

WHITEPAPER

The Power of Personalised Visual Creatives for e-commerce

*A practical guide (with replicable illustrations)
for leveraging the power of personalisation
in e-commerce creatives*



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Overview

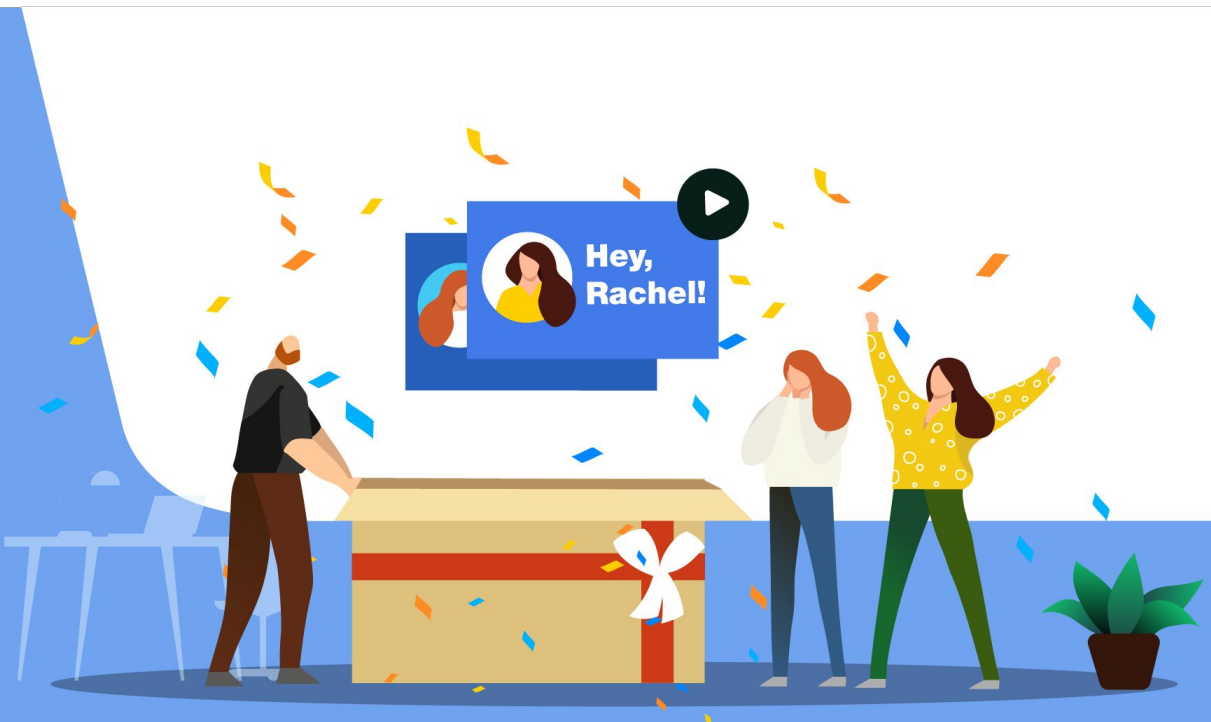
An aerial photograph of a city skyline, likely New York City, viewed from a high angle. The image is heavily overlaid with a solid blue color, creating a monochromatic effect. The word "Overview" is written in a large, white, serif font across the upper left portion of the image. The skyline features numerous skyscrapers and buildings, with a prominent dark, rectangular building standing out on the right side. The background shows a hazy horizon and some distant clouds.

Why Personalization?

In the competitive landscape of the contemporary e-commerce economy, you'd think that price would emerge as a clear differentiator for businesses and customers alike. However, reality paints a different picture:

“**In the last year, businesses have lost \$756 Bn because of poor personalisation.**”

[Accenture report](#)



But wait, why is Personalisation important?

Primarily because online customers today are experiencing content overload everywhere they look. Naturally, *relevance* has become critical for a typical online consumer today. In fact, as per a recent [study](#), 74% of people dislike being shown irrelevant content.

Here is the central idea: If you connect a visitor with the most relevant products and offers, they will see the true value they're getting and will be more likely to convert.

The next 'relevant' question that might be circling your mind:

“How can I achieve this?”

This can be done by using strong tools and techniques to collect data about every action that a user undertakes on your e-commerce website / app and then using these insights to customise the way you communicate with your users.

Next up, you might be wondering:

“Okay, but what kind of results will it get?”

In essence, it will help you understand and segment your users better so that you can drive 'smart, personalized marketing' and reap its multi-dimensional benefits.

48%

consumers spend more when their experience is personalised

90%

marketers believe that personalisation is the future of content marketing

74%

consumers get frustrated when content has nothing to do with them

Sounds convincing, doesn't it? Here is the need of the hour.

As an e-commerce company, it is high time to start investing in creating a personalization strategy— one that takes multiple cross-platform interactions (website, app, emails, social, paid channels, etc.) to build a connection that helps the company to move the users further in their conversion journey.

Last question:

“If you were to sum it up, what advice would you give?”

To boost online revenues and create a happy & loyal customer base, use visually-driven creatives and *make it personal*.

In this report, you will learn to do just that. Plus, you'll learn about the different strategies, tools, and methodologies to make personalization your brand's signature mark across all kinds of different creatives.

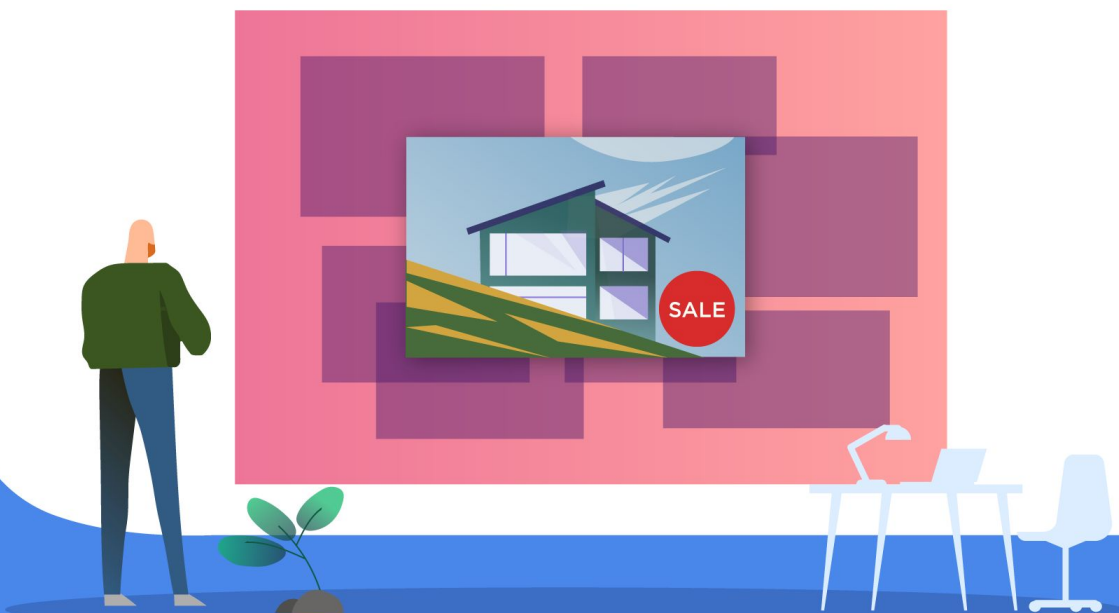
An aerial photograph of a city skyline, likely New York City, viewed from a high angle. The image is heavily overlaid with a solid blue color, which serves as a background for the text. The city's architecture, including various skyscrapers and lower-rise buildings, is visible through the semi-transparent blue filter. The text is positioned in the upper left quadrant of the image.

