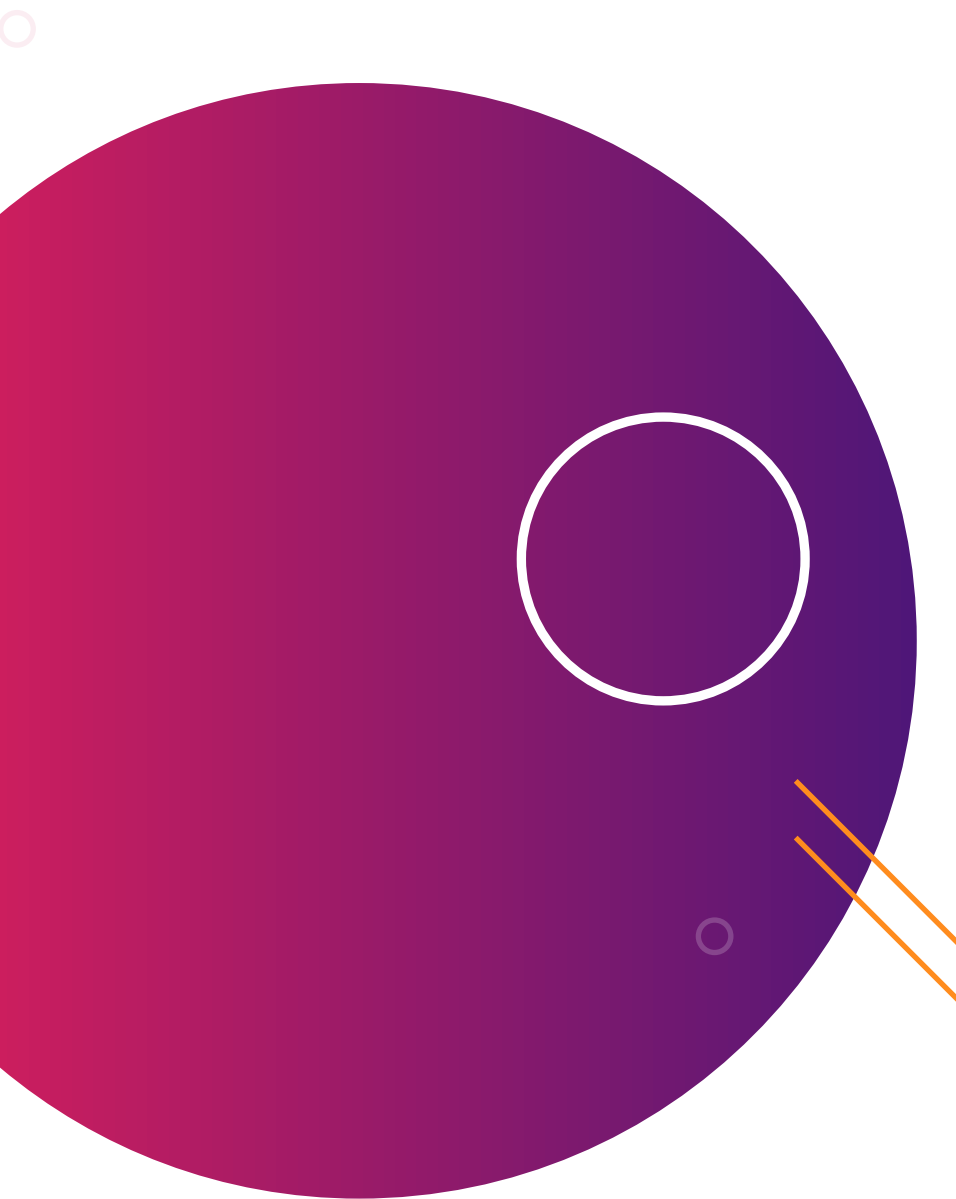# Swipe right for sales: 99 touchpoints to make your webshop the perfect matchmaker

🕐 17 min read

Matchmakers have been around for centuries. Their goal: finding the ideal partner for someone. In a world with many options available it may be hard to find the perfect needle in the haystack. That's what matchmakers do. Finding what suits another best.

