



A Personality Test for Shoppers?

A Field Guide to the 6 Key Shopper Personalities

One Size Does Not Fit All

When it comes to eCommerce — to borrow a well-worn phrase — these are the best of times and the worst of times. Online shoppers have never had so many choices, and online sellers have never faced so many challenges. With the continued global growth of eCommerce and the unrelenting pressure from online-only discounters, finding a way to differentiate yourself online has never been more challenging. But if there is to be any win-win solution, it must start with companies learning how to recognize — and satisfy — the demands of a growing range of online shopper personalities.




In-store retailers have always known this and have designed their stores and trained their sales associates to recognize the types and respond accordingly. Unfortunately, this rich and adaptive model was abandoned in the early days of online shopping. Rather than appeal to the broadest range of shoppers, most online stores catered primarily to a single personality: the impatient, price-conscious hunter, who knows precisely what she wants and is constantly in search of a bargain. Various factors contributed to this diminished and exclusively transactional vision, including technology limitations and the marginalized position of eCommerce in comparison to the in-store experience.

These days it's not enough to simply deliver a wide range of products at a low price. The days of one-size-fits-all shopping are long gone. For many shoppers, the brand's online store is their first — or only — destination. While on the site, they want to do more than simply make a purchase. They want to have an online shopping experience that replicates many facets of the offline experience. Yet many retailers are failing to respond to the different shopping personalities of the modern, mobile-centric consumer.

This guide examines the 6 most important shopper personalities, along with the types of online experiences that they are likely to find most appealing. Keep in mind that very few shoppers are exclusively one personality type. Most people fall into several of these types depending on the context and sometimes embody more than one at the same time. Spend some time learning about the personality types that dominate your online store, then test and optimize based on what works.

Who are your shoppers?

Shoppers have always had different personalities and their motivations and shopping strategies can be radically different:

-  Some know exactly what they want; others want to be inspired
-  Some are extremely price-conscious; others want an amazing brand experience
-  Some are seeking practical gifts; others want to buy something fun

The Indecisive Shopper

Not everyone is good at making decisions or has time to browse through hundreds of choices. The **Indecisive Shopper** has a general idea of what he needs but may be overwhelmed by too many options.



How to Engage the Indecisive Shopper

Make it easy for him by curating the products and experiences that surround your products. Smart filters and expert Buying Guides help him narrow down his options to find the best product and accessories for his needs.

Creating a Relevant and Compelling Online Store Experience

Fear of making a wrong decision is one of the biggest reasons this shopper hesitates and often results in cart abandonment. Consumers have access to more information than ever from online stores. But for an Indecisive Shopper, this just makes deciding what to buy more difficult. Too many options can mean too much effort required to make a sensible decision.

Creating a compelling shopping experience for the Indecisive Shopper is best achieved when a “less is more” concept guides the product display. Allowing the shopper to easily compare the top three or five products from his search can help him feel he’s making an informed decision. Expert recommendations, evaluation guides and customer testimonials also work well for Indecisive Shoppers. Removing the fear of making the wrong decision by facilitating choice can result in more decisive purchase behavior.

5 Online Store Features that Appeal to the Indecisive Shopper


- ☺ **1. Smart filters:** Search must allow this shopper to narrow choices to a select group of products. A smaller selection will keep him from the level of indecision that results in abandoning the purchase because he can't decide which product to choose. Implement a smart filter process that prompts him to make intuitive choices to narrow results rather than expecting him to do so proactively.
- ☺ **2. Curated collections:** To simplify even more, consider reducing the selection by offering a curated collection of products with rich visual themes based on his lifestyle or other factors. For example, if he searches for a jacket, collections could be displayed based on outdoor adventure, city living or work environment.




- ☺ **3. Simple and convenient returns:** The biggest illustration of online shopping indecisiveness is demonstrated by abandoned carts. To increase purchase completions, make sure the shopper knows how easy it is to return an item if he finds it unsatisfactory. Remember that his biggest fear is making the wrong decision, so easing that concern can work in your favor.
- ☺ **4. Wish lists:** Indecisive Shoppers can be big on window shopping. After going to the trouble of choosing a product and adding it to his shopping cart, don't let him lose it if he abandons the cart. Allowing him to wish list the item can help him buy when he feels more confident about the purchase. This is especially true for high-ticket items, such as electronics and appliances.
- ☺ **5. Retargeting:** Personalized retargeting can help this shopper buy when the email includes a link to a Buying Guide and expert recommendations. Retargeting ads that display on other sites the shopper visits can serve as continuous reinforcement to purchase your product. Upon returning to your site, showing what's in the shopper's cart or on his wish list can help him decide to purchase before he gets distracted by other choices.

