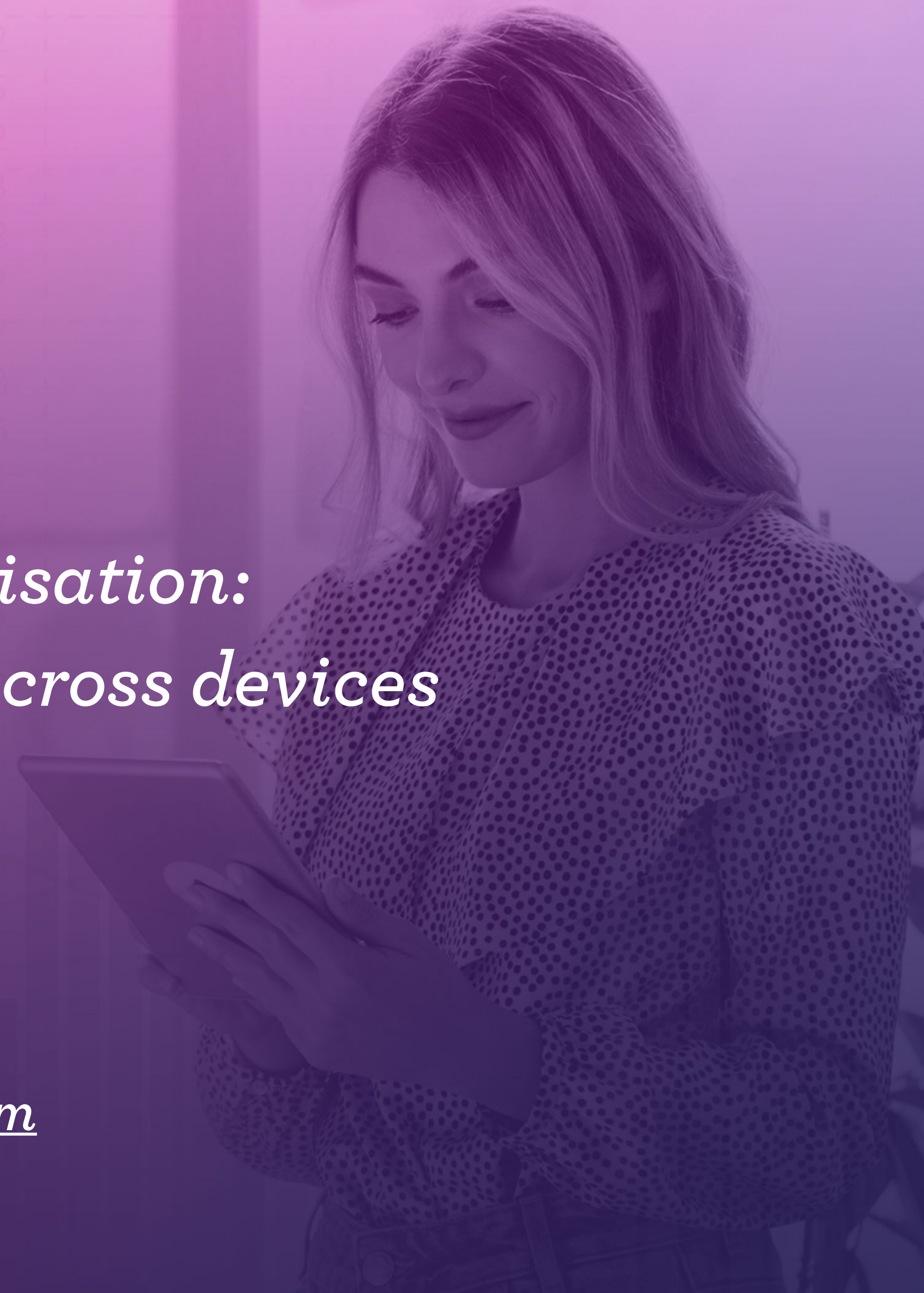




*Omnichannel Personalisation:
How to effectively use data across devices*

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

