From Basecamp to Breakthrough

How Cotopaxi Builds Data-Driven Personalization Campaigns

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Personalization Pioneers

Presented by dynamic yield

About Cotopaxi

- Known for sustainable, fair fashion and quality gear
- Mission to do good while delivering function and style
- Primarily D2C, but also retail and wholesale

About Me

- Associate Director, Conversion Rate Optimization
- Part of the eCommerce team
- Been at Cotopaxi for 3 years

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Our Personalization Journey

When we started, our vision for personalization looked a bit like this…

How do we create different experiences for a man with a dog living in a city compared to a woman who loves yoga living in the mountains?

Now, our vision looks like this…

Moving visitors through the user journey

High Intent
(conversion)

Customer needs: validation. How can we provide that?

Medium Intent
(consideration)

Customer needs: product comparison. How can we provide that?

Low Intent
(awareness)

Customer needs: education and discovery. How can we provide that?

Homepage Content: Low-Intent Visitors

Hypothesis:
Brand education is an important value prop for first-time and low intent visitors unfamiliar with Cotopaxi's mission and price point.
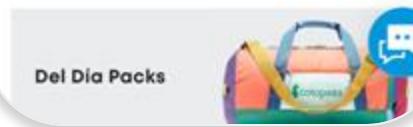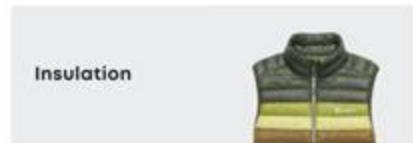
Key insight:
Low-intent visitors often enter the site on PDPs. The homepage is a great place to share Cotopaxi's story and increase engagement.

+4.42% conversions

+7.23% RPU
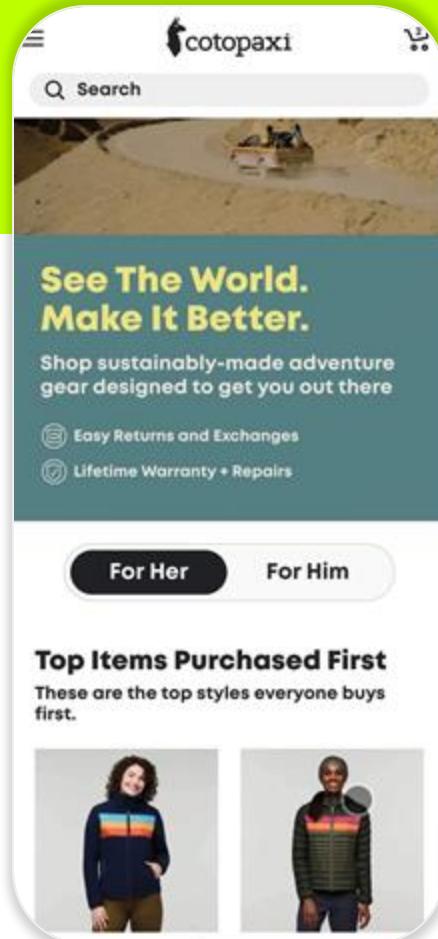
New to Cotopaxi: Low-Intent Visitors

What:
We placed a banner on the homepage for new visitors that redirects to a "New to Cotopaxi" page

Why:
This page continues brand education, displaying most popular items, information about Cotopaxi's mission, and trending products
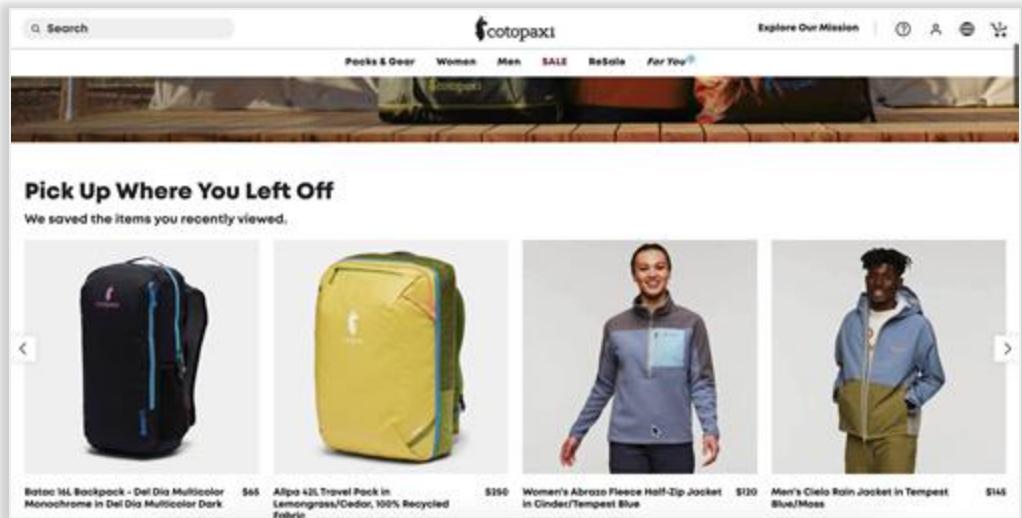
Just For You Page: Repeat Visitors

What:
For visitors with history and an affinity profile, we created a "Just For You" page with a strong product focus and less mission-oriented content.