Conceptualise.
Create.
Convince.

What makes visual creatives so powerful for businesses?

Your customers are no longer willing to read endless paragraphs of content. In fact, a lot has been written and spoken about the ever-shortening attention span of the human mind. The magic number currently stands at a mere 8 seconds, according to recent research by Microsoft.

The biggest reason behind this paradigm shift is because visuals cause a faster and stronger reaction than words. They help users engage with the content, and such emotional reactions influence information retention. This is because the visual memory is encoded in the medial temporal lobe of the brain, the same place where emotions are processed.



The natural progression, then, should be towards driving home visually-driven content, right? Let's look at some scientifically-backed statistics that declare: **visuals for the win!**



A staggering **90% of the information** that's transmitted to the brain is visual in nature.



Our brain processes visuals **60,000X faster** than text.



85% of online shoppers are more likely to act on a product after watching a video.



If a relevant image is paired with textual content, the **recall factor goes up from 10% to 65%!**

An aerial photograph of a city skyline, likely New York City, with a prominent blue overlay. The image shows a dense collection of skyscrapers and buildings, with Central Park visible in the lower-left quadrant. The text "What's the formula?" is overlaid on the image, with "What's the" in white and "formula?" in yellow.

**What's the
formula?**

A 3-step formula to devise a personalised creatives campaign

While we have established that personalised visual creatives are super effective, as an e-commerce company, how do you essentially go about using these? Here is a simple and effective 3-step process to conceptualize a typical such campaign.



Step 1: Define your segmentation criteria

The first step is to identify the key data-point that you want to use to segment your users. There are numerous criteria based on which you can split your user base:

- First-time or a returning visitor
- User location
- User demographics (gender/ age Group)
- Users who have viewed/ purchased a specific product category or product.
- Visitors who viewed a specific content asset.
- Purchase frequency/patterns
- Search history



‘Smart Insights’ reveals that sections like – “Visitors who viewed this also viewed” – generates the highest ([68%](#)) [e-commerce revenue](#) among different type of product recommendations.

Step 2: Identify the Objectives for different segments

An important question to ask yourself at this stage is: What metric do I want to improve for the identified segment? Here are some e-commerce metrics that you can target using a personalised creatives campaign:

- Bounce Rate
- Conversion Rate
- Average Website/Page Views
- Add-to-Cart Rate
- Cart Abandonment Rate
- Revenue Per Session
- Average Order Value
- Repeat Purchase Rates
- Referral Rates
- Total Time Spent on the Website

Step 3: Choose your Channels

The last step is to choose the right set of channels that could be used to push these creatives. For an e-commerce brand there are numerous touchpoints where you can plugin the visual creative:

- Website:
 - Home Page
 - Product Pages
 - Popup & Banners (Exit Intents, Action-Based)
- Retargeting ads on Display networks
- E-mail
- Push Notifications

An aerial photograph of a city skyline, likely New York City, viewed from a high angle. The image is heavily overlaid with a solid blue color, which serves as a background for the text. The city's dense collection of skyscrapers and buildings is visible through the semi-transparent blue filter. The text is centered in the upper half of the image.

**The *Journey* is
the Destination**

How to leverage personalized visual creatives along your user's journey?

A typical e-commerce user journey comprises of four stages: **Awareness, Consideration, Conversion, and Retention.**

AWARENESS

Realization of the need to buy a product

Key Metrics: Website Visits | App Installs | Time Spent | Bounce Rate

CONSIDERATION

Evaluation of different options to choose from

Key Metrics: Time Spent | Pages Visited | Bounce Rate

CONVERSION

Decision and intent to make a purchase

Key Metrics: Average Order Value | Revenue per Session |
Add to Cart Rate | Cart Abandonment rate | Conversion Rate

RETENTION

Recurring engagement with the platform

Key Metrics: Repeat Purchase Rates | Referral Rates
| Monthly Purchase Value

Let's check out some of the most effective personalised visual creative campaigns you can use to strengthen each stage in this funnel.

The Awareness Stage

Listicle Videos

Listicles are extremely snackable and shareable pieces of content and can be a perfect medium to share bite-sized information with your audience. Sending highly relevant listicle videos to your audience can be a great way to generate interest in your products and offerings.

Possible Segment Criteria

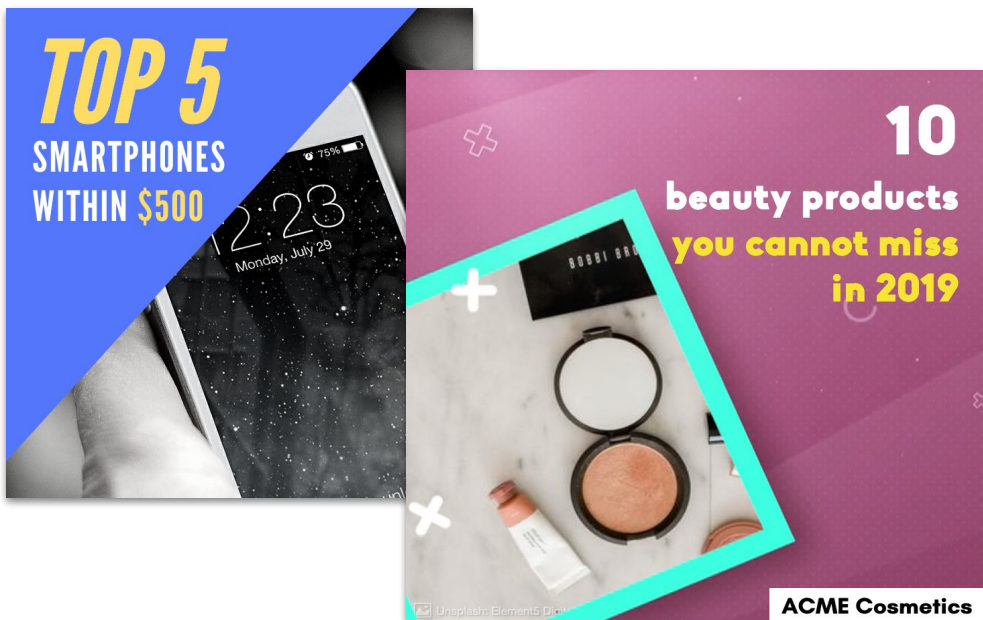
- User demographics
- User behavior

Key Metrics

- Website Visits
- Social Engagement

Key Channels

- Email
- Retargeting ads
- Push Notifications
- Website Homepage



As per a [report from Buzzsumo](#), the most effective number for a listicle content piece is five.

