

Customer Experience Analysis

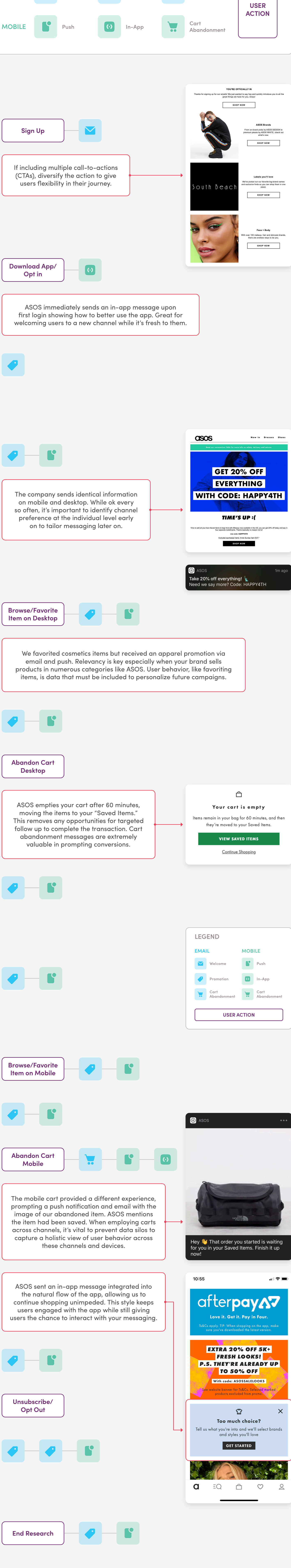
The consumer's perspective. It's a piece of the marketing puzzle that can get lost in the shuffle of crafting the perfect lifecycle journey for your brand. In our Customer Experience Analysis we take a look at marketing from the consumer's point of view to identify growth marketing opportunities and strengths from some of today's leading brands.

Over the course of three weeks, we commit to a variety of actions—such as creating a profile, browsing items, and abandoning our cart—that trigger behavior-based marketing communications. From there, we identify every message—across mobile and desktop channels—to capture a comprehensive view of the customer experience. The following consists of our observations and recommendations for the [ASOS](#) user experience.

A Bit About the Brand

ASOS is a British fashion and beauty online retailer that ships to over 196 countries worldwide. Founded in 2000, the retailer sells products from over 850 brands and boasts revenue surpassing £2.5 billion.

The Timeline



Key Takeaways

ASOS does well to create a cross-channel experience for users, but loses out on opportunities to incorporate behavioral data into its automated communications. For retailers with such a wide range of product categories like ASOS, it's important to collect data points that can fill out the user profile and enable personalization at a more granular level.

1. Simplify Cart Abandonment

Users who abandon items have shown intent and interest. The cart abandonment campaign should be timely, targeted, and comprehensive to include all carts—mobile and desktop—when abandonment occurs.

2. Diversify Cross-Channel Messaging

Early on, it's good to test channels for messaging to see where users interact with your brand. Once this data has been collected, channel preferences become clear and should be considered to optimize engagement when sending campaigns. Sending the same message at the same time via multiple channels could dampen that message's impact and turn users off.

3. Incorporate Browsing Behavior

What users browse, more often than not, can be an indicator of user preference. Incorporating this data into campaigns shows users you are paying attention. Modern growth marketing platforms like Iterable employ flexible data models that allow you to utilize and segment historical behavior data to inform recommendations and personalized messaging.

With these small adjustments, the user experience is enhanced and personalized at a level that creates a lasting impression and relationship with the consumer. For more information about how to implement these tactics with Iterable, schedule a demo today.

[Request Demo](#)

About Iterable

Iterable is the growth marketing platform that enables brands to create, execute and optimize cross-channel campaigns with unparalleled data flexibility. Leading brands, like Calm, Typeform and Zillow, choose Iterable to power world-class customer engagement throughout the entire lifecycle.