

PERSONALIZING FOR PRINCESSES

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Session Recap: retailsdigitalsummit.nrf.com/recap

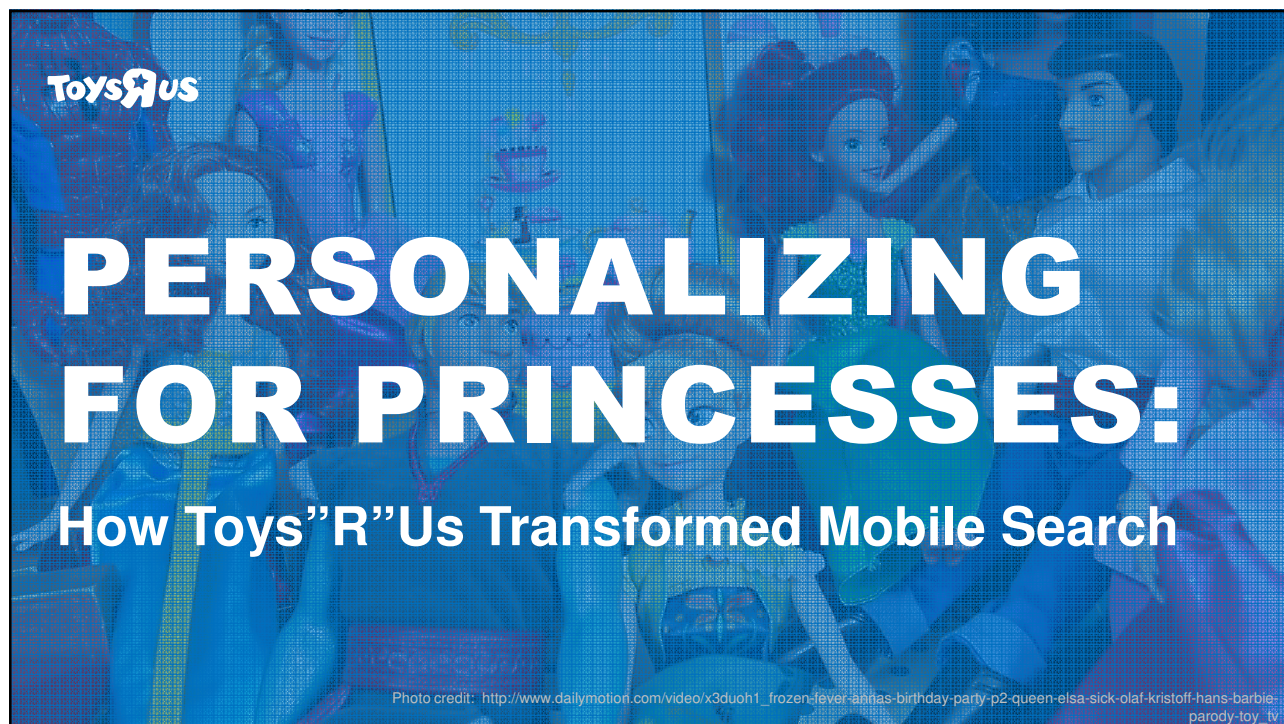
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Photo credit: www.youtube.com/watch?v=a8JhURDzSKY



Introduction



VICTOR ORTIZ

VP of Digital Product Management, Toys R Us

- ★ 15 years leading E-commerce design & operations
- ★ 2013 e-Tailing Best Mobile User Experience award
- ★ UX background

Bad Shopping Experience



Did You Know...