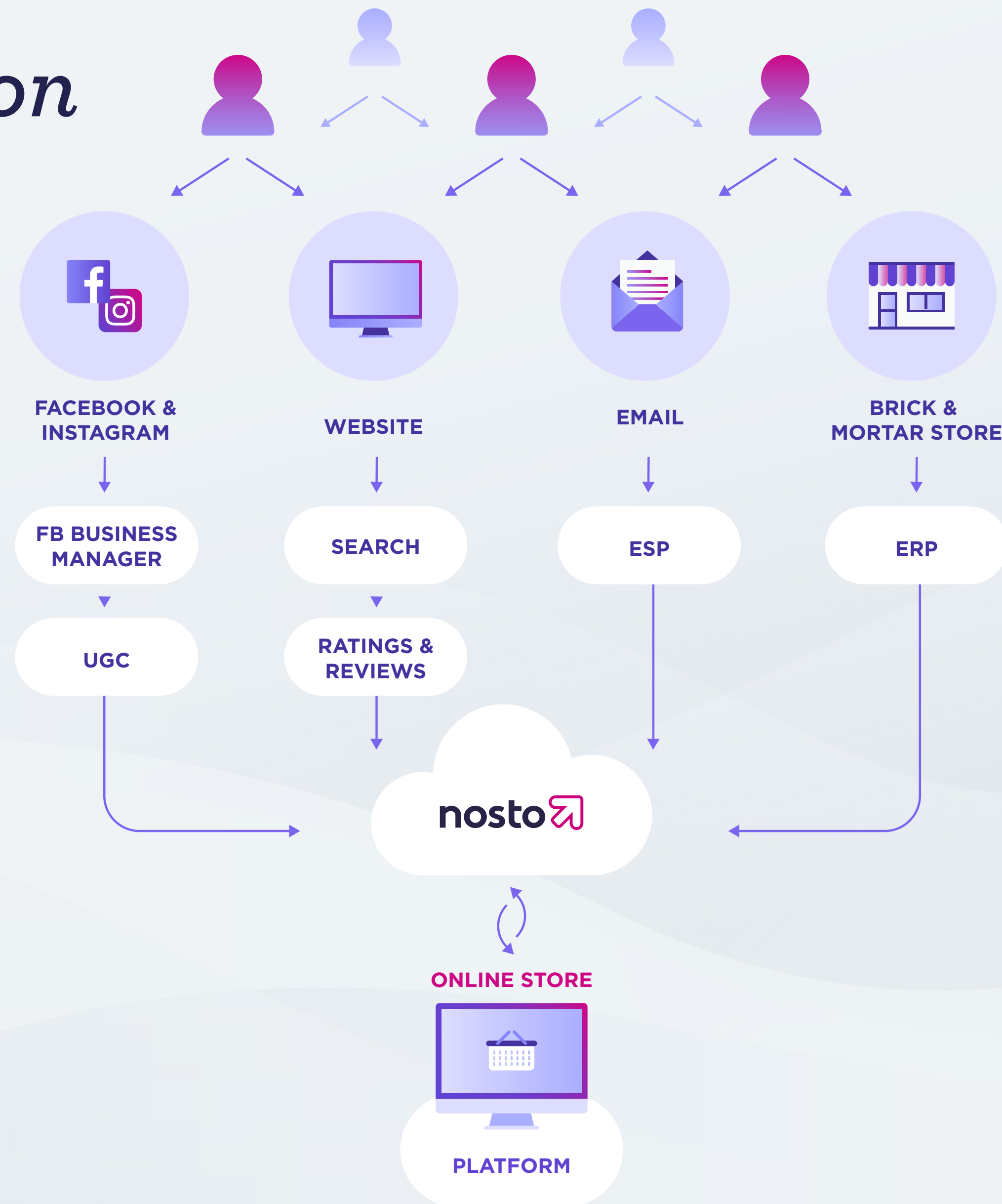
Desktop - 239

Mobile - 164

The Challenge for Online Retailers

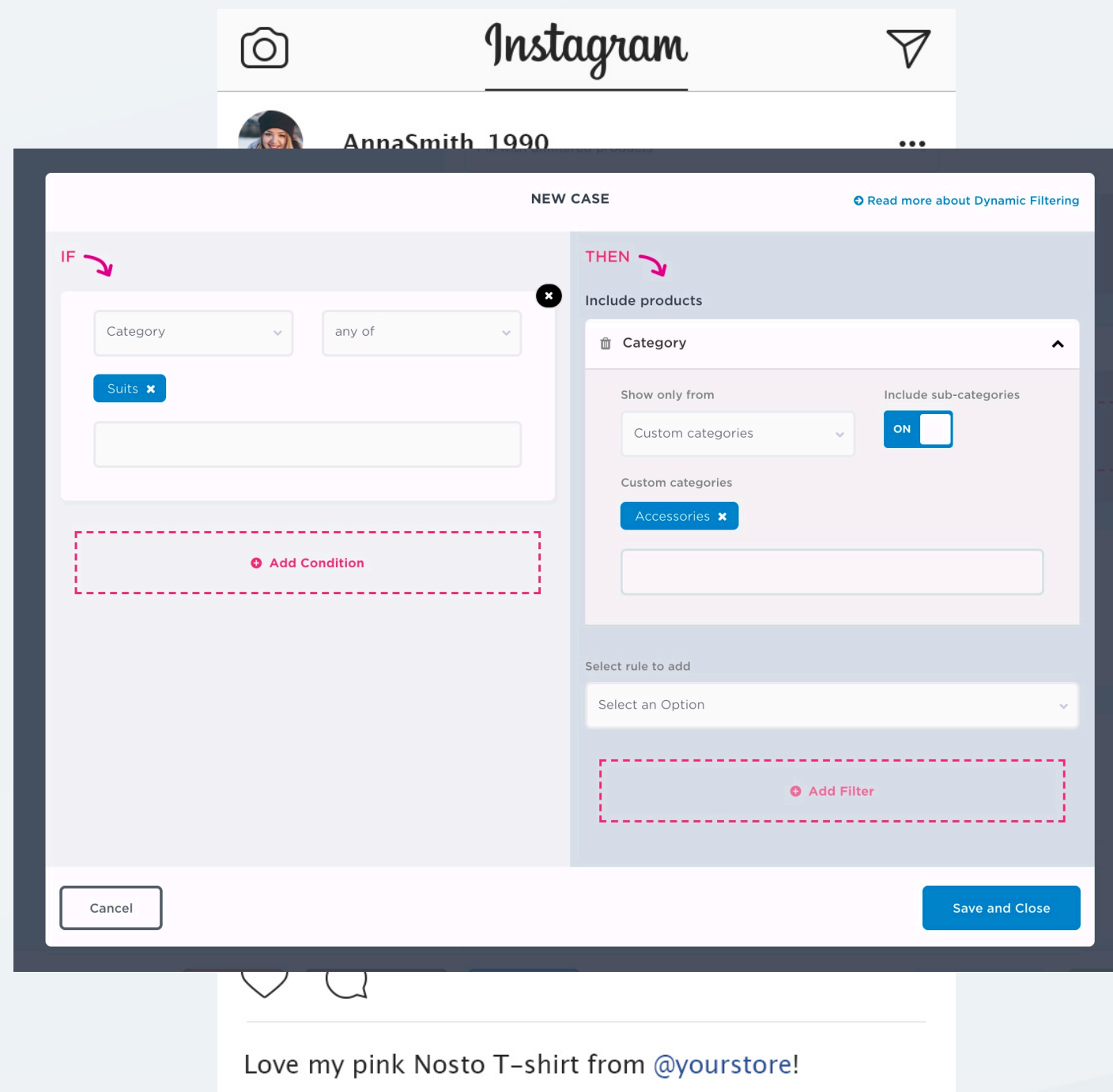