3 Ways to Lose the Indecisive Shopper


There are many opportunities to enhance your online store for the Indecisive Shopper, but there are also missteps that can result in cart abandonment to avoid making a decision at all. Confusion caused by too much information and choice can cause this shopper to leave and find another vendor that offers simplicity and an obvious selection.

 **1. Providing too many options:** There's nothing worse for an Indecisive Shopper than being confronted with 57 pages of product search results and no easy way to simplify the selection. This shopper is afraid of making a wrong decision. Consider blending a small selection of the most popular products with editorial that can help him rationally consider which product will best meet his needs. Just remember to keep the information concise and manageable to avoid adding to the overwhelming feeling that accompanies choosing which product to buy.

 **2. Forcing more choice during checkout:** While it's nirvana for many shopper personalities to have flexible shipping and delivery options, these create more friction for an Indecisive Shopper. Anything that slows momentum could give him time to reconsider and doubt his product choice, causing cart abandonment. Make sure default options are pre-selected so this shopper isn't forced to make more decisions unless he wants to. This includes making registration an integral and seamless part of the checkout process.

Personality insights and behavioral science offer opportunities to better connect with individuals, and can be beneficial for consumers and businesses alike by creating a better match for products, services or experiences.

- [HBR](#)

 **3. Not making the right information available:** When this shopper has a question about a product during the evaluation process, it's imperative that the answer is easily available. Unanswered questions lead to the shopper's inability to make a decision. Including a FAQ tab on the product page that answers the most commonly asked questions without causing the shopper to leave the page can save the sale. Think of ways to add a concierge feeling to your site to assist these shoppers to more easily make a decision.

The Indecisive Shopper Values Simplicity and Validation

The fear of making the wrong choice contributes to this shopper's indecisiveness. Providing easy ways to refine his search and information to validate that he's making the best choice for his needs will help reduce cart abandonments driven by doubts. Reactivate abandoned purchases by establishing a helpful retargeting campaign. Focus on making this shopper comfortable with his decision and you'll see higher conversions and repeat purchases.



The Informed Shopper

Unlike the Indecisive Shopper who is overwhelmed with too many choices, some people can't get enough information. The **Informed Shopper** won't buy until she has explored all of her options. She wants to do her research and needs access to as much information as possible.

How to Engage the Informed Shopper

Provide her with detailed product specs, sizing information, rating and reviews, video guides — anything that can help her buy from you and not someone else.

Creating a Relevant and Compelling Online Store Experience

This shopper is like an investigative reporter. She will research and compare until she's exhausted all of her questions and uncovered the most intricate details. While most consumers avoid product specs and user manuals, this shopper relishes them. When she visits your online

store, take advantage of her interest by showing the product, accessories and complimentary products being used in a variety of settings to enhance her experience.

While she'll want access to ratings and reviews, she will be skeptical until she sees the product information to back them up. She's a confident shopper who likes to form her own opinions, so make sure she has access to more information than she'll need. Because she's an explorer by nature, the Informed Shopper will compare products across sites, so it's important to keep her in your online store by offering her information your competitors aren't.

5 Online Store Features that Appeal to the Informed Shopper

- 😊 **1. Continuous learning:** Incorporating a learning environment, such as a university-type learning center with how-to videos, a blog for your product users or a tips newsletter, can be compelling ways to keep an Informed Shopper involved with your company. She's an avid learner and if your products require instruction to get up to speed, this type of information can be invaluable to her — both pre- and post-purchase.
- 😊 **2. Comparisons:** This shopper will explore all of her options. Allowing her to flag specific products she wants to further evaluate will keep her engaged and in your online store. Displaying those products in a matrix shows an apples-to-apples comparison to help her see the differences that are important to her. Likewise, providing an easy ability to return to a flagged product to learn more will help expedite her decision.
- 😊 **3. Interactive content:** Present rich visuals that show products being used in different settings and allow her to click on the products to learn more about them. This type of content will help her understand how the product applies to her needs and discover uses she may not have considered. For larger purchases, interactive calculators showing the value of her investment can be highly persuasive. This shopper loves data so help her see how to use it in her decision-making process.
- 😊 **4. Thematic videos and infographics:** Visuals are highly engaging. Allowing the Informed Shopper to immerse herself in the product in a seasonal or other type of themed context can help her develop an attachment to the product, provided the product information supports her attraction.
- 😊 **5. Product information:** She'll want lots of product information. From Buying Guides to how-to information, expert analysis, user manuals and use cases, she'll become a sponge that eagerly soaks up the details. But to be mindful of other shopper personalities, consider how you can layer the information to not overwhelm those who aren't as intent on learning about every feature and nuance.



