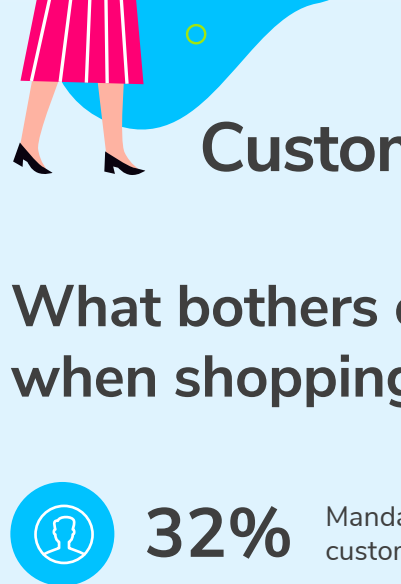


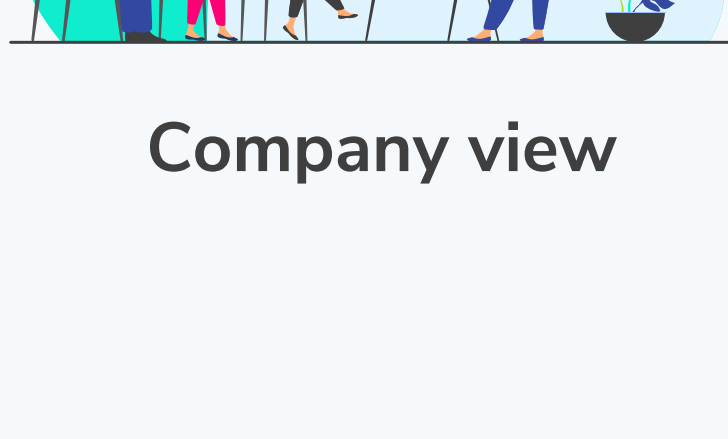


New Business KPI: The Return on Experience (ROX)

Return on Experience (ROX) is increasingly becoming the benchmark for business success. After all, only satisfied customers are lucrative. And only valuable customers attract more valuable ones. What characterizes customer satisfaction? And how can it be consistently increased?



Customer view

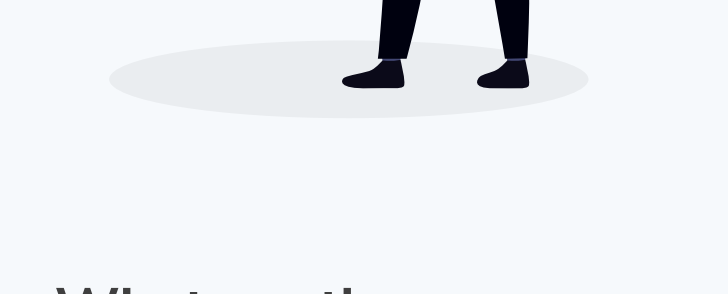


Company view

What bothers customers when shopping online?

- 32% Mandatory customer account
- 30% Inconvenient return
- 28% Inaccurate delivery time
- 25% Non-transparent shipping costs
- 22% Incomplete / non-transparent product information

Source: Study "What online customers want" by Arithnea and adesso 2020



What are the consequences of shopping cart abandonment for companies?

- 70% of purchasing processes are aborted
- \$18B in sales are lost by ecommerce brands every year to shopping cart abandonment

Source: Shopping cart abandonment statistics from Sleeknote.com 2021

Consequences of negative shopping experiences:

- 22% of customers reduce contact with the company
- 19% break off contact altogether

Source: "Experience Matters" report by Temkin Group 2018

Positive shopping experiences lead to:

- 4x more willingness to buy
- 4x higher repurchase rate
- 7x more cross-selling turnover
- 6x higher motivation to recommend

Source: "Experience Matters" report by Temkin Group 2018



Better product content ensures a positive shopping experience and reduces shopping cart abandonment. As a result, companies not only secure revenue they would otherwise miss out on, but also give their business a powerful boost.

The Return on Experience (ROX) increases.



Why do online customers return the ordered goods?

- 62% Item did not fit
- 39% Item did not meet expectations
- 30% Item was defective or damaged
- 30% Item did not match the description
- 20% Several variants ordered to choose from

Source: Processed returns statistics 2017

What are the consequences of returns for companies?

