



5 Essential Tips to Optimise Your Online Store with Rebuy.

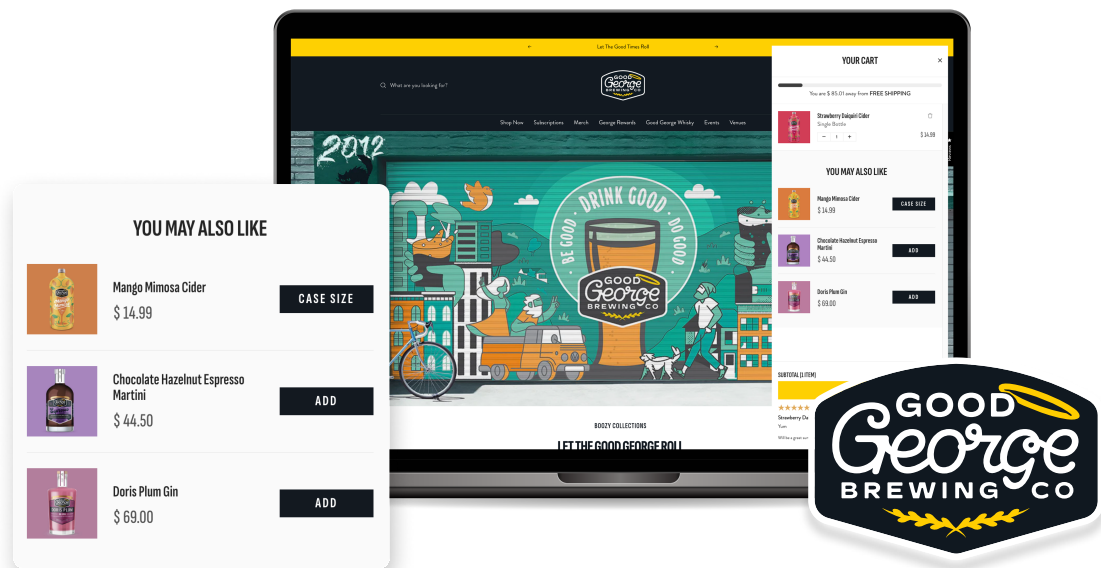
Introduction.

The digital landscape is ever-evolving, and as ecommerce businesses, we need to stay ahead of the curve. One tool that's been making waves in the industry is Rebuy. As a Partner Manager, I've seen firsthand how integrating tools like Rebuy can transform an online store. In this post, I'll share five essential tips to help you optimise your online store with Rebuy.



1 Personalised Product Recommendations

One of Rebuy's standout features is its ability to provide personalised product recommendations. By analysing user behaviour, Rebuy can suggest products that are most likely to resonate with each customer. This enhances the shopping experience and increases the chances of upselling.



Tip:

Ensure that the recommended products are relevant to the customer's browsing history to help make the suggestions feel more personalised and less like a sales pitch. Leverage Rebuy's AI-powered endpoints or create customer rules using logic such as cart rules, customer tags, and more.

2

Streamlined Checkout Process

A complicated checkout process can deter potential customers. With Rebuy, you can simplify and streamline the checkout process, making it easier for customers to complete their purchases. Rebuy offers free usage of their Checkout Extensions for any Shopify Plus brands, making the checkout flow upgrade a no-brainer.

Tip:

Integrate Rebuy's one-click upsell feature to encourage customers to add more items to their cart without navigating away from the checkout page.

3

Utilise Dynamic Bundles

Bundling products together can be a great way to increase the average order value (AOV). Rebuy's Dynamic Bundles feature allows you to create product bundles tailored to individual customer preferences.

Tip:

Offer a discount for purchasing a bundle to incentivise customers to buy more.

4

Engage with Abandoned Cart Emails

It's not uncommon for customers to abandon their carts. With Rebuy, you can set up automated abandoned cart emails through best-in-class integrations to re-engage these potential buyers. Top integrations include Klaviyo and Attentive.

Tip:

Personalise the email content with Rebuy's Data Sources based on the products left in the cart. A personalised touch can make a difference in converting an abandoned cart into a sale.

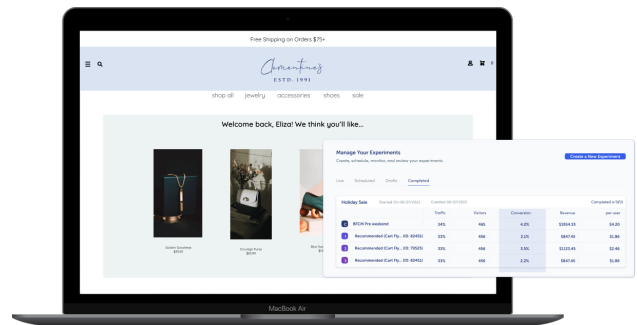
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Analyse and Iterate

Rebuy provides detailed analytics that can give you insights into customer behaviour and preferences. Use this data to refine your strategies and improve the shopping experience. Better yet, Rebuy also offers in-app A/B Testing so that you can make sure your personalisation strategies are fully optimized. Test different widget types, images, copy, or colours against each other to create the most high-converting product offers.

Tip:

Regularly review the analytics provided by Rebuy to identify trends and areas of improvement. Pair regular reporting review with A/B Tests to offer the most relevant recommendations to keep customers engaged.



Conclusion.

In the competitive world of ecommerce, having the right tools can make all the difference. At Zyber, we believe in empowering businesses with the best solutions, and Rebuy is undoubtedly one of them. By implementing the above tips, you can optimise your online store and provide an unparalleled shopping experience for your customers.



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