The Awareness Stage

Seasonal Offers

Leverage the ongoing events to arouse highly intent-driven engagement among your audience. Seasonal marketing has been seen to be super effective for e-commerce brands, as holidays and festivals are always an excuse for consumers to spend some extra bucks.

Possible Segment Criteria

- Location
- Age/Gender

Key Metrics

- Website Visits
- Bounce Rate

Key Channels

- Email
- Retargeting ads
- Push Notifications
- Website Homepage



[A Deloitte report](#) suggests that the average holiday shopper in the US purchased 16 gifts during the 2018 holiday season.

The Awareness Stage

User-Generated Content

Engage your audience by automatically converting their inputs into jazzy visual creatives. There is nothing as powerful as your users vouching for your products and offerings. UGC campaigns can be highly targeted based on your user segmentation strategy.

Possible Segment Criteria

- Buying history
- User behavior

Key Metrics

- Product page visits
- Social engagement

Key Channels

- Email marketing
- Social media



The camera company GoPro's Photo of the Day campaign drives tons of UGC. GoPro reposts one user's photo that used the #GoPro hashtag that day.

The Consideration Stage

Follow the herd

Highlighting real-time data around others purchasing a product could be a great way to instill confidence in your user's mind, particularly when he/ she is comparing options. Use highly engaging visual banners to showcase live purchases and buying trends to push your users over the line.

Possible Segment Criteria

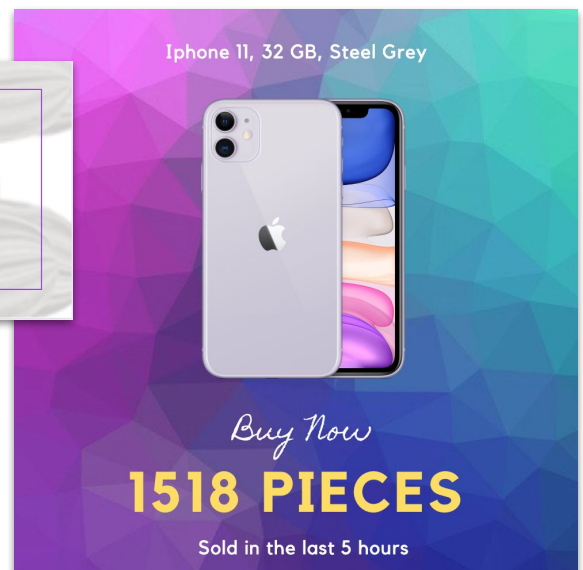
- Website behavior

Key Metrics

- Add to cart rate
- Time spent

Key Channels

- Home page
- Product page
- Push notifications



The Consideration Stage

Gender and age-based

There's no denying that gender and age conditioning is real, and there is evidence to suggest that men and women shop differently. Shopping trends also evolve along with age. Roll out your offerings through delightful visual creatives highly targeted to specific age groups and genders.

Possible Segment Criteria

- User demographics

Key Metrics

- Bounce Rate
- Time spent
- Add to cart rate

Key Channels

- Email
- Retargeting ads
- Push Notifications
- Website Homepage



[A study](#) suggests that women tend to be more responsive to marketing emails, sales and coupons, whereas men are less concerned with finding a good deal on an item.

The Consideration Stage

Weather-sensitive personalisation

Weather-specific messages are hyper-relevant to each customer and seem a lot more personal. For this reason, they are more likely to resonate and compel customers to act. In a lot of cases, the weather certainly affects the need to buy (or not buy) a product on an immediate basis.

Possible Segment Criteria

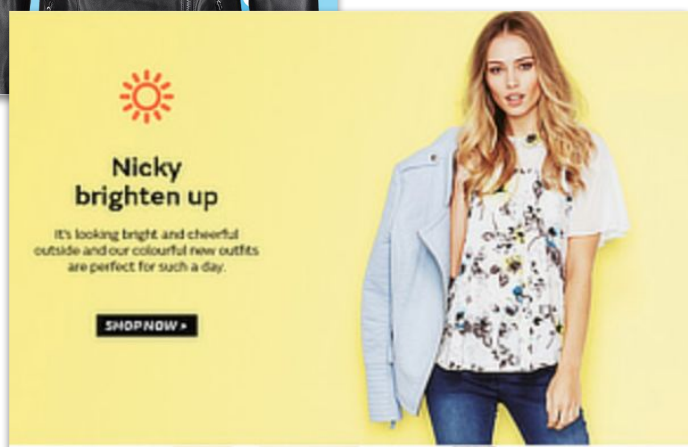
- Location
- Buying history

Key Metrics

- Time spent
- Bounce Rate
- Add to cart rate

Key Channels

- Email
- Retargeting ads
- Website Homepage



The Consideration Stage

Reviews and Testimonials

Customer validation is the best way for a user to get an unbiased opinion about a product, particularly when they are in the consideration stage. Pep up your reviews and make them more engaging through jazzy visual banners and videos.

Possible Segment Criteria

- User behaviour
- Browsing history

Key Metrics

- Add to cart rate
- Product page visits

Key Channels

- Product page
- Retargeting ads
- Email marketing

Reviews and Feedback

- 4 ★ rating**
Pro- Superb Look, magnificent screen. Probably best phone under this budget - Karimulla Shaik
- 5 ★ rating**
Awesome budget mobile with a notch and with an unbelievable performance. - Rahul Chacko
- 4 ★ rating**
If you want a phone that looks good, performs well enough, this is a good choice. - Sanjith

Honor 9N
(Midnight Black, 64 GB)
4.5 ★ rating
(62,567 Ratings)



Recent [reports](#) have found that a whopping 92% of prospective shoppers take the time to read a product review before making a buying decision

The Consideration Stage

Product recommendations

A timely product recommendation can lead shoppers to choose one product over the other. This can be strategically used to upsell and increase the Average Order Value. Visual nudges with highly personalised product recommendations are usually super effective in moving the buyer's decision.

