

Digital Strategy and Customer Experience

Tiffany Raymond, PhD
Head of Global Experimentation and
Optimization at PayPal



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Digital strategy should...

- Tie to the overall goals for the business.
- Be integrated into the overall business strategy, not a separate entity.
- Include mobile.
- Be measurable.
- Reflect what is unique about your business.
- Leverage best practices.
- Include A/B testing to validate business decisions, assuming sufficient site traffic.
- Start with customer experience.

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Why customer experience matters

ON AVERAGE

69%

of shopping carts
are abandoned

ESTIMATED

\$4.9 trillion

abandoned value
of carts globally

99%

of shoppers **won't buy**
on their first visit

Lower value carts
(< \$100)

**have higher
abandon rates than**

Higher value carts
(\$100 - \$400)

25%

CARTS
NEVER RETURN



75%

LEAVE WITH THE
INTENT TO RETURN



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Sources: Baymard Institute's 2016 average between 33 retailer statistical studies (2015-2016);
<https://baymard.com/research/checkout-usability>

10 best practices for ecommerce customer experience

1. Clean homepage
2. Predictive search
3. Search with product images
4. Product recommendations
5. Clear calls to action (CTAs)
6. Responsive site design
7. Customer reviews
8. Enhanced payment options
9. Reduce checkout friction
10. Abandoner email sequence

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#1: Clean homepage

What is the first thing a customer sees? Is it what you want them to see?

The screenshot shows the RockAuto.com homepage. At the top, the RockAuto logo is on the left, and the slogan "ALL THE PARTS YOUR CAR WILL EVER NEED." is in the center. On the right, there's a "Promotions & Rebate" banner. Below the slogan, there's a navigation bar with "Show Prices In" set to "US Dollars (\$)", language options (English, Español, Deutsch, Français), a "Help" link, and links for "Order Status & Returns" and "Log In or Create Account (Optional)".

The main navigation area includes "Part Catalog", "Part Number Search", "Tools & Universal Parts", and a "Cart" icon. A search bar prompts the user to enter "year make model part type or part number or question".

On the left side, there's a list of car brands with expandable icons, including ABARTH, AC, ACURA, ALFA ROMEO, ALLARD, ALLSTATE, ALPINE, ALVIS, AM GENERAL, AMERICAN AUSTIN, AMERICAN BANTAM, AMERICAN MOTORS, AMPHICAR, APOLLO, ARMSTRONG-SIDDELEY, ARNOLT-BRISTOL, ARNOLT-MG, ASTON MARTIN, AUBURN, AUDI, AUSTIN, AUSTIN-HEALEY, AVANTI, BENTLEY, BERKELEY, BIZZARRINI, BMW, and BOND.

The main content area features a "Welcome!" banner with a close button. It contains a table for "2010 Jeep Wrangler Clutch Kit" with the following data:

Store	Brand	Price
RockAuto	Exedy	\$186.79
AutoZone	Duralast	\$247.99
O'Reilly	PowerTorque	\$253.99
Advance	Exedy	\$257.44
NAPA	NAPA	\$283.99

