



Future



Theory



Applied



Persuasive E-commerce



@guido
gui.do

Persuasion?

"an attempt to change attitudes, behaviors or both (without using coercion or deception)"

B.J. Fogg, PhD

Scientist @ Stanford University

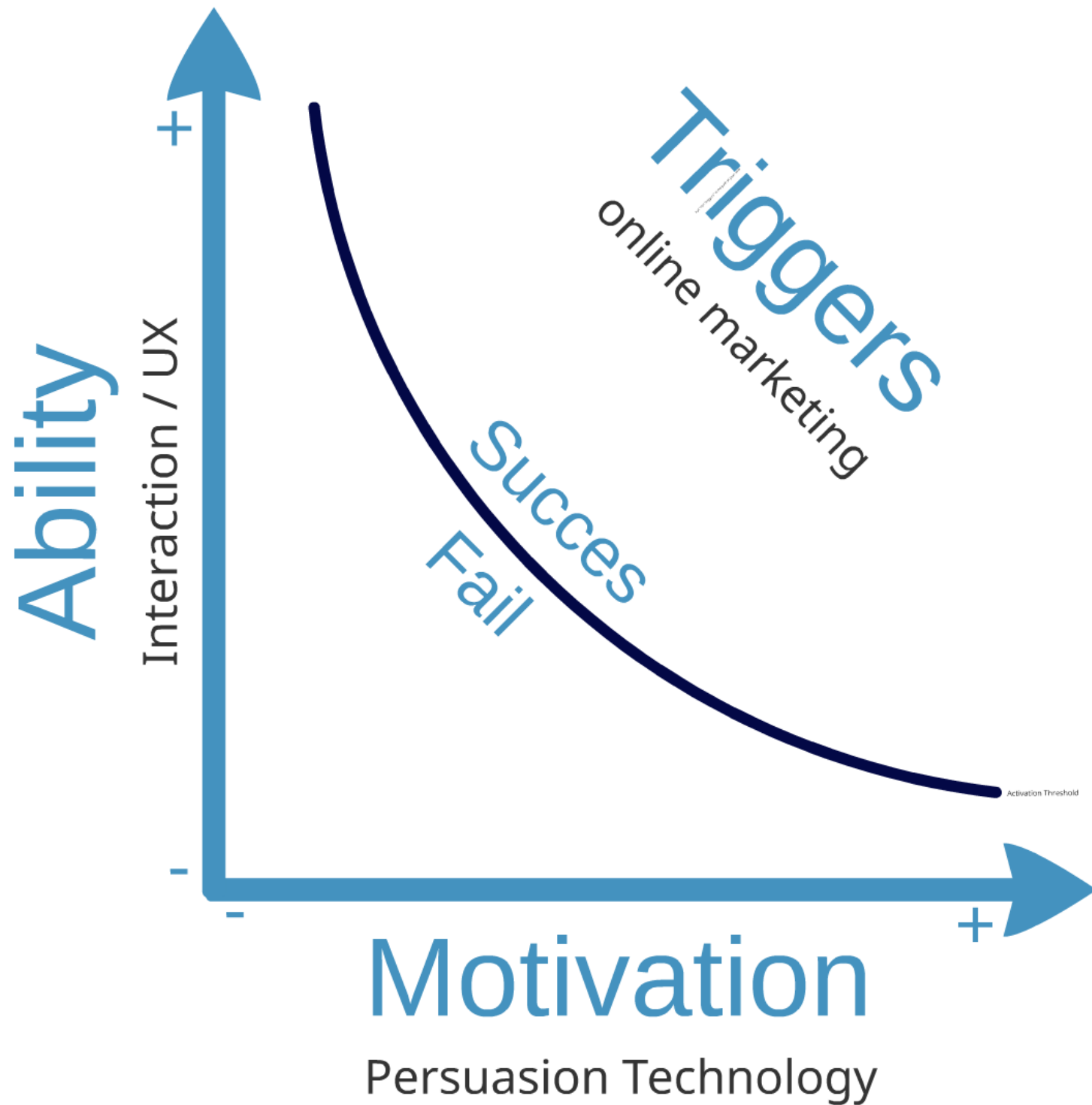


**INCREASING
MOTIVATION**
Psychology



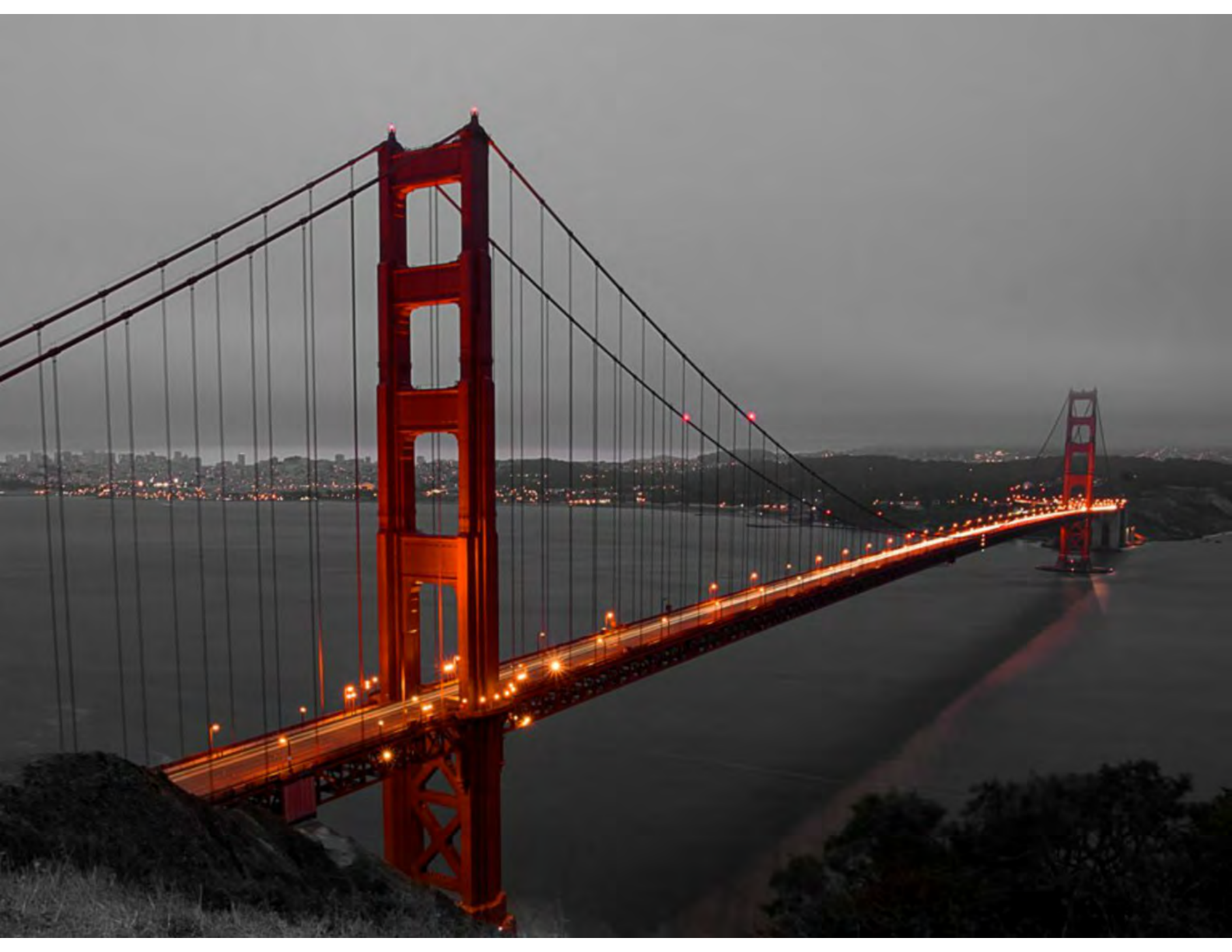
**REMOVING
FRICTION**
Usability

(Joshua Porter)









