HCLSoftware

Precision Marketing

Personalization capabilities in HCL Commerce Cloud

By Brian Rossi

HCL Commerce Cloud

Personalization, as we all know, is no longer just a buzzword in marketing. It is a fundamental expectation of your customers' experience with your brand. It's all about delivering to your customers what they want, when and how they want it – to create a loyal customer base. Being successful in this digital transformation assures your customers that you know them well and you understand their needs. But you'll need to assess your own ability to deliver that digital experience, as well.

For instance, did you know that HCL Commerce Cloud provides a powerful and robust set of out-of-the box ma rketing capabilities to equip you to make the shopping experience more relevant to your customer experience?

In this article we'll provide a high-level overview of the following capabilities that your marketers and merchandisers "must have" in their toolbox to compete in this digital market, like:

- Customer Segments
- E-Marketing Spots
- Marketing Content
- Web and Dialog Activities
- Marketing Experiments
- Search Rules & Experiments

Customer Segments (more info)

A customer segment allows you to create a group of customers to use as a target for marketing campaigns and promotions.

For example, you may have a tiered concept where you have Silver, Bronze and Gold levels. These groups allow you to categorize collections of customers that share common characteristics or have certain needs & expectations. The great thing is these segments can also be populated with web & dialog activities as well as by an external system or process. You can also organize your customers segments within folders in our business tooling.

Customer Segments - List

* Type	Store	* Name	Description
	EmeraldSAS	Customers who are 40 years of age or older	Customers who are 40 years of age or older
	EmeraldSAS	Customers who are under 40 years of age	Customers who are under 40 years of age
	EmeraldSAS	Female Customers	Registered customers who have identified themselves as females
	EmeraldSAS	Guest Shoppers	Shoppers who have not registered with the store
	EmeraldSAS	Male Customers	Registered customers who have identified themselves as males
	EmeraldSAS	Registered Customers	Customers who have registered with the store
	EmeraldSAS	Repeat Customers	Customers who have placed at least one order with the store

Figure 1.1

The Customer Segment model provides a high level of flexibility and granularity, depending on your needs. For example, you can define a segment based on:

- Inclusivity or Exclusivity to other Segments
- Registration Status/Details
- Demographic Information (Gender, Age, Age Groups and more)
- Address information
- Purchase Details
- Account Information (this is used to assign a segment to a B2B context)

Customer segments can be static (i. e. you can define the customers within the segments and upload them), or you can populate them dynamically. Defining pre-requisite behaviors can automatically add or remove customers from these segments. Now, you can easily so° and use the customer data to target more specific and/or nuanced markets.

E-Marketing Spots (more info)

E-Marketing Spots are the various slots/locations on your store pages that marketing information can be displayed to customers. You can now leverage web activities to determine what to display in an E-Marketing Spot in a dynamic manner, or you can explicitly define what will be displayed.

E-Marketing Spots can display the following types of marketing information:

- Content (advertisements or promotions)
- Category Recommendations
- Product Recommendations