Why:
Those familiar with Cotopaxi need more product information before buying. We wanted to make it easier for visitors to pick up where they left off and deep dive into product attributes.

Our 4 Pillars of Data

Quantitative	Qualitative	Business-Driven	Third Party Aligned

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Quantitative Data

- Audit and understand your traffic

- Map out top-performing pages and paid campaigns

- What type of traffic is coming to your site?

- Where are you seeing the most traffic?

- Unlock key insights based on consumer behavior

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Qualitative Data

- Capture the voice of the customer

- Example: buyer vs. non-buyer surveys

- Frame these around actionable questions with expected insights

| Question	Expected Insight
Was there anything that made you hesitant or skeptical to make a purchase?	Gain a better understanding of the most common objections, so we can address those in the user journey
If you were skeptical, what changed your mind and made you decide to try our products anyway?	Gain an understanding of Cotopaxi's impactful value props, so we can highlight these in the user journey
What are the top criteria you consider when shopping on Cotopaxi or another competitor?	Understand how consumers make decisions and the criteria that matter in a purchase decision
Is there any additional information, content, or tools/apps that would have given you the confidence to purchase?	Understand hesitations in visitor confidence so we can address missing information

Business-Driven

- Find alignment on how personalization responds to business challenges

- Ask: what is your business concerned by, and how can personalization solve these concerns?

- Frame your program in the context of business data and KPIs

- Understand how personalization can support challenges in "real time"

- Bonus: this creates advocacy

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Third Party Alignment
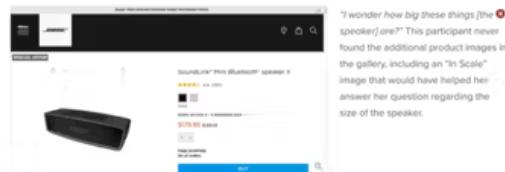
- Always contextualize industry benchmarks for your business

- Baymard, competitor research, and more can be useful to establish baselines and source suggestions

- **Think critically:** not every best practice solves a customer challenge

- Be wary of putting "established" tactics ahead of customer-driven data and business KPIs

- In doubt? Test!

Baymard Institute

IMAGE GALLERY UI

Always Use Thumbnails to Represent Additional Product Images #774

On Desktop Users Risk Overlooking Additional Images Entirely When Thumbnails Aren't Provided

Summary
Video
Research Findings
On Desktop Users Risk Overlooking Additional Images When Thumbnails Aren't Provided
On Mobile Hit Area Issues Make Indicator Dots Hard to Use
Thumbnails Solve the Issues Caused by Indicators or Text
Quiz
Review Tool
Implementation Examples
Benchmark Performances

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Our Brainstorming Framework

It's helpful to have regular touchpoints to audit your program and identify key points of friction and value props.

We gather a cross-functional group on a regular basis to facilitate brainstorming and drive awareness. This is in addition to an evergreen submission system.

Brainstorm Sessions Include:

- "How Might We?" frames
- Analogous explorations
- Group workshops
- Data-driven creativity

Session Guidelines:

- Quantity over quality – Don't aim for the one right idea, aim for lots of ideas

- We won't evaluate ideas in the moment, so there are no bad ideas

- "Dare to be obvious" – if something feels obvious to you, others might be missing it

- Don't worry about feasibility or practicality. These outrageous ideas could be the seed for another great idea

- "Yes, and…"

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Two Types of Prompts:

"How Might We?" Frames

Analogous Explorations

- Goal: reframe challenges into open-ended opportunities

- Facilitate creative thinking

- Focus on contextual frames such as: "how might we encourage users to pair products together to solve a problem?" rather than metric-driven frames ("How might we increase AOV?")

Examples:

- How might we create a shopping experience that meets a visitor in their context (ie: planning for a trip)?

- How might we better portray the quality of our products to people who have never purchased?

- How might we pique a past-purchasers' interest and get them to visit the site again?

- How might we make someone laugh, tear up, etc? (evoke emotion)

Two Types of Prompts:

"How Might We?" Frames

Analogous Explorations

- Goal: look beyond the immediate field or problem area to draw inspiration from other, seemingly unrelated domains

- Uncover structural similarities or underlying principles

- Break out of conventional thinking

Examples:

- Imagine you're planning for a trip and have been given $500 to spend. What would you look for when shopping? How would you come to your decisions?

- What are your go-to apps or websites? Which design elements, interactive features, or content hooks keep you coming back?