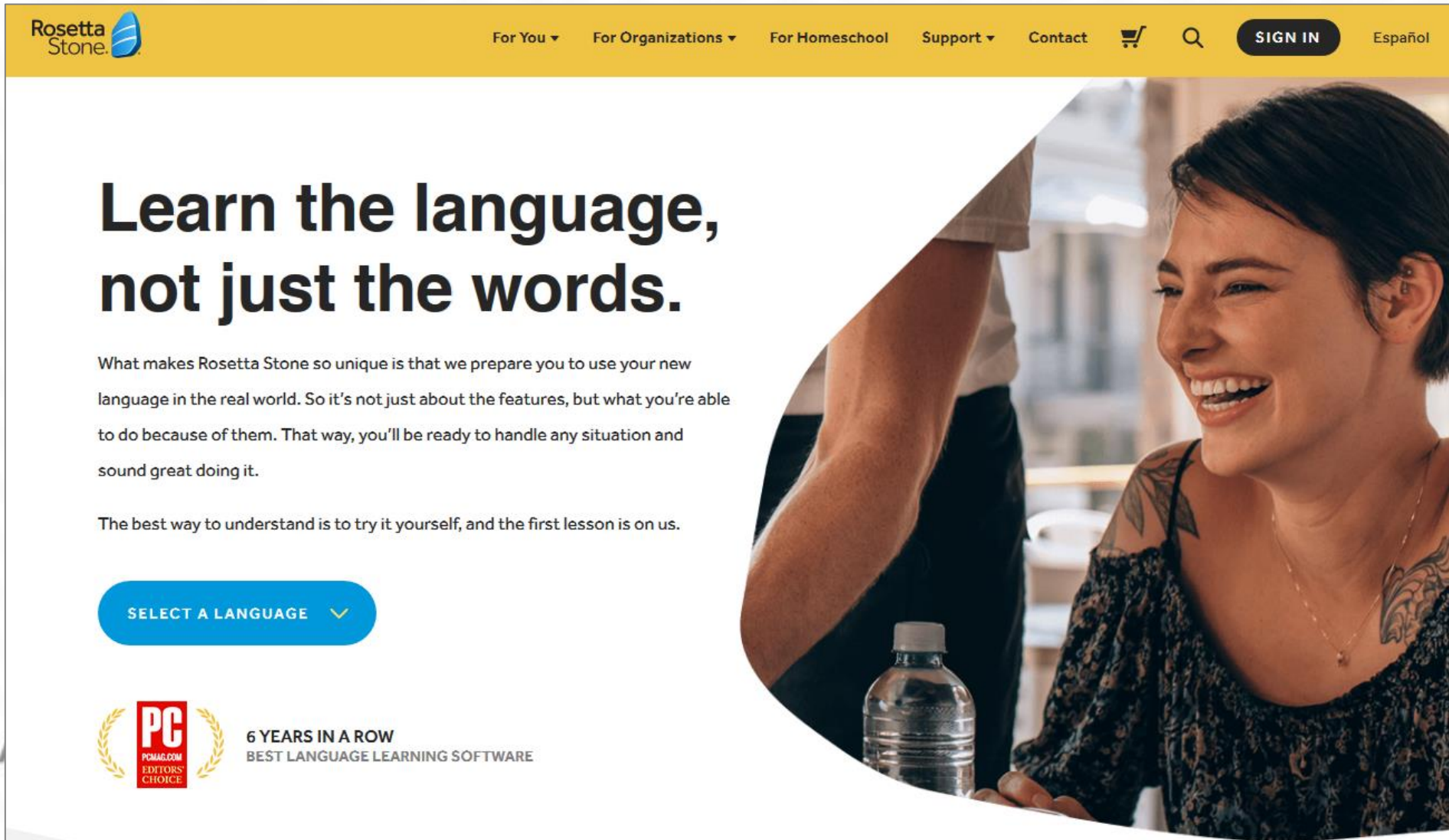
Below the table, it notes "(Regular Prices as of 10/1/2018)". To the right of the table are instructions for finding parts, placing orders, and checking existing orders.

Below the "Welcome!" banner is a "What's New" section with two promotional images: "More Drivetrain Parts" featuring "EXCEL" brand parts, and "Win the 'Week To Wicked' Build Car" featuring a silver car and a "CAR CRAFT" logo. A button below the car says "ENTER TO WIN! CLICK HERE FOR INFO".



On the right side of the "Welcome!" banner, there's a "Another Happy Customer!" section with a thumbs-up icon and a testimonial: "This is an awesome company! The website's interface is incredibly simple and quick to use. No need to skip through 87 prompts and search for 15 minutes for a single part like many other parts store websites... Duncan in New Mexico".

#1: Clean homepage

Simplify. Create focus and value.



Rosetta Stone

For You ▾ For Organizations ▾ For Homeschool Support ▾ Contact   **SIGN IN** Español

Learn the language, not just the words.

What makes Rosetta Stone so unique is that we prepare you to use your new language in the real world. So it's not just about the features, but what you're able to do because of them. That way, you'll be ready to handle any situation and sound great doing it.

The best way to understand is to try it yourself, and the first lesson is on us.