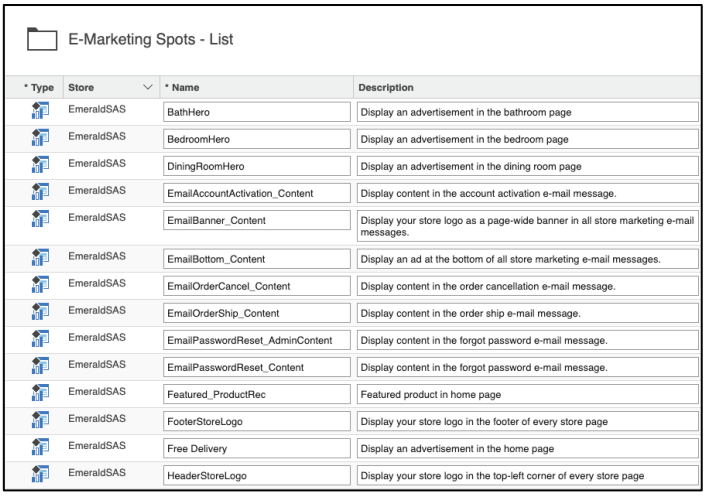
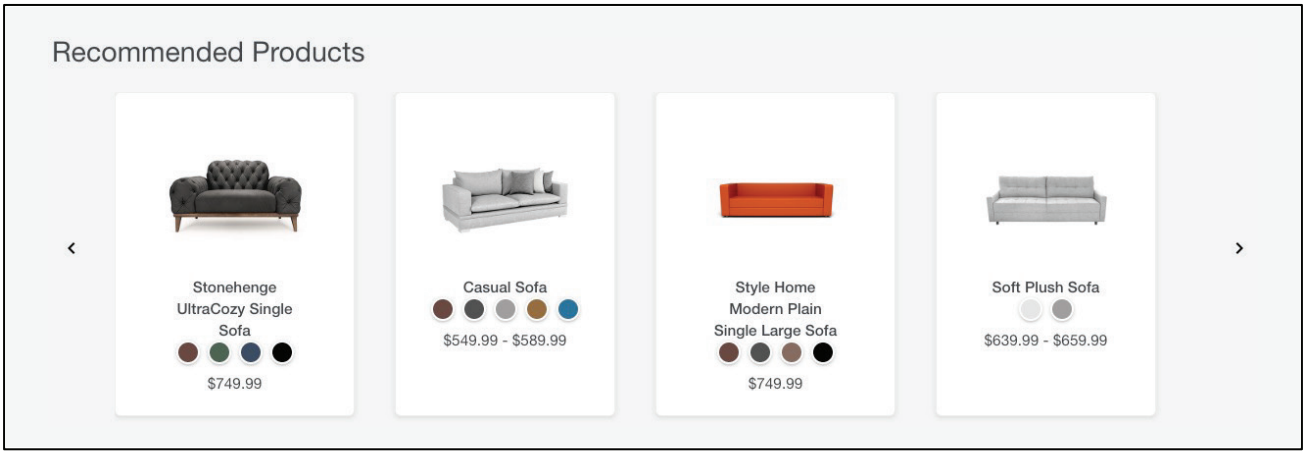


Figure 1.2

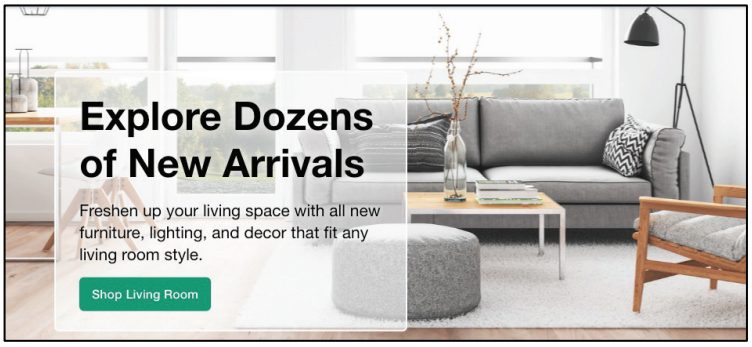
For example, on our B2C React storefront, we have an E-Marketing Spot for a Recommended Products widget. The content of this widget is being controlled with a Web Activity (which we will cover later). The great thing about this feature is that we can either statically define what products to display here or we can make it more dynamic based on our customer's needs and behaviors.



Never let a wasted marketing oppo°unity pass by again. Now your customers will see your displayed marketing messages relevant t o their stage in the buying process—all without the need for a developer on staff.

Marketing Content (more info)

Marketing content is simply the various types of content you want to show to your customers throughout their shopping experience. These types of content include:



E-Marketing Spots can display the following types of marketing information:

- Images, URLs
- Text for Store Display (text or static HTML)
- Text for SMS
- External URLs (for use with an integrated CMS/DAM)

For each content item, you also have the ability to define special click actions. For example, you could have your content include a single click action that would direct a customer to a special category page, product page, add something to their cart, add something to their wish list, and more. Your customers will no longer feel like they're missing out on stacking deals or multiple specials, and you'll benefit from multiple product touchpoints with our easy-to-set click options in the Management Center.

Web Activities (more info)

Web Activities are used to schedule and control the different types of marketing information you'll want to display to your customers. Utilizing this powerful out-of-the-box capability will give you a myriad of ways to personalize their shopping experience. Web Activities can also be scheduled to run with start and end dates, and you can even assign priority levels to them.