3 Ways to Lose the Informed Shopper

There are many opportunities to enhance your online store for the Informed Shopper, but there are also missteps that can result in her defecting to a competitor's site if her hunger for information and immersion are not met at yours.

1. Using unfamiliar terms and acronyms:

Product information that uses unclear acronyms or assumes she's familiar with every feature will frustrate this shopper and drive her to seek information from another resource. While the Informed Shopper thirsts for information, she wants it in simple-to-understand terms that are easily grasped without a ton of effort. Make sure she gets that information in clear and easily digestible content. Combining editorial and product content can also help in her consideration.

2. Not showing her how to use the product:

No matter how intuitive you think your product is, any product that requires a manual can benefit from instructional tutorials and how-to videos. Sharing customer videos that show the product in use will engage her and validate her assumptions about how the product is used most effectively. Not helping her to visualize using the product can send her off searching for a provider who provides this information.

3. Making it difficult to pick up where she left off:

The Informed Shopper doesn't like surprises. She wants to make sure she's buying the right product for the use she has in mind. She will visit multiple online stores before she makes a decision. She values being thorough when choosing a product. If you make her start from scratch when she returns to your online store, you have a real chance of losing her purchase.

The Informed Shopper Values Information and Immersion

Presenting a product with basic specs, an image and a price will not motivate this shopper to buy. In fact, the lack of information will leave her disappointed and she will abandon your online store empty handed. The Informed Shopper wants to immerse herself in the world of the product. Providing her with every product detail in innovative — but simple — ways can win her over. Offering an abundance of informative post-purchase materials will entice her to return to learn more, spurring her desire to shop for complementary items and accessories.

The Practical Shopper

Some people see shopping in strictly pragmatic terms and are not easily swayed by an emotional sales pitch. The **Practical Shopper** is only interested in useful products that meet particular needs and solve specific problems.



How to Engage the Practical Shopper

Show her how your product solves her problems with how-to videos, reviews and searchable product details. For this shopper context, authenticity and relevance are critical.

Creating a Relevant and Compelling Online Store Experience

This buyer is no-nonsense and to the point. Whimsical product names and descriptions have no appeal for her. If you want to create a compelling experience for this shopper, focus on the most effective ways to use products and the problems they solve.

The best way to upsell the Practical Shopper is to establish links between products. If this mop is the best tool for cleaning a hardwood floor, for example, then pairing it with the best cleaning solution for hardwood floors will have appeal. Remember to focus on the pragmatic uses of your products. This shopper isn't swayed by being fashionable, following trends or other consumers. Content that shows her the most effective path from problem to solution will make your online store a destination she'll return to time and again.


5 Online Store Features that Appeal to the Practical Shopper


1. **Bundles:** Consider the additional value combining your products can offer the pragmatic shopper to achieve a better outcome. As in the example above, pairing products that give her a complete solution and solves a problem will help her feel in control and more efficient than buying them one at a time.
2. **Themed newsletters:** Create newsletters that help this shopper live a better life. Focus on problems and the best ways to solve them, sharing only what she needs to know today. Get to the point fast and use a matter of fact and helpful tone. Tips newsletters on a specific topic will work well for her. Subtly point to products that can solve different problems.
3. **How-to content:** Create content that clearly states a problem and then shows her how to solve it using your products. Keep the focus on the problem-to-solution story, rather than the features, unless a feature makes your product more effective than another without it. She'll appreciate videos, expert guides and clear instructions presented in an orderly way.
4. **Diagrams:** If the problems your products solve are complex, consider including diagrams that show the process for using them. A well-designed visual with a step-by-step process boosts her confidence that your product will solve her problem and she can use it competently.
5. **Product information:** She'll want lots of product information. However, instead of focusing only on a features list, provide the purpose for each feature and what the product will help her achieve. From buying guides to how-to information, expert analysis, user manuals and use cases, she'll want to be sure that the product is suitable for its intended use.




