



Make personalized commerce easy with AI in Adobe Commerce.

Four best practices for more relevant product discovery, content, and offers.

As inflation lingers, consumers grow increasingly price conscious. To keep their loyalty, it's critical to deliver on customers' expectations for personalized commerce experiences. Personalization doesn't just satisfy the need for superior customer journeys—it also brings in major business benefits.

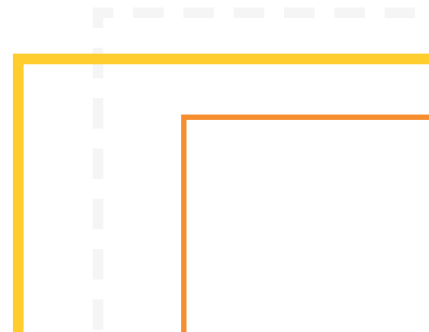
Ecommerce brands that are leaders in personalization drive 1.5x revenue, 2x customer engagement, and a 30% increase in conversion. But getting started can feel like an uphill climb—especially since today's consumers have high expectations.

Fortunately, delivering relevant customer journeys can be simplified by using artificial intelligence (AI). This short guide explains how you can use AI-powered features in Adobe Commerce to quickly personalize your commerce experience and adopt personalization best practices.

The challenge—data, technology, and skills gaps.

While the vast majority (90%) of consumers say they are influenced by ecommerce personalization—and another 90% of marketers say that ecommerce personalization has boosted revenues—many businesses struggle with it. In an Adobe survey, only 20% of retailers were prepared to offer real-time personalized experiences.

Often, data, technology, and resource challenges stand in the way.



Data challenges.

Data complexities prevent actionability. Challenges lie in collecting, analyzing, unifying, and using data in a way that allows customer profiles to be built—without which personalization can't happen. In fact, 75% of companies cannot act on their data in real time or encounter hurdles in doing so.

Technology challenges.

Tech stack fragmentation slows innovation. Legacy or disconnected systems lack the capabilities to connect data across the enterprise. When this happens, valuable customer data is often sitting in various applications, waiting to be put to work. Over half (58%) of brands don't have the tech stack to support their strategy.

Skills challenges.

Personalization needs people to make it happen. Shortages of skilled workers with AI, analytics, development, and other valued forms of expertise create inefficiencies and produce poor-quality experiences. A staggering 74% of companies lack the necessary in-house talent for personalization.

Fixing these problems doesn't have to be a problem in itself. It can be as simple as letting AI do the hard work for you to power personalization that converts.

The solution—your fastest path to personalization starts with AI.

AI is making personalization accessible for any ecommerce brand. Even if your IT organization lacks AI strategy or expertise, you can still take advantage of AI features built into Adobe Commerce and included with your license. These features can help you use personalization best practices to their full potential.

Elevate basic browsing.

Create a product discovery strategy that makes it easier for shoppers to find what they're looking for and be matched with the products that meet their needs.

#1

Best Practice #1—Get site search right.

Shoppers who use site search are much more likely to buy something. Nearly 40% of visitors use on-site search and they convert 2x as often as non-searchers. Another 87% of brands report that investing in site search is effective in improving conversions.

But site search done wrong leaves money on the table. Over 60% of top-performing sites have “below acceptable” search performance.

Adobe Live Search powered by Adobe Sensei uses AI and machine learning (ML) to provide search results that mirror customer intent. Result-As-You-Type shows immediate results on each keystroke and even adapts to typing errors. Synonyms in Live Search allows customers to find products even if they use non-standard search terms. For instance, a user looking for jeans could type “denim” and still get the results they want.

Intelligent Search results ranking makes it easy to personalize search results for each customer. Algorithms surface the most relevant products based on customer behavior and search text, while adjusting rankings in real time. Options for ranking search results include:



- **Recommended for You**—ranking based on current and previous browsing and purchasing behavior.



- **Most Viewed**—ranking based on products viewed the most in a set look-back period.



- **Most Purchased**—ranking based on products purchased most frequently in a set look-back period.



- **Most Added to Cart**—ranking based on products most frequently added to shoppers' carts in a set look-back period.



- **Trending**—based on products' most recent momentum of popularity.

#2 Best Practice #2—Personalize product recommendations.