For your convenience, we also provide a wide variety of Web Activity templates out-of-the-box:

- Blank Web Activity
- Catalog Entry Recommendations
- Category Recommendation
- Content Recommendation
- Display Best Sellers
- Display Promotional Price
- Display Recently Viewed Categories
- Display Recently Viewed Products
- Display Top Browsed
- Location-based Content Recommendation
- Merchandising Association Recommendation
- Promotion Recommendation

A web activity is broken down into a few simple building blocks. These building blocks make up the "toolbox" that you have at your disposal.

Triggers

- Triggers define the event that causes your dialog activity to start or continue. Use triggers to wait for a customer to do something, for an event to occur, or for a set amount of time to elapse.

Targets

- Targets personalize an activity so that the activity applies only to certain customers.
- Some examples of targets include: the products and/or categories a customer has viewed, the customers purchase history, whether the customer has items in their cart, what keyword(s) the customer has used in search, and so much more.

Actions

- Actions define what to do, based on the previous sequence of triggers and, optionally, targets in the activity flow.
- Some examples of actions include recommending content, recommending products, recommending categories, displaying bestselling products...and the list goes on!

Branches

- Can be used to create multiple paths for your activity.
- Can be used to create a marketing experiment or test.

All web activities begin with the E-Marketing Spot trigger. Here is an example of a Web Activity that will personalize the recommended products customers will see on the home page of our storefront. The activity builder gives you a simple and intuitive way to create your rules with a drag and drop experience.

In this example, the E-Marketing Spot being viewed is used for displaying recommended products on our home page. We then add a "branch" to break up the rule into two possible paths.

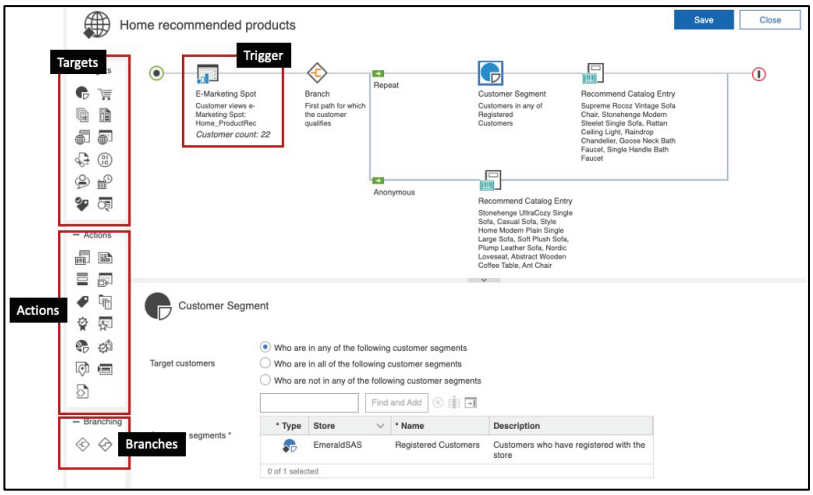
The first path is for customers who are in the Registered Customers Segment. The other branch is for everyone else.

Based on whether you are a registered user or not, you will see different product recommendations on the storefront.

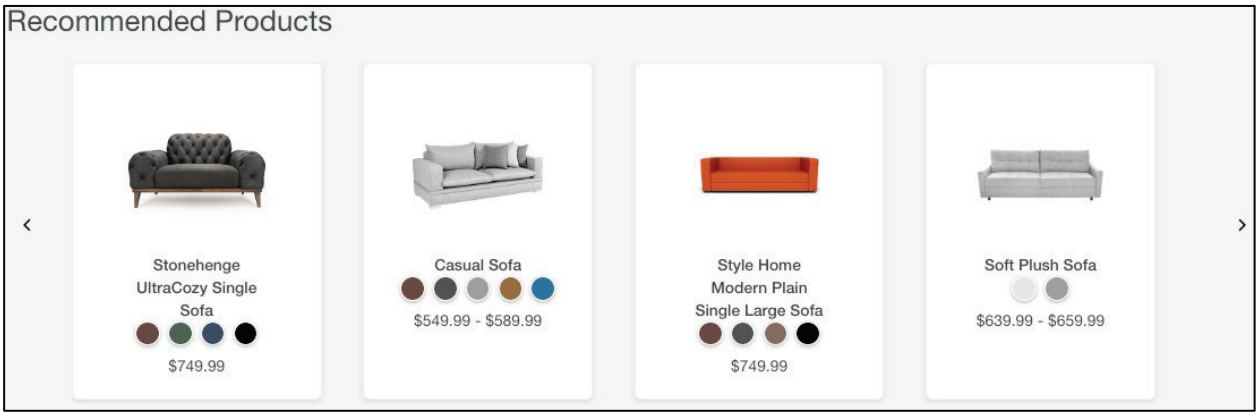
Sample Trigger Controls:

By setting your triggers to recommend certain product categories, your customers will see a customized segment of products, depending on their digital profile and status.