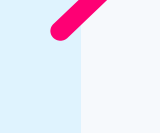
- \$166M in merchandise returns occur for every \$1 billion dollars in sales at the average retailer
- 20% of online-bought products are returned
- 42% of customers would avoid a brand after multiple retailer-caused returns

Source: NFR (National Retail Federation) The Right Fit: How AI is Changing eCommerce Apparel Returns 2021. State of the Industry Report



Better product content creates greater transparency for the customer, reduces the return rate and saves costs. The investment in the customer experience and better product content pays off!

The Return on Experience (ROX) increases.



How do customers perceive personalized advertising?

- 47% Negative perception
- 16% Positive perception

Personalized advertising is accepted if it's

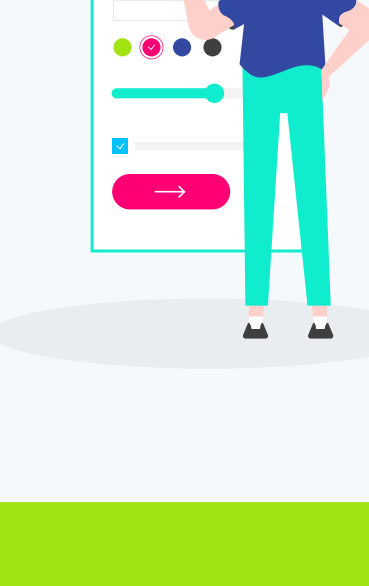
- 35% based on data about interests or hobbies
- 33% based on previously purchased items

Source: Study "What online customers want" by Arithnea and adesso 2020

What can personalized advertising achieve?

- 1300% more return on investment through personalization of targeted ads

Source: Shopping cart abandonment statistics from Sleeknote.com 2021



B2B Special

- 45% of B2B customers want personalized content
- 57% of B2B companies are adopting personalized communication as a standard
- 55% of marketing budgets are spent on efforts to personalize shopping experiences

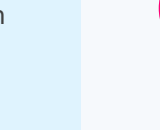
Source: B2B e-commerce trends 2020

Source: B2B e-commerce trends 2020

Source: bvik: Trendbarometer 2021

Personalization is and will remain indispensable in B2C and B2B – if based on personal preferences and product-related data. Only then will it boost company profits.

The Return on Experience (ROX) increases.



What role do (digital) customer ratings play in the shopping experience?

- 55% of online shoppers read customer reviews before buying
- 25% are strongly influenced in their decision by reviews on platforms such as Amazon or Google My Business (GMB)

Source: GfK study by Greven Medien 2017

How do customer reviews affect business success?

- 37% sales increase: 100 customer reviews can increase sales by up to 37%
- 200% improved sales ability: Rated products sell up to 200% better
- 42% higher shopping cart value: Publishing customer reviews increases the average value for 42%

Source: Bazaarvoice 2020 study

B2B Special

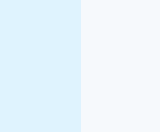
- 93% of B2B decision-makers are more likely to buy if they have previously read a positive company review
- 1 review increases the likelihood of buying a product by 65%
- 35% of B2B customers reject products without positive reviews

Source: Licii.com meta-study 2019

Source: BloomReach 2017 study

Product and purchase evaluations are an essential component of product information. They positively influence the customer experience and the purchase decision. They provide more visibility and attract new customers.

The Return on Experience (ROX) increases.



How well do customer loyalty programs work?

- 51% of consumers use loyalty programs weekly (27%) or bi-weekly (24%)
- 92% of consumers trust recommendations from people they know
- 16% higher is the customer lifetime value that customers achieve when they come via recommendations

Source: Prepared marketing statistics 2021

What goals do companies pursue with customer loyalty marketing?

- 44% higher customer lifetime value
- 39% more new customers
- 36% lower customer churn
- 32% growing sales
- 30% increasing purchase frequency
- 26% higher ROI
- 15% larger profit margins

Source: Report: Loyalty Trends von Open Loyalty 2021

B2B Special

- 11% of SMEs participate in customer loyalty programs, of which 80% want lower purchase prices, 78% want customized offers, and 50% want a strong user community in certain industries
- 76% of companies confirm that a customer loyalty program increases their willingness to recommend the company to others

Quelle: B2B Loyalty Studie von Ingenico 2021

Customer loyalty programs allow businesses to collect rich, first-party, opt-in data across channels. They support customers' willingness to provide feedback and recommendations and thus increase business success.

The Return on Experience (ROX) increases.