Procrastinating
shopper's tool
of choice



Stairway to
conversions

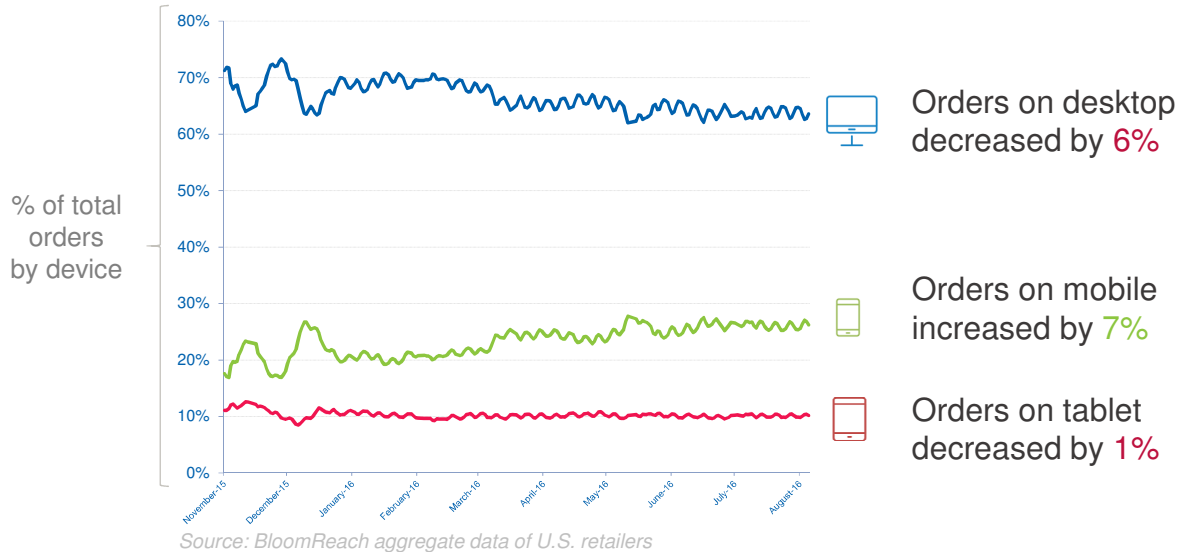


The role of
autosuggest



Importance of
rank position

Mobile is the Stairway to Conversions



The Buyer's Journey For Toys“R”Us

FOCUS

Determine path to product
& capitalize on mobile
search



CHALLENGES



Poor conversion on mobile
search

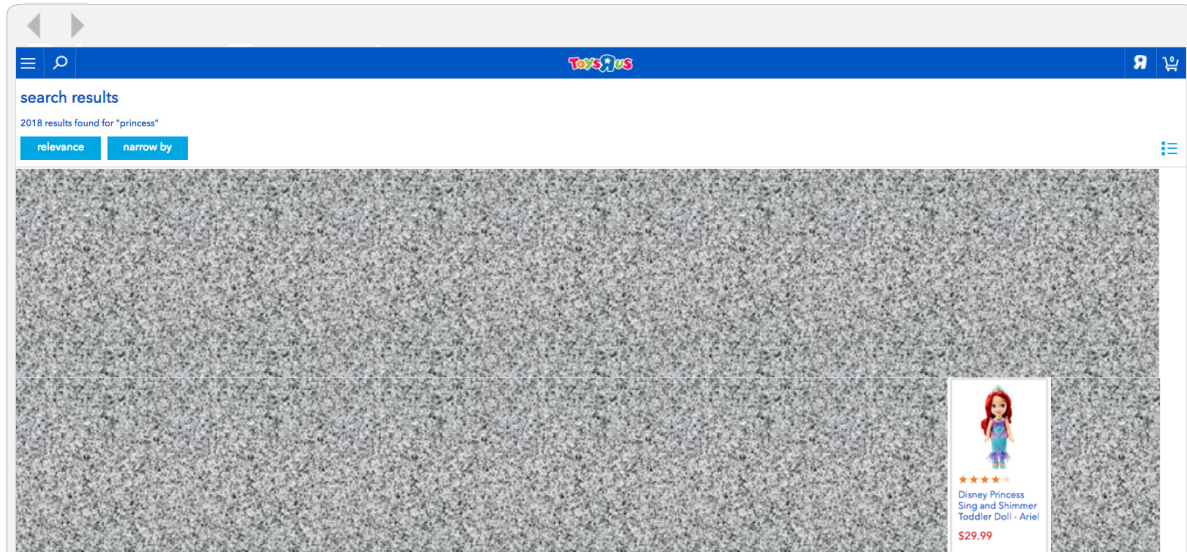


Manual management of results



Predicting multiple customer
paths

Looking for 'Princess' products? We have over 2,000.

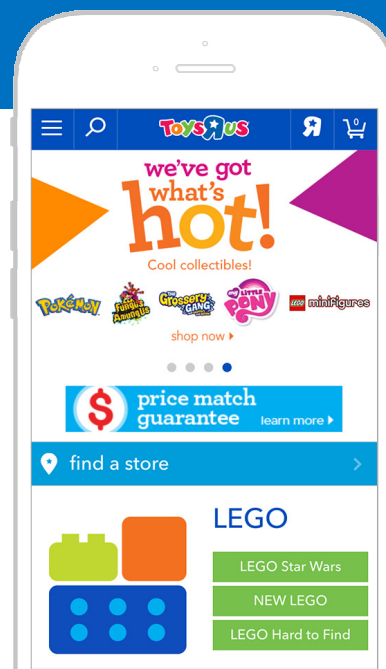


What Did We Want For Mobile?