Who I am, according to Data



Universiteit Utrecht



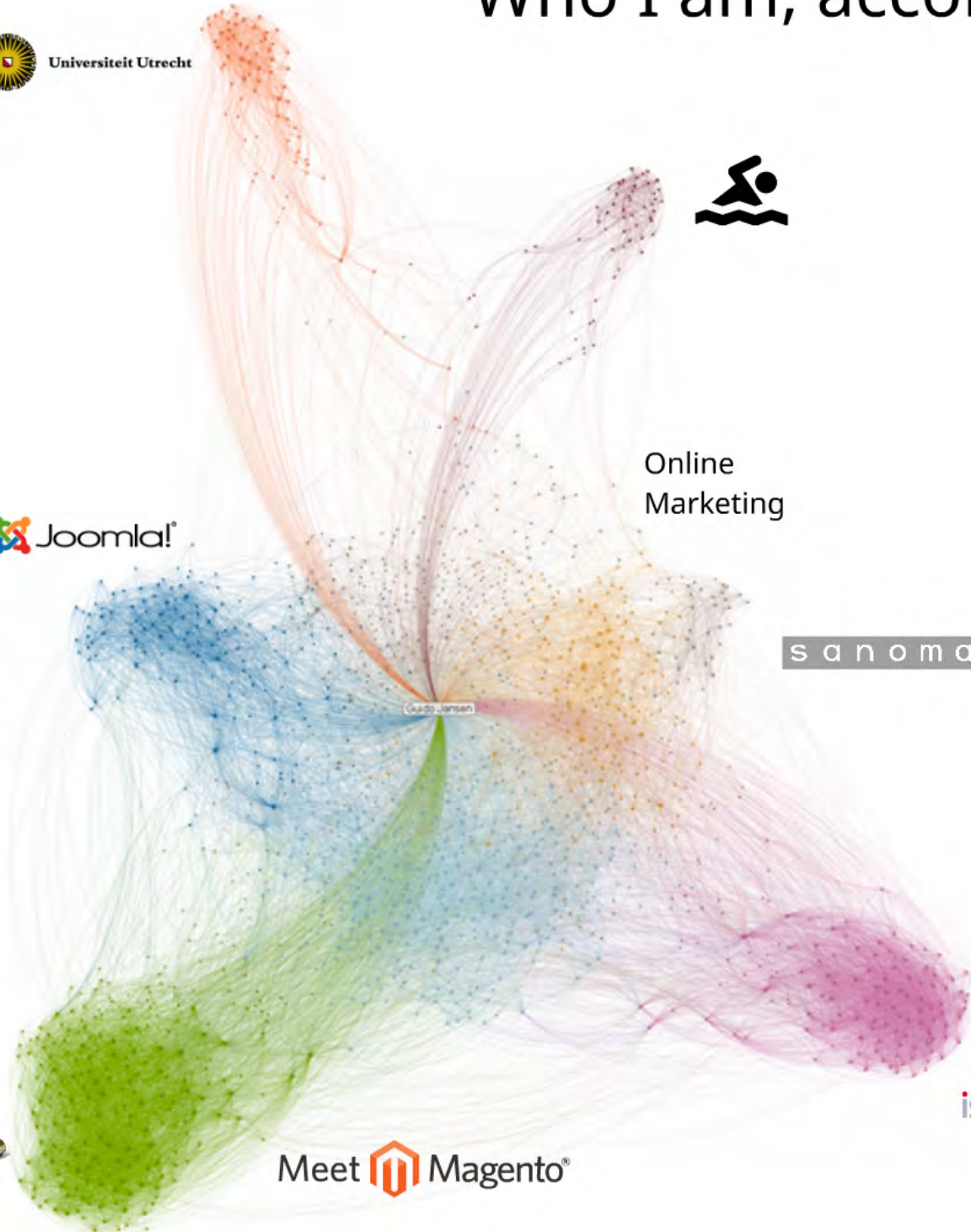
Online
Marketing



s a n o m a

ism^ecompany

Meet  Magento[®]







Data informed



Psychology

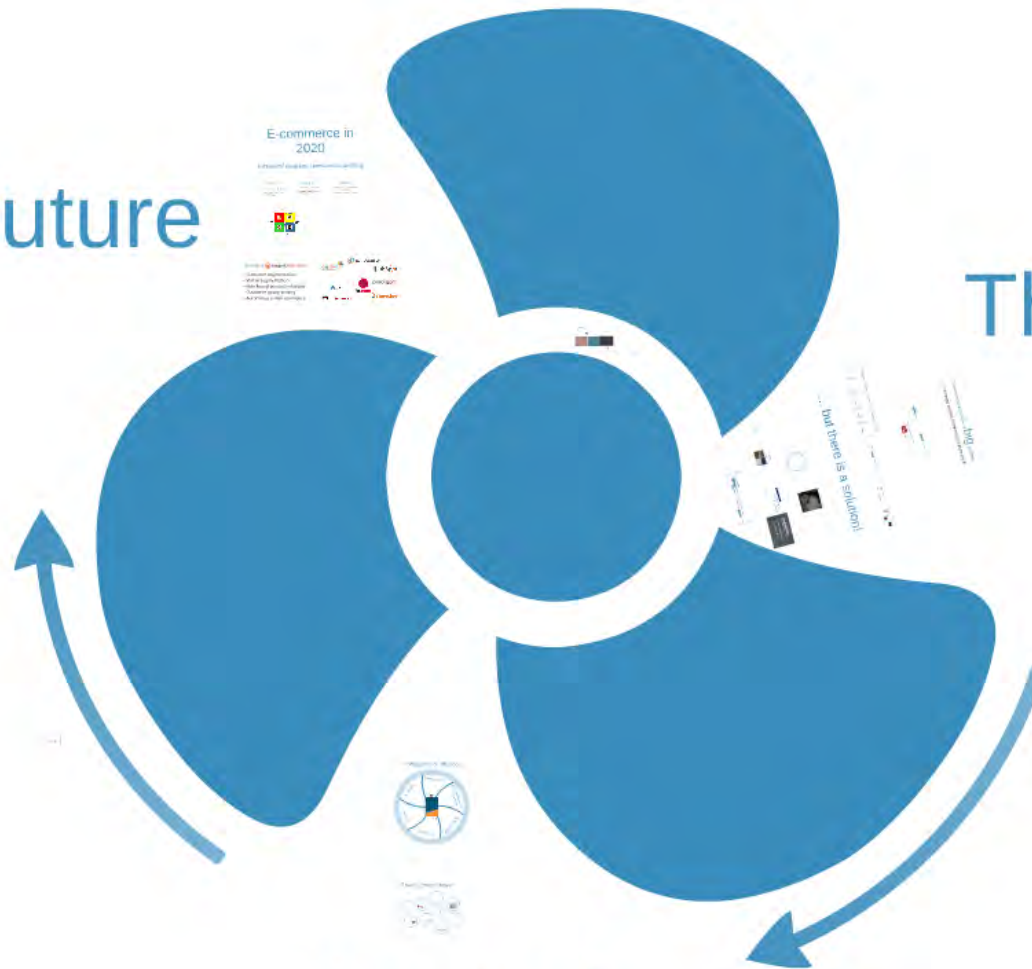


A/B/MvT testing

Future

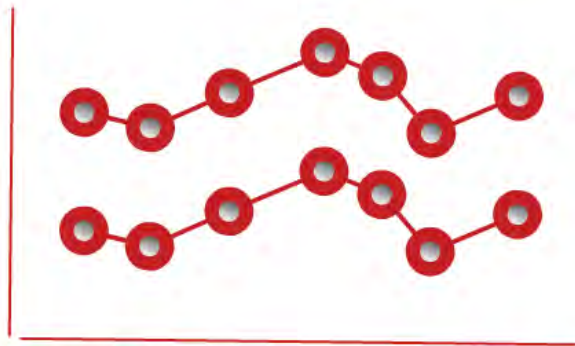
Theory

Applied



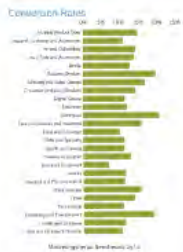
Online Merchants have a **big** problem
because online conversion rates suck

Average conversion rates



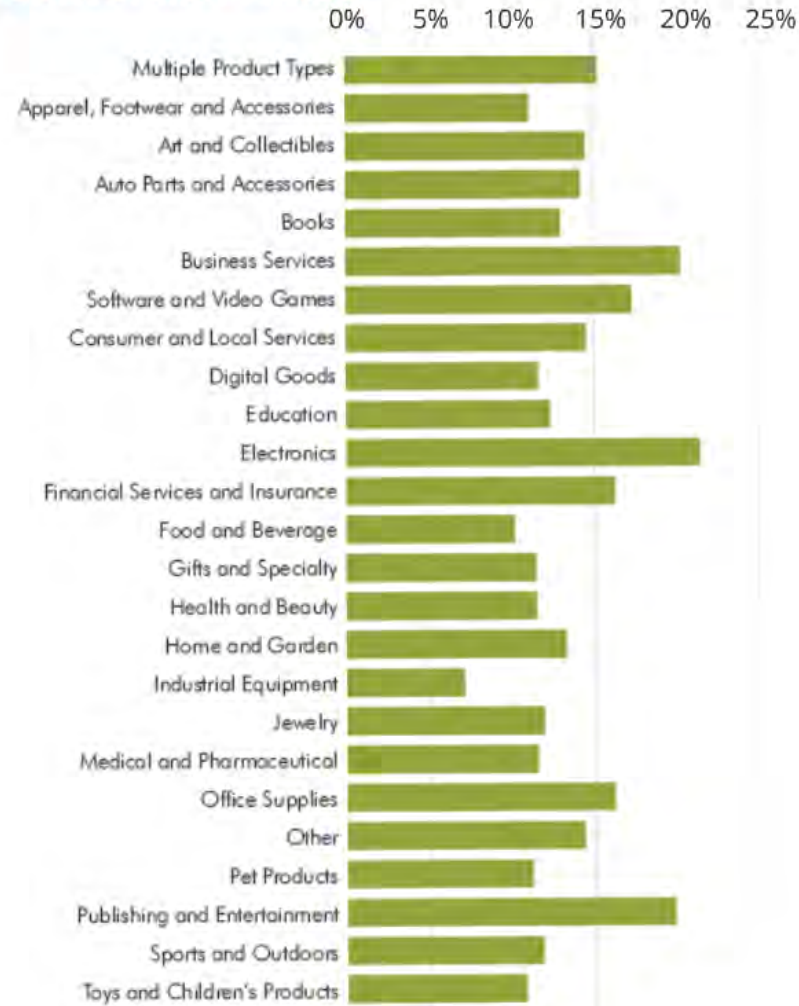
Offline: 20 - 25%

Online: 2 - 10%



(numbers for fashion, but the general trend applies to most sectors)

Conversion Rates



Marketingsherpa Benchmark 2014



Some very good e-commerce conversion rates

amazon.com

STAPLES

ProFlowers

!womanwithin



6,3% - average order €90,-

8 - 11% - average order €430,-

15,8%

25,3%

40,6%

Numbers based on some internet research
and Internetretailer Top 300 Europe Edition
2011

amazon.com[®]

6,3% - average order €90,-



8 - 11% - average order €430,-

ProFlowers®

15,8%



woman within

25,3%



40,6%

Why is online conversion so low ?



