

3 November, 2023

EXPERIENCE MAKERS 台灣站

The conference for digital leaders.

數位業務的個人化商務



Why personalize commerce?

1

Find your audience
With the right channel

Top 5 Channels Internet Users Worldwide Use to Research Brands, by Age, Q4 2022

	16-24	25-34	35-44	45-54	55-64
1. Social networks	Social networks	Social networks	Search engines	Search engines	Search engines
2. Search engines	Search engines	Search engines	Social networks	Consumer reviews	Consumer reviews
3. Consumer reviews	Consumer reviews	Consumer reviews	Consumer reviews	Social networks	Product & brand websites
4. Mobile apps	Product & brand websites	Product & brand websites	Product & brand websites	Product & brand websites	Price comparison sites
5. Product & brand websites	Mobile apps	Price comparison sites	Price comparison sites	Price comparison sites	Social networks

Source: We Are Social and Meltwater, "Digital 2023: April Global Statshot Report" conducted by GWI, April 27, 2023

281852

eMarketer | InsiderIntelligence.com

2

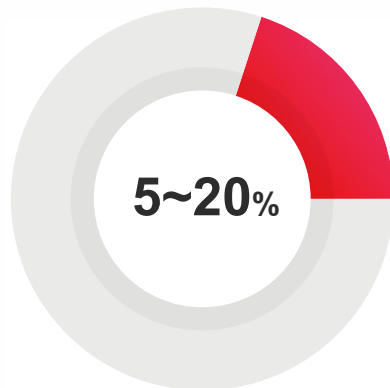
Cost of upselling
to existing customers

5-25倍

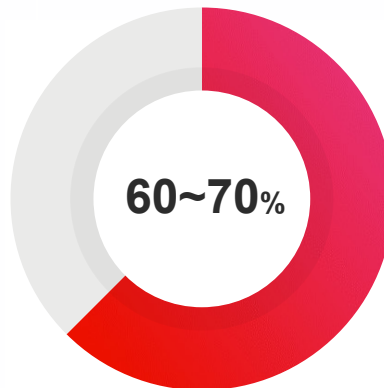
的成本去開發一個新顧客
(相比經營舊顧客)

並且在消費方面
比新客戶多出

31%



銷售給新客戶的機會



銷售給現有客戶的機會

哈佛商業評論的「The Value of Keeping the Right Customers」

3

Importance of official sites

官網購買保健食品
2019 - 2021 銷售額年複合成長率

官網購買保養品
2019 - 2021 銷售額年複合成長率

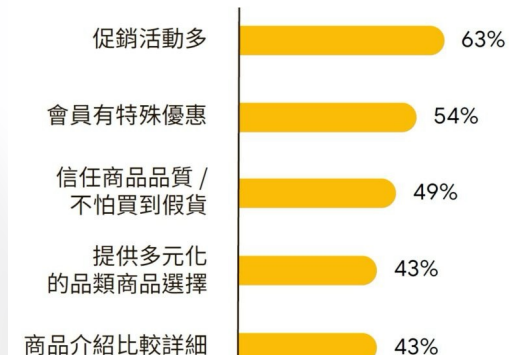


+28%



+14%

透過品牌官網/App購買快消品的原因(Top 5)



2022年Google 台灣智慧消費關鍵報告

Why personalize commerce?

4

Preferred Entry Channels
by Taiwan Online Shoppers

34.7%

透過點數回饋平台進入購物網站

4.7%

年增率

超越比價網站成為

第2名

受歡迎進入購物網的渠道

資策會產業情報研究所 (MIC) 公布2022年網購消費者調查

5

The Art of Choosing



A試吃攤位

24

種口味
果醬

試吃的人數
雖然比較多

B試吃攤位

6

種口味
果醬

成交率卻
較高

Sheena Iyengar's "The Art of Choosing"

6

Recommendation improves
Buying decision

減少選擇障礙

根據購買記錄推薦商品能提升
複購意願



80%

個人用品與家用品



80%

保健食品



78%

美妝保養品



80%

汽車



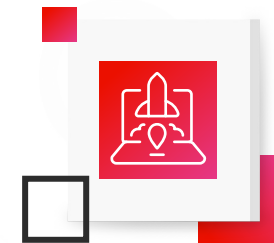
79%

智慧型手機

2022年Google 台灣智慧消費關鍵報告

©2023 Adobe. All Rights Reserved. Adobe Confidential.

Key Takeaways



1

Leverage Social Media for Gen Z for customer acquisition

2

Better returns from investing in existing customers than acquiring new ones

3

Commerce is not only for retailers, loyalty-marketplace is becoming common and preferred by customers

4

Commerce should be more than just product purchases but also as valued self-service portal for customers

5

Leverage omnichannel personalized experience with AI recommendations

『我不是每個基金都了解，理財機器人幫我處理掉，我就當廢柴就好了。現在的訊息五花八門，基金要看的實在太多了啦，我沒辦法負荷。』

34 歲|男|遊戲設計師