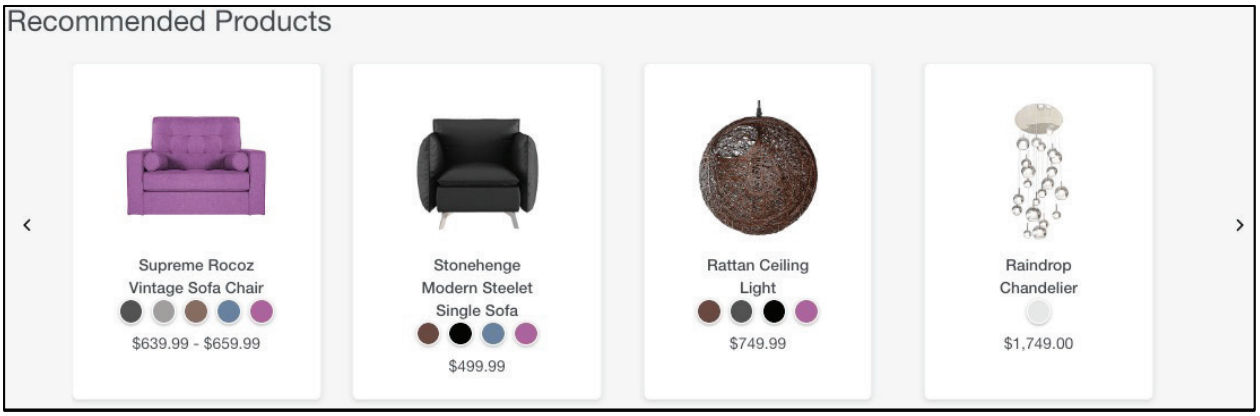
For instance, you may wish to differentiate results based on registration status. Here is the difference in what your end uses will see, given the triggers set, above.



Unregistered User:



Registered User:



Now it's easy to target specific sets of customers with personalized and relevant content – that they ultimately want to purchase. Anticipating their needs in this manner helps to build brand trust and propels the customer toward ultimately becoming your advocate.

Dialog Activities

(more info)

Dialog activities are used to automate marketing actions based on the behavior of your customers. It's almost like you are having a conversation with your customer. You wait for the customer to do something and then based on them doing that, you respond in some way. Dialog Activities can also be scheduled to run with Start & End Dates, and you can even assign them to a priority level.

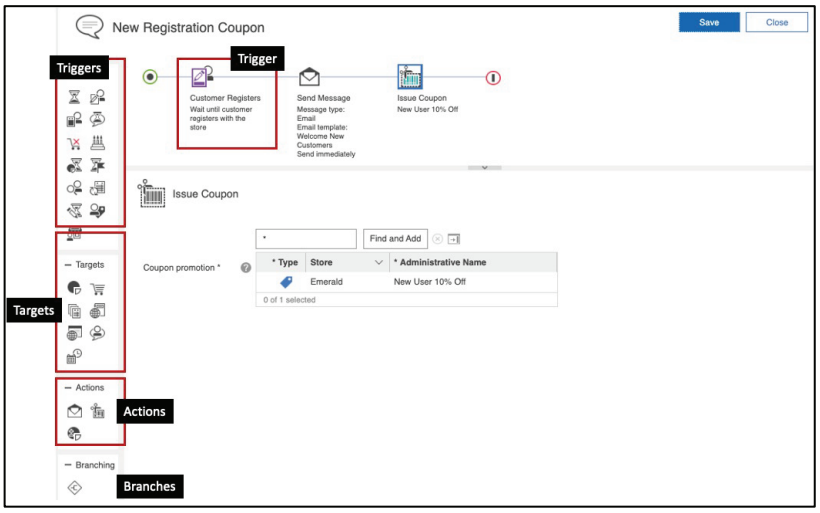
Much like web activities, Dialog Activities are made up of similar building blocks:

- Triggers
- Targets
- Actions
- Branches

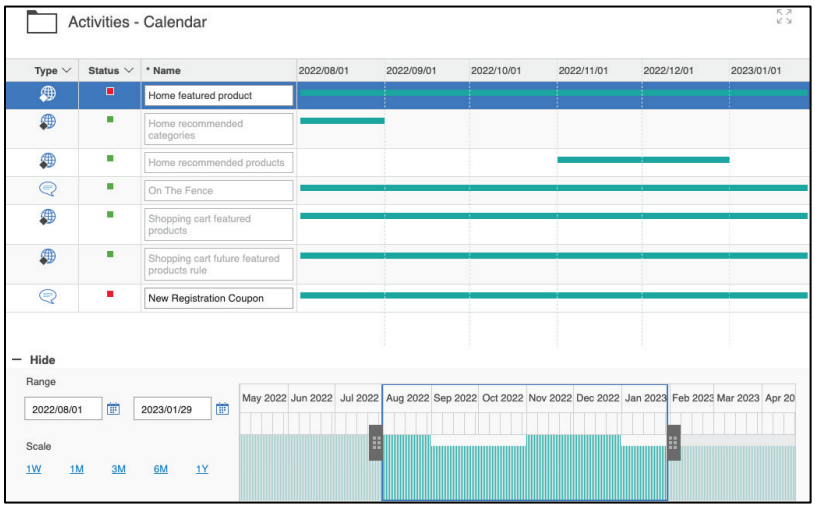
In this example Dialog Activity, we are waiting for the customer to register with our site (Trigger). Then we are immediately sending them a welcome e-mail message, including a 10% off their order coupon promotion. The great advantage here is that the marketing tool also provides the ability to create your e-mail templates. The dialog activities are able to issue promotions that business users can create in our promotions tool-all in single experience, and without having to hire a developer!

Another convenient view for your Web and Dialog Activities is our calendar view. This gives you the ability to have a quick-glance snapshot of what activities you have scheduled, and when they begin and end.

Trigger Controls (example):



Sample Calendar Activities:



These Marketing Center controls and dialogue activities put you back in control of what your customers see—at every step of their purchasing journey—and on your timeline.

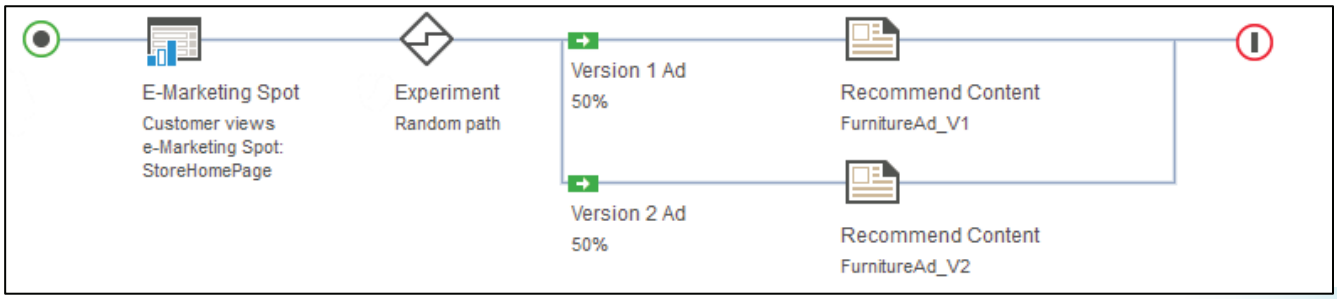
Marketing Experiments (more info)

Marketing Experiments are used to display different messages or content to customers to determine which message is more effective in driving sales. It provides a way for you to run tests on different strategies. Marketing Experiments work with Web Activities, and include, but are not just limited to any of the following:

- Marketing Content
- Promotion Recommendations
- Category Recommendations
- Product Recommendations
- Merchandising Associations