Online lacks several
Key Factors
used in offline stores

sensory input



direct feedback



no commitment

until checkout



personalization



no commitment
until checkout



sensory input



direct feedback



personalization



Some very good e-commerce conversion rates



Why is online conversion so low?

Online lacks several **Key Factors** used in offline stores



... but there is a solution!

We all have many biases
and we're not even aware
of most of them



Our decisions are for 90-99% unconscious



Our decisions are for 90-99% unconscious



Expensive = Good Quality

White coat = truth

Shiny = New

Familiar = Safe

LIMITED Knowledge
Time
Resources

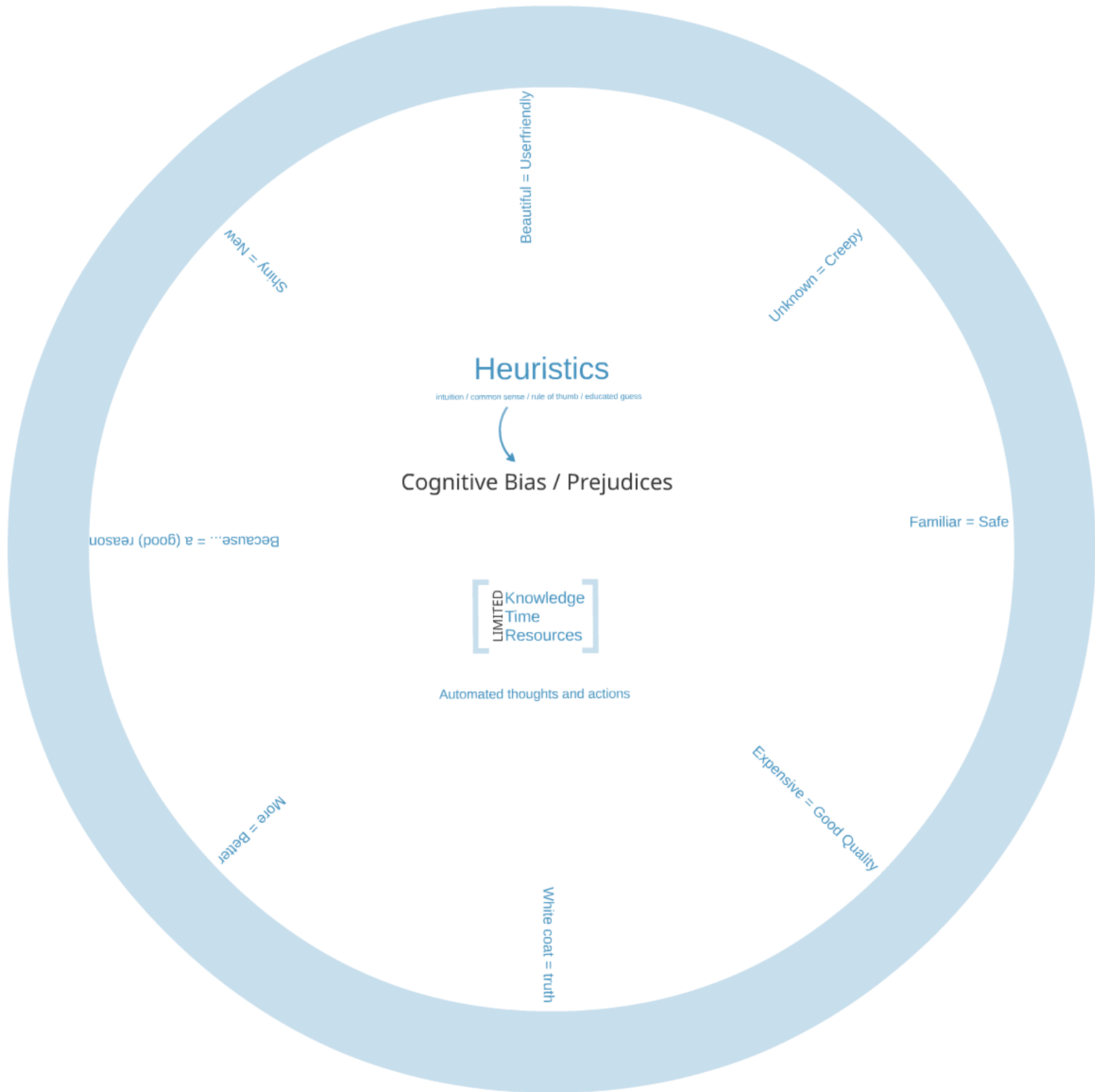
Automated thoughts and actions

Heuristics

intuition / common sense / rule of thumb / educated guess



Cognitive Bias / Prejudices



Heuristics

intuition / common sense / rule of thumb / educated guess



Cognitive Bias / Prejudices

LIMITED Knowledge
Time
Resources

Automated thoughts and actions

Beautiful = Userfriendly

Unknown = Creepy

Familiar = Safe

Expensive = Good Quality

White coat = truth

More = Better

Because... = a (good) reason

Shiny = New

We all have many biases
and we're not even aware
of most of them

Let's try this....

Availability
heuristic

Casualties from deadly situations

Terrorism



Airplane Crash



Any natural disaster



Swimming Pool

Actual statistics

50% more people die in a swimming pool than the 3 other situations...

...COMBINED

ties from deadly sit

Actual statistics

50% more people die in a swimming pool than the 3 other situations...

...COMBINED

Casualties from deadly situations

Terrorism



Airplane Crash



Any natural disaster



Swimming Pool

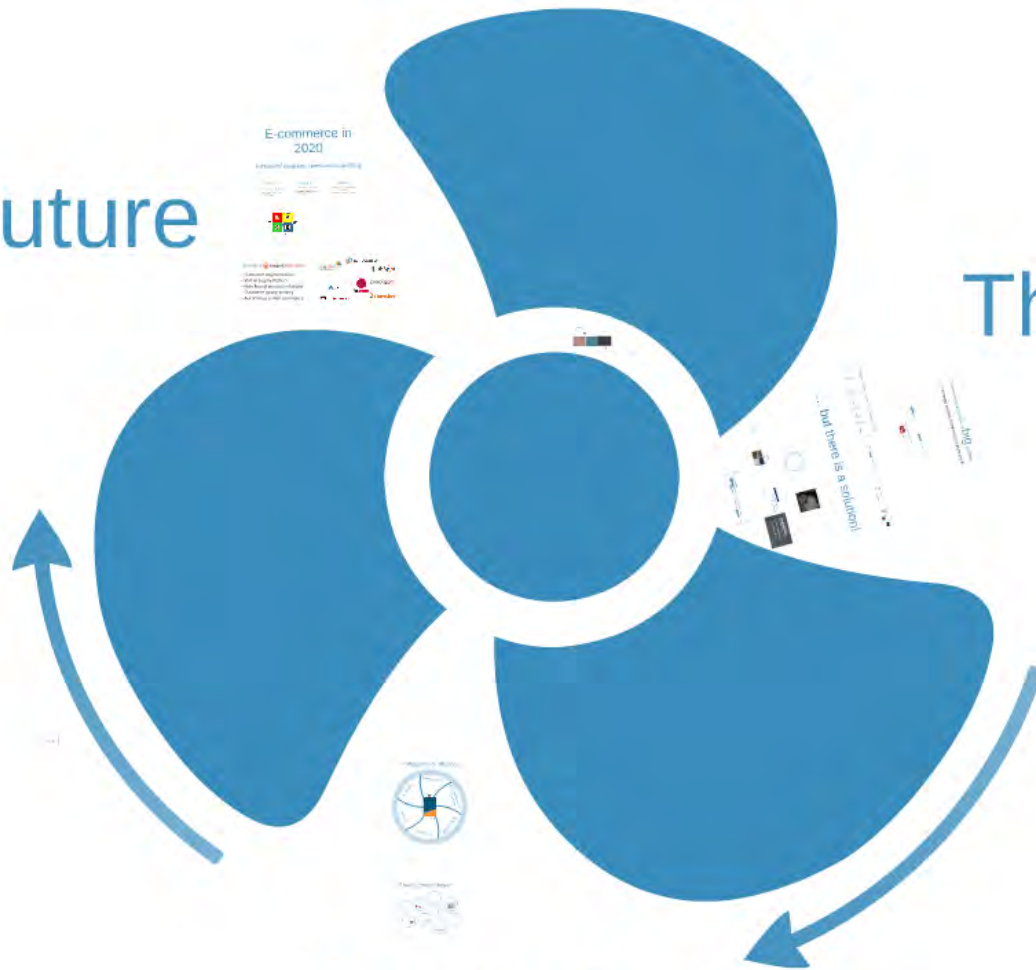
Theory conclusion:

- Big difference between online and offline conversion
- We have many Cognitive Biases and we are not aware of most

Future

Theory

Applied



6 Weapons of Influence



REVISED EDITION

“For marketers, it is among the most important
books written in the last 10 years.”