Possible Segment Criteria

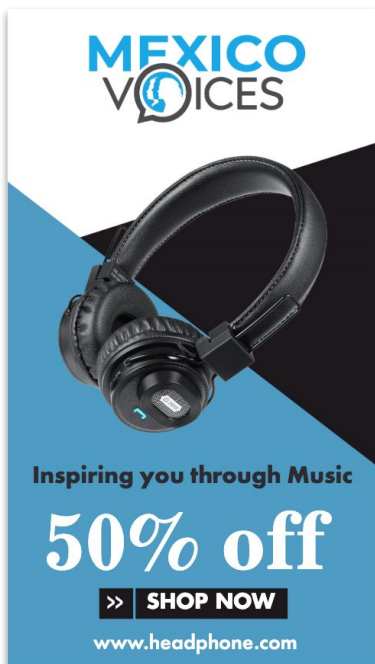
- User demographics
- User behaviour

Key Metrics

- Website Visits
- Average Order Value

Key Channels

- Email
- Retargeting ads
- Push Notifications
- Website Homepage



As per a survey, 77 percent of consumers have chosen, recommended, or even paid more for a brand that provides a personalized shopping experience.

The Consideration Stage

Seller Profiles

For a marketplace, Seller profile videos and banners can strengthen the authenticity and trust among buyers while buying a product. These creatives could be used on the product page as well as sent through other channels to nudge a conversion.

Possible Segment Criteria

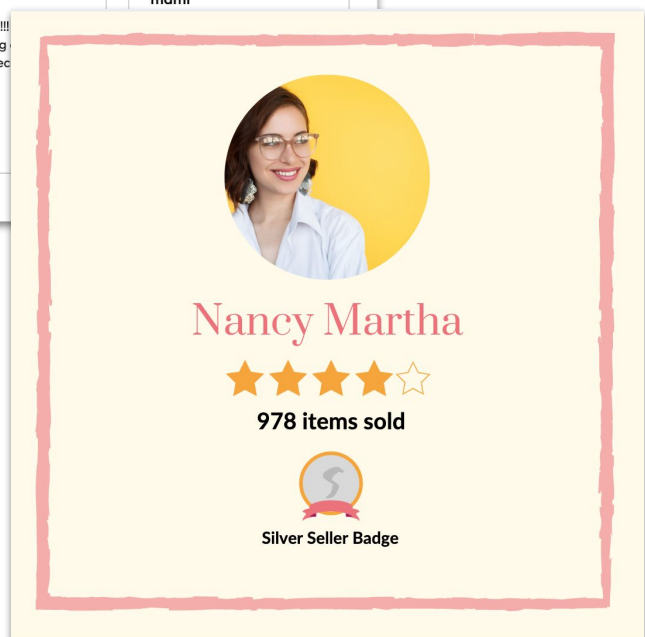
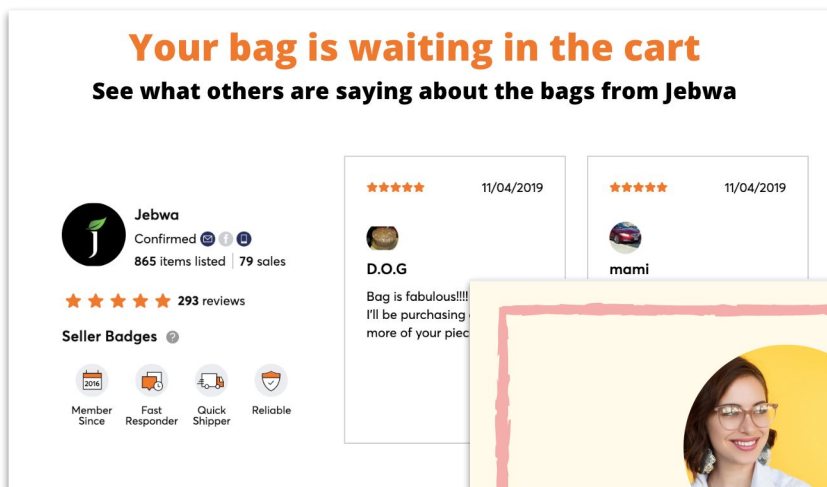
- User behaviour
- Buying history

Key Metrics

- Conversion rate

Key Channels

- Email
- Push Notifications
- Website popup



The Conversion Stage

Category and brand-specific offers

Most consumers have a special fondness in terms of the type of things they usually browse and buy. Most people also have strong preferences for certain brands. Use the browsing behaviour and buying history to send highly targeted banners and videos to push specific category/brand offers that they cannot resist.

Possible Segment Criteria

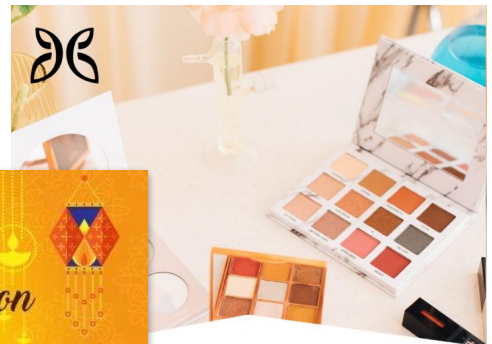
- User demographics
- Buying history

Key Metrics

- Product page visits
- Add to cart rate

Key Channels

- Email
- Website Homepage
- Banner ads



Best makeup
products

Upto 55% Off

<http://www.makeupshop.com/>

Buy Now

The Conversion Stage

New Visitor Offers

Well begun is half done! E-commerce brands invest a lot in customer acquisition. Nudge your new users with exciting offers on their first purchase. Carefully crafted personalised pop-ups and notifications could certainly push them over the line.

Possible Segment Criteria

- User history

Key Metrics

- Conversion rate
- Add to cart rate

Key Channels

- Product page
- Website homepage
- Email
- Push notification



Average customer acquisition cost for Google paid search campaigns for e-commerce companies in the US was [measured to be \\$45.27](#) per user in 2018

The Conversion Stage

Returning Visitor Offers

Many businesses lose focus on returning customers while spending large portions of their budgets on new customer acquisition. Nudge your returning visitors towards conversion using highly targeted personalized visual creatives through multiple channels.

Possible Segment Criteria

- User behaviour

Key Metrics

- Conversion rate

Key Channels

- Email
- Push Notifications
- Website pop-up

The image displays four promotional banners for a washing machine sale, arranged in a 2x2 grid. The banners have a dark purple background with yellow and white text and graphics.

- Top Left:** "Hey Kevin, Smile! It's still on Sale".
- Top Right:** Features an image of a white IFB 6 kg Fully Automatic Front Load Washing Machine. Text below: "IFB 6 kg Fully Automatic Front Load Washing Machine White is waiting in your cart".
- Bottom Left:** Features a yellow starburst graphic with "15% more". Text below: "Final Price Rs.11,260/- only Use Code: RT15TUE *Offer valid only for next 24 hours".
- Bottom Right:** "Buy it Now Click on the link in description to open your cart".



