich shopping experience across all customer touchpoints.”

The impact of devices on fashion

2018

58.1% mobile traffic

Q1 2018

37% mobile revenue

Q4 2018

46% mobile revenue

Device RPV

Desktop - €2.39

Mobile - €1.25

AOV

Desktop - €104

Mobile - €90

Time per visit

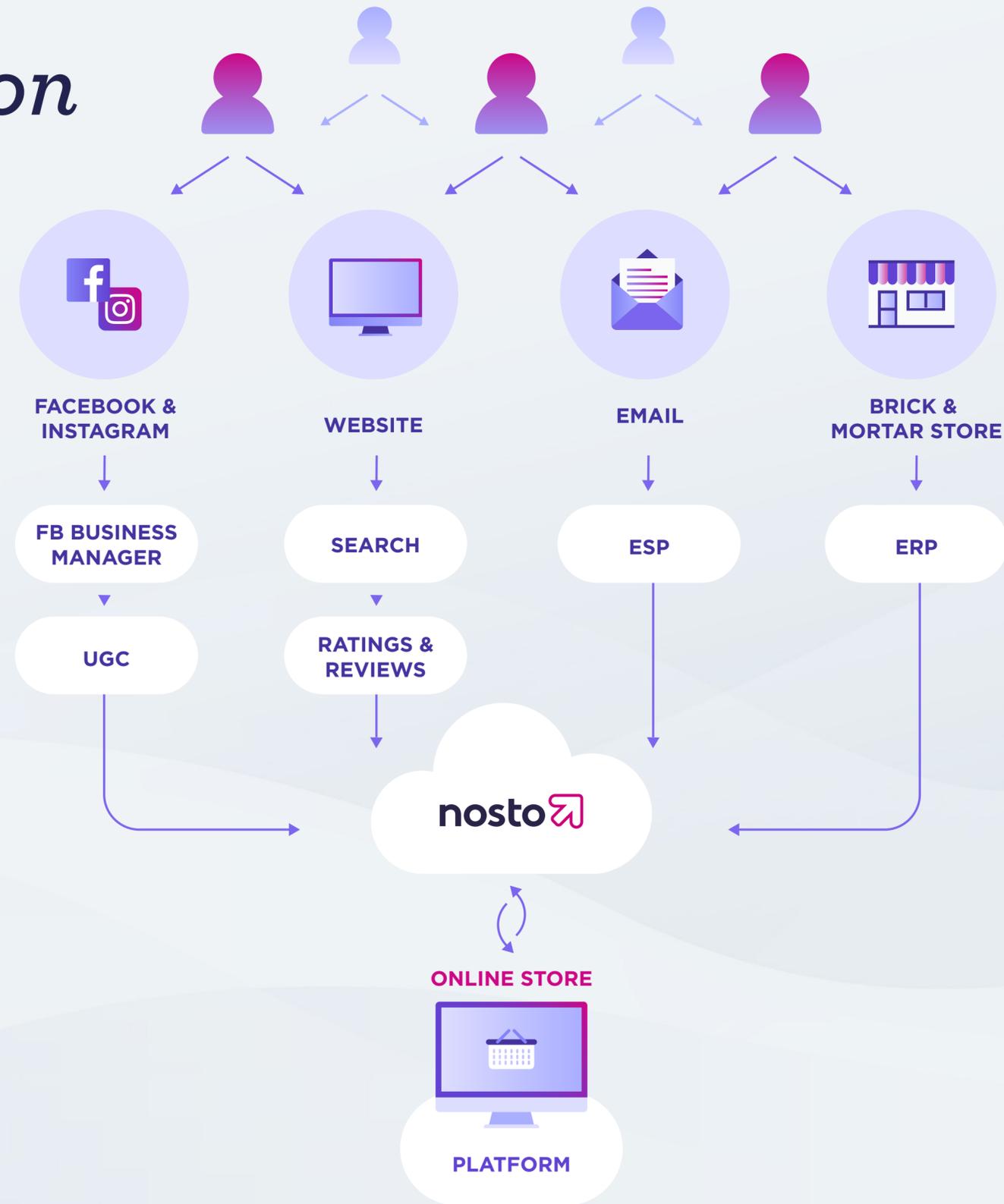
Desktop - 239

Mobile - 164

The Challenge for Online Retailers

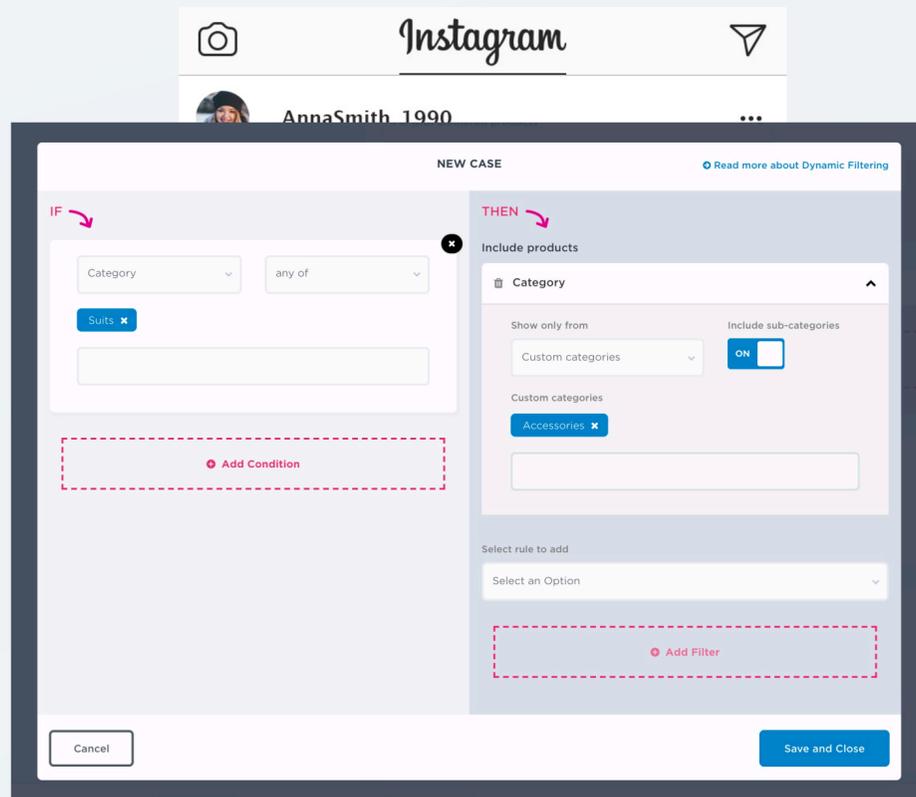


Nosto's Solution



How Nosto Works:

Nosto's Ecommerce Intelligence Engine



MERCHANDIZING RULES

UGC, SOCIAL, INTEGRATIONS & APIS

- Offline store-data collection

REVENUE OPTIMIZATION

- Margin optimization

SHOPPER PROFILES

- Segmentation
- Replenishable

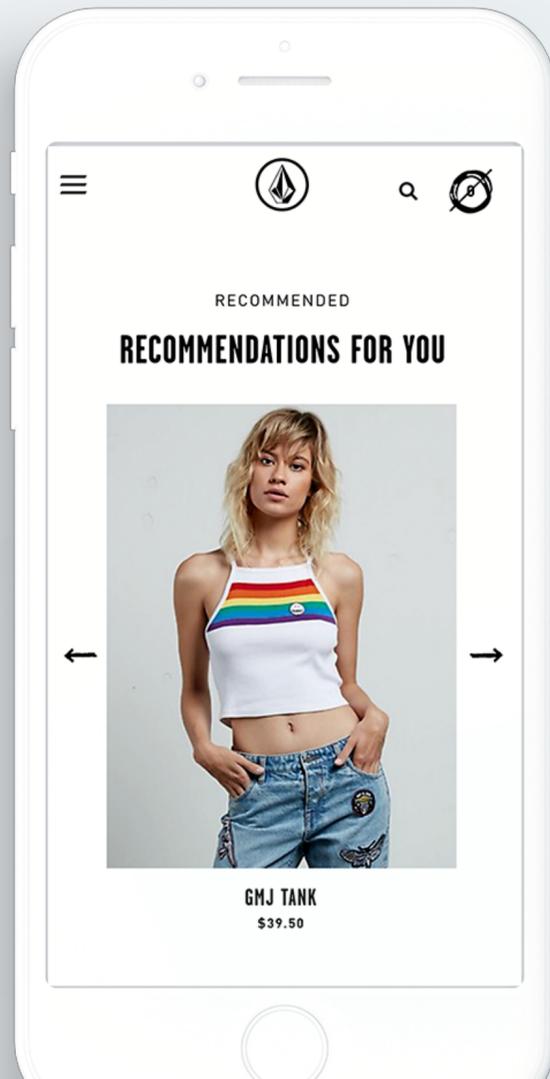
PRODUCT GRAPH

- Cold start

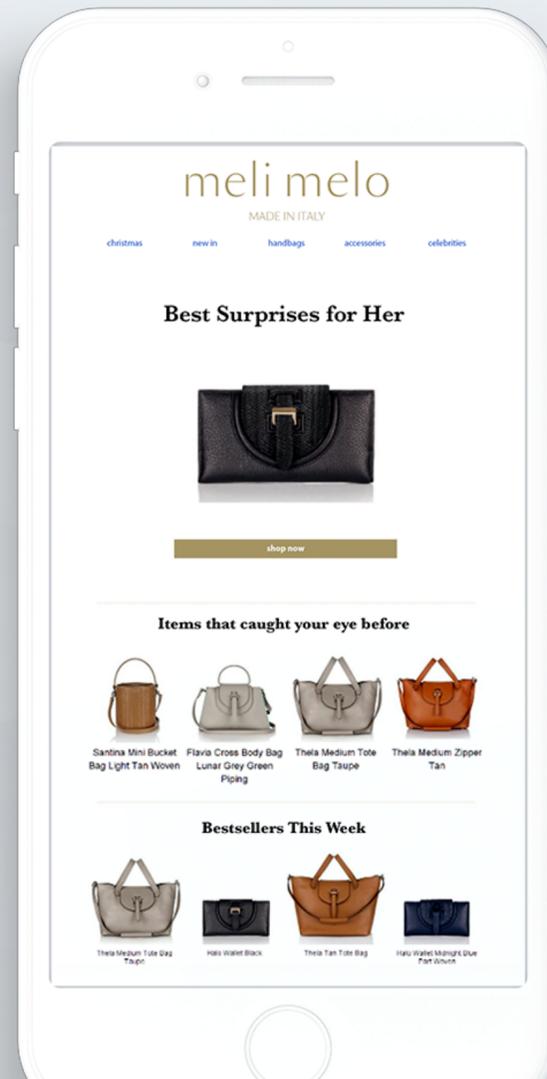
Personalising the World of Commerce



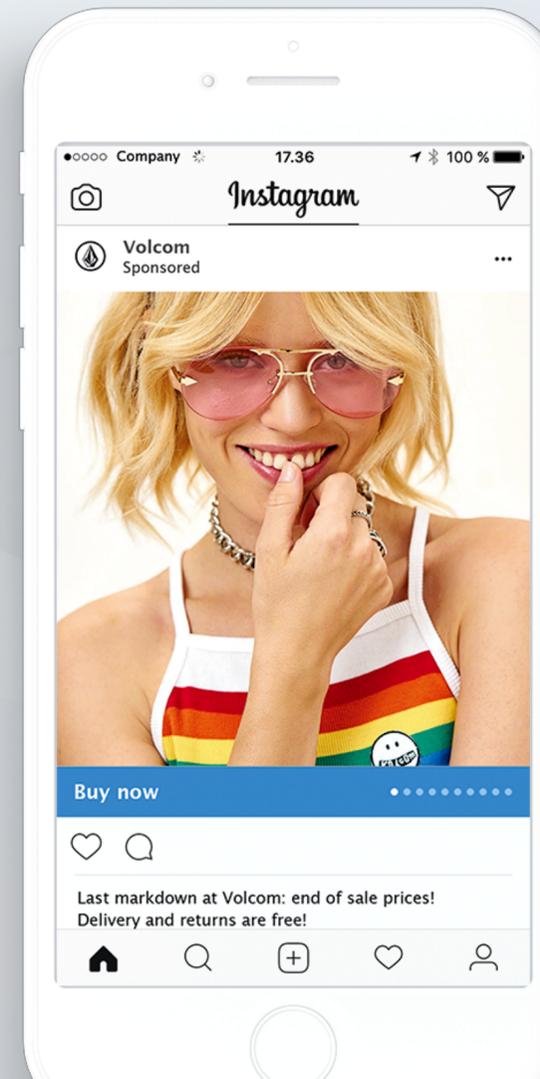
ONSITE PRODUCT
RECOMMENDATIONS



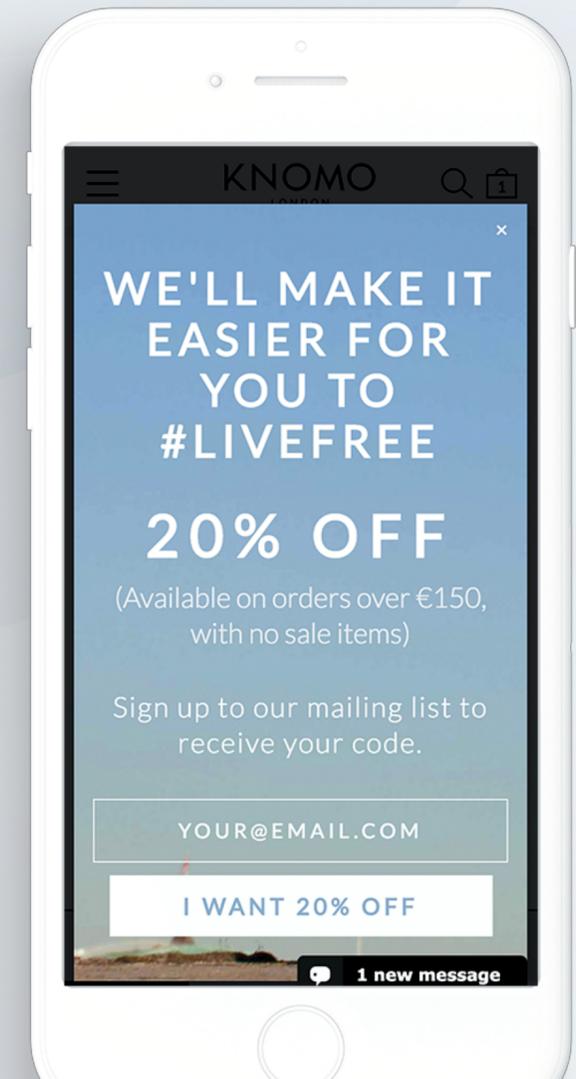
PERSONALISED
EMAILS



FACEBOOK &
INSTAGRAM ADS



ONSITE
POPUPS





worst mobile pop-ups

People also ask

How do I stop ads from popping up on my Android phone?

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Feedback

How to Stop Pop-ups on Android Devices - Make Tech Easier

<https://www.maketecheasier.com/stop-pop-ups-android/>

25 Nov 2018 - Pop-ups are a terrible thing on smartphones. We're going to show you a few ways to hopefully stop pop-ups on an Android phone for good.

How to block pop-up adverts on Android | Alphr

<https://www.alphr.com> Mobile phones

20 Jun 2016 - Pop-up ads on mobile are the worst. Here's how to block them on Android once and for all.

How to . . . block annoying online ads - Irish Times

<https://www.irishtimes.com/business/.../how-to-block-annoying-online-ads-1.2955746>

29 Jan 2017 - Mobile: If you are on Android, block pop up ads in your Chrome browser by going to Menu (the three dots in the top right. Choose Settings>site ...

Pop-Up Ads: The Most Hated Web Experience, and How to Do Them ...

<https://www.usertesting.com/.../the-most-hated-web-experience-and-how-to-do-it-righ...>

23 Sep 2014 - Ever since the early days of online marketing, pop-up ads have been annoying. the mobile experience in any way, make sure to turn it off for mobile users. ... And for the pop-up haters out there, what's the worst pop-up ...

Pop-Up Ads - The 50 Worst Inventions - TIME

content.time.com/time/specials/.../0,28804,1991915_1991909_1991749,00.html

27 May 2010 - Worst Inventions ... Though pop-up blockers were eventually created, you still never know when you're going to click on ... Next Phone Fingers.