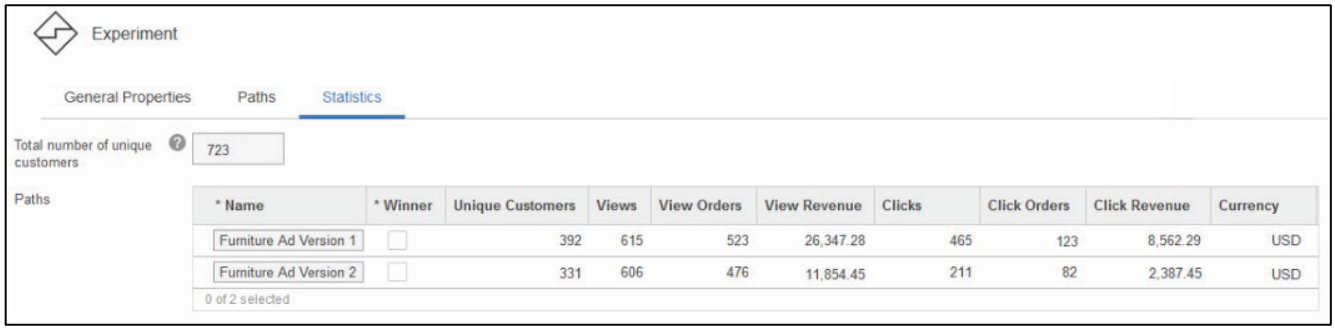
In this example, we are running an experiment to see what piece of content yields the most sales and interest. As shown, we have two paths to our experiment. Each path will display its respective ad content 50% of the time.

Path A:



After the experiment is completed, you can view the results between your two paths. These results help Marketers to decide which part of the experiment was most effective in achieving the intended goals. You can then modify the Web Activity to leverage the "winning" path moving forward.

Path B:



As modeled here, Marketing experiments enable Marketing Managers to run alternative paths within existing web activities. Any small changes can significantly influence the effectiveness of recommendations and conversions. The power is in your hands.

Search Rules (more info)

Search Rules are used to deliver personalized search results and ordering when your customers search on the storefront. For example, resorting search results to favor specific brand, promote specific products to the top of the search results and more!

Similar to web and dialog activities, Search Rules leverage a similar toolbox which includes:

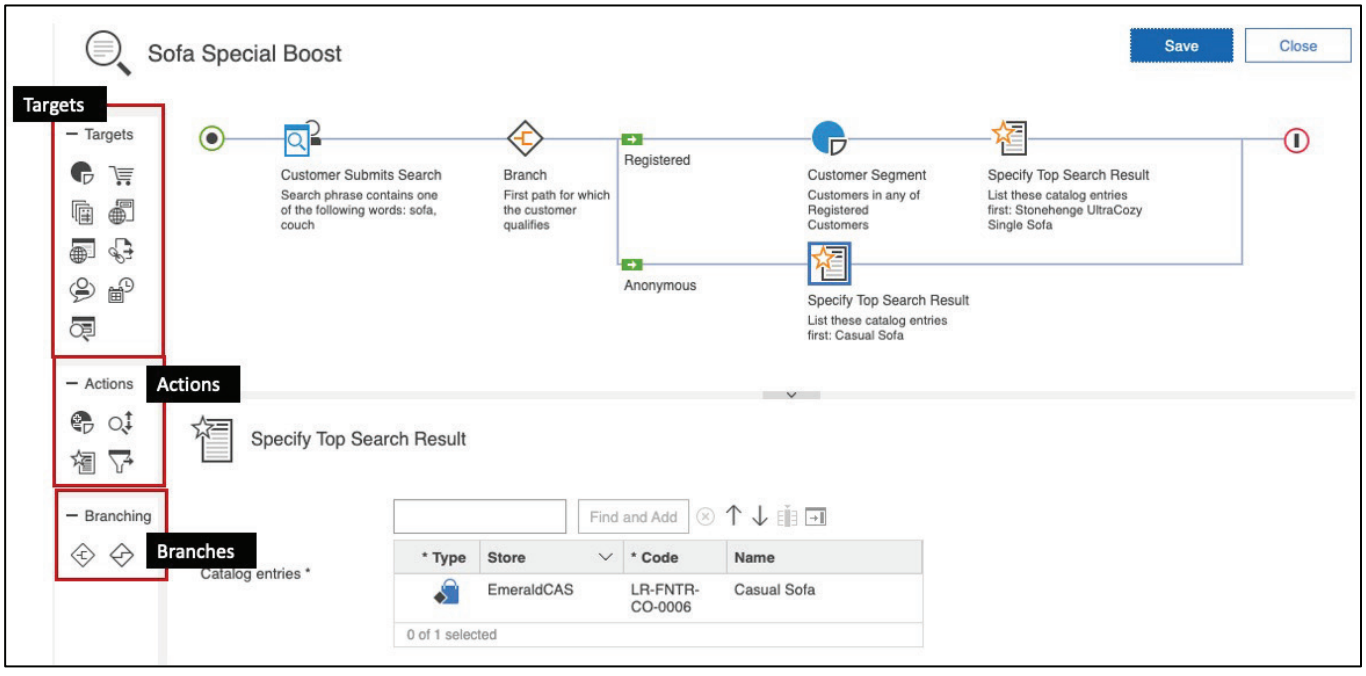
- Targets
- Actions
- Branches & Experiments