[The Harvard Business Review](#) noted that the cost of acquiring a new customer can be up to 25 times higher than keeping one.

The Conversion Stage

Free Shipping Offers

Multiple studies suggest that shipping cost is one of the top reasons for shopping cart abandonment. Push more people to buy by offering free shipping to users in specific locations. Nudge them to avail free shipping through bright and peppy visual banners.

Possible Segment Criteria

- User location
- User behaviour

Key Metrics

- Conversion rate
- Average Order Value

Key Channels

- Website pop-up
- Push Notifications
- Product page



93% of online buyers are encouraged to buy more products if free shipping options are available whereas 58% of consumers add more items to cart to qualify for free shipping - [Report](#)

The Conversion Stage

Session-based personalisation

It is most likely to convert a user when the intent is high. Create highly personalised visual creatives based on the browsing behaviour to instantly push offers and relevant notifications.

Possible Segment Criteria

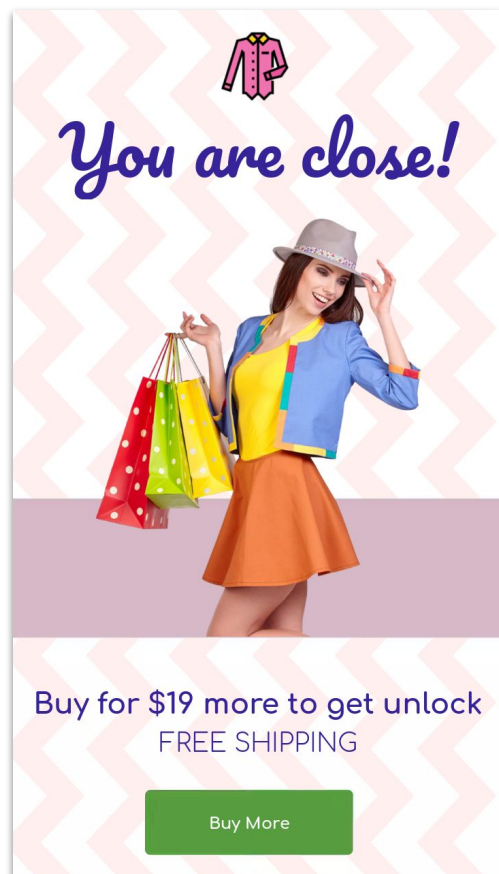
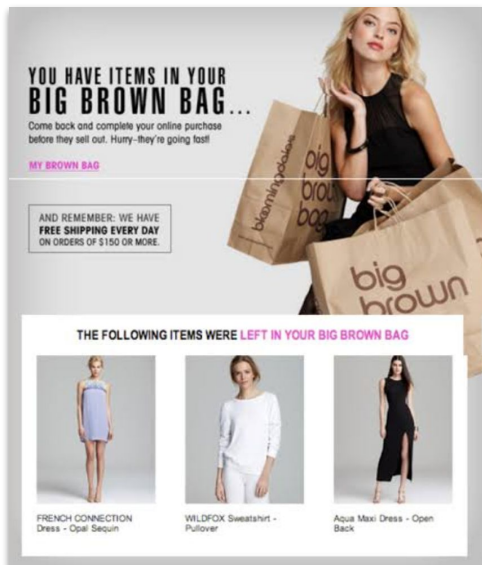
- User behaviour

Key Metrics

- Time spent
- Conversion rate
- Average order value

Key Channels

- Website Homepage
- Email
- Website popup



The Conversion Stage

Cross-selling

In cross-selling, the tactic shifts from suggesting similar products to suggesting complementary ones. By offering complementary products, you can increase the Average Order Value by educating the customer on how to make their current selection better in some way. A key term, “Complete your look” is used by various fashion brands.

Possible Segment Criteria

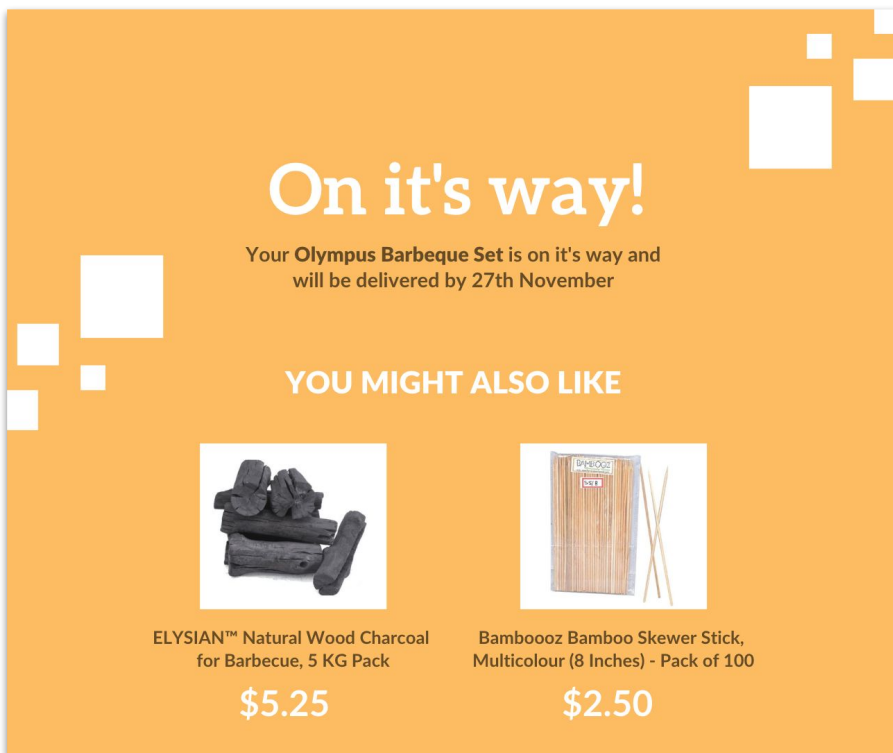
- Buying History

Key Metrics

- Average Order Value

Key Channels

- Email
- Push Notifications
- Website Homepage





The banner has an orange background with white text and product images. At the top, it says 'On it's way!' in a large, bold font. Below this, it says 'Your Olympus Barbeque Set is on it's way and will be delivered by 27th November'. In the center, it says 'YOU MIGHT ALSO LIKE'. Below this, there are two product recommendations. The first is 'ELYSIAN™ Natural Wood Charcoal for Barbecue, 5 KG Pack' with a price of '\$5.25'. The second is 'Bambooz Bamboo Skewer Stick, Multicolour (8 Inches) - Pack of 100' with a price of '\$2.50'. The banner also features several white squares of varying sizes on the left and right sides.

On it's way!