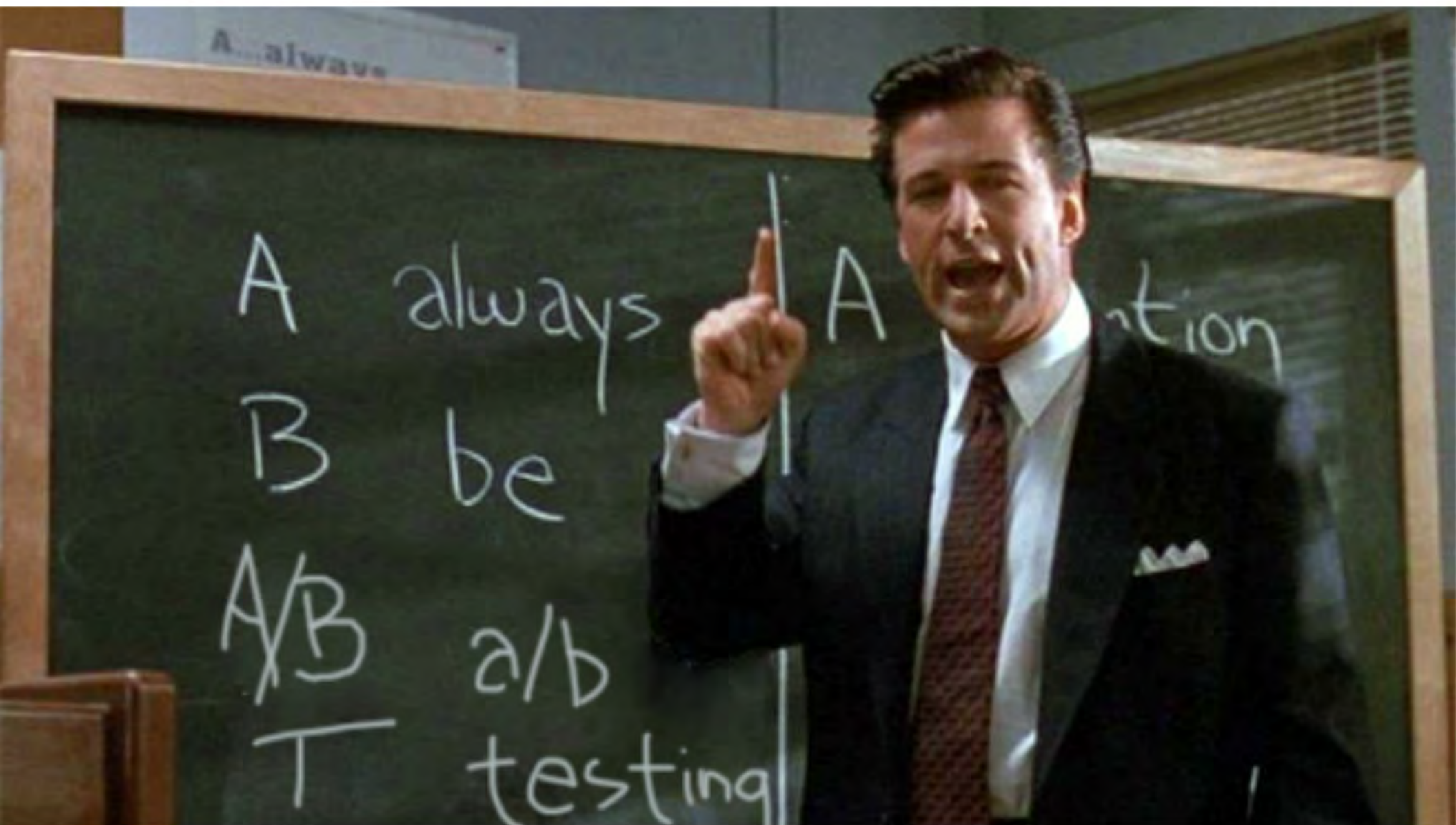
—*Journal of Marketing Research*

NATIONAL BESTSELLER

INFLUENCE

**The Psychology
of Persuasion**

ROBERT B. CIALDINI, PH.D.



1) Reciprocation

Newsletter

eBook

Tutorials

Courses

Webinar/podcast

Software




Apps

Trial

...





- 
- 
- 
- Be the first
 - Be unexpected
 - Provide real (personal) value
 - Keep on giving
 - Don't apply reverse reciprocity

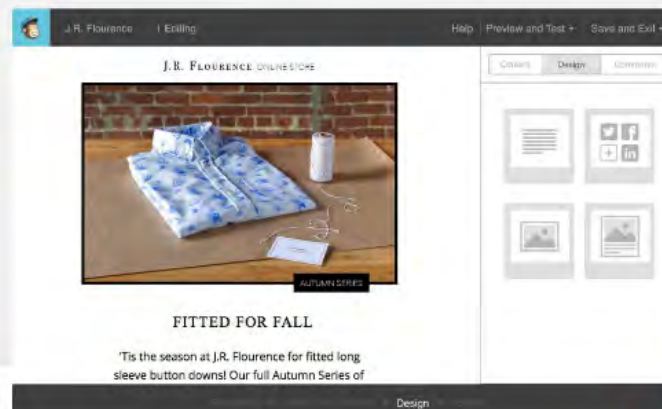
1) Reciprocation

2) Commitment & Consistency



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Send Better Email



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MailChimp

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Magento This is a demo store. Any orders placed through this store will not be honored or fulfilled.

WELCOME

MADISON
ISLAND

ACCOUNT CART

Search entire store here...

WOMEN MEN ACCESSORIES HOME & DECOR SALE VIP

NEW REDUCTIONS ON SELECT MERCHANDISE SHOP NOW!