Your webshop is even so a matchmaking platform. But instead of bringing a human together with another human, it must make the match between a human and a product or service.

To make the perfect match, you must get to know your visitors. What your visitor is looking for, what they have purchased before, what they want to achieve, etc. So, you present products with the highest probability of conversion. And you help your visitor by smoothening up the decision-making process.

What are your options?

What can you do to make your web-shop the perfect matchmaker?

In this playbook, we explore 99 touchpoints designed to transform your webshop into the ultimate matchmaker. By implementing these touchpoints, you will create a seamless and personalized buying journey that exceeds customer expectations. From the moment they land on your homepage to the completion of their purchase, every element of your site should work harmoniously to guide them towards finding exactly what they are looking for with ease and satisfaction.

Whether it's showcasing the latest promotions, offering personalized recommendations based on past behaviour, or creating a sense of urgency with limited time offers, each touchpoint plays a crucial role in engaging your visitors and driving sales. By understanding and optimizing these key interactions, you can ensure that your webshop becomes a trusted and reliable platform for your customers,

ultimately leading to increased loyalty and repeat business.

Let this guide inspire you to assess and prioritize improvements for your webshop. With the right strategies and tools, you transform your webshop into a powerful matchmaking platform that delights customers and drives sales.

Happy reading!

99 perfect matchmaker touchpoints

HOME PAGE (15 TOUCHPOINTS)

Hero banner with hotspots

Have a hero banner carousel on your home page to showcase products in their environment of use. Place clickable hotspots opening a 'shop the look' view or referring to the product detail page (PDP).

Promoted products

Highlight products that are in sales promotion.

Seasonal/holiday products

Highlight products that are in seasonal promotion or are in increased popularity due to seasonal circumstances, e.g. Back to School-season.

Recently viewed

Showcase products that the visitor, or a similar audience, has recently viewed.

Recently bought

Showcase products that the visitor, or a similar audience, has recently bought.

Time to replenish

Recommend products that the visitor has bought before, and by now have must run out, reminding the visitor to stock up again.

Social proof widget

Highlight positive reviews on products that the visitor may find interesting.

Auctions

Highlight products in auction for the visitor to bid on.

New arrivals

Showcase products that are new in the catalog or have been out of stock for a while.

Limited time offers

Create a sense of urgency by displaying countdown timers for limited time offers or flash sales.

Bestsellers

Incorporate a section featuring top-selling or best-selling products, allowing visitors to discover popular items.

Mix & match carousel

Have the customer shop a look or a room through a mix & match wizard or carousel.

Geo targeting

Offer products or promotions based on the visitor's location.

Contextualized targeting

Offer products or promotions based on the weather, time of day, the customer's activities or other context.

Top picks for you

Create a section with tailored picks based on the visitor's profile.

TOP BAR & NAVIGATION (5 TOUCHPOINTS)

Search suggestions

While visitors type, suggest products to reduce the number of keystrokes and clicks.

Bestsellers

In the category menu, show the best sold product within a category.

Featured brands

In the category menu, feature popular products of brands.

Flash sales

Promote products that are of flash sale from a menu item in the top bar or in the category menu.

User-specific categories

Display user-specific categories based on browsing history and preferences.

PROMOS AND DEALS PAGES (14 TOUCHPOINTS)

Featured deals

Highlight the most attractive deals or promotions at the top of the page. This section can include limited time offers, deep discounts, or popular products with special pricing.

Flash sales

Create a dedicated section for time-sensitive flash sales, showcasing discounted products available for a short period. Include countdown timers to create a sense of urgency.

Clearance or last chance

Display clearance items or products marked for last chance sale. This section can appeal to bargain hunters looking for discounted items before they are removed from inventory.

