STYLITICS

E-COMMERCE PERSONALIZATION

An in depth look at the female Millennial shopper and her preferences on e-commerce personalization

PERSONALIZATION IS NECESSARY

Female Millennial shoppers both prefer and expect to have personalized experiences when shopping online

82% Prefer personalized experiences when shopping online

87% would likely return/ make repeat purchase if an experience was personalized

TOP TYPES OF E-COMMERCE PERSONALIZATION

Outfitting & Styling Recommendations

Product Recommendations

Size & Fit Guidance

"A personalized shopping experience impacts my purchasing decision because it makes the shopping go quickly and more smoothly than if I were shopping by myself. It is easier for me to make good purchasing decisions when it doesn't take me hours to find what I need online."
– Millennial Shopper

WHAT TO ASK FOR

Data privacy is a concern, but Millennial shoppers are willing to share relevant information with retailers to get a better experience. Here's what to ask for:

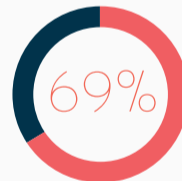**SIZE & BODY TYPE**

STYLE & OCCASION PREFERENCES

GENDER

WILLINGNESS TO SPEND

NOTE: Less than **15%** are willing to share info about social media accounts, income or race/ethnicity.
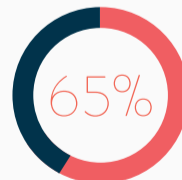
TRANSLATING TO SALES

69%

SIZE & FIT MATTER
69% are more likely to make a purchase if guidance is provided.

1-2

UNITS PER TRANSACTION
she will buy 1-2 more items on average if she sees recommendations.

65%

STYLING AND SHOP THE LOOK
65% said they interact with this the most and are more likely to purchase additional items

TO LEARN MORE VISIT:

WWW.STYLITICS.COM

METHODOLOGY

Stylitics in conjunction with The NPD group created a report called The Millennial Mirror: Retail Personalization. The study identified 3,911 women within the 18-45 age group in the U. S. and analyzed their purchases over the past 18 months. 80+ women from the panel were selected for a further in-depth qualitative survey on their online shopping experiences with personalization. This is not intended to be a U.S. census representative panel, but rather an early notification system to alert the industry to evolving marketplace and style trends as soon as they are detected, which can then be further explored through complementary data sets.