Introduction
With store closures and shelter-in-place orders, many consumers turned to e-commerce to explore alternative fulfillment options and online in general to learn about product and service information for the first time. Almost 70% of consumers feel that a brand’s website is the most influential channel in their purchase decision. With the influx of new consumers to websites, digital marketing leaders should re-evaluate their digital experience to pinpoint areas where they can minimize friction, educate consumers on new-to-market products and services effectively and increase conversion rates (see Figure 1).

Key Findings
• Autosuggest search adoption varies across sectors, with 41%, 56% and 84% of B2B, banking and retail sites offering it, respectively.
• On-site search filters help users refine their search experience. While 91% of the retail sites leverage sort/filter options, only 37% of B2B and 13% of the banking sites capitalize on them.
• Social media, store locators and customer service tools in primary navigation menus are table stakes across retail, B2B and banking brands. Few offer more sophisticated guided selling elements in their primary sub-navigation bar.

Key Recommendations
• Optimize search algorithm to boost product discovery. Add autosuggest and sort/filter options in addition to autocomplete to help users construct more contextual searches than they might otherwise use or know of.
• Minimize friction by designing navigation on mobile devices with the least amount of clicks or scroll-throughs, prioritizing one-click access to loyalty, account pages and other high-traffic pages.
• Incorporate guided selling and product exploration call-to-actions in the primary sub-navigation bar to direct users to tools that can refine their search quickly.

Source: 2019 Gartner Personalization Strategy and Execution Survey
Citations

1. Personalizing the Consumer Website Experience, Gartner.
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