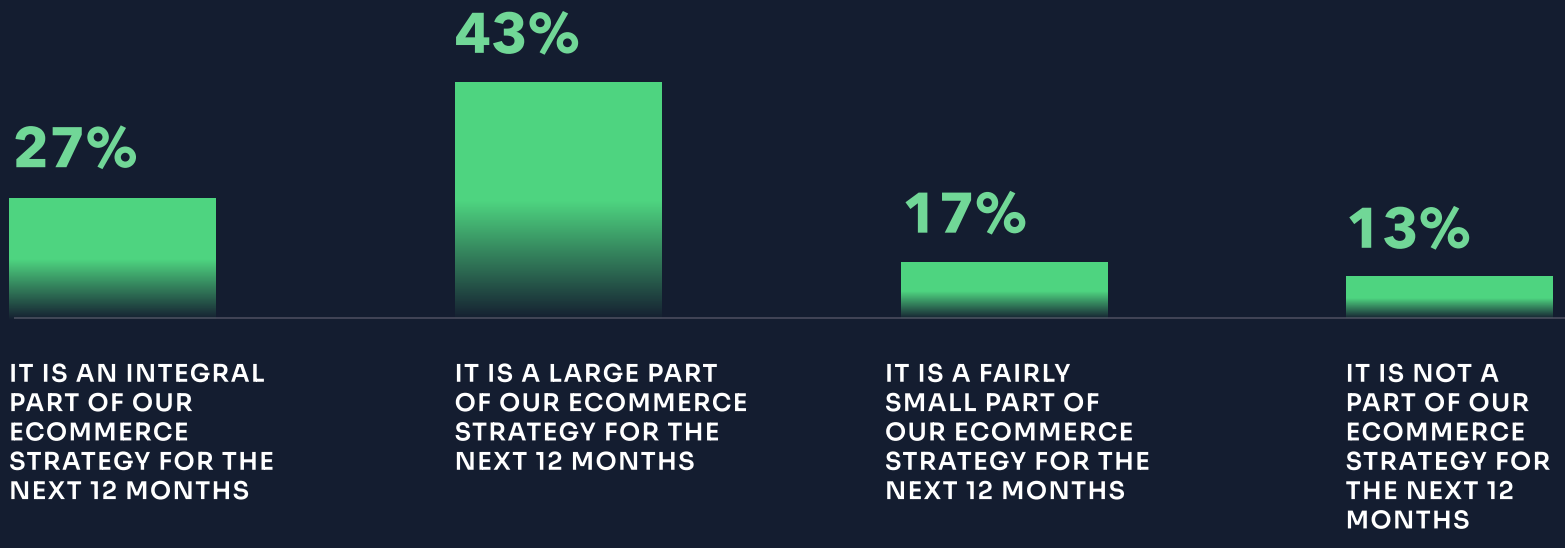
algolia

Personalization ranks high for ecommerce businesses

In this year's Ecommerce Site Search Trends report, **70% of 1,100 business** leaders surveyed listed personalizing the online experience as an integral or large part of their ecommerce strategy.

The extent that personalization forms part of businesses' ecommerce strategy over the next 12 months?

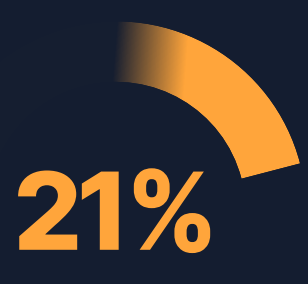


The online shopping experience customers will want soon

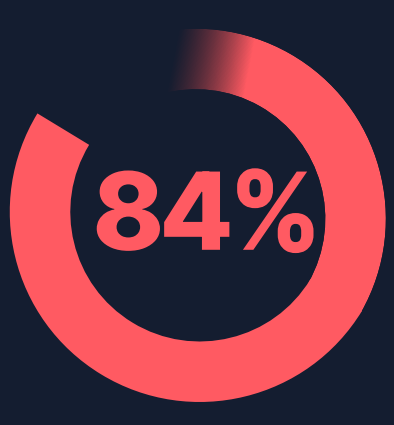
Customers want businesses to know who they are and what they want. As personalized online experiences are more widely adopted, customers will come to expect user engagements that are tailored to their preferences and specific needs.

A smarter search strategy

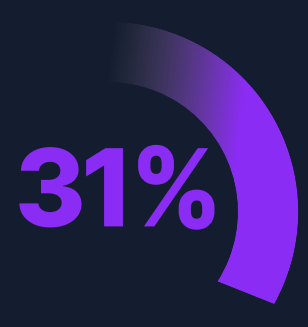
Businesses that list "delivering a more personalized experience" as a driving factor behind search implementation.



Businesses that have or plan to implement personalized search results based on user preferences and behaviors.



Businesses expect to see demand for more personalization over the next 12 months.

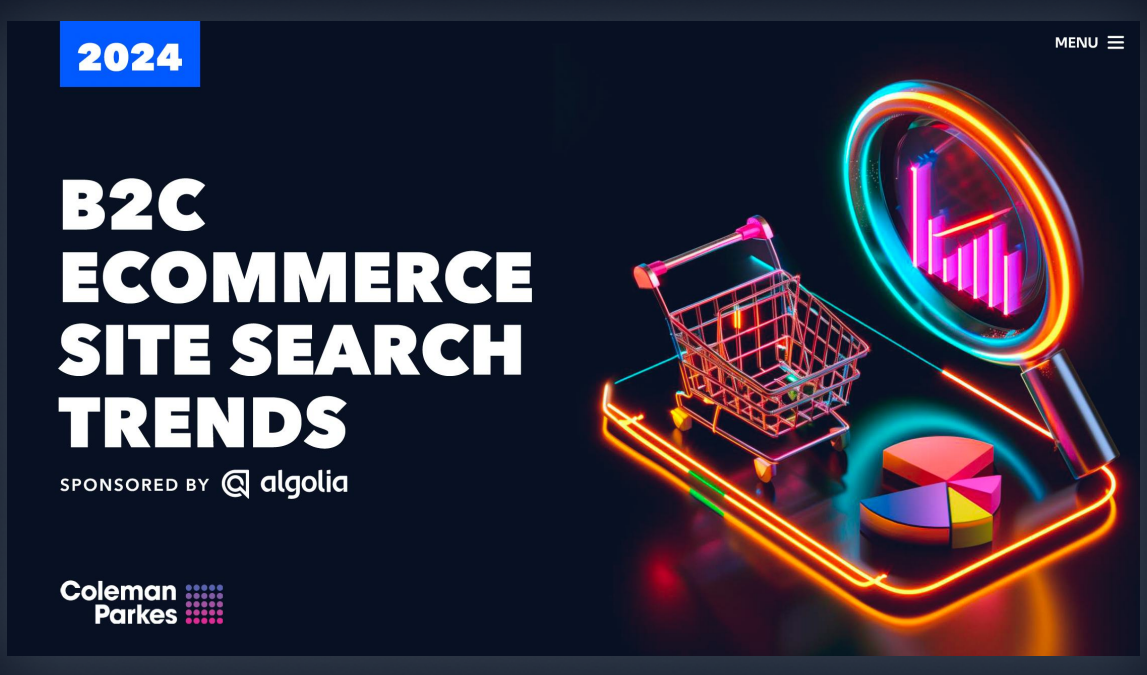


Reinventing customer engagement

One of the most powerful applications of new technology in search and discovery is its ability to deliver targeted and curated offerings ranging from personalized shopping profiles to targeted email messaging.

Personalization B2C businesses currently offer consumers

Read the full report to learn more.



algolia

GET THE REPORT →