PHYSICAL & VIRTUAL
GIFT CARDS

SHOP PRIVATE SALES
MEMBERS ONLY

TRAVEL GEAR
FOR EVERY OCCASION

NEW PRODUCTS



LAFAYETTE
CONVERTIBLE DRESS
\$340.00



TORI TANK
\$80.00



ELIZABETH KNIT TOP
\$210.00

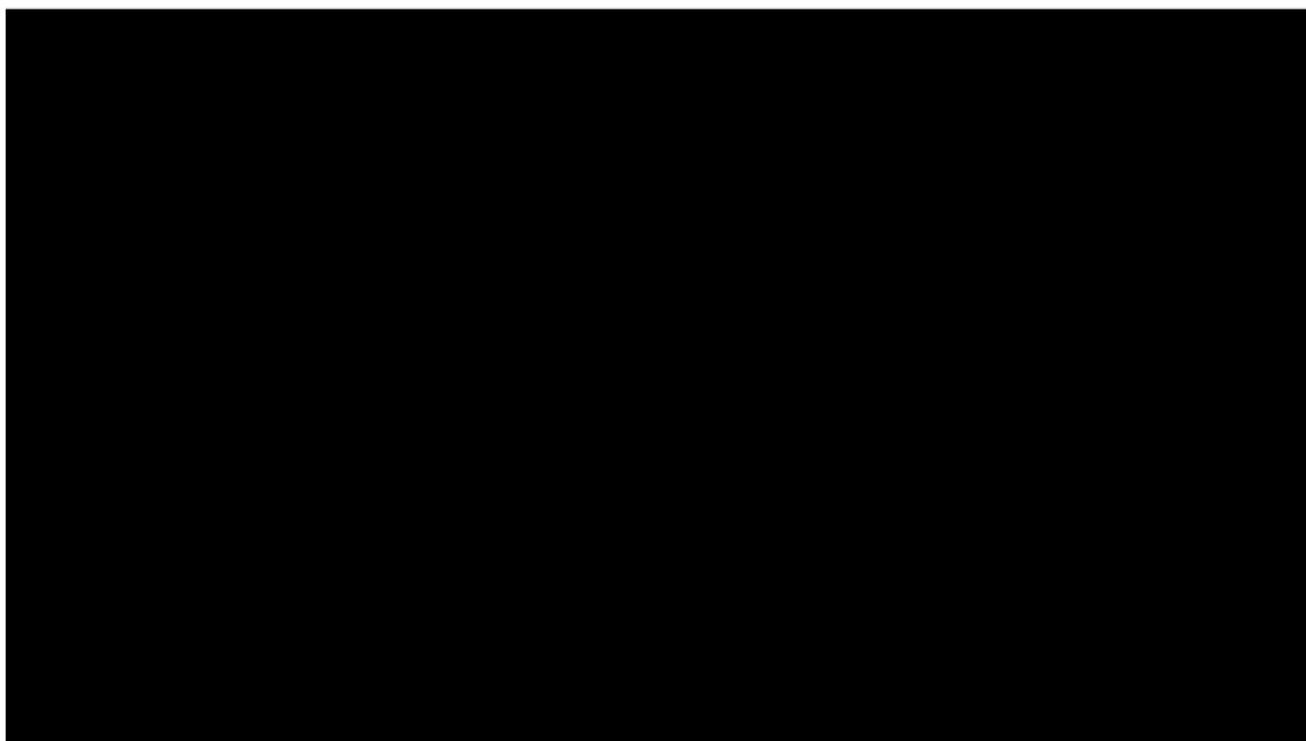


LINEN BLAZER
\$455.00



CHELSEA TEE
\$75.00

3) Social Proof



want Nederland heeft een vetorecht. Een agenda met bindende lidstaatcontracten en een ongebreidelde geldstroom van noord naar zuid is niet in ons belang. Dan moet je je tanden laten zien", aldus VVD-Kamerlid Mark Verheijen.

Door: ANP/NU.nl

615

42

6

77



Reageer

E-mail



Deel:



Aanbevelen

g+

g+



Tweeten

Gerelateerde artikelen

- 12/04/2014 'Sterke euro kan ECB tot maatregelen dwingen'
- 31/03/2014 Rutte ziet niets in Europese werkloosheidsnorm
- 31/03/2014 Kabinet heeft volgens Rutte niet te veel bezuinigd
- 21/03/2014 DNB dacht na over afscheid van de euro

Lees meer over

Mark Rutte

Herman Van Rompuy

Euro



Sanoma
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Nieuws van Nederlands grootste mediabedrijf in bereik. Met tijdschriften, sites, apps, tv en events. Voor de klantenservice: @SanomaNL_Care
Hoofddorp · sanoma.nl

TWEETS	VOLGEND	VOLGERS
4.810	1.638	15,4K

Volg je nu

energieprijzen.nl
onafhankelijk energieprijzen vergelijken

MEER DAN
50.000
OVERSTAPPERS!

Hulp nodig? Mail ons, we helpen u graag verder.

Vergelijk energie en bespaar direct

- Dagelijks ontvangen wij de tarieven direct van alle energieleveranciers
- Het energie aanbod is altijd actueel, kortingen ontvangt u niet direct bij de energieleverancier
- Een overstap kan u een voordeel tot €500 opleveren












Wat kunt u besparen?
Vul uw gegevens in en bereken uw kosten en besparing.

Postcode Huisnummer

Naar stap 2

POPULAIRE PRODUCTEN OP KIESKEURIG.NL

	Tablet Samsung Galaxy Tab... ★★★★★ 8,5 328 beoordelingen	vanaf € 212 Bekijk
	Led tv Samsung UE40F6400 ★★★★★ 8,6 843 beoordelingen	vanaf € 549 Bekijk
	Digitale camera Canon PowerShot SX... ★★★★★ 9,0 10 beoordelingen	vanaf € 172 Bekijk

 Weather+ Het weer ★★★★★ 11 waard... 0,29 €	 Weather Dock Het weer ★★★★★ 14 waard... 0,79 €	 Let It Snow Entertainment ★★★★★ 5 waard... 0,79 €	 swackett Het weer ★★★★★ 15 waard... GEïNSTALLERD
 Fire Ball Games ★★★★★ 6 waard... 1,59 €	 MenuWeather Het weer ★★★★★ 6 waard... 1,59 €	 Weather HD Het weer ★★★★★ 30 waard... 2,99 €	 Fireplace Free Entertainment ★★★★★ 27 waard... GRATIS
 WeatherEye Het weer GRATIS	 Social Weather - Di... Het weer GRATIS	 Helvetica Weather Het weer GRATIS	 Live Dock Weather Het weer 1,59 €

User statistics



20%

increase in sales



90%

increase in conversions



21%

decrease in bounce rate



6.3%

increase in sales

Other users

2 miljoen succesverhalen en de teller loopt door



Select Clients

Walmart.com

Walmart.com, a subsidiary of Wal-Mart Stores, Selects SiteSpect for Multivariate Testing and Site Optimization.



that was easy

Staples, the World's Largest Office Products Company, Selects SiteSpect for Website Optimization and Multivariate Testing.



Mozilla Chooses SiteSpect to Optimize the Usability of Its Website through Multivariate Testing.



Newegg, the Second-Largest Online-Only Retailer in the United States, Chooses SiteSpect for Multivariate Testing and Site Optimization.

The New York Times

NYTimes.com selects SiteSpect for Multivariate Testing and Conversion Optimization.



MTV Networks Music, the World's Leading Online Music Entertainment Company, Chooses SiteSpect for Multivariate Testing and Site Optimization.

ISM eCompany is trots voor de volgende klanten te werken

Filter op: Alle (0) (0)

 Webshop voor gauss 27/05/2011 - 18/06/2011 - gauss achieve de 100 eCompany in 100 een nieuwe website op realisatie	 Webshop voor BrandsToday 02/05/2011 - ISM eCompany realisatie een webshop voor BrandsToday	 Save The Children 20/04/2011 - ISM eCompany verzorgd Google Grants campagne voor Save The Children
 Google Grants campagne voor VVN 20/04/2011 - ISM eCompany berekent volledige Google Grants campagne voor Veilig Verkeer Nederland	 Expert Review voor AMREF Nederland 20/04/2011 - Analyse advies en SEO trainingen voor AMREF Nederland	 Geddes & Gillmore Kiest Total E- commerce 20/04/2011 - Casual Shopping Mall aan de Total E-commerce campagne voor ISM eCompany
 Vernieuwde corporate website voor NHA 01/03/2011 - De NHA heeft ISM eCompany gevraagd een nieuwe website te ontwikkelen	 Drukkerijservice 22/03/2011 - De nieuwste 62B webshop voor TNT Post kreeg voor Total Commerce	 Webshop Kantoor Kani 09/03/2011 - 17/04/2011 - kantoor Kani voor Total Commerce

What other customers do

What Do Customers Ultimately Buy After Viewing This Item?



80% buy the item featured on this page:

The Web Application Hacker's Handbook: Discovering and Exploiting Security Flaws ★★★★★ (18)
\$31.50



8% buy

Hacking: The Art of Exploitation, 2nd Edition ★★★★★ (64)
\$32.97



6% buy

Nmap Network Scanning: The Official Nmap Project Guide to Network Discovery and Security Scanning ★★★★★ (22)
\$32.97



3% buy

Hacking: The Next Generation (Animal Guide) ★★★★★ (7)
\$26.39

[Explore similar items](#)

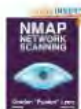
Frequently Bought Together



+



+



Total List Price: \$149.90

Price For All Three: \$97.44



Add all three to Cart

Add all three to Wish List

Some of these items ship sooner than the others. [Show details](#)

- ✓ **This item:** The Web Application Hacker's Handbook: Discovering and Exploiting Security Flaws by Dafydd Stuttard
- ✓ [Hacking: The Art of Exploitation, 2nd Edition](#) by Jon Erickson
- ✓ [Nmap Network Scanning: The Official Nmap Project Guide to Network Discovery and Security Scanning](#) by Gordon Fyodor Lyon

Again: Always Be Testing

"In the past month [x] customers
bought this product"

Socially acceptable products



Socially undesirable products





Especially effective with:

- same kind of people
- uncertainty
- inexperience

Sasquatch music festival 2009



3) Social Proof

4) Authority



MAGIA



NIKEFOOTBALL.COM

Trust Logo's



Samsung UE40F7000

★★★★★ 8,8 667 reviews



Sluit venster ✕

Alle afbeeldingen voor Samsung UE40F7000:



Winkelprijzen vanaf:

FOKA Voor 22:30 besteld, morgen in huis € 899,00

klein AFHALEN IS NOG GOEDKOPER! € 899,00

➔ [bekijk alle prijzen](#)

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Word gratis lid!

