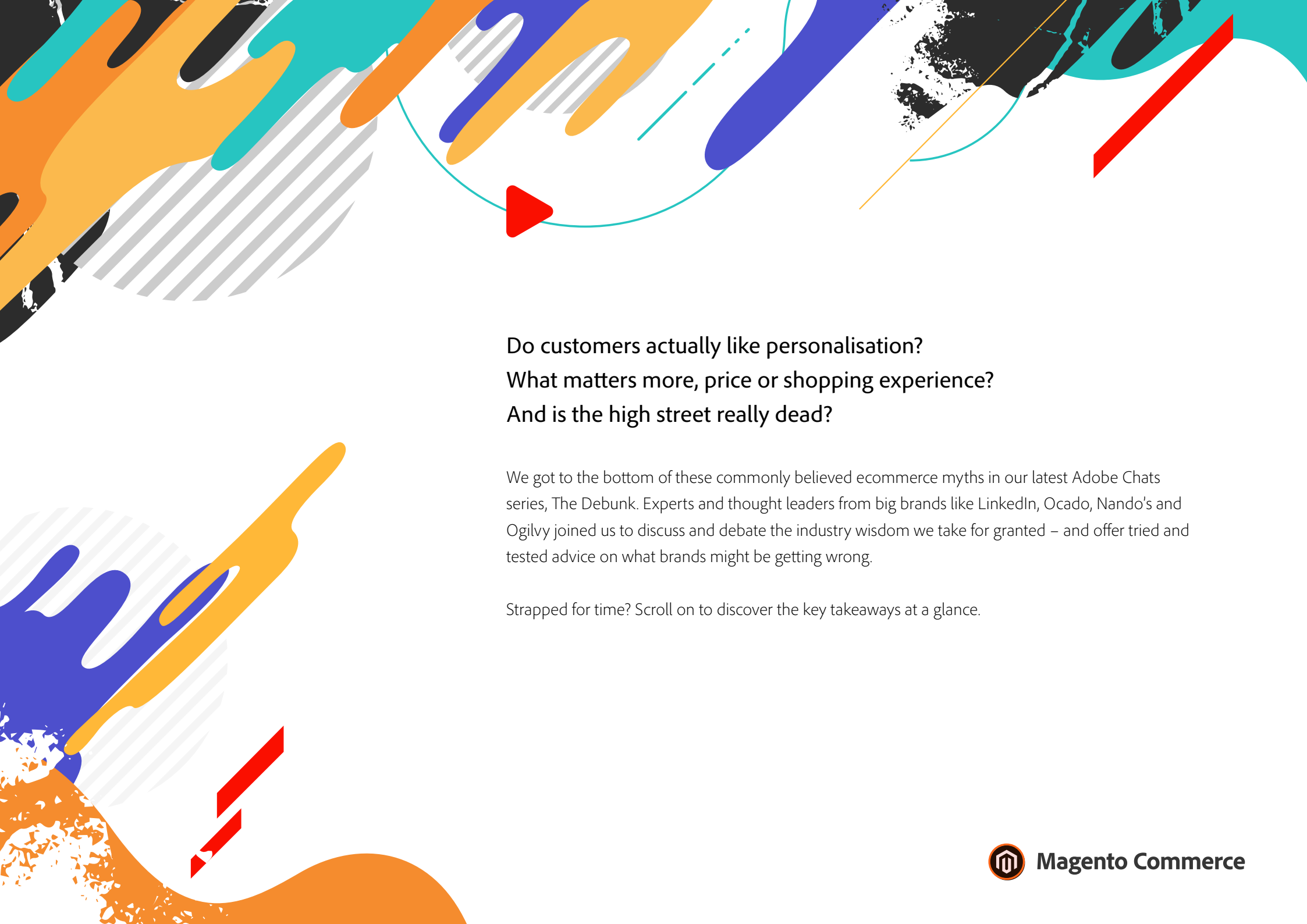




We've got some ecommerce myths to bust



An abstract graphic featuring several stylized hands in various colors (orange, teal, blue, red) and patterns (solid, striped, splattered). A red triangle points to the right, and a teal line curves around it. The background is white with some black splatters.

Do customers actually like personalisation? What matters more, price or shopping experience? And is the high street really dead?

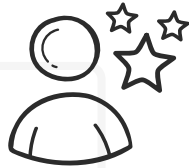
We got to the bottom of these commonly believed ecommerce myths in our latest Adobe Chats series, The Debunk. Experts and thought leaders from big brands like LinkedIn, Ocado, Nando's and Ogilvy joined us to discuss and debate the industry wisdom we take for granted – and offer tried and tested advice on what brands might be getting wrong.

Strapped for time? Scroll on to discover the key takeaways at a glance.

Myth 1 – Personalisation

Personalisation is standard in modern ecommerce – but is it that a good thing?

Watch now



Personalisation is still powerful

How can brands use personalisation to make things seamless and easier for customers, rather than just using it for the sake of it?



"If you're going to interrupt the party, you'd better bring champagne"

Scott Morrison
Founder, The Boom

Brands often tell customers a lot about their plans and values, but how can they deliver on them in order to build trust?