Product recommendations are a powerful marketing tool that you can use to boost shopper engagement. Over 30% of ecommerce revenues come from product recommendations. Astonishingly, they can drive up to a 320% increase in conversion rates when personalized. That's why it's especially crushing that over 60% of firms don't do one-to-one personalization for recommendations.

But Adobe Product Recommendations can help. It relies on AI and ML from Adobe Sensei to provide custom-tailored product recommendations in real time, including:

- Recommended for You
- Customers Also Bought
- Most Purchased
- Recently Viewed
- More Like This
- Most Added to Cart
- Customers Also Viewed
- Most Viewed
- Trending



The most powerful part of product recommendations is that they are formed in real time as the customer engages with your site, whether the customer is known or anonymous. Adobe Commerce starts to learn about that customer from their very first click or tap, and can then personalize recommendations better over time thanks to shopper behavioral data.

Recommendations are easy to set up and flexible to deploy. They can be easily placed with simple drag-and-drop configurations across your site, from your home page to your product details, cart, and more.

If you engage them, they will come.

Delivering hyper-personalized content and promotions can keep customers engaged no matter where they browse. But personalizing content and promotions requires:

A single source of truth for unified customer profiles.

Deliver the right content and offers to the right people at the right time—in real time—by corralling all customer data into robust, unified customer profiles. Adobe Commerce now integrates with Adobe Real-Time CDP, allowing you to create, orchestrate, and launch hyper-personalized experiences from a single, centralized hub.

With all of your customer data and segments in one place, your teams have a convenient way to activate all relevant information—by connecting fragmented tools and data that prevented better customer experiences in the first place.

Audience sharing.

Silos can be a thing of the past. Now, you can activate audiences for personalized experiences and share them across your marketing technology stack. Once data is unified from all sources and systems in Adobe Real-Time CDP, your teams can activate that data across channels to reach any audience in the moment. Teams can gather, learn, and activate meaningful customer experiences regardless of geography or technology.

Relevant experiences.

Create rich, interactive content that is driven by logic. Deliver powerful promotions, deploy them seamlessly, and personalize them by segment.

#3

Best Practice #3—Create interactive, rules-based content.

With Dynamic Blocks in Adobe Commerce, you can create engaging, two-way content grounded in commerce necessities like Price Rules and Customer Segments. You can deploy tailored content specific to customer groups anywhere by placing dynamic content across your site, and connect content blocks to related promotions for automatic application of the promotion in the cart.

#4

Best Practice #4—Design and deploy personalized promotions.

39% of US online adults recently purchased online rather than in-store because they could find the best prices, deals, and offers that way. This primes ecommerce brands to provide reprieve for inflation-weary consumers with ways to purchase products and services that are otherwise hard to find.

Cart Price Rules in Adobe Commerce apply discounts to items in the shopping cart based on a set of conditions that you decide. The discount can be applied automatically when the conditions are met, or when the customer enters a valid coupon code. When applied, the discount appears in the cart under the subtotal. A Cart Price Rule can be used as needed for a season or promotion by changing its status and date range.

Create centrally managed, AI-powered experiences.

Adobe Commerce delivers capabilities that help you deliver powerfully personalized experiences. You're free to connect data and technology without added headcount, so each shopper gets the ecommerce experience tailored to their needs—fast. Now, at the touch of a button, you can provide offerings that drive consumers straight to your “Purchase” button. Here's to higher conversions.

See Adobe Commerce in action.

Dive deeper into personalized product discovery and conversions.

Adobe Experience Cloud

Adobe Experience Cloud is the most comprehensive suite of customer experience management tools on the market. With solutions for data, content delivery, commerce, personalization, and more, this marketing stack is created with the world's first platform designed specifically to create engaging customer experiences. Each product has built-in artificial intelligence and works seamlessly with other Adobe products. And they integrate with your existing technology and future innovations, so you can consistently deliver the right experience every time.

Adobe Commerce

Adobe Commerce is the world's leading digital commerce solution for merchants and brands. With Adobe Commerce, you can build engaging shopping experiences for every type of customer—from B2B and B2C to B2B2C. It's built for enterprise on a scalable, open-source platform with unparalleled security, premium performance, and a low total cost of ownership. Businesses of all sizes can use it to reach customers wherever they are, across devices and marketplaces. It's more than a flexible shopping cart system. It's the building block for business growth.

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