Nosto's Solution



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

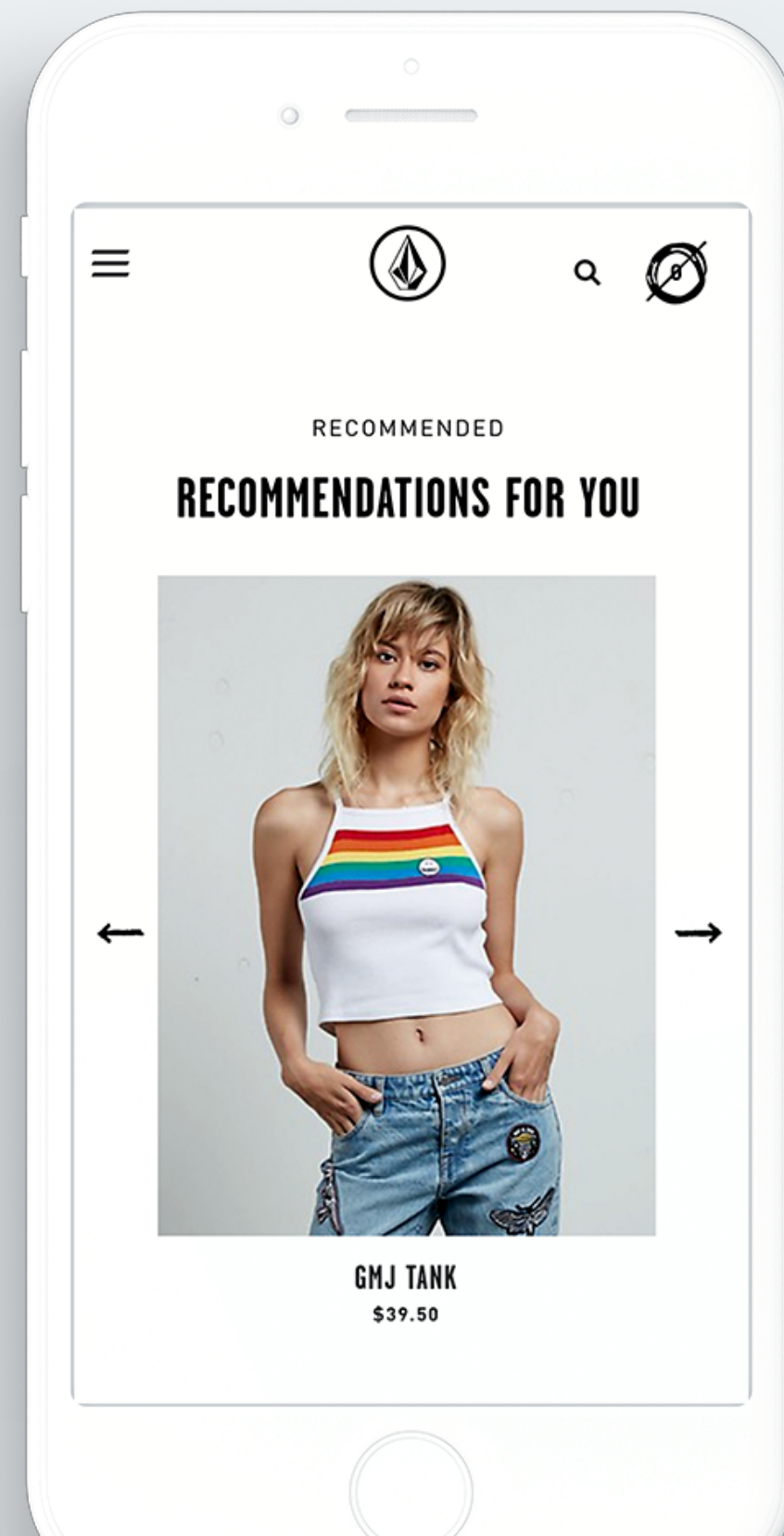
PRODUCT GRAPH

- Cold start

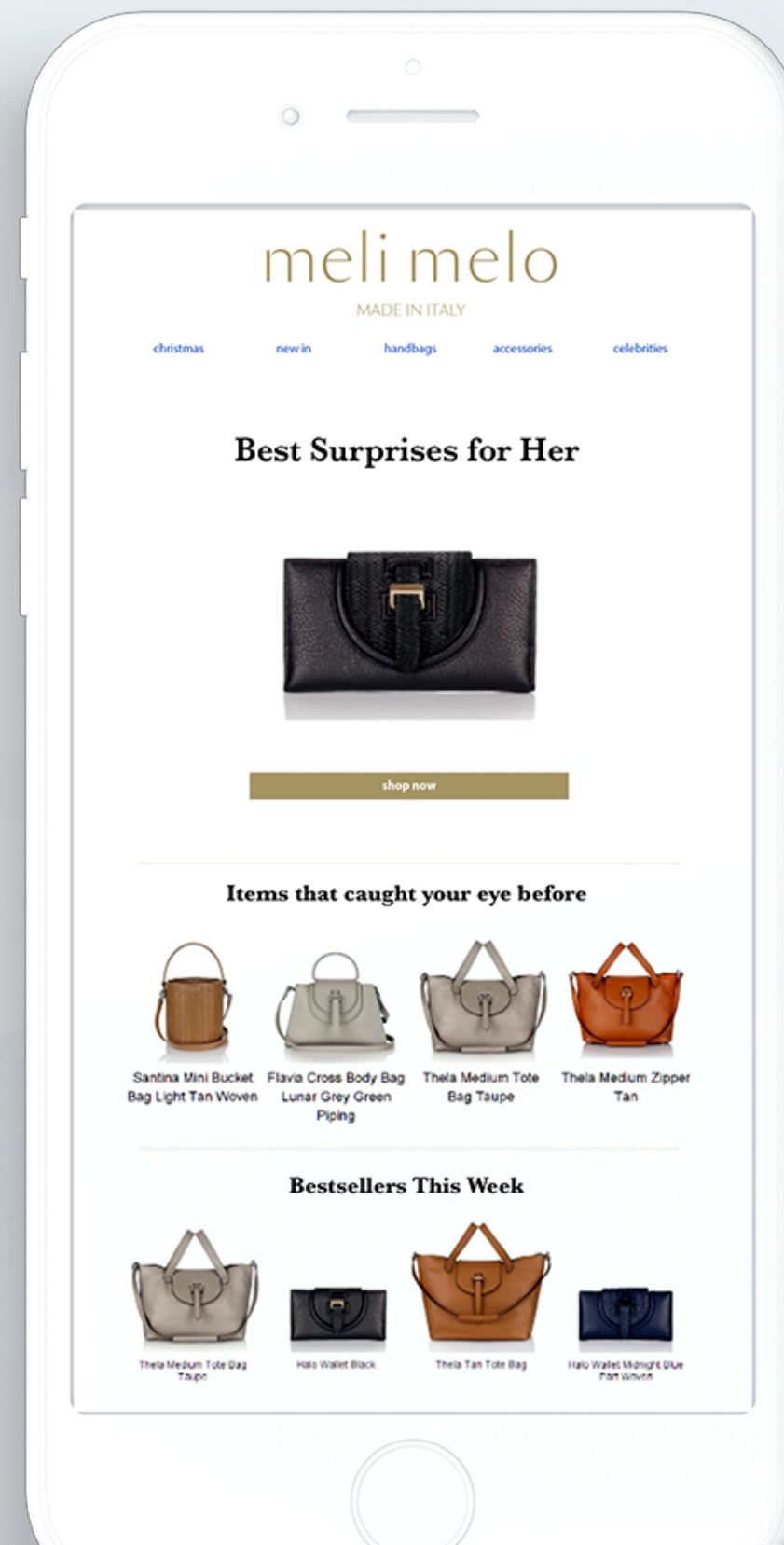