SELECT A LANGUAGE ▾

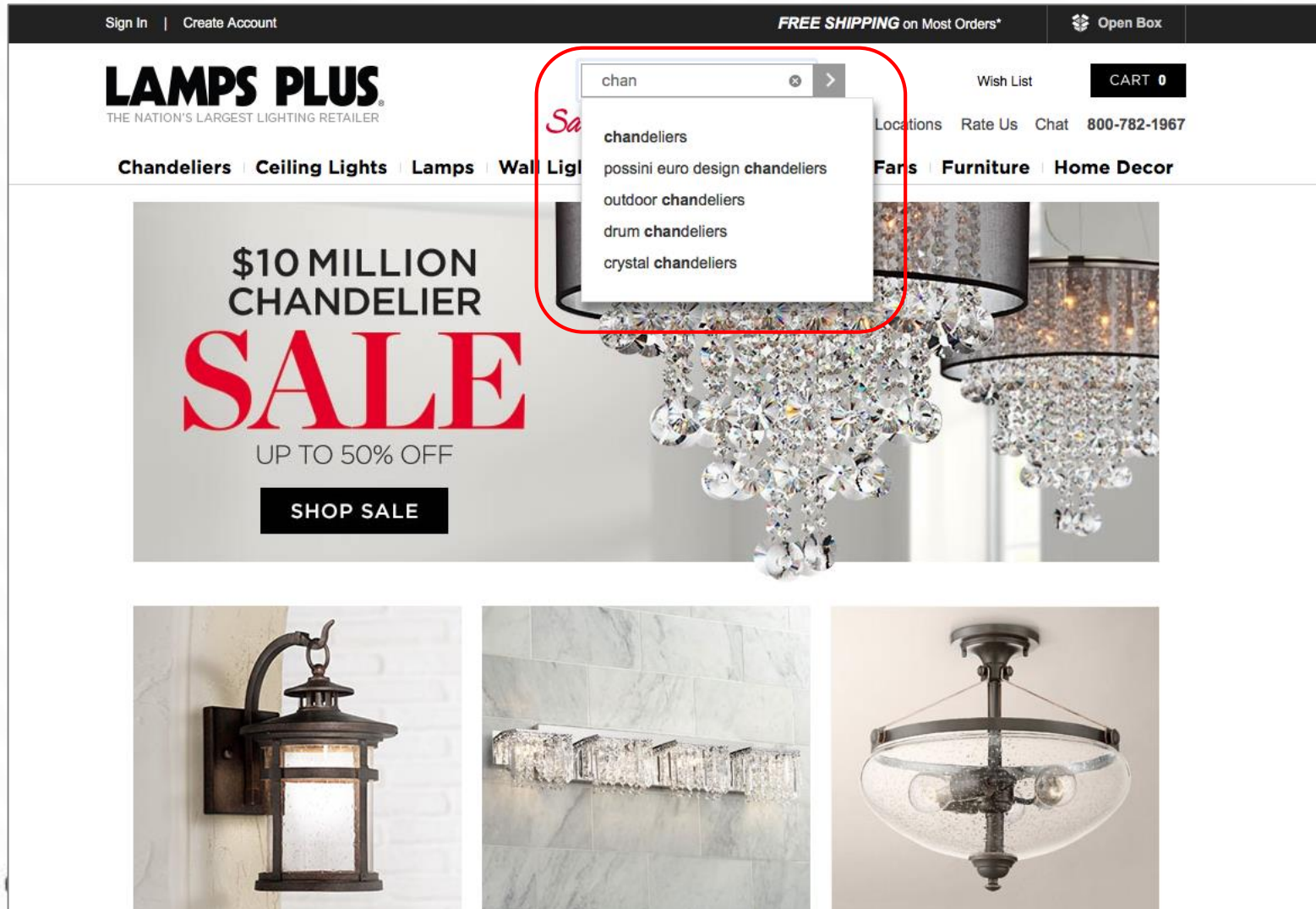
PC
PC MAG.COM
EDITORS' CHOICE

6 YEARS IN A ROW
BEST LANGUAGE LEARNING SOFTWARE

29 Encuentro
PRESARIAL
del Norte

#2: Predictive search

Help customers easily find what they want.



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#3: Search with product images

Help customers more easily find what they want.

The screenshot shows the Macy's website interface. At the top, there's a navigation bar with the Macy's logo, links for STORES, DEALS, LISTS, GIFTS, and WEDDING REGISTRY, and a location indicator for Macy's Ross Park... (Closed until 10 AM). A search bar is visible with the text 'flannel sh' and a magnifying glass icon. Below the search bar, a dropdown menu lists suggestions: flannel sheets, mens flannel shirts, martha stewart collection flannel sheets, womens flannel shirts, flannel shirt, queen flannel sheets, flannel sheet sets, flannel sheets twin, king flannel sheets, and twin xl flannel sheets. Below the suggestions, there's a 'Best Sellers' section with four product cards, each showing a stack of flannel sheets and their respective prices and ratings.