- Reflect on your best in-store shopping experience. Was it the personalized service, captivating product displays, or the overall ambiance

Let's look at some results…

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Reducing price-related friction

Data told us:
- A key PDP was underperforming
- Visitors had price sensitivity
- Paid traffic was particularly affected
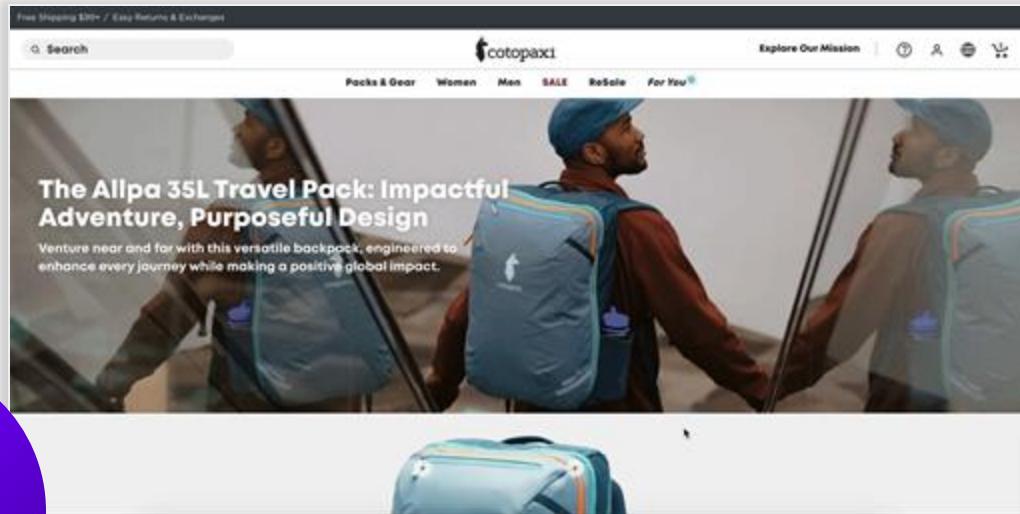
Our goal:
Encourage users to consume price-justifying content prior to "sticker shock"

What we did:
Upside-down PDPs

+2.53% conversions

+2.34% RPU

Encouraging product discovery

Data told us:
- PLPs were underperforming, impacting product discovery
- Low usage of filters
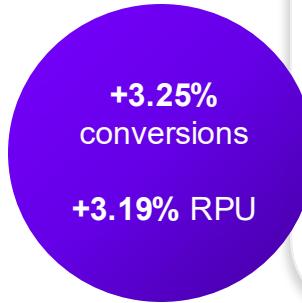
Our goal:
Create an experience to solicit user feedback and actively find them products (as opposed to expecting users to find products themselves)

What we did:
Guided selling tactics on PLPs

+3.25% conversions

+3.19% RPU

Helping visitors differentiate between products

Data told us:

- Visitors had trouble differentiating between similar product types

Our goal:
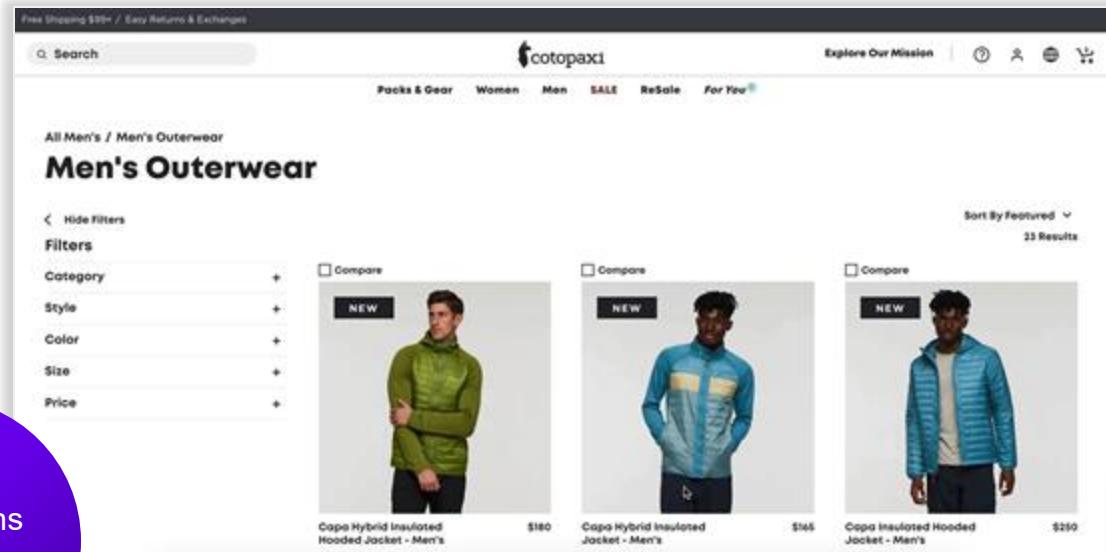
Reduce the amount of page views needed to compare products, promoting faster product discovery

What we did:

Comparison experience

+1.73% conversions

+3.10% RPU

No-nonsense takeaways

1.

Establish your data pillars.

Use quantitative, qualitative, business-driven, and 3rd party data to surface skepticism, friction and value props – these insights will guide your efforts.

2.

Structure yields creativity.

Ground your team in the right challenges, then use 'HMW' prompts and analogous explorations to generate creative, impactful ideas.

3.

Quantity leads to quality.

Don't worry about coming up with the one right idea, focus on coming up with lots of ideas.

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Let's connect on LinkedIn

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Thank you.