Personalising the World of Commerce



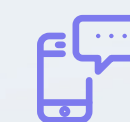
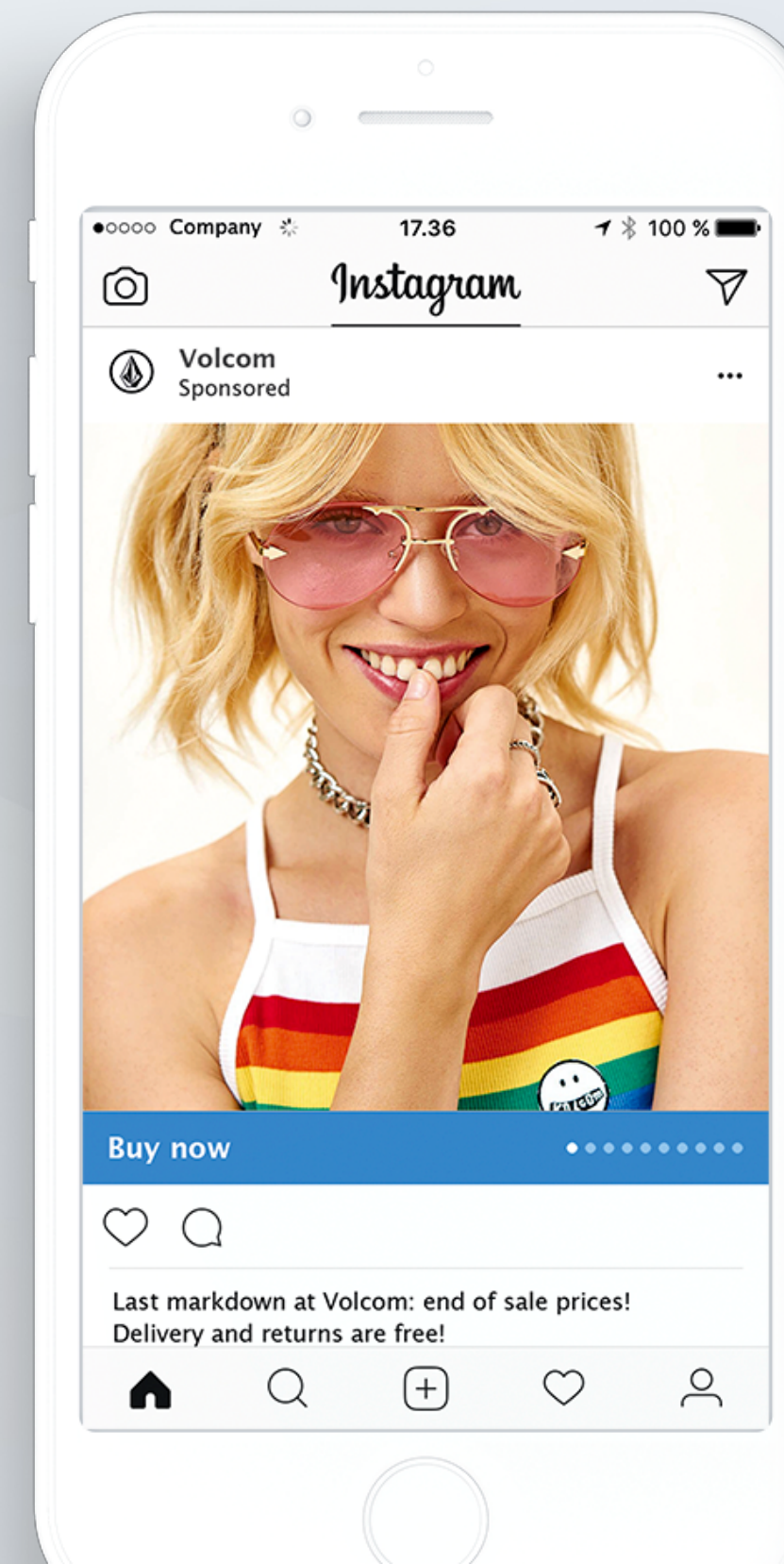
ONSITE PRODUCT RECOMMENDATIONS