Out-of-the-Box HCL Commerce provides the following templates for Search Rules:

- Blank Search Rule
- Add or Replace Search Criteria
- Change Search Result Order
- Specify Top Search Results

In this example, a customer comes to the storefront and searches either **"sofa" or "couch"**. If either of those terms match, the customer is a part of the Registered Users segment, we will then specify a product to be the top search result. All other customers will see a different result.

Targeted Actions (example):

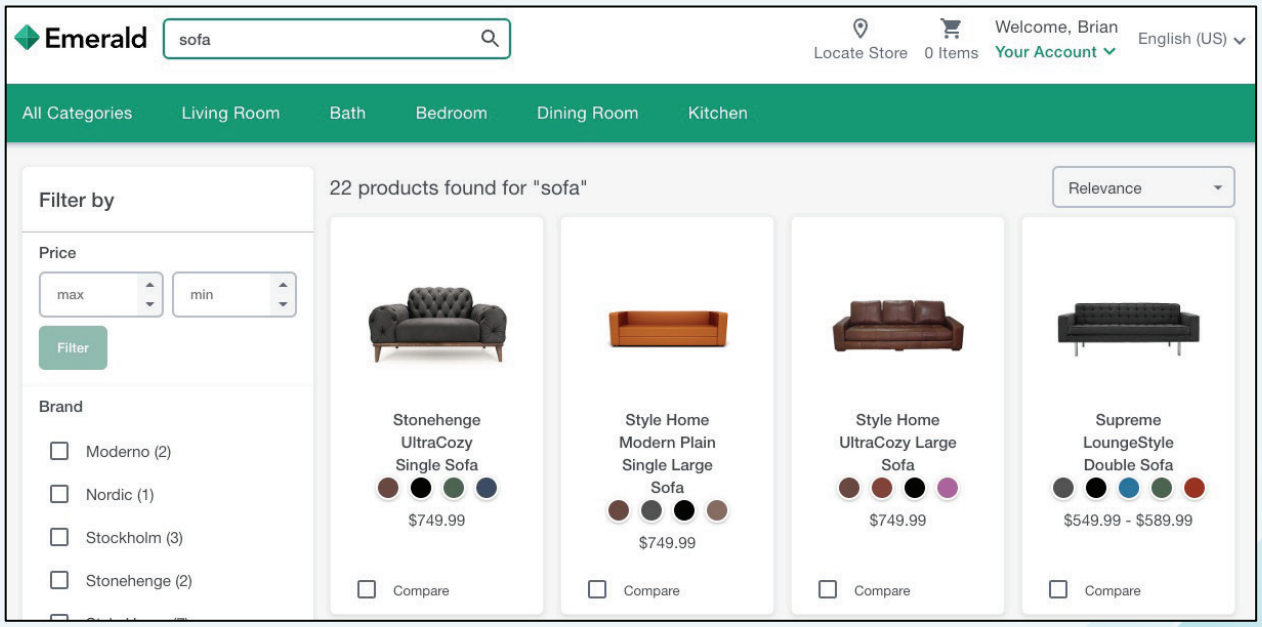


If the customer is not a Registered User, they will see these types of catalog items:

Anonymous

However, if the customer is found to be a Registered User, the search results will display more targeted features:

Registered



As this example outlines, you have a very powerful and robust set of out-of-the-box capabilities at your fingertips. Be sure to check out our Product Documentation help guides for more ideas, inspiration, and instruction.

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About HCLSoftware

HCLSoftware develops, markets, sells, and supports product families in the areas of Digital Transformation, Data, Analytics & Insights, AI & Automation and Enterprise Security platforms. HCLSoftware is the cloud-native solution factory for enterprise software and powers millions of apps at more than 20,000 organizations, including more than half of the Fortune 1000 and Global 2000 companies. HCLSoftware's mission is to drive ultimate customer success with its IT investments through relentless product innovation.

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