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[Bikini's](#) ♥

4) Authority

5) Liking

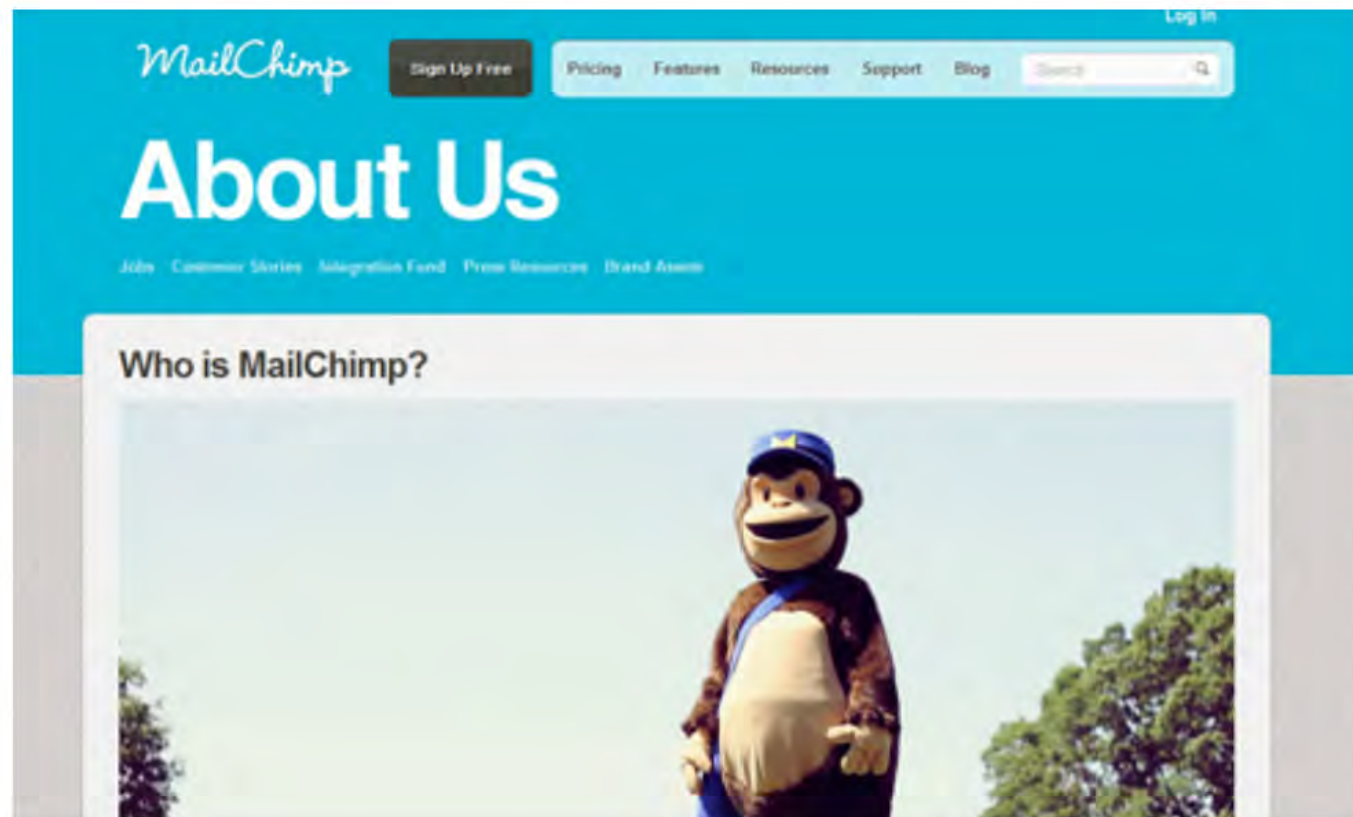
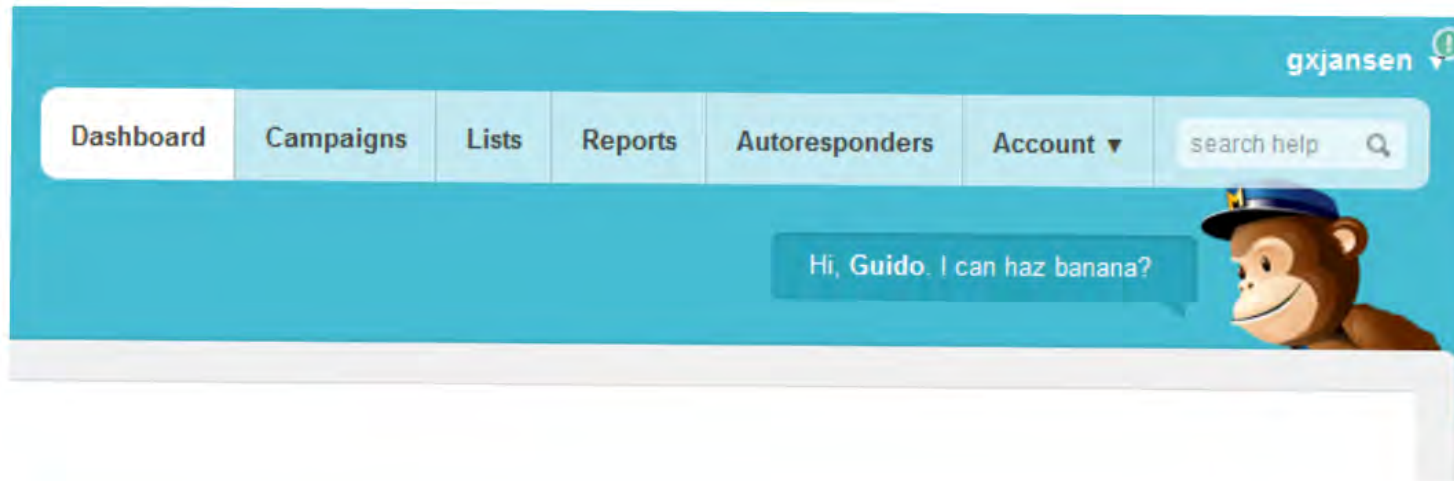
"All things being equal, people will do business with a friend.

All things being unequal, people will still do business with a friend."

Mark McCormack

Problem:





**Tell a
FRIEND**



Like

- Attractiveness
- Similarity
- Compliments
- Get likeable people to promote you

5) Liking

6) Scarcity

Scarcity in
• Time
• Amount Stock
• Access
• ...

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**Samsung 22" 1080p
Slim LED HDTV**



00:00:14

\$1.60

okenid02

Bid Now

**U.S. Traveler Bradford
5-Piece Luggage**



00:00:13

\$2.80

bevbu913

Bid Now

**Wolfgang Puck Elite
Mixing Bowl Set**



00:00:14

\$3.19

fkostoff

Bid Now

**Paula Deen 14pc Knife
Cutlery Block Set**



00:00:10

\$2.20

Papos5

Bid Now

**Supernova SPY
Quadcopter Camera**



00:00:11

\$1.58

leesputer

Bid Now



10% discount

Version A: **no limit** per person

Version B: **limit of 12** cans per person

Version A: average **3 cans** sold

Version B: average of **7 cans** sold!

Scarcity in

- Time
- Amount/ Stock
- Access
- ...

6) Scarcity

Scarcity in
• Time
• Amount Stock
• Access
• ...

6 Weapons of Influence



ROBERT B. CIALDINI, PH.D.

PS: It's not just these six, it's probably closer to 600

https://en.wikipedia.org/wiki/List_of_cognitive_biases

There's (much) more!



Perceptual Contrast / Framing

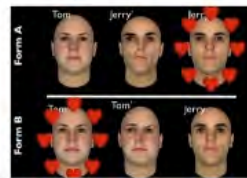
Anchoring and adjustment heuristic



The Economist

Web subscription	\$59	16%	➡	68%
Print subscription	\$125	0%		
Web & Print subscription	\$125	84%	➡	32%