GO AFTER MOBILE SEARCHERS

- ★ Mobile searchers are motivated shoppers
- ★ Understand intent and be highly relevant
- ★ Solve for the long tail
- ★ Get more intelligent



Shopper profile

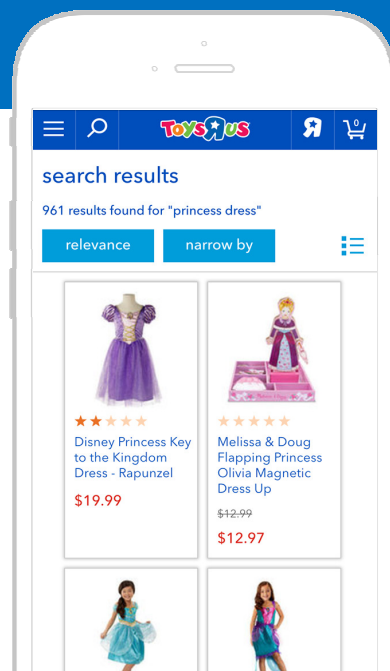
Sarah's mom

Sarah likes The Little Mermaid



Non-personalized Search

princess dress



Princess-alized Search

princess dress

*Boosted and personalized
for fans of Ariel*

search results

961 results found for "princess dress"

relevance narrow by

★★★★★
Disney Princess Key to the Kingdom Dress - Rapunzel
\$19.99

★★★★★
Disney Princess Ariel Mermaid Dress
\$19.99

HOW DID WE DO IT?

Photo credit: www.youtube.com/watch?v=OMveU1embE4

5 Steps To Improving The Path To Purchase

1. Create a team
2. Get in the mind of shoppers
3. Test your options
4. Combine human and machine
5. Measuring Success



1_ Create A Team



Mobile challenges are UX challenges



Drive mobile to hit strategic initiatives



Seek out low hanging conversion fruit



Go after search

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2_

GET IN THE MIND OF SHOPPERS

Photo credit: www.dailymotion.com/video/x3ckkkp

2_ Get In The Mind Of The Shoppers



Put in the customer perspective to filter out noise



Predict micro moments in the customer journey



Go after 80%, not just 20%



Use customer feedback tools

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TEST YOUR OPTIONS

Photo credit: www.youtube.com/watch?v=11Cj5jm1bg

3_ Test Your Options

A/B/C TEST



Best
practices



What's the
success
criteria?



a/b/c test
lessons learned

ToysRUs





4_

COMBINE HUMAN & MACHINE





Photo credit: osw.zone/sixth-scale-news-reviews-groups/toy-haven/hot-toys-star-wars-a-new-hope-1-6th-scale-princess-leia-and-sideshow-collectibles-r2-d2/

4_ Combine Human And Machine

HUMAN

-  Start with data
-  User feedback
-  Usability testing
-  Identify flows to improve

MACHINE

-  Technology for scale
-  Contextual relevancy
-  Continuously learning
-  1:1 personalization



Toys R Us

5_

MEASURING SUCCESS

Photo credit: lettoysbeltoys.org.uk/toys-r-us-drops-boys-and-girls-categories-from-uk-website/

5_ Measuring Success



What KPIs as a team did we determine was important to us?



What data & insights are we reporting up to our bosses?

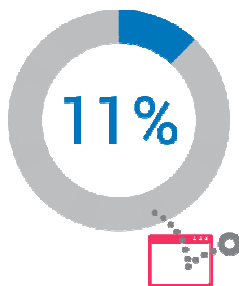


What other metrics besides revenue?

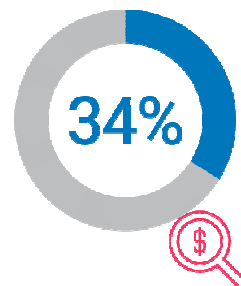


What data are we acting on daily/weekly?

Results of Prioritizing Mobile Searchers



11% decrease in bounce rates



34% increase in mobile search revenue

Don't Let This Happen



QUESTIONS?

Contact



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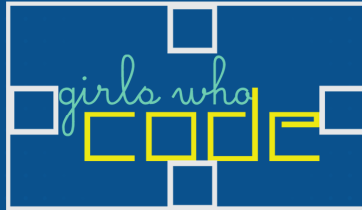


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