3 Ways to Lose the Practical Shopper

There are many opportunities to enhance your online store for the Practical Shopper, but not presenting your content and products with relevance and authenticity can cause her to defect to a competitor's site.

 **1. Not demonstrating that you walk the talk:** While this shopper values ratings and reviews from other customers, if she suspects that you're stretching your product's capabilities or value, she will doubt your authenticity. For example, if you guarantee results but make your return policy difficult, it can indicate that your company may not stand behind its promises. The Practical Shopper has an aversion to being stuck with products that aren't useful to her.

 **2. Vague or misleading product descriptions:** Success with this shopper means letting your products shine on their own merits. For any claim made in the product description, make sure it's supported in the feature description or the how-to content to reinforce that it will fulfill its purpose. Every claim you make about your products needs to be true since she can easily spot a sales pitch.

 **3. Engagement is a one-way street:** Most online stores have incorporated social media threads and reviews and ratings. If this shopper sees questions about products without answers from the company, she'll lose trust that you'll be there to help her use the product if she needs you. Responsiveness is important to this shopper, so make sure that your brand appears to be engaged with its customers.

The Practical Shopper Values Authenticity and Relevance

Presenting honest and useful information about your products is the key to this shopper's wallet. Putting problem-to-solution stories in context — aided by your products — will hold high relevance for her. She values a company she can trust to be there for her if she needs help and owns up to any mistakes it makes. By providing an assortment of content to help her get the best use from your products, you'll create a lifelong customer who thinks of your brand first.

Retail marketing leaders allocated approximately 30% of 2020 budgets to search and social. In 2021, it is expected resources will be shifted further toward online channels.

- [Gartner](#)



The Emotional Shopper

This shopper doesn't know what they want to buy until they see it. It's all about being in the moment and connecting with the story behind the product. The **Emotional Shopper** thinks that shopping should be fun, not practical.

How to Engage the Emotional Shopper

He is looking to be inspired, so give him rich visuals, engaging magazine-like content and thematic micro-sites that blend product details with editorial content. But always make it easy to buy when the inspiration strikes. Use targeting and personalization to make the experience relevant and intimate.

Creating a Relevant and Compelling Online Store Experience

This shopper values fun and the unexpected and doesn't have an agenda. He will value product-related stories that help him see his world in new ways or

open his eyes to new possibilities. This shopper craves editorial content that goes beyond product specifications and feature information, so helping him visualize the unique experience of using the product will help him choose to buy.

Showing him how that sport coat will make him feel at a party will inspire him. Helping him to feel the silkiness of those Egyptian cotton sheets will spur him to action. For the Emotional Shopper, it's all about how you make him feel with rich media, visuals and interactive stories. While discounts are nice, they won't incentivize him to purchase unless an affinity for your products has already been established.





5 Online Store Features that Appeal to the Emotional Shopper

- 😊 **1. Subscriptions:** For the sake of the experience, this shopper will sign up for a subscription that delivers a random assortment of products each month. Whether spices, socks or music, make sure to continuously build the story with each monthly shipment to keep him interested.
- 😊 **2. Exclusivity:** Becoming a member of a privileged club engages the Emotional Shopper. This is especially true if he gains prominence through a tiered program that offers increasing benefits at each level. Remember to keep your offers to him exclusive, though. If everyone can have access to them, the intimate and special feeling that engages him will dissolve.
- 😊 **3. Curated collections:** Lifestyle collections can be compelling to this type of shopper, provided the story builds the value and fun of the collection. Whether minimalist, luxury, environmental sustainability or the latest in entertaining trends, themes showing how products can be used to enhance his lifestyle in unexpected ways is appealing. A rich, visual magazine-style presentation or micro-site with editorial content that paints the picture and points to the products will enable him to get that feeling for himself.
- 😊 **4. Customer-generated content:** Videos sharing how your customers use your products to enhance their lives will help the Emotional Shopper immerse himself in possibilities. Just look at how GoPro has capitalized on the concept to brainstorm how this can work for your online store. Showing customer experiences will have much more impact than static ratings and reviews. Another option is curating customer posts on Instagram or Pinterest.
- 😊 **5. Story videos:** If your products have unique stories related to how they're made, their ingredients or the people who make them, sharing these stories through rich media can motivate the Emotional Shopper to buy. Make sure to feature new stories each month to satisfy this shopper's craving for new sources of inspiration.