Your Olympus Barbeque Set is on it's way and will be delivered by 27th November

YOU MIGHT ALSO LIKE


ELYSIAN™ Natural Wood Charcoal for Barbecue, 5 KG Pack
\$5.25


Bambooz Bamboo Skewer Stick, Multicolour (8 Inches) - Pack of 100
\$2.50



Back in 2006, Amazon's CEO Jeff Bezos revealed that an estimated 35% of Amazon's revenue comes from upselling and cross-selling.

The Retention Stage

Seasonal Greetings

Nothing connects with people more than a personalised greeting on a festive occasion. Send personalised creative e-cards to instantly trigger some brand love!

Possible Segment Criteria

- Location
- Buying history

Key Metrics

- Email open rate
- Website visits

Key Channels

- Email
- Push notifications
- Website homepage



The Retention Stage

Personal Occasions

We all use birthdays and anniversaries as a chance to buy something special. Sending birthday emails and messages is an age-old strategy used by e-commerce marketers. Enriching this communication through visual creatives could notch up the user engagement game by many folds.

Possible Segment Criteria

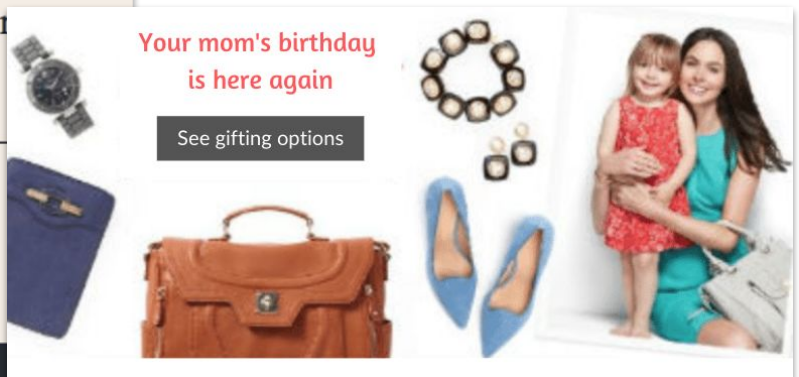
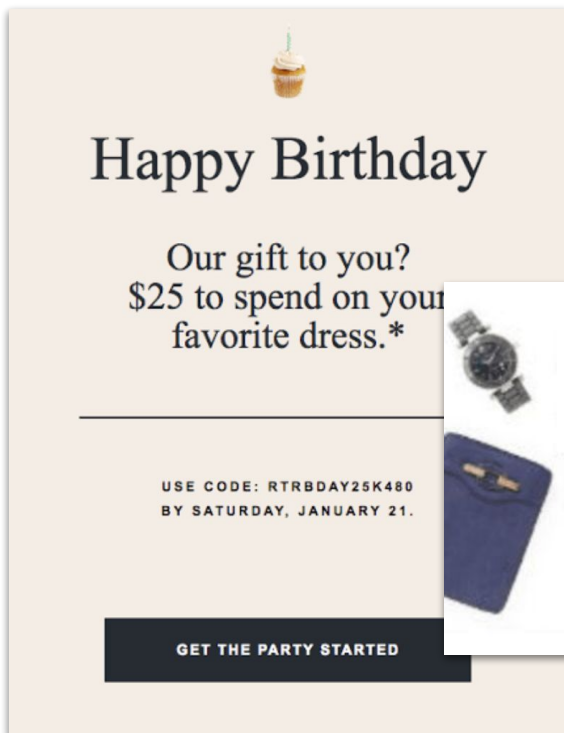
- User demographics

Key Metrics

- Email open rate
- Website visits

Key Channels

- Email
- Push Notifications
- Website Homepage



As per a [study from Experian](#), subscribers are nearly 6x more likely to purchase from a Happy Birthday email than a standard promotional email.

The Retention Stage

Milestones and Trends

Congratulating a user on achieving milestones with your platform could be instantly gratifying and could strengthen a long term relationship with your brand. Use dynamic data and convert it into catchy visual creatives to keep your audience on their toes.

Possible Segment Criteria

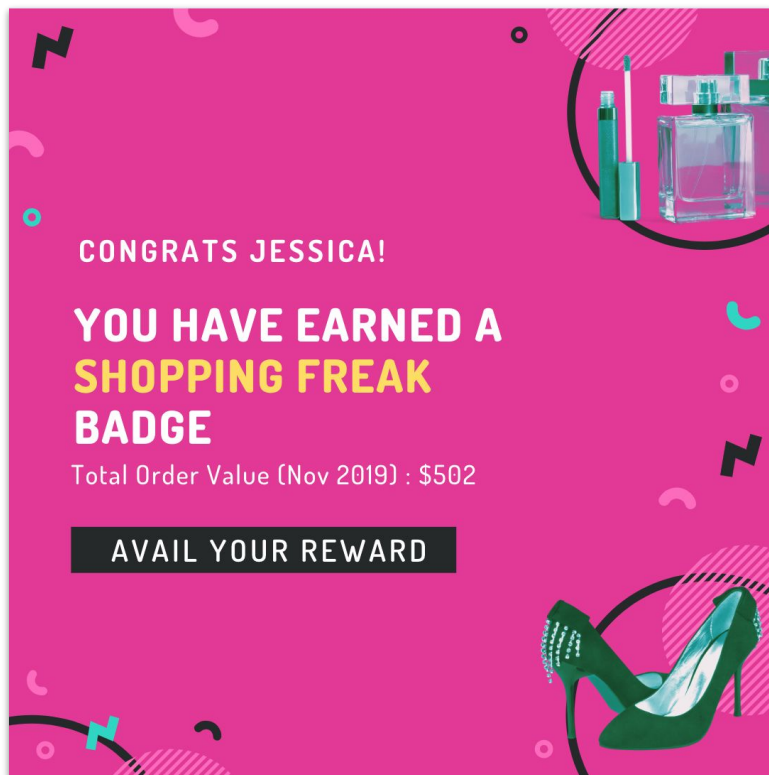
- Buying history

Key Metrics

- Website visits
- Time spent

Key Channels

- Email
- Push Notifications
- Website Homepage
- Website popup



The Retention Stage

Replenishments

Predicting recurring need for products and sending re-purchase reminders along with exciting offers could be a great way to retain your customers in the long run.

Possible Segment Criteria

- Buying history

Key Metrics

- Add to cart rate
- Total order value

Key Channels

- Email
- Push notifications
- Website homepage
- Website popup

RUNNING OUT OF INK?



HV INFOTECH PIXMA GL-790 Multicolor Pack of 4 Ink bottle

\$11.25/- ONLY

BUY NOW



**WE HOPE YOU ARE
ENJOYING THE SUCCESS
OF REGAINE MEN'S FOAM!**

Your product should be finishing soon, shop now to replenish, and maybe grab our other bestselling products as well!