Macy's Presents: **The Edit** - A curated mix of fashion and inspiration [Check It Out](#) Free Shipping with \$99 purchase + Free Store Pickup. Contiguous US. [Exclusions](#)

★ macy's STORES DEALS LISTS GIFTS ▼ WEDDING REGISTRY Macy's Ross Park...
Closed until 10 AM Sign In
MY ACCOUNT ▼

SHOP BY DEPARTMENT ▼

★ macy's star rewards **BIGGER. BETTER.
NOW FOR EVERYONE**

customer
celebration
Event
Everyone's invited to save big!

EXTRA 25% OFF
EVEN ON REG.-PRICED STYLES. EXTRA 15% OFF watches.
Promo code: **THANKS** [Exclusions & Details](#)

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WOMEN MEN SHOES BED & BATH

flannel sh

- flannel sheets
- mens flannel shirts**
- martha stewart collection flannel sheets**
- womens flannel shirts**
- flannel shirt
- queen flannel sheets**
- flannel **sheet sets**
- flannel **sheets twin**
- king flannel sheets**
- twin xl flannel sheets**

Best Sellers

\$160.00 - 225.00 Extra 25% off use THANKS ★★★★★	\$60.00 - 180.00 Extra 25% off use THANKS ★★★★★	\$67.00 - 108.00 Extra 25% off use THANKS ★★★★★	\$40.00 - 160.00 Extra 25% off use THANKS ★★★★★

#4: Product recommendations

Drive sales by recommending similar or complementary products.

The screenshot shows the Sephora website interface. At the top, there is a search bar with the text "Need help finding something?". The Sephora logo is prominently displayed in the center. To the right, there is a user greeting "Hi, Beautiful" with a dropdown arrow, a "Sign In or Register" link, a heart icon, and a shopping cart icon with a "1" notification. Below the navigation bar, a red banner reads "IT'S THE LAST DAY TO SHOP THE WEEKLY WOW—CURRENT DEALS EXPIRE TOMORROW! WHILE SUPPLIES LAST. SHOP NOW >". The breadcrumb trail indicates the product is in "Bath & Body > Body Moisturizers > Body Lotions & Body Oils". The main product image is a bottle of Kiehl's Since 1851 Creme de Corps Nurturing Body Washing Cream. To the right of the image, the product name and price (\$30.00) are shown, along with a promotional offer: "SPEND \$50 FOR FREE SHIPPING". There are also options to "ADD TO BASKET" (with a quantity dropdown set to 1), "ADD TO LOVES", and "Find in store" (with a ZIP/postal code input field). The product has 60 reviews and 6994 loves. Below the main product, there are size selection options: "Standard size" with "8.4 oz/ 250 ml" selected and "16.9 oz/ 500 ml" as an alternative.

Similar Products

A horizontal carousel of five product recommendations. From left to right: 1. Kiehl's Since 1851 Creme de Corps Soy Milk & Honey Whipped Body Butter, priced at \$39.00, with 5 stars. 2. Kiehl's Since 1851 Creme de Corps Nourishing Dry Body Oil, priced at \$34.00, with 5 stars. 3. Josie Maran Whipped Argan Oil Body Butter, priced at \$35.00, with 5 stars and a "GREEN & CLEAN" badge. 4. Sol de Janeiro Brazilian Bum Bum Cream, priced at \$45.00, with 5 stars. 5. Sephora Collection Moisturizing & Refreshing Body Jelly, priced at \$15.00 (marked down from \$7.00), with 4 stars.

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#5: Clear CTAs (calls to action)

Put high-contrast CTAs in the customer eyepath.

ANN TAYLOR

🇺🇸 STORES | 📄 CREDIT CARDS | 📄 SIGN IN | ❤️ WISHLIST | 🛒 BAG (0) | 🔍 SEARCH

CLOTHING WORK SHOES ACCESSORIES PETITES TALL LUXEWEAR AT THE MOMENT SALE

HOME > CLOTHING > ROSY TONES > RUFFLE V-NECK BLOUSE

Ruffle V-Neck Blouse
~~\$69.99~~ - \$89.50

★★★★★ (11) Write A Review

REGULAR PETITE TALL

Pink Azalea
~~\$89.50~~

\$69.99
EXTRA 40% OFF! DISCOUNT APPLIED AT CHECKOUT.