Discount categories

Organize deals into categories based on discount levels (e.g., 50% off, 30% off, etc.). This makes it easy for buyers to browse deals within their preferred price range.

Bundle offers

Showcase bundle deals where customers can purchase multiple products together at a discounted price.

Seasonal promotions

Create sections dedicated to seasonal promotions, such as holiday sales, back-to-school deals, or summer clearance events.

Freebies and gifts with purchase

Feature promotions that offer freebies, gifts, or samples with qualifying purchases.

Exclusive offers for subscribers

Reserve a section for exclusive deals available only to newsletter subscribers or loyalty program members.

Top picks by category

Curate a selection of top deals within different product categories. Highlight popular products or best-selling items that are currently on sale.

Daily deals or deal of the day

Feature a section showcasing a single product or set of products with special discounts that change daily.

Customer favourites

Highlight deals on products that have received high ratings or positive reviews from previous customers.

Bulk discounts

Offer discounts on bulk purchases, encouraging customers to buy in larger quantities.

Pre-order opportunities

Allow customers to pre-order upcoming products.

Loyalty rewards deals

Offer special deals or additional discounts to loyalty program members.

PRODUCT LIST PAGE (7 TOUCHPOINTS)

Search results

This may be obvious, but looking into the performance of your search results is always worth it. You want to make sure the product with the highest probability is on top. Or at least visible above the fold.

Category product list

Think of how you sort the products on the category page. Here also, you want to rank on probability of conversion. Make sure visitors can refine the selection with appropriate filters and facets.

Limited stock alerts

Implement sections, alerts or badges indicating limited stock availability for certain products.

Promotion badge

Implement badges indicating a product is in promotion.

Featured mini collection

Promote a set of products in a mini collection.

Configuration wizard

Guide your customers step by step towards the product of their choice.

Shop by brand

Let customers browse products by their favourite brands.

PRODUCT DETAIL PAGE (10 TOUCHPOINTS)

Variant selector

Make it easy for customers to discover and select the right variant of choice.

Cross-sell suggestions

Suggest complementary products or accessories as cross-sell recommendations.

Up-sell suggestions

Recommend higher-priced or upgraded versions of the product as upsell suggestions.

Bundle offer

Promote bundle deals that include the product along with other related items.

Frequently viewed

Highlight similar products that frequently viewed by others.

Recently bought

Highlight similar products that were recently bought.

More from popular brands

Highlight similar products from popular brands.

Compare products

Have customers select products of their choice and present them next to each other, so they can be easily compared.

Suggest to a friend

Match making by proxy: have customers recommend this product to a friend.

Product videos

Include product videos or tutorials to help customers better understand the product's features and benefits.

CART & CHECK-OUT (8 TOUCH-POINTS)

Cross sell on add-to-cart
Suggest related items when a visitor adds a product to the cart.

Mystery add-on upon add-to-cart
Offer a (discounted) mystery item after adding a product to cart.

Fill up the box
Suggest products or incentivize customer to fill up empty space in the delivery box.

Free shipping threshold reminder
Give the customer cross- and up-sell suggestions to pass the free shipping threshold.

Continue shopping section
Include a section that encourages customers to continue shopping by showcasing related or recommended products. This can help increase the average order value by suggesting additional items of interest.

Complete the set
Incentivize the customer to buy multiple products that can come together in a set, for example a complete clothing outfit or a set of furniture.

Free samples with purchase
Offer free samples of other products with purchases.

Charity tie-ins
Promote products with a portion of proceeds going to charity.

INSPIRATIONAL CONTENT (11 TOUCHPOINTS)

Related products
Showcase related products to a blog item or other piece of inspirational content.

Influencer picks
Showcase products endorsed by popular influencers, bloggers, or customers.

Interactive polls
Offer polls, surveys and quizzes that recommend products based on the visitor's answers.