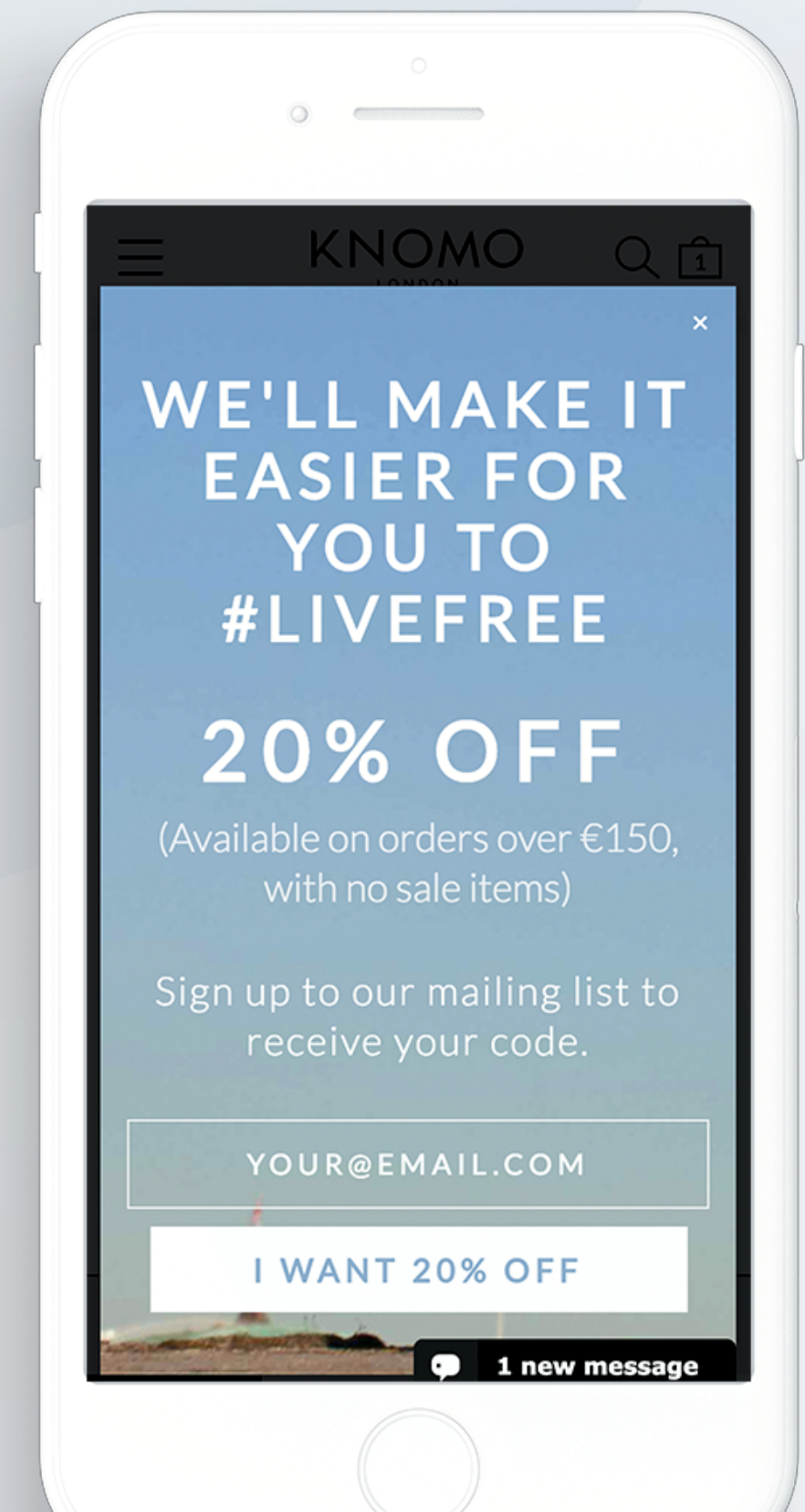
PERSONALISED EMAILS

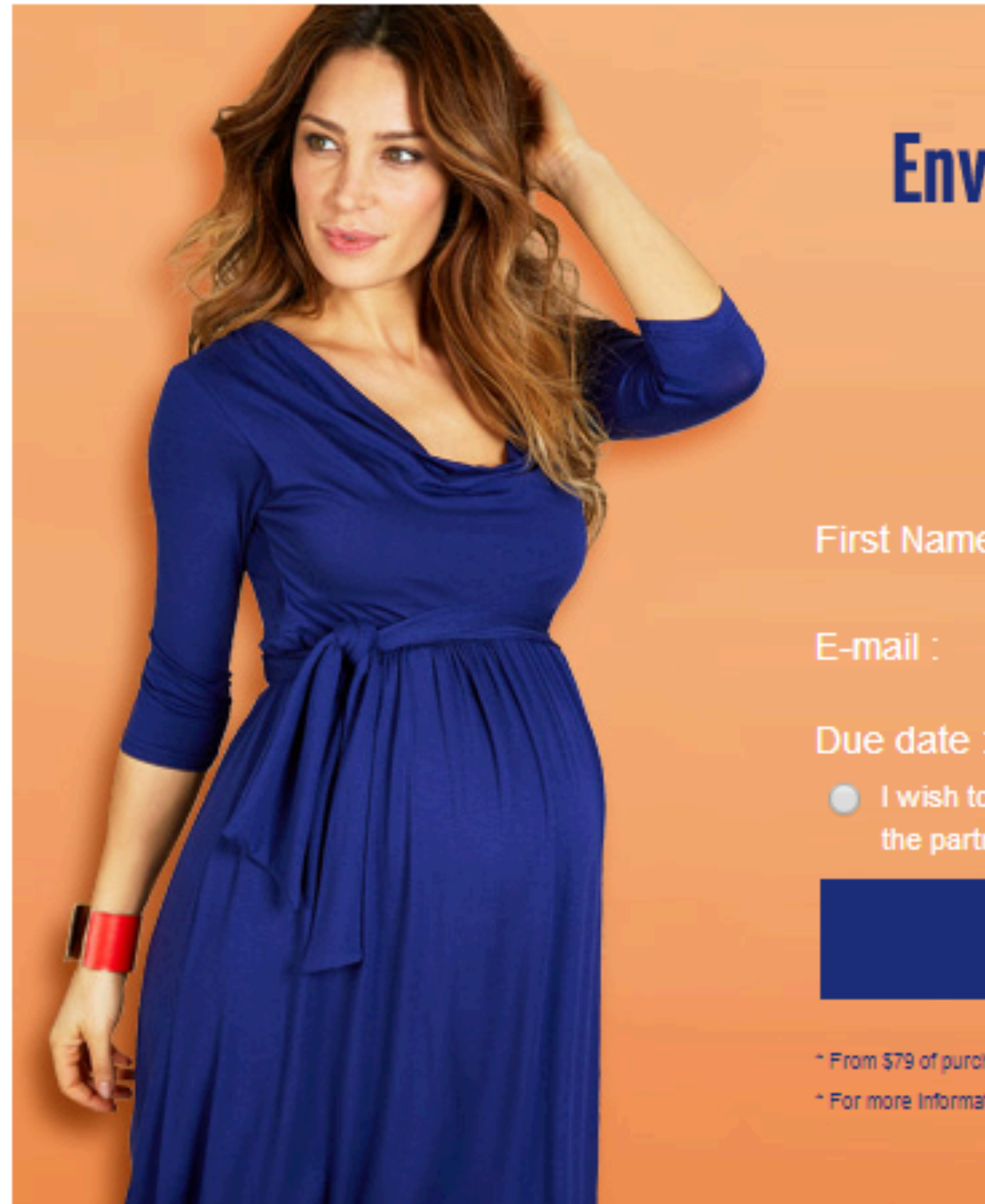
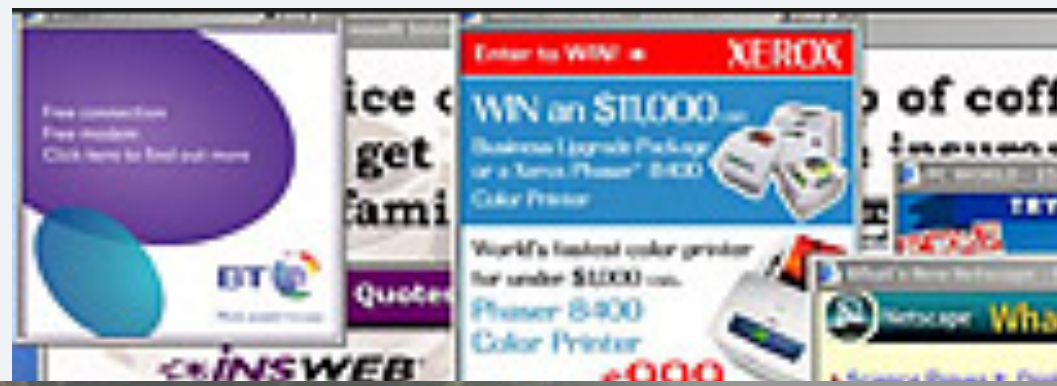


