

THE WORLD RECOMMENDS PERSONALIZATION!

SHOPPER GAINS



80%

of consumers say they're more likely to purchase from a brand that offers a personalized experience



35%

of what consumers purchase on Amazon come from product recommendations based on ML algorithms



2.1x

higher chances of customers adding additional items in their basket when their shopping experience is highly personalized



Source: eMarketer.com | Figure | 80%

BUSINESS GAINS



10%

increase in brand revenue due to personalized recommendations



77%

of businesses that exceeded their revenue goals have a personalization strategy in place



85

new skills per day are added to Amazon Alexa in a bid to boost personalization

www.fierceretail.com | www.retaildive.com | McKinsey

WHY BRANDS NEED PERSONALIZATION?

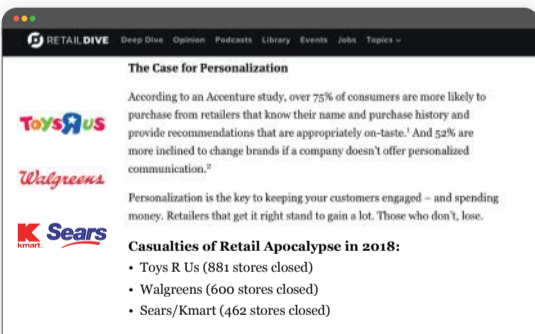
Customer experience and personalization are inseparable: a high quality customer experience is one that is personalized, and a personalized experience is likely to be of high quality.



Source: www.fierceretail.com



Source: www.brooksbell.com



Source: www.retaildive.com



Source: www.fierceretail.com

THE PERSONALIZATION BUZZ

HOW SIGMOID CREATED IMPACT?

We built a Personalized Recommendation Engine for a leading CPG firm to boost profitability across 11 countries

21%

improvement in average sales per order

100+

strategies created, resulting in increased revenues

8%

jump in overall profitability

Contact us for a detailed case walkthrough: (415) 870-8258 | contact@sigmoidanalytics.com