Product stories
Share the backstory of products.

Interactive lookbooks
Create digital catalogues that showcase products in styled settings.

Expert recommendations
Feature suggestions from industry experts or professionals.

Live streaming events
Host live streaming events to showcase and demonstrate products.

Style guides
Provide fashion or usage advice that integrates products.

Virtual showrooms
Create immersive virtual showrooms for an engaging shopping experience.

Interactive games or contests
Engage visitors with games or contests that feature your products.

Collaborations and collections
Promote special collections or collaborations with other brands or designers.

MY ACCOUNT SPACE, SELF-SERVICE AND SUPPORT (11 TOUCHPOINTS)

Similar items for OOS wish list

When products on the customer's wish list are out of stock, suggest similar items to those.

Order history-based suggestions

Suggest products similar to those the customer has purchased in the past.

Replenishment reminders

Remind customers to reorder consumable products they frequently purchase.

Wishlist reminders

Highlight items on their wish list and notify them of any discounts or stock updates for these items.

Special offers for loyalty members

Offer exclusive discounts or early access to sales for loyalty program members.

Birthday and anniversary discounts

Provide personalized discounts or special offers on the customer's birthday or account anniversary.

Exclusive early access

Offer early access to new products or sales events for loyal customers.

Recommendations based on feedback and reviews

Encourage customers to leave reviews on past purchases and recommend products like those they rated highly.

Personalized thank you messages

Display thank you messages and offers based on the customer's purchase milestones (e.g., first purchase, 10th purchase).

Predictive analytics

Use predictive analytics to anticipate customer needs and suggest products proactively.

Personalized chat

Provide chatbots to assist customers with personalized recommendations and answer queries in real-time.

PUSH INTERACTION (8 TOUCHPOINTS)

Back in stock alerts

Notify customers when previously out-of-stock items become available again, especially if they are part of ongoing promotions or deals.

Price drop alerts

Inform customers when the price of a product they viewed or are otherwise interested in drops.

Wishlist notifications

Alert customers about updates to their wish list items, such as price drops or stock changes.

Customized coupons

Send unique promotion codes for products in categories they frequently browse.

Personalized flash sales

Alert customers to limited-time flash sales on products they are likely to be interested in.

First dibs on restocks

Give loyal customers the first chance to buy popular items that have just been restocked.

Localized offers

Send personalized offers or discounts based on the customer's geographic location.

Personalized thank you notes

Send personalized thank you notes with special offers after a purchase.

EMAIL NOTIFICATIONS (10 TOUCHPOINTS)

Account creation welcome offers

Provide a personalized product recommendation, discount code or offer on signing up.

Forgot something?

Suggest products the customer may have forgotten to purchase in an order confirmation email. The customer could still add these products to the open order.

Post-purchase up- and cross-sell

Suggest premium versions or accessories related to the customer's recent purchase.

Product care tips

Provide personalized tips on how to care for and maintain purchased products, along with product suggestions.

Refund suggestion email

Recommend alternative products in refund emails that the customer could choose instead of receiving money back.

Subscription welcome emails

Suggest products based on the type of subscription they've signed up for.

Wishlist share notifications

Notify users of products their friends have wishlisted.

Order cancellation confirmation

Suggest alternative products when an order is cancelled.

Special event invitations

Include product recommendations when inviting customers to special events or webinars.

Personalized thank you messages

Send personalized thank you messages and special offers to first-time buyers.

Your next move

Inspired by these match-making strategies? Here's how to get started:

1 **Assess and prioritize your improvements.**

Begin by creating a comprehensive list of potential enhancements for your webshop. Consider every touchpoint and identify areas that could benefit from improvements. Use analytics data to see which areas have the highest drop-off rates or where customers spend the most time.

2 **Evaluate impact and effort.**

Analyze the potential benefits of each improvement and the effort required. Focus on changes that offer the greatest benefits with the least amount of effort.