FACEBOOK & INSTAGRAM ADS



ONSITE POPUPS





worst mobile pop-ups

People also ask

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

Why am I getting pop ups on my phone?

Are Pop Up Ads dangerous?

How do I get rid of popups that won't close?

Feedback

②How 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.

②How to block pop-up adverts on Android | Alphr

[https://www.alphr.com](https://www.alphr.com/mobile-phones) > 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.

②How 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 ...

②Pop-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-right...> ▼

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** ...

②Pop-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**.

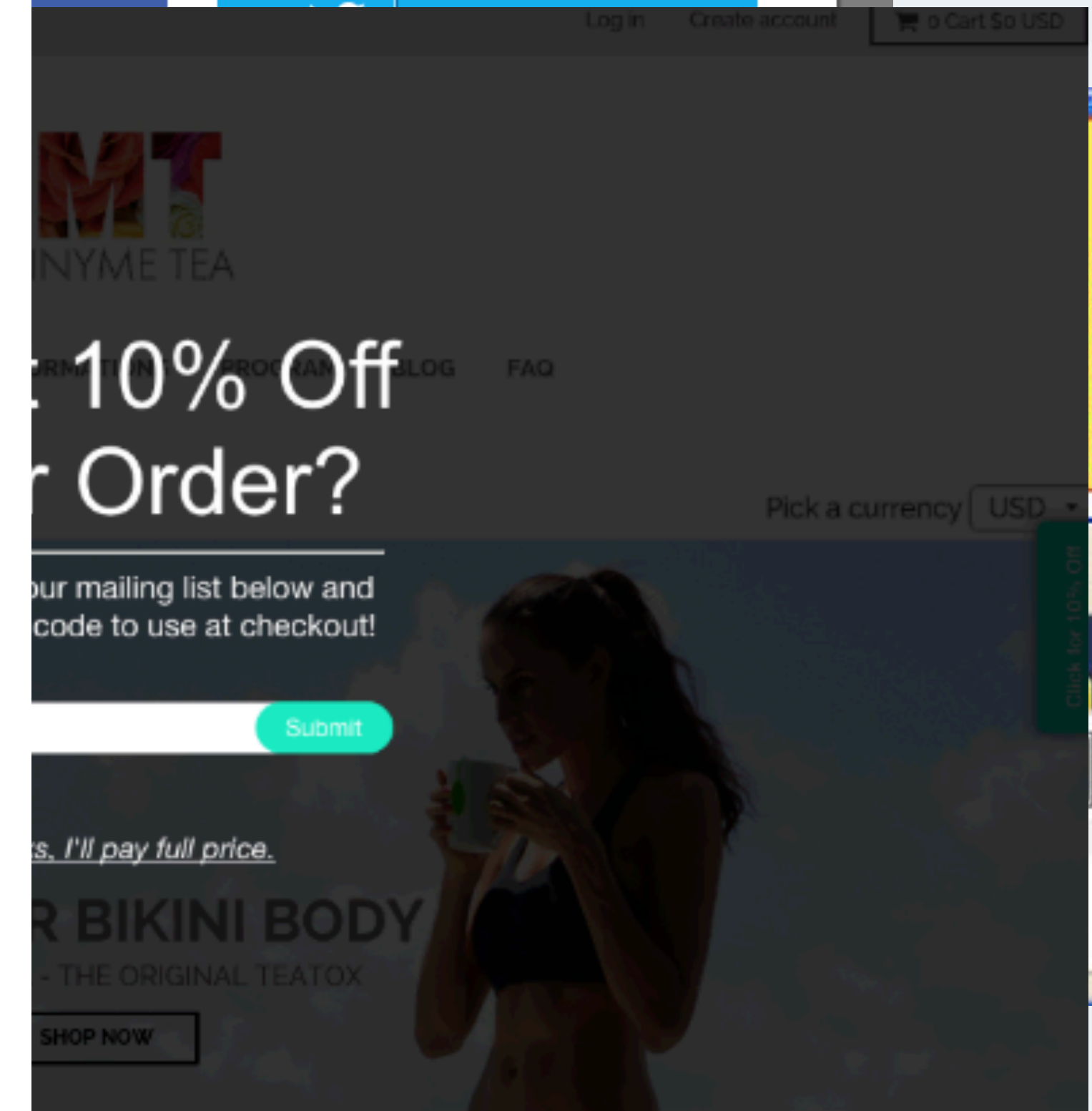
②Pop-Up Mobile Ads Surge as Sites Scramble to Stop Them | WIRED