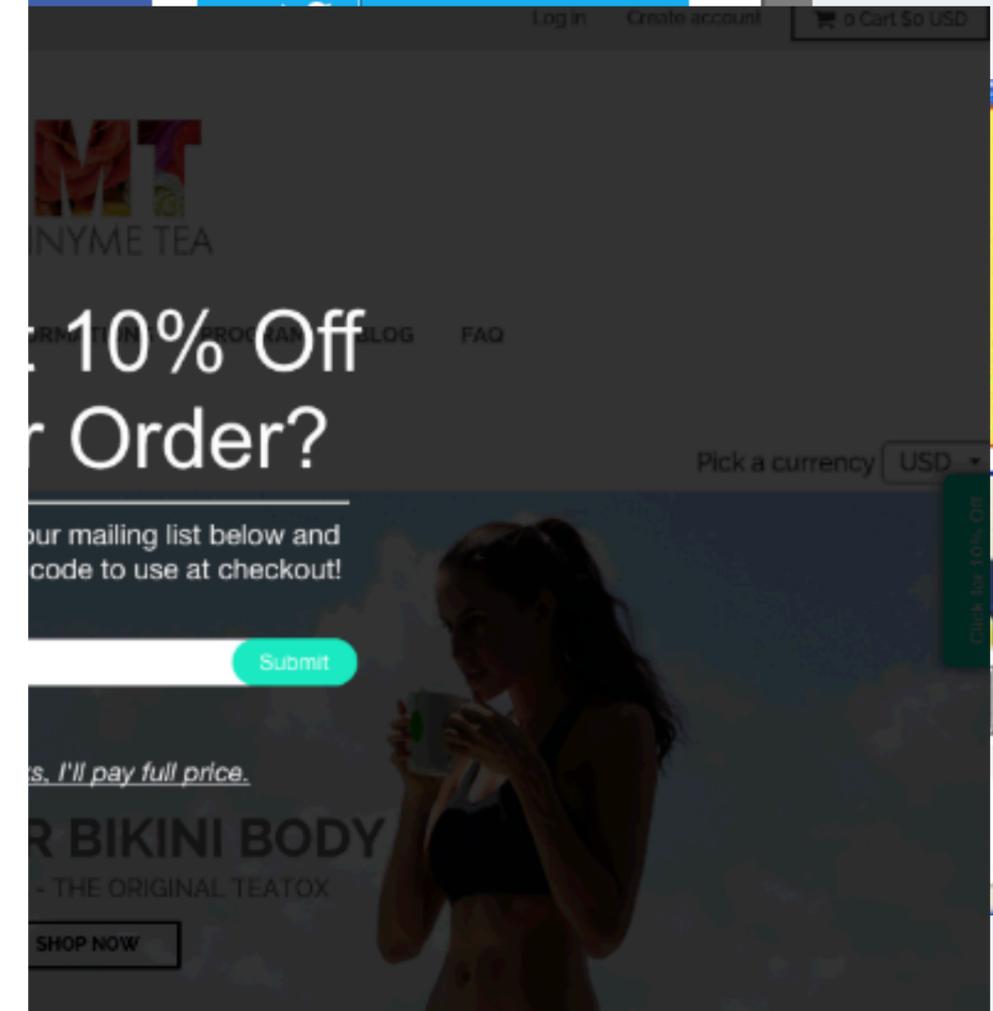
Pop-Up Mobile Ads Surge as Sites Scramble to Stop Them | WIRED

<https://www.wired.com/story/pop-up-mobile-ads-surge-as-sites-scramble-to-stop-them/>

8 Jan 2018 - And a recent surge in these mobile pop-ups, even on reputable sites, has left people

We've a special offer for you...

anna get this lipstick for free? Share your
t on Facebook or Twitter now get you
autiful tonight!



MENU SEARCH  ACCOUNT BASKET 4



You added **BrewDog Headliners (14 Beers)** to your shopping cart.

[Continue Shopping](#) [Checkout Now](#)

Have you tried

<p>All Vegan Mixed Case (15 Beers)</p>  <p>£37.50</p> <p>ADD TO CART</p>	<p>BrewDog Dead Pony Pale Ale</p>  <p>£2.29</p> <p>ADD TO CART</p>
---	---

£31.00 [?](#)

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LATEST FOOTWEAR

[? Help](#)

Segmentation: customer journeys that count...

First time
visitor

VS.

Loyal
Customer

adidas

VS.

NIKE



VS.



Mobile

VS.

Desktop



Thank you

Max Imfeld

max.imfeld@nosto.com