3 **Determine resources and technology needs.**

This step is crucial as it sets the foundation for your improvements. You might need to invest in new technology to support your innovative ideas effectively.

4 **Implement quick wins first.**

Implement your improvements in a logical order. Start with the "quick wins" those enhancements that are easy to implement and will provide immediate benefits to your webshop. Once the quick wins are in place, move on to more complex changes that require additional time and resources. These might include integrating advanced personalization algorithms that tailor product recommendations based on individual user behaviour or redesigning your checkout process to reduce cart abandonment. Be flexible in your implementation order, making adjustments based on any interdependencies between tasks.

5 **Optimize and personalize the buying experience.**

Regularly review and optimize the enhancements you've made. This involves continuous monitoring and tweaking to ensure they continue to meet your customers' evolving needs. The goal is to create a buying experience that feels tailored to each customer, increasing their likelihood of making a purchase and returning to your webshop.

6 **Choose the right technology and partners**

To speed up your time to market, choose the right technology and collaborate with experienced implementation experts. Selecting the right tools and partners can significantly accelerate your progress and help you achieve your goals more efficiently. Look for technologies that integrate seamlessly with your existing systems and provide the flexibility to scale as your needs grow. Working with experts who have a deep understanding of e-commerce best practices can also ensure that your implementations are both effective and efficient.

By following these steps, you transform your webshop into a highly effective matchmaking platform that delights customers and drives sales. Your journey towards creating the perfect buying experience begins with careful planning, strategic implementation, and ongoing optimization.

With a focus on continuous improvement and personalization, your webshop exceeds customer expectations, fosters loyalty and encourages repeat business. This approach will position your webshop as a leader, offering a buying experience that is both intuitive and satisfying.

About SPARQUE.AI

Light the spark for AI-powered personalization

At SPARQUE.AI, our passion for technology is matched only by our dedication to driving tangible results for our clients. We're not just a solution; we're your partner in transforming your online store into your most profitable sales channel. Our advanced AI engine for search and recommendation elevates your e-commerce performance, enhancing the average order value by 5% and boosting conversion rates by an impressive 20%.

What sets SPARQUE.AI apart is our commitment to delivering results with unprecedented speed and scalability. Our AI-driven algorithms harness data from diverse sources such as ERP, e-commerce platforms, PIM, browsing history, device usage, and realtime data like weather conditions. Whether you're opting for a headless implementation or enhancing the frontend of a legacy B2B or B2C e-commerce platform, SPARQUE.AI seamlessly communicates with various systems through an API-first approach.

Furthermore, at the core of SPARQUE.AI is our unique Build-Your-Own-Algorithm (BYOA) feature. We integrate custom data sources, connect with other AI tools and provide businesses with exceptional control over every aspect of the artificial intelligence applied.

Are you ready to rewrite the rules of customer engagement?

Reach out to us to see what SPARQUE.AI can do for your business!

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SPARQUE·AI

About Neortus

Neortus is a digital commerce boutique agency based in Amsterdam, Netherlands, dedicated to propel your digital commerce ambitions with speed and agility. Leveraging our extensive experience and deep expertise in composable commerce, customer experience, and AI, we deliver tailored solutions that drive measurable impact.

We are the trusted partner for wholesalers and brand manufacturers, offering end-to-end services in digital commerce strategy, webshop implementation, conversion rate optimization, and product experience management. At Neortus, we transform your digital vision into tangible results.

NIKKI EIJPEN

Nikki is a digital commerce specialist at Neortus. He accumulated over a decade of global digital commerce experience, spanning various technology, consulting, and management roles. He has a very broad background in digital commerce, having played major roles in driving many different sorts of digital commerce projects, including digital strategy, product experience management, creation of branded webstores, customer experience enhancement, selling on marketplaces, implementing marketplace models, and leveraging the power of AI and data science to inspire growth.

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