XXS | XS | S | M | L | XL

XXL

ADD TO BAG

PICK UP IN STORE

In Store Pick Up is now available in all stores. [LEARN MORE](#)

ROLL OVER TO ZOOM IN

BCRF DONATE NOW

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#5: Clear CTAs (calls to action)

Use concise, specific, action-oriented words to keep the customer moving.


ANN TAYLOR


STORES | CREDIT CARDS | SIGN IN | WISHLIST | BAG (3) | SEARCH

CLOTHING WORK SHOES ACCESSORIES PETITES TALL LUXEWEAR AT THE MOMENT SALE

HOME > CLOTHING > ROSY TONES > RUFFLE V-NECK BLOUSE

ITEM ADDED TO BAG X

 **RUFFLE V-NECK BLOUSE**
\$89.50

SIZE TYPE: REGULAR
SIZE: XXS
COLOR: PINK AZALEA 
QTY: 1

You have 3 items in your bag.
Subtotal: \$268.50

CONTINUE SHOPPING CHECKOUT NOW

ITEM ADDED TO BAG

PICK UP IN STORE

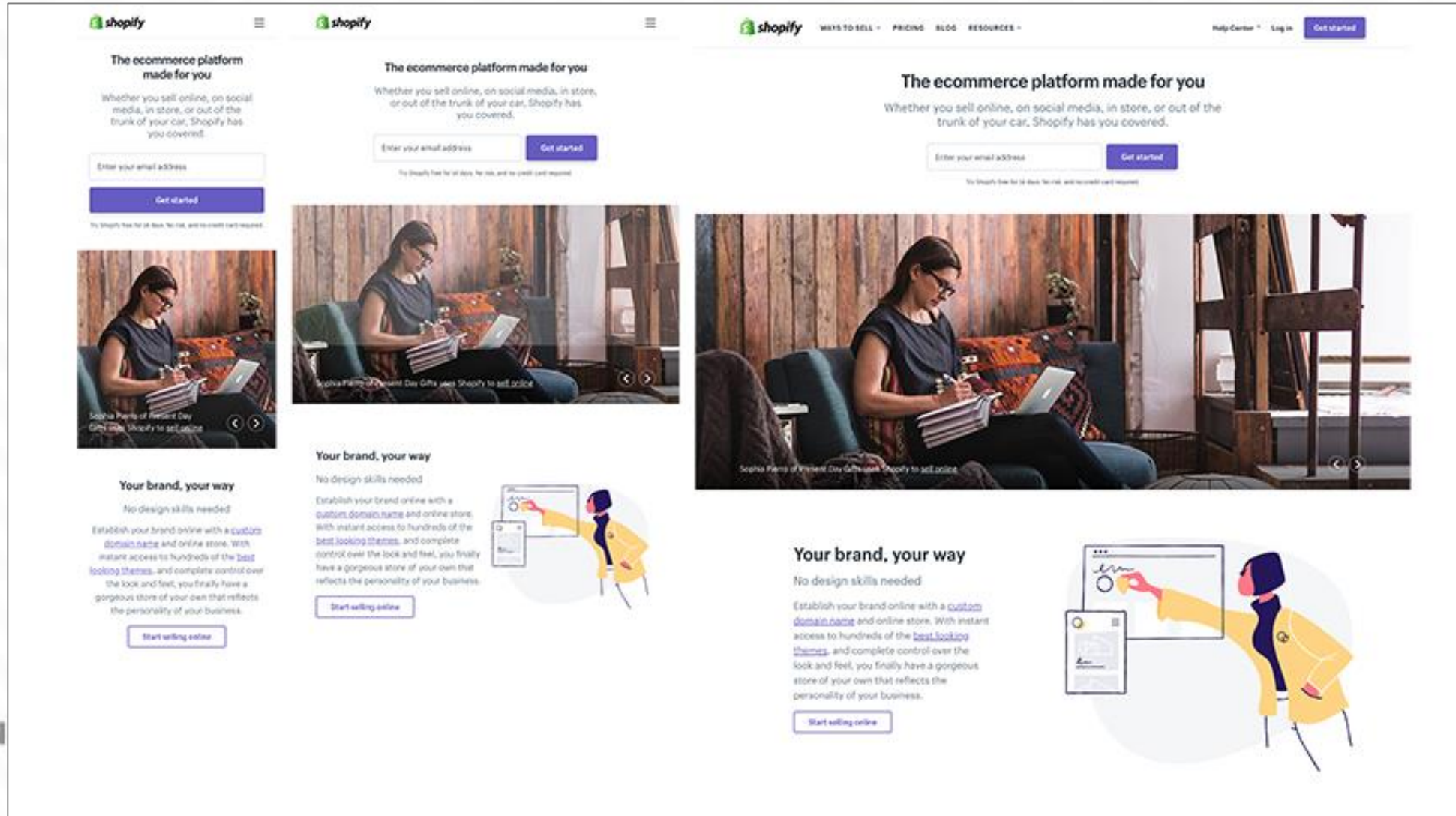
ROLL OVER TO ZOOM IN

In Store Pick Up is now available

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#6: Responsive site design

Create consistency across device experiences.



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#7: Customer reviews

Let your customers do the selling for you.

Ratings & Reviews

62 reviews [Write a review](#)

5 stars	<div style="width: 89%;"></div>	44
4 stars	<div style="width: 20%;"></div>	9
3 stars	<div style="width: 5%;"></div>	4
2 stars	<div style="width: 2%;"></div>	2
1 star	<div style="width: 1%;"></div>	3

★★★★☆
4.4 / 5 stars

Show reviews from my Beauty Matches [Filter](#) [Sort by: Most Helpful](#)

hell0dali ★★★★★
Age 25-34
Skin Type Combination
goodbye dryness & KP
this lotion is THE BEST. my skin type is oily on my face, but dry everywhere moisturizer for after-shower treatment. I mainly apply it on my legs and my can use it all over if i feel like it. best thing about it: it alleviates the keratin heals scars from previous scabs. it's a great product for people who pick, f

tracer121 ★★★★★ 7 Jan 2018
ROUGE ROOKIE I
Eye Color Hazel
Hair color Brunette
Skin Tone Medium
Skin Type Combination
Skin concerns Acne
great product, hard to squeeze out of bottle