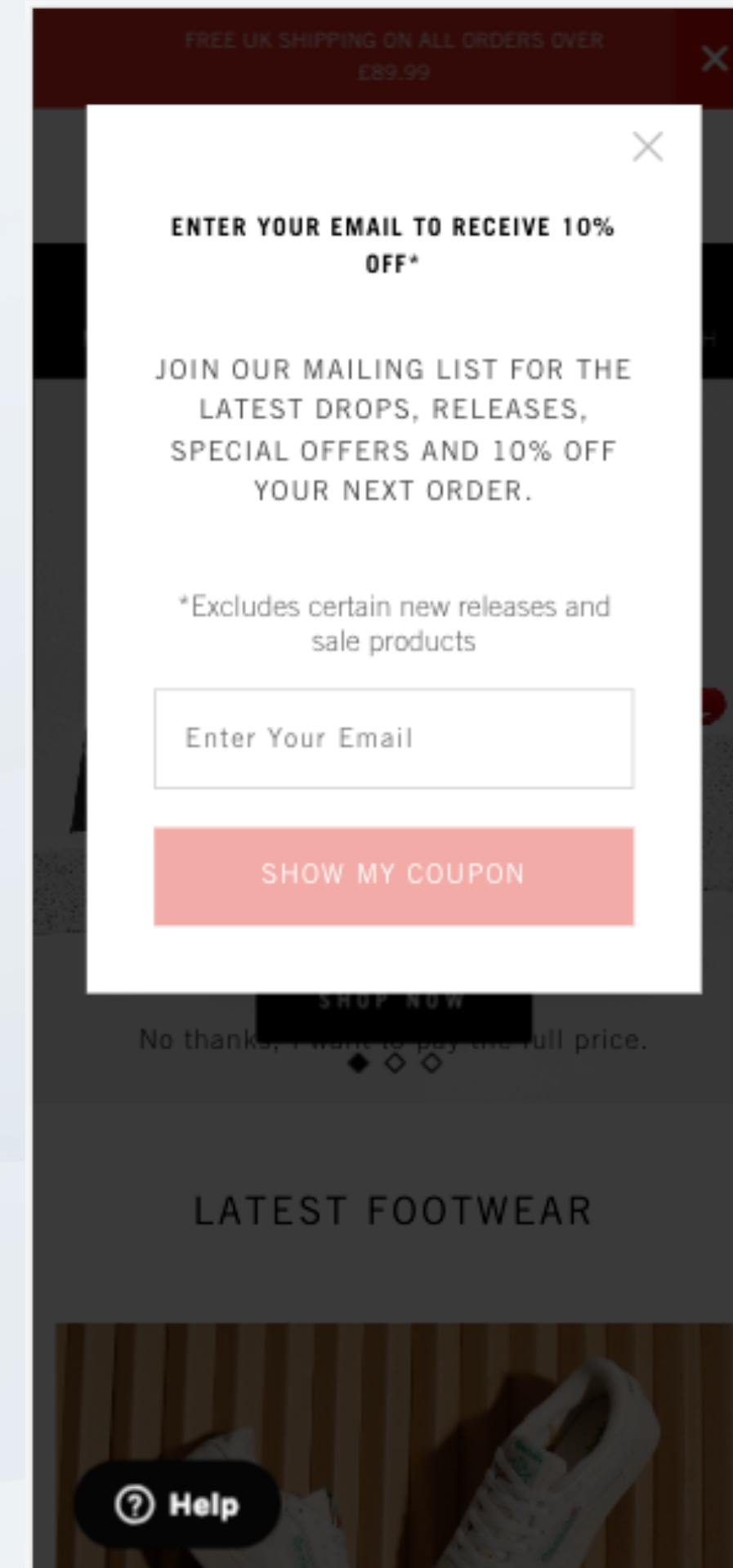
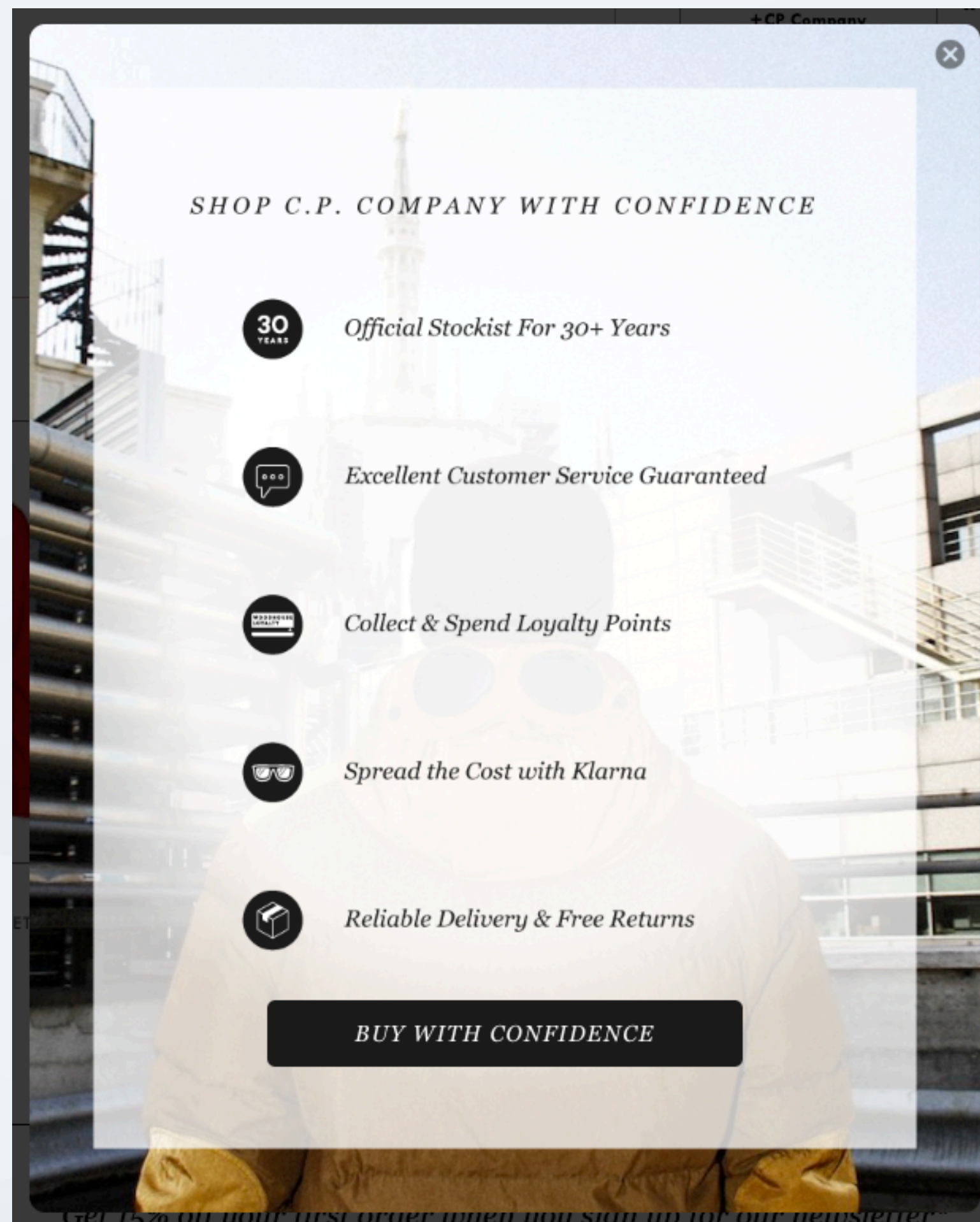
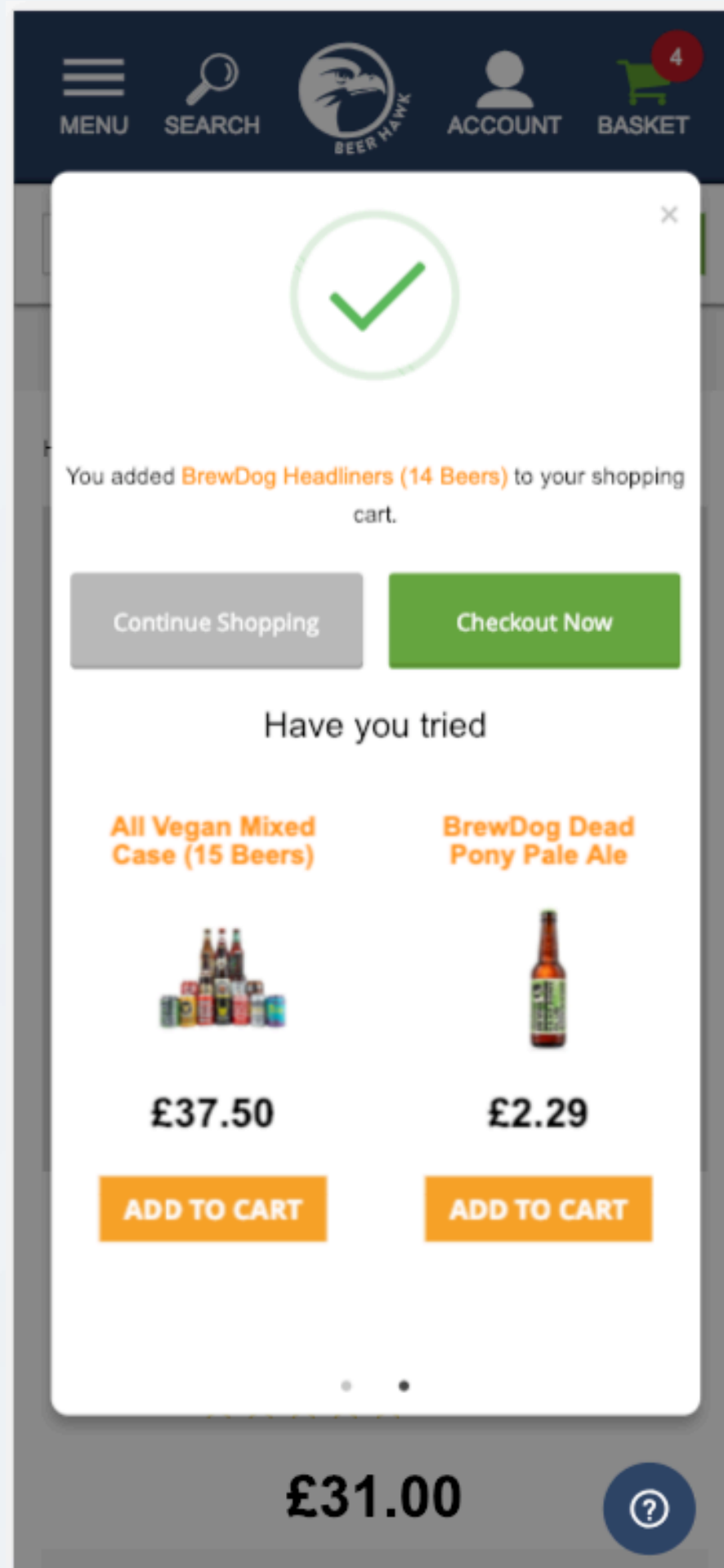
<https://www.wired.com/story/pop-up-mobile-ads-surge-as-sites-scramble-to-stop-them/> ▼

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!





Segmentation: customer journeys that count...

**First time
visitor**

VS.

**Loyal
Customer**

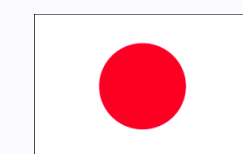
adidas

VS.

NIKE



VS.



Mobile

VS.

Desktop



Thank you

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max.imfeld@nosto.com