The ugly brother effect





\$8



\$13



\$20

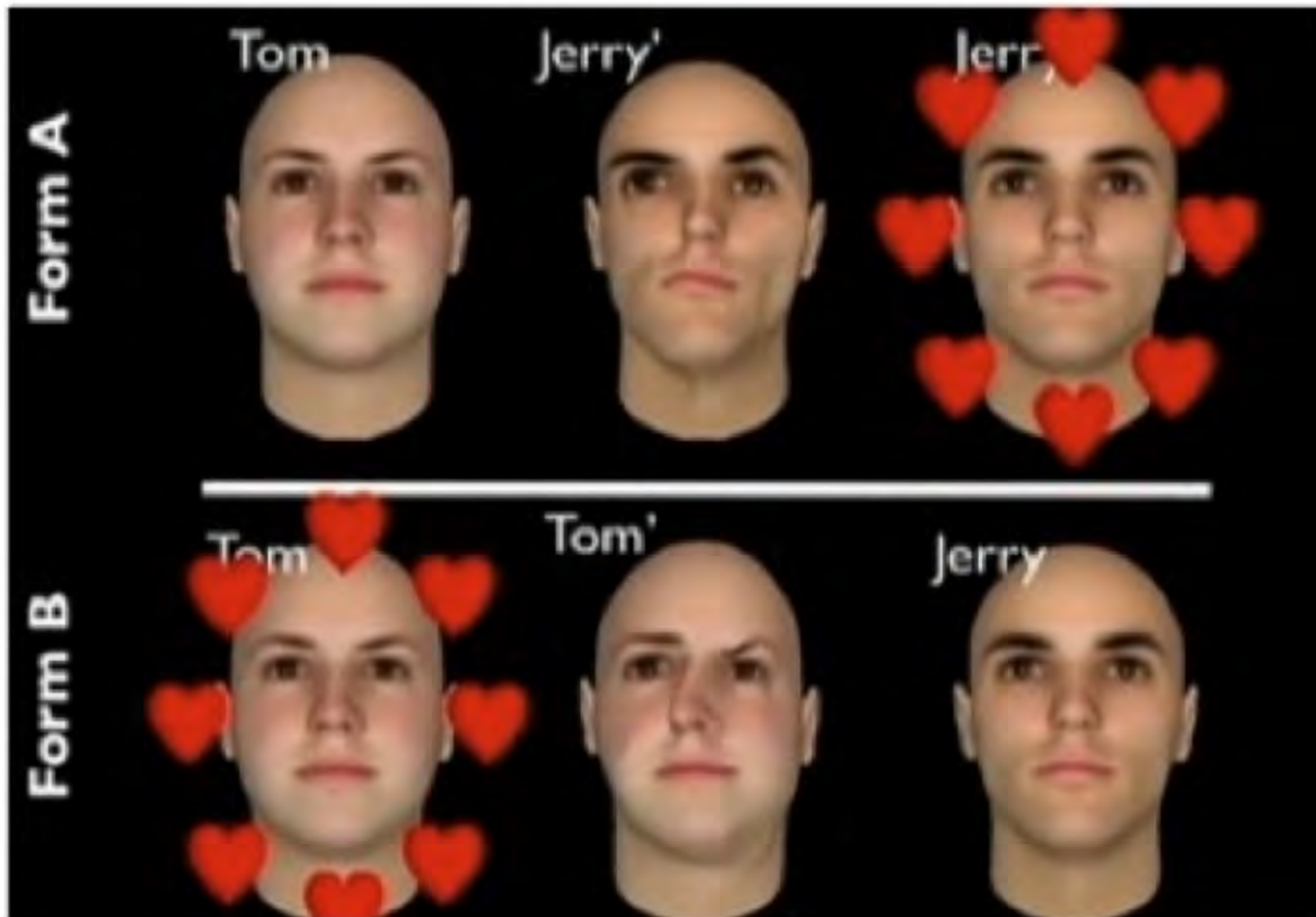


\$45

The Economist

Web subscription	\$59	16%	→	68%
Print subscription	\$125	0%		
Web & Print subscription	\$125	84%	→	32%

The ugly brother effect



Perceptual Contrast / Framing

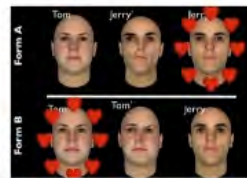
Anchoring and adjustment heuristic



The Economist

Web subscription	\$59	16%	→	68%
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Web & Print subscription	\$125	84%	→	32%

The ugly brother effect



Choice Paralysis



	3 options	7 options
Picking	40%	60%
Returning	12%	16%

Hobson's +1 choice



Samsung UX6000B40C

Free delivery • 30 day
return • 14 day
price match • 3 yr
warranty • 12.18

£1,499.00

Save £100.00



Samsung UX5900H939

Free delivery • 30 day
return • 14 day
price match • 3 yr
warranty • 12.18

£1,599.00

Save £100.00


4,77% lift

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Up to 10 users 10 GB storage 100% spam score 100% spam score 100% spam score	Up to 10 users 10 GB storage 100% spam score 100% spam score 100% spam score	Up to 10 users 10 GB storage 100% spam score 100% spam score 100% spam score	Up to 10 users 10 GB storage 100% spam score 100% spam score 100% spam score	Up to 10 users 10 GB storage 100% spam score 100% spam score 100% spam score
StartUp	Small	Plus	Basic	Solo

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14% lift

Book online now, and you get:

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- ✓ Free cancellation
- ✓ Free upgrade where available
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- ✓ Breakfast and Spa on sundays
- ✓ Best & latest price guarantee
- ✓ Direct email confirmation

Book online now, and you get:

- ✓ Lowest price guarantee
- ✓ Free and flexible cancellation
- ✓ Free and available upgrade

Yes, but you also have to pay for breakfast and spa on sundays. And you get a direct email confirmation, and you get a best price guarantee. (Check out our Specials)



Jam Experiment

	6 options	24 options
Tasting	40%	60%
Buying	12%	1.6%

Choice Paralysis



	3 options	24 options
Feeling	80%	60%
Purchasing	12%	1.6%

Hobson's +1 choice



Samsung UX6000B40C

Free delivery • 30 day
return • 14 day
price match • 3 yr
warranty

£1,239.00

Save £100



Samsung UX6000B40C

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price match • 3 yr
warranty

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Save £100

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---	--	---	--

[illegible][illegible]

Hobson's +1 choice

vergelijk Vanaf € 557,00



Samsung UE40H6400

Beelddiagonaal... : 40 inch
Hd type : Full HD
Ziggo-gecertific... : Ja

★★★★★ / 9,2 (18)

Bekijk 13 prijzen



vergelijk Vanaf € 278,00



Samsung UE32EH5300


Beelddiagonaal... : 32 inch
Hd type : Full HD
Ziggo-gecertific... : Ja

★★★★★ / 8,2 (9)

Bekijk 6 prijzen

Direct naar goedkoopste

 4,77% lift

 14% lift

Book online now, and
you get:

- ✓ Discount on your next order
- ✓ Free drink
- ✓ Free cancellation
- ✓ Room upgrade when available
- ✓ Free and unlimited internet
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Book online now, and
you get:

- ✓ **Lowest price guarantee!**

You also get:

- ✓ Discount on your next order
- ✓ Free cancellation
- ✓ Free and unlimited internet

Besides this, you also have **no reservation costs**, you get an **e-mail confirmation** and you get a **free drink** on arrival (and on sundays you can **checkout until 5pm!**)

Choice Paralysis



	3 options	7 options
Picking	40%	60%
Returning	12%	16%

Hobson's +1 choice



Samsung UX6000B400

Free delivery • 10% off
 16.500 • 14.850
 7.999,99 • 7.212,12

Save 7.787,88



Samsung UX5000H939

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[illegible]

30-day Free Trial on All Accounts
 Price plan & sign up in 60 seconds. Over 2,000,000 contacts managed with 1 click.

Max Mailbox Size	Premium Unlimited	Plus \$49/mo (includes email)	Basic \$24/mo (includes email)	Solo \$9/mo
Unlimited email 10 GB max size Unlimited contacts Unlimited monthly Unlimited storage	Unlimited email 10 to 40 GB 20 MB max size Unlimited contacts Unlimited monthly Unlimited storage	Unlimited email 10 to 15 GB 10 GB storage Unlimited contacts Unlimited monthly Unlimited storage	Unlimited email Up to 6 GB 2 GB storage Unlimited contacts Unlimited monthly Unlimited storage	Unlimited email 2 GB max size 1 GB storage Unlimited contacts Unlimited monthly Unlimited storage
StartUp	ScaleUp	GrowUp	ScaleUp	StartUp

See details at www.hushmail.com/pricing

[illegible]

The power of 'because'



1 May I use the Xerox machine?

60%

2 May I use the Xerox machine ***because I'm in a rush?***

94%

3 May I use the Xerox machine ***because I have to make some copies?***

93%



TOMS SHOES



TOMS EYEWEAR

One good deed deserves another.

***** >> SO SHIPPING'S FREE. SEE DETAILS. <<*****

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TOMS will give a pair of new shoes
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*Giving Partner
Arlington Academy of Hope*

BRINGS MORE
THAN SHOES

to rural Uganda

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There's (much) more!



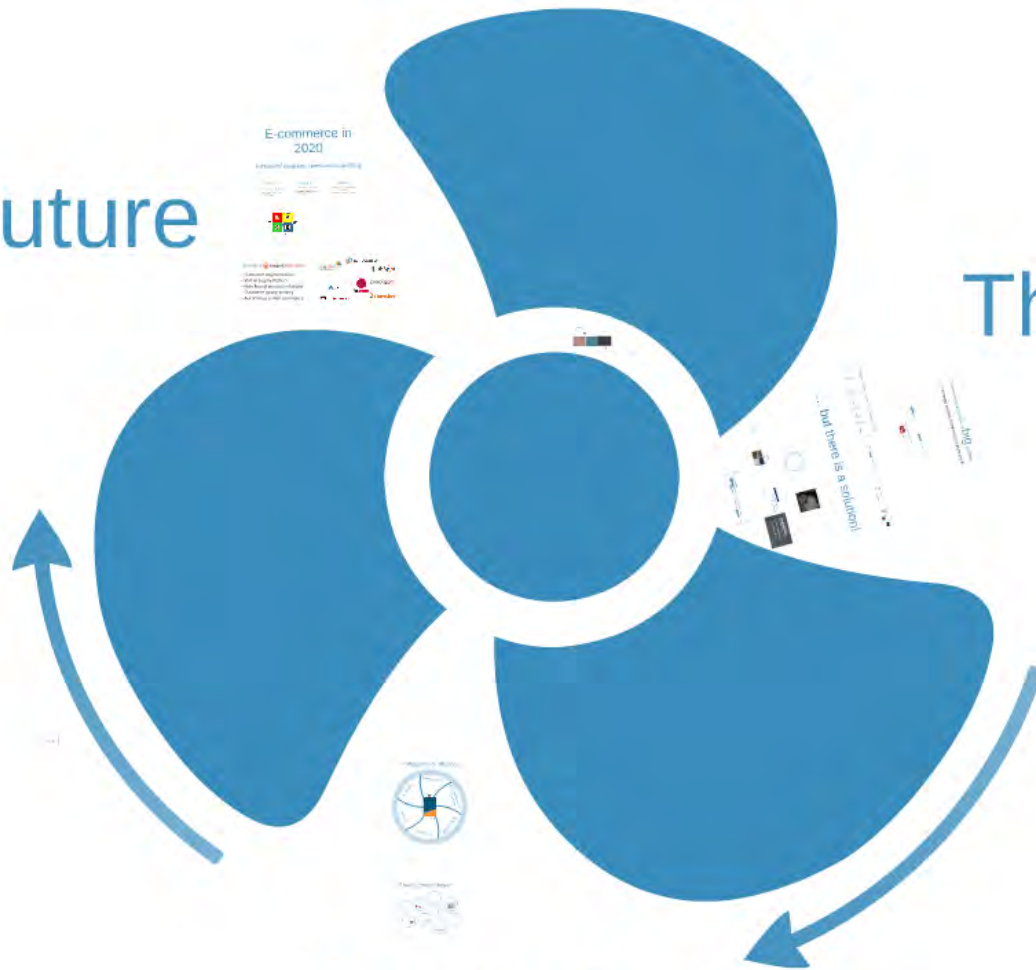
There's (much) more!