3 Ways to Lose the Emotional Shopper

There are many opportunities to enhance your online store for the Emotional Shopper, but there are also missteps that can cause him to abandon your store for a competitor's site that appeals to his need for fun and inspiration.

 **1. Your content doesn't help him "touch" the product:** The tactile experience of offline shopping – touching, smelling and assessing products from all angles – is missing from an online store. Your visuals and content must be presented in a way that brings the tactile alive in the shopper's imagination. Boring, one-dimensional experiences will not motivate him to buy.

 **2. Your online store is focused on facts and features:** This shopper is looking for a story that inspires him. He doesn't care about the product specs until he's ready to buy, and even then, the specs will mainly be used to confirm his decision. Make sure editorial content is easily accessible and can be used in fun and interactive ways that he will find appealing.

 **3. Your online store appears stuck in a time warp:** The Emotional Shopper is looking for adventure and new sources of inspiration on a regular basis. If your online store is telling the same product story every time he visits, he'll stop showing up. It's important to repurpose content in new ways to give this shopper the new experiences that he craves.

The Emotional Shopper Values Fun and Inspiration

Engaging this shopper is more about the story than the products – the products are simply a way of bringing his inspiration to life. The Emotional Shopper wants to have fun, live in the moment and connect with a story that resonates with his lifestyle in unexpected ways.

When he shops, he's looking for new experiences, so make sure to regularly mix up your content and featured stories to inspire him to build new adventures each time he drops by.

A Few Shopping Factoids...



87% of shoppers begin their hunt in **digital channels**



Average order value increases **26%** when AI is used



92% of eCommerce growth comes from **mobile**

- [Salesforce](#)

The Social Shopper

For some shoppers, retail is a collective experience, not an individual one. The **Social Shopper** is very interested in what her friends and peers are buying. She spends a lot of time browsing Facebook, Pinterest, Instagram and texting her friends for advice. This kind of shopper may spend very little time in an online store.



How to Engage the Social Shopper

Bring authentic social experiences into your online store. Embed real-time social data and provide opportunities for shoppers to engage in conversations about your products. Hire social media influencers to curate content for your brand and stimulate interest across multiple social networks.

Creating a Relevant and Compelling Online Store Experience

Because this shopper distrusts brands and spends most of her time on social networks, it's important that you make the transition from these sites to your online store as seamless as possible. By providing options she's accustomed to using on social media, such as the ability to "like" products and share them, she's more likely to engage with your products and content.

This shopper likes to show off cool new products and share her opinions. By facilitating her ability to do so, she can become a brand advocate that draws more business to your online store. But if you make her unhappy, she'll be sure to let you and her networks know how she feels.

Her tendency to share with her networks means that her online experience must always be fresh and invigorating. She won't share the same stuff twice, so make sure you repurpose content and rotate featured items so there's always something new to share. It's also important to remember that curating what others share about your products can become a source of new sharing for the Social Shopper.

5 Online Store Features that Appeal to the Social Shopper

- 😊 **1. Asking for advice:** Sending a picture of a product to her social network for opinions and advice is part of her shopping experience. Making this easy for her will stir her network's curiosity about your products.
- 😊 **2. Advocacy programs:** The Social Shopper is not shy. Sharing is the name of the game for her. If you create engaging content with options similar to the ones she uses on social platforms, she will be more apt to share her opinions about your products. Establishing advocacy programs can provide a rich new source of inbound traffic to your online store and a regular source of customer feedback to help you serve her better.
- 😊 **3. Social proof:** Ratings and reviews are expected on online stores. Adding the ability for Social Shoppers to "like" products and post pictures of your products in use will stimulate their engagement with your brand. One great

experience that's applauded by her network can lead to many more. It won't hurt if you re-share whatever she shares, either. Recognition is a strong component for motivating the Social Shopper.

- 😊 **4. Community tools:** Social Shoppers, by their nature, are helpful. If you create discussion forums around product categories or themes, expect her to jump in and answer the questions of others who are considering buying your products or trying to figure out the best way to use them. In an age where customer experience is a driving force, allowing your Social Shoppers to help shape this experience can be a wise choice.
- 😊 **5. Conversational content:** This shopper will appreciate unique ways to talk about your product. Arming her with compelling phrases and descriptions will help her create posts that will garner response from her network. Also consider unique settings for product photos that will spark a desire to share them. Videos are also prime conversational content for this shopper.