The product itself is amazing but the bottle is so stiff that I feel like I need to go to the gym and lift weights in order to squeeze and product out! Would give this 5 stars if the packaging was different Mine is pretty new and I get mad every time I use it because I can't get it out. I have bottle. Would love this in a tube!

✓ Recommends this product

Live chat with other Sephora Shoppers ✕

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#8: Enhanced payment options

Drive domestic and cross-border shopping with trusted payment methods.

PERURAIL

1 — 2 — 3 — 4

SEARCH — TRAINS — PASSENGERS DATA — CONFIRMATION AND PAYMENT

Payment Details

Dear passenger, we accept Visa and MasterCard credit cards. You can also make your payments using PayPal as an alternative payment method. PeruRail only accepts physical credit card payment; payment of travel tickets using virtual credit cards is not supported.

VISA MasterCard PayPal

I agree to the Terms and Conditions ⓘ

RETURN PAY

Dear passenger, we accept Visa and MasterCard credit cards. You can also make your payments using PayPal as an alternative payment method. PeruRail only accepts physical credit card payment; payment of travel tickets using virtual credit cards is not supported.

NOTE

Prices are per person and route, general sales tax included. Consider that according to the Peruvian legislation it is mandatory to pay the general sales tax (IGV). Only accommodation costs in Belmond hotels are exempted from paying this tax, all other goods and services do applied. All prices are in US dollars and Soles. No tickets needed for children aged 0-2 years held in parent's arms. If an independent seat is required for the child, a 50% discount on the

#9: Reduce checkout friction

Focus on required information. Relationship build later.

kiva Lend ▾ 🔍 1 Basket \$0

My basket **Review & pay** **Thank you**

Item	Total
Nuevo Amanecer De Xepec Group <small>Loan not reserved. Why?</small>	\$25.00
Donation to Kiva	\$3.75

Order total: **\$28.75**

Total due: **\$28.75**

Have a Kiva Card? [Help](#)

Pay with credit or debit card using PayPal's guest checkout.