Future

Theory

Applied



E-commerce in 2020

behavioral targeting / persuasive profiling

Now:

"Optimize for the average customer"

Communication is the same for

Problem:

Large individual differences

(...but we see consistent behavior

Future:

Dynamic websites tuned to specific
audiences

E-commerce in 2020

behavioral targeting / persuasive profiling

Now:

"Optimize for the average customer"

Communication is the same for everyone

Problem:

Large individual differences

(...but we see consistent behavior on an individual level)

Future:

Dynamic websites tuned to specific audiences

Everyone gets a different sales pitch

Utilitarian
'whatever works'

Competitive

Spontaneous



Now:

"Optimize for the average customer"

Communication is the same for
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Future:

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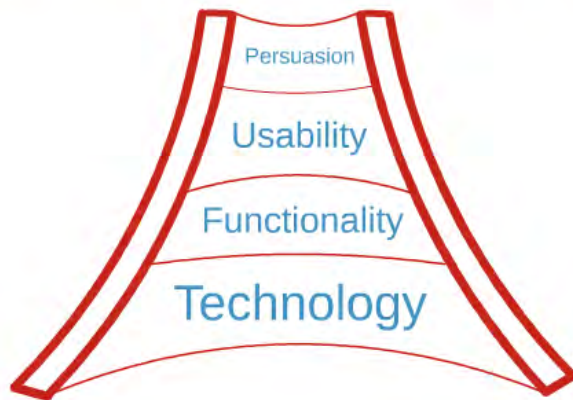
Already in  Magento[®] Enterprise

- Customer segmentation
- Visitor segmentation
- Rule based product relations
- Customer group pricing
- Automated e-mail reminders



Two More Things

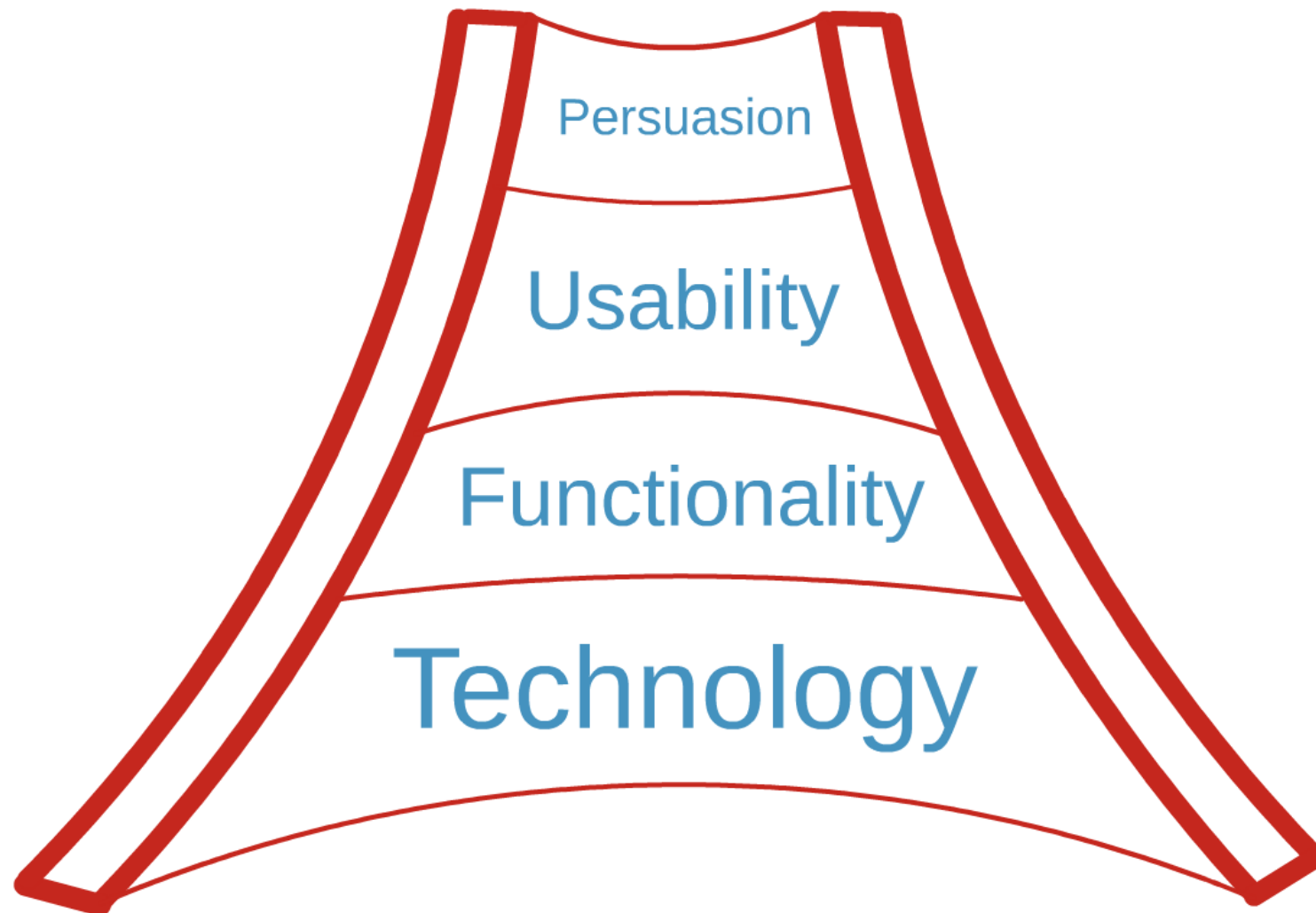
Hierarchy of optimization



Experiment!



Hierarchy of optimization



Experiment!



Get to know your customer!

What's next?

Slides & more: gui.do

- 'Psychology of E-commerce' blogseries on gui.do
- Books
- Online courses
- ...



Remote User Testing you'll actually use

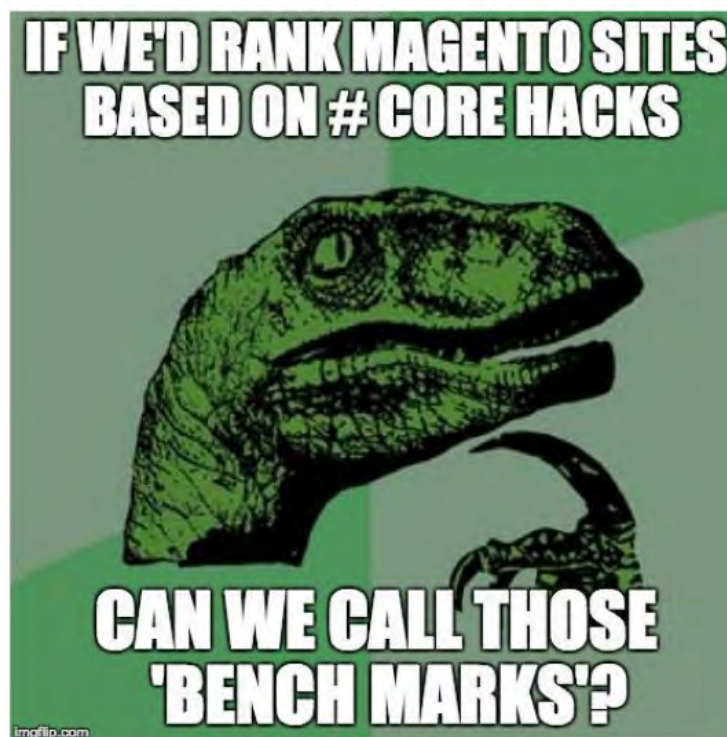


Give me your business card for a special treat...

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@ismagento2ready ?

Remote User Testing you'll actually use



Give me your business card for a special treat...