The Retention Stage

Tips and Tricks

Snackable videos to explain the know-how around your platform could be a great way to unlock buyers and sellers to perform desired actions. Study the user interactions and communicate with them through crisp tutorial videos at the relevant point in their user journey.

Possible Segment Criteria

- User behaviour

Key Metrics

- Seller listings
- Conversion rate

Key Channels

- Website popup
- Emails
- Push notifications



An aerial photograph of a city skyline, likely New York City, featuring numerous skyscrapers and a large green park area in the center. The entire image is covered with a semi-transparent blue filter. The word "Challenges" is written in a large, white, serif font, centered horizontally and slightly above the middle vertically.

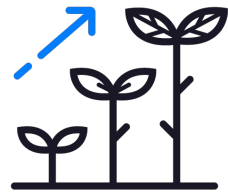
Challenges

Key bottlenecks in making personalised visual creatives for e-commerce.

The very word 'personalization' indicates something unique. Hence, producing personalised creatives at scale sounds contradictory. Here are the key challenge faced by an e-commerce brand in making visual creatives at scale.

Scale translates to huge volumes

True 'personalisation' begins when your segmentation begins finer and finer. With a wide and diverse customer base, as well ever-increasing number of SKUs, in no time you might start feeling the need to make thousands of creatives.

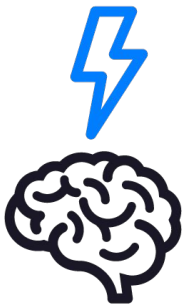


High production time and cost

Making visual creatives is usually time-consuming and when we are talking about thousands of creatives, it means truckloads of work, that requires a huge design team working for a long span of time. This not only burns your pockets but also introduces an avoidable latency in launching your campaigns.

Infrastructural Challenges

Yes, you are capturing data about your audience, but how do you essentially push the same into visual creatives? Design teams currently use very ad hoc methods like manual duplication of files and filling in data into creative software by constantly looking into spreadsheets.



Conceptual challenges and lack of Ideation

Making visual creatives requires a lot of brainstorming. With an increasing number of channels and publishing platforms, marketing teams need immense expertise in figuring out the right formats and the creative recipe that works for them.

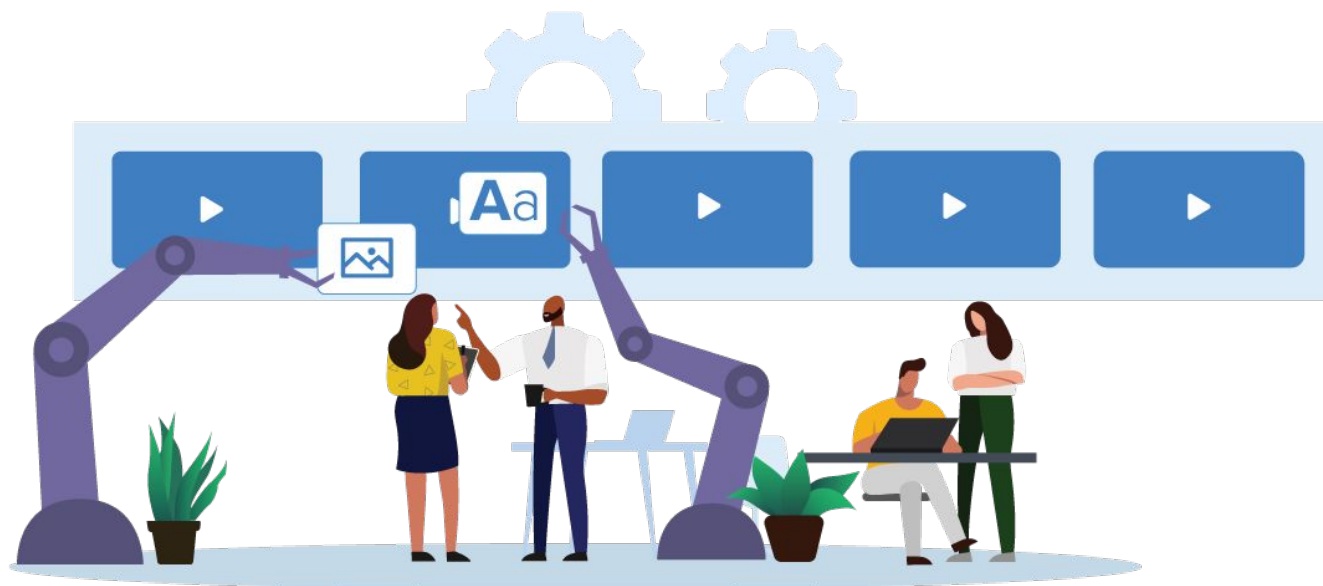
An aerial photograph of a city skyline, likely New York City, featuring numerous skyscrapers and a dense urban landscape. The image is overlaid with a solid blue filter. The text "Welcome Automation!" is prominently displayed in the upper left quadrant.

Welcome
Automation!

How creative automation technology is changing this game.

By late 2018, the team at Rocketium, a video-tech company based out of US and India had already acquired over 100 thousand users who were using their online DIY platform to create videos at a much faster pace as compared to traditional video creation applications. The team wanted to take their offering to the next level by empowering brands looking to make visual creatives at a much larger scale.

This is when the idea of visual creative automation was seeded. Since then, over 90 large retail and e-commerce brands have been using the power of automated visual assets creation for a wide set of objectives and use-cases.

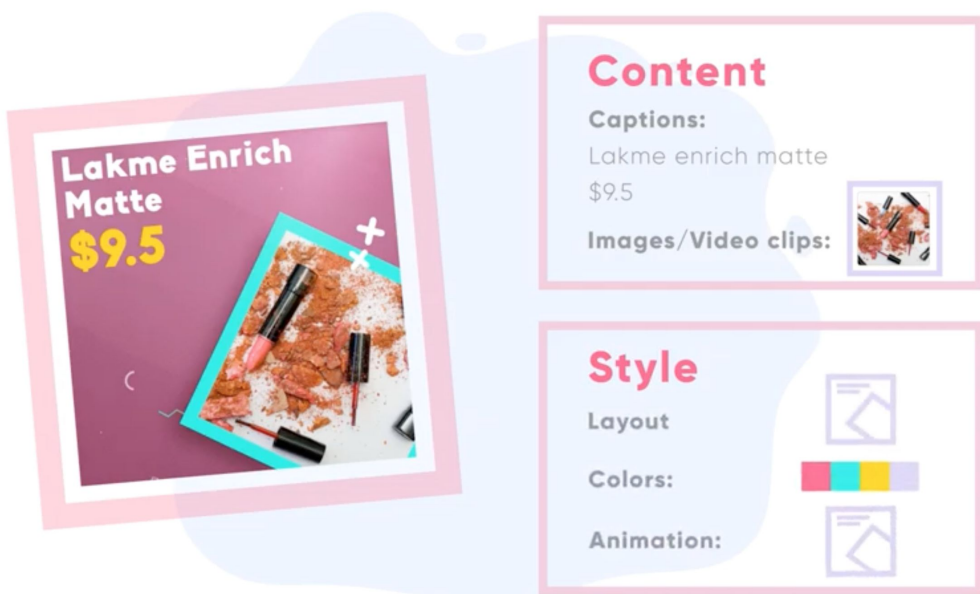


How does it work?