3 Ways to Lose the Social Shopper

There are many opportunities to enhance your online store for the Social Shopper, but there are also missteps that can reinforce her distrust of brands if your content and products are not presented in interactive ways that build community.

- ☹️ **1. Your community features are more dictatorial than collaborative:** This shopper is all about interaction. It is one thing to enable her to interact with likeminded customers, but it's another if your community policies are too confining or your moderators too rigid. Instead, encourage this shopper with gentle guidance that is higher in enthusiasm than authority. Applaud her for her contributions by offering rewards for her advocacy.
- ☹️ **2. Your online store appears dated, rather than fresh and invigorating:** The Social Shopper is looking for new content ideas to share regularly. If she doesn't find new products on her social networks, she'll have no reason to visit your online store. It's important to repurpose content in new ways to give this shopper the new experiences and community interaction she craves.
- ☹️ **3. You get too pushy trying to help her make a purchase:** The Social Shopper doesn't enjoy solitary shopping, but she also doesn't want to be pushed. Establish community features, but make sure that they're in the spirit of helping and conversation, not selling. Interactive tools to explore your online store and easily share what catches her fancy will lead to purchases and endorsement from her social networks.



The Social Shopper Values Interaction and Community

The Social Shopper wants a collective experience. She values the opinions of her social networks and thrives on sharing and participating in conversations about products of interest to her. If you empower her, she can become a strong advocate that helps drive brand awareness and affinity for your products. Just remember to recognize her for her efforts and provide continuous sources of fresh content to help her keep the conversation going.



The Brand-Driven Shopper

This shopper is one of the most valuable you can have — the die-hard fan of your brand or products.

How to Engage the Brand-Driven Shopper

Make sure that you don't take him for granted. Reward him for his loyalty with special offers or exclusive content and enlist his help across social networks. Give him reasons to return often by frequently providing new content on your website. The key to building a strong relationship with the Brand-Driven Shopper is to focus as much on the pre- and post-purchase stages as on the purchase itself. A loyal shopper like this is priceless; make sure he feels the love.

Creating a Relevant and Compelling Online Store Experience






The Brand-Driven Shopper is worth his weight in gold. He sees the value of your products and won't hesitate due to price. An online store experience that offers

perks and special offers just for him makes him feel special and rewarded for his loyalty.

This shopper is constantly on the lookout for new products and updates to keep him at the fore of what your brand offers. An outdated website or a redundant experience will put this customer relationship in peril but pleasing this customer will bring mutual rewards. He'll become a strong advocate for your brand and deliver the customer lifetime value that you wish your other customers would produce. Keep this customer engaged with fresh stories and vibrant visuals that spur emotions and drive him to action. Recognize his contribution to the brand consistently and you'll reap the rewards of a long and lucrative relationship.



5 Online Store Features that Appeal to the Brand-Driven Shopper


-  **1. Concierge services:** Create a personal shopper feature that presents him with special offers and new products upon login. By tracking purchase and browsing history and using rules-based content display, you can easily recognize this shopper's loyalty and motivate additional purchases by providing a new experience each time he visits your online store.
-  **2. Advocacy programs:** A Brand-Driven Shopper is often willing to become an advocate for your brand. Not only will he defend your products when doubts are raised on social networks, but he will also share his new purchases and experiences. Make sure you establish a program that makes it easy for him to do so. He is not as proactive as the Social Shopper and will need a bit of guidance and encouragement.
-  **3. Exclusivity:** Belonging to a privileged club engages the Brand-Driven Shopper. This is especially true if he gains prominence through a tiered program that offers increasing benefits at each level of rewards. Remember to keep your offers to him exclusive. If everyone has access, the special feeling that engages him will dissolve. At the least, give him the opportunity to own new products before the public has access.
-  **4. Subscriptions:** This shopper will join a membership program like a "product of the month" club that allows him to automatically replenish a supply of a product he loves. Whether spices, socks or music, continuously build the story with each month's shipment to keep him engaged – and don't forget to recognize him with reward points for his ongoing patronage.
-  **5. Editorial content:** Stories relating to the use of your products or their role in your customer's lifestyles can keep this shopper engaged. Remember that he cares less about product specs and discounts and more about the value he'll gain by owning the products.