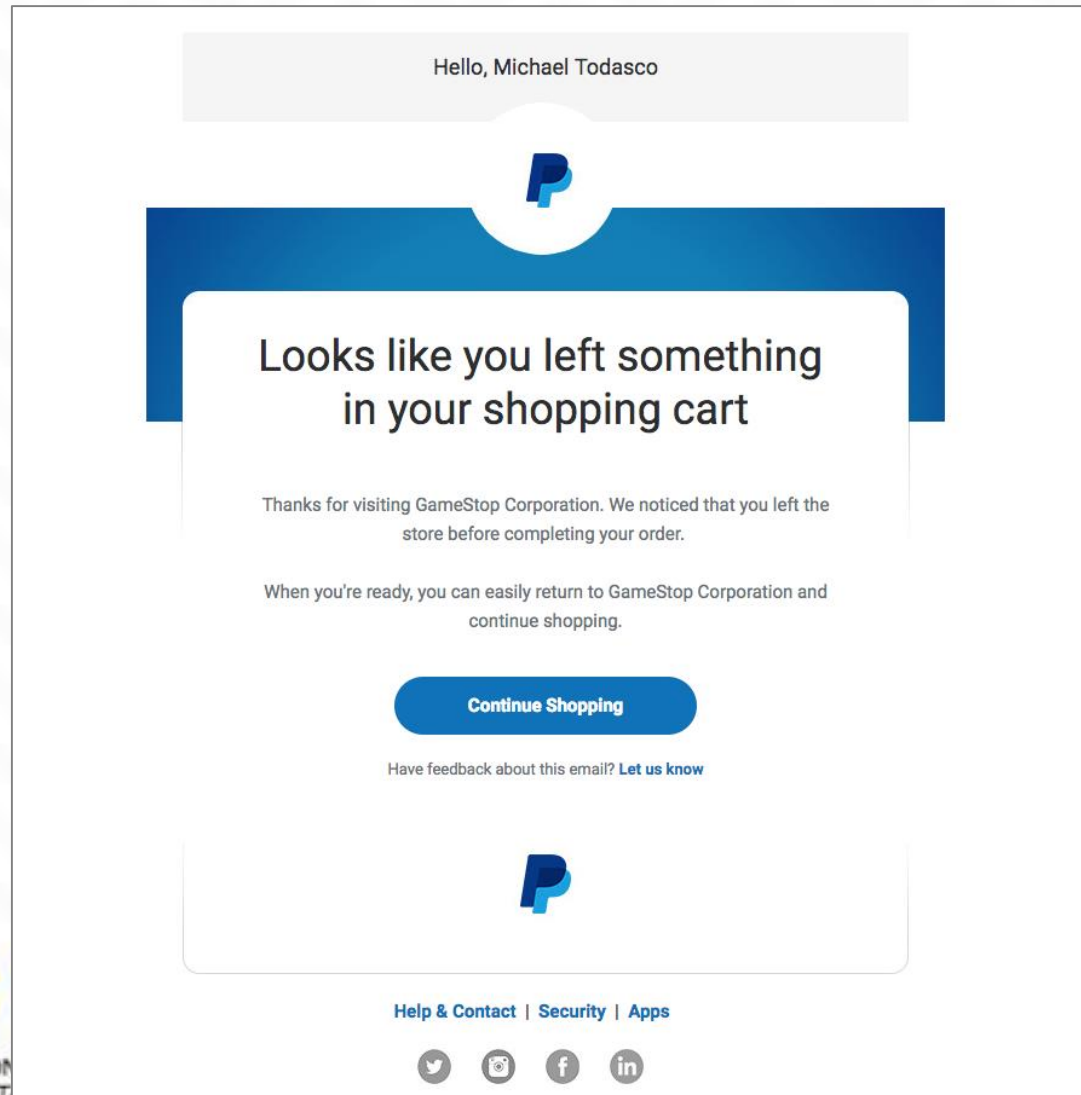
Thanks to PayPal, Kiva receives free payment processing.

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Borrow Loans for entrepreneurs doing amazing things. Apply now	Get to know us About us How Kiva works FAQs	Kiva is a 501(c)3 U.S. nonprofit fueled by passionate people. Founded in 2005, and based in San Francisco, with offices in Nairobi and staff around the globe. Donate to our operating expenses.
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#10: Abandoner email sequence

Send emails to consumers who did not complete their purchase.



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Questions?

Tiffany Raymond

tiraymond@paypal.com



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