The workflow for visual creative automation is just 3 simple steps:

Step-1: Template creation

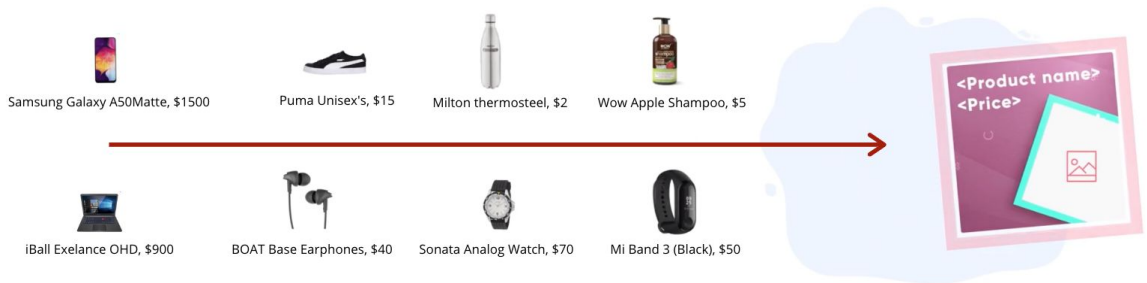
The first step for producing visual creatives at scale is to create a custom design template that can act as a mold for your visual creatives - both images and videos. A typical template consists of two types of elements; content elements that are editable and style elements that are fixed.



Step-2: Data Input

The next step is to feed the data input into the template. This could be done in any flexible way based on where your data resides.

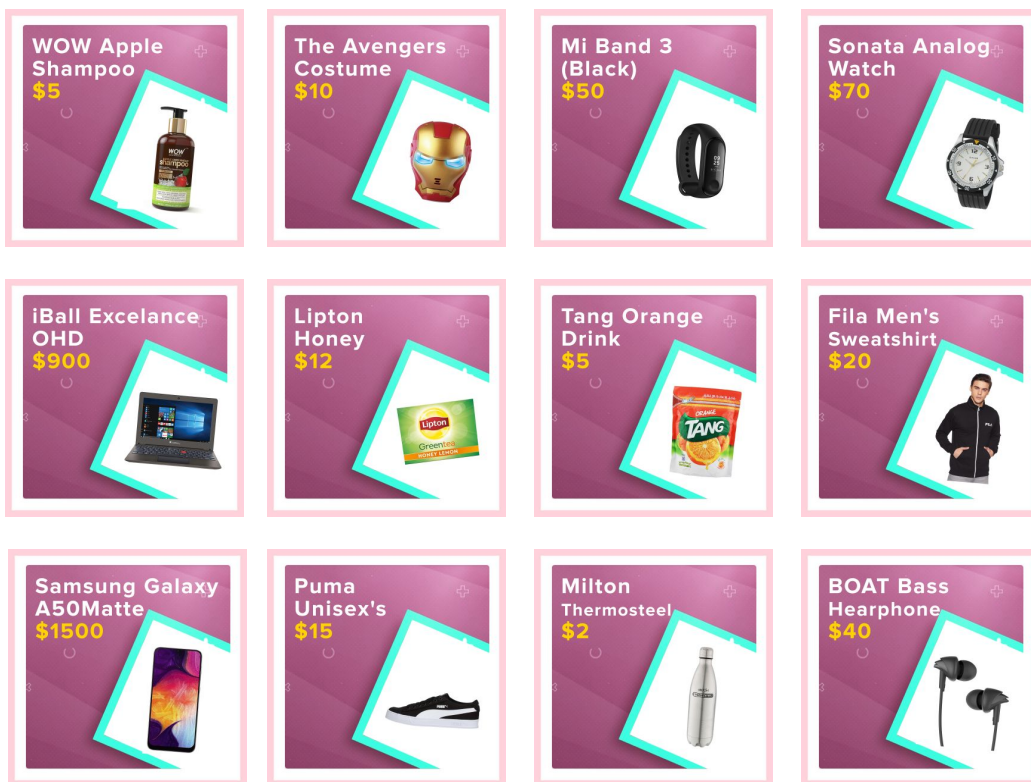
Here are some of the most commonly used methods



- **Data can reside in your database** from where it can be programmatically sent to Rocketium as an input while making an API call.
- Rocketium can also fetch **data from a spreadsheet** or any other similar structure data source.
- Data can also be **filled by your users** through a form-based UI that can be integrated on to your platform or as a white-labeled standalone interface.
- Rocketium API could be used for sending **real-time data generated in your application** to produce visual creatives from dynamically changing data.

Step-3: Rendering

This is the step where the magic happens. The data sent to the video creation engine automatically feeds it into the custom-designed template and churns out images and videos in a matter seconds.



Step-4: Publishing creatives

Whether you want to share these creatives over email, publish on to your platform or post over a social channel, a custom workflow can be configured by Rocketium's engineering team to automatically release the visual creatives onto your desired channels.

An aerial photograph of a city skyline, likely New York City, featuring numerous skyscrapers and a dense urban landscape. The image is overlaid with a solid blue filter. The title 'Key Highlights' is centered in the upper half of the image.

Key Highlights

Summary: Actionable Takeaways

When it comes to e-commerce creatives, personalization is no longer a ‘wait-and-see option’ as demonstrated through various examples peppered throughout this whitepaper. To wrap up, here are the **top-3 key takeaways**:

1

Content is King, But Visual engagement is the Queen

From videos and GIFs to banners and posters, there’s a whole world of visuals that add more value, meaning, and context to your content. With the brain processing visual information 60,000X faster, you’ll never regret opting for the visual route while communicating with your audience

2

For a Lasting Customer Relationship, Make It Personal

From celebrating personal milestones to offering deals and discounts, brands are truly upping the personalization game and thinking of new ways to surprise and engage the users. To stay relevant and universal in this competitive-domain, invest in personalization tools, techniques, and data firepower.

3

For maximum impact, tie it to the user journey

If you wish to keep your users hooked, you need to work on creating personalized creatives throughout the user's journey - from Awareness to Retention. Customers today expect the brand to understand their persona as well as their preferences, even before they engage with the brand! Without personalization, you can lose up to **40%** of your customers to your competitors.

“Success will go to companies that deliver rich and personalized cross-channel, cross-lifecycle experiences to their customers.”

- Patricia B. Seybold



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