From 2012–2019, subscription sales have grown by **more than 300%**


– [Businesswire](#)

3 Ways to Lose the Brand-Driven Shopper

There are many opportunities to enhance your online store for the Brand-Driven Shopper, but there are also missteps that can result in poor experiences that will alienate him if he isn't consistently provided with exclusive offers, content and recognition.

 **1. Your online store fails to recognize or reward his loyalty:** The Brand-Driven Shopper wants to feel as if he's in a one-to-one relationship with the brand. A personal touch is incredibly important to make him feel special. Failing to recognize him upon arrival to your online store can result in a loss of loyalty that will be difficult to regain. Pay attention to the user experience for customers who login to your store and look for ways to make it exclusive and prestigious.

 **2. Your online store's policies make him jump through hoops to use his rewards points:** There's nothing worse for this shopper than watching his rewards points accrue only to find the redemption process frustrating and convoluted. This is a sure way to lose a loyal fan. Go through your rewards process and ensure there are no glitches that will cause this shopper to defect to a competitor.

 **3. Your online store does nothing to personalize his shopping experience:** You know who this customer is; his purchase and browsing history help you understand his tastes and needs. You know where he lives, improving your ability to make appealing seasonal offers. You know how many rewards points he has accrued and how frequently he visits. Yet your website reflects none of this, treating all consumers the same. This lack of exclusivity can cost you his loyalty because he'll see no difference from shopping at your competitor's site.

The Brand-Driven Shopper Values Exclusivity and Recognition

This shopper wants an intimate experience. He likes to feel special and be recognized for his continued loyalty. While your products may be high quality, your online store isn't the only place he can find them. Taking the effort to personalize his experience, giving him early access to new products and recognizing his loyalty will encourage his brand advocacy. You will find that a loyal, die-hard fan of your brand is definitely more profitable than any other shopper you're working to engage.

Personalize for Every Shopper

How CoreMedia Can Help

Mastering the shopper personality challenge is the key to success in an increasingly competitive online world. You need a solution that's flexible enough to incorporate content alongside commerce and that allows you to expand into new experiences and media types. Unfortunately, most methods for enhancing online stores are slow, costly and inefficient.

To overcome these challenges, CoreMedia has introduced CoreMedia Content Cloud, a flexible Digital Experience Platform (DXP) built on a hybrid headless Content Management System (CMS) and advanced Digital Asset Management (DAM) Platform.

CoreMedia Content Cloud makes it easy for you to engage any shopper personality with the following fundamental capabilities:

Deep Integrations with Leading eCommerce Platforms

CoreMedia's extensive integrations with all leading eCommerce platforms allow you to access your product catalog and easily enhance your online store with banners, promotions and media. Build next-generation storefronts and content-rich, shoppable brand sites and blend real-time product information with multimedia marketing content to deliver consistent product messages everywhere.

Shoppable Content for Frictionless Commerce Everywhere

Marketing and eCommerce teams must be able to deliver stellar visual content to capture the shopper's attention and clearly represent the value of every product — without waiting for IT. CoreMedia Content Cloud provides many visually appealing, free-form layout options and a comprehensive catalog of pre-built design elements. Easily manage high-quality product images and other digital media assets and incorporate them seamlessly into your existing online store, brand site or social media channels.

Multi-experience Orchestration

To connect with all shopper types in every region, marketers and eCommerce professionals need to provide digital experiences across all digital channels, including web apps, marketing tools, mobile apps, social channels, in-store, or even voice-enabled devices. CoreMedia Content Cloud makes it easy to create reusable content and assets for multiple sites, channels, regions and languages. Save time and improve the impact and relevance of your digital brand by previewing experiences across all channels right on your desktop.

Personalize the Experience for Each Customer

The holy grail of online engagement is personalization — showing the right products and services to the right person at the right time. Being relevant to a customer is essential for driving more engagement and sales. CoreMedia Content Cloud's personalization module supports the design, preview and launch of contextual experiences across multiple channels. Simulate customer experiences based on identity, region, device, language, browsing history and more. Integrate data from all available sources including eCommerce, Marketing and CRM tools.

Why CoreMedia?

CoreMedia Content Cloud helps you break the mold of the one-size-fits-all shopping site, leading to increased traffic, engagement, revenue and loyalty – and all this can be done quickly, cost-effectively and without disruption.

Find out how you can respond faster to every shopper personality with the right content at the right time on any device or digital channel. Contact us today and ask for a custom product demo: visit our website at www.coremedia.com or email us at: info@coremedia.com