"The man behind the counter at the butcher always knew my name and my favourite sausages. I still remember and value that to this day, decades later."

Brian Green
Head of Commercial Sales,
Adobe

If it ain't broke...

If people like the product and the brand, they'll trust you – but what are customers willing to trade their data for?



"If you look at most personalisation, it tends to be powered by third party data. And how good is third party data? Not good at all."

Peter Weinberg
Global Lead, The B2B Institute,
LinkedIn

Not just a numbers game

According to a study by MIT and GroupM, third party data can't accurately determine a customer's gender or age 75% of the time.



"Personalisation is best when people don't notice it. The best thing to do is to offer value, context and straightforward interaction."

Peter Weinberg
Global Lead, The B2B Institute,
LinkedIn



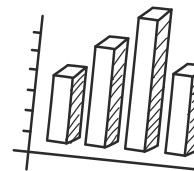
Work with what you can control

How can you personalise your digital strategy in a way that adds value to the customer, rather than coming across overfamiliar?



"I hear that word 'creepy' used quite a lot around personalisation, particularly when algorithms get tweaked and social media changes what's displayed on your feed."

Ben Davis
Editor, Econsultancy



Ben Davis
Econsultancy



Brian Green
Adobe



Peter Weinberg
B2B Institute - LinkedIn



Scott Morrison
The Boom



Magento Commerce

Myth 2 – Email

In this episode we explored whether or not email is still a powerful tool for ecommerce businesses.

Watch now

Email is still here, but not as we know it

Where is email most powerful – centre stage in your marketing strategy, or supporting your other channels?



"Omni-channel is sort of the word of the day. In B2B, we have complex decision-making units and stakeholders, so there are so many use cases for email."

Joel Harrison
Editor-in-Chief, B2B Marketing



Soft sell

How can email be used to build trust? Is high quality thought leadership or entertaining content always more effective than hard selling?



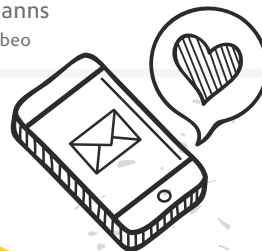
Getting email right is a full-time job

If you don't have the right resources internally to improve and refine strategy, how can you achieve success with your email campaigns?

"A company I know had a dedicated data cleansing team, meaning that everything runs so much smoother than if they tried to hive it off or have a once and done attitude."



Chris Manns
CMO, Webeo



Cop a look at your copy

How do you sound in your email comms? Stay clear of being pushy and salesy – especially for B2B dealings.



"There's a huge amount of scope in B2B copy for better copy, better writing... this Victorian era approach to copy is doing us no favours."

Peter Bell
Adobe

Interacting with the future

How can brands be creative with their emails to cultivate brand loyalty?



"The more you personalise, target, and offer up content that's engaging, that helps prospects solve their challenges, the better the results you're going to get from your campaigns."

Gareth Case
CMO, Redstor



Peter Bell
Adobe



Chris Ashley-Manns
Webeo



Gareth Case
Redstor



Joel Harrison
B2B Marketing

Myth 3 – Data

This episode questioned whether marketers rely on the numbers at the expense of other information.

Watch now



Remember:

Data is simply a numerical representation of what's happening with the rest of the business' operations, so how can you extract fresh insight from it?



"Humans are imperfect and the data we collect will be too. So we should look to it and be informed by it, but maybe not rely on it so easily."

Toni Sekinah
Data and Technology Journalist



Big time for real time



Showing recent purchases on product pages for social proof can help drive sales, but how else are businesses using real time data?



The human factor

Make sure the data set you're using is diverse enough to accurately reflect the needs of your audience.



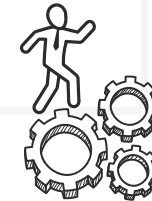
"There are cases where the emotion a human has for another human needs to come into play and put the brakes on automatic use of data."

Steve Allison
Adobe



"It's all about recognising patterns – but you need to be able to point the data at the right patterns."

Phil Wainwright
Diginomica



Not just one and done

Continue to monitor and adjust projects long term rather than just being satisfied with your current machine learning strategy.



"We tend to think of data as being customers, but the need to resolve data down to the individual is really important."

Herve Schnegg
Principal Data Scientist, Station 10



Herve Schnegg
Station 10



Steve Allison
Adobe



Phil Wainwright
Diginomica



Toni Sekinah
Tech & Data journalist



Magento Commerce

Myth 4 – Price

This episode asked if price is be all and end all for customers, and how much other factors like customer experience matter.

Watch now



“Personalisation is something that our customers are always looking to try and work out. They want to know how they can get a blend of technology, understanding and empathy for the customer.”

Jamie Brighton
Product & Industry Marketing, Adobe

Caution with qualitative data



What customers say doesn't necessarily reflect how they'll feel at the point of purchase.

Certainty sells

How can businesses reassure customers that their needs and concerns are understood?



Marie Uhart
Boden

Location, location, location



What determines what constitutes a good shopping experience in one country to another?

A bit of everything

What, if anything, is the number one factor that can make or break your brand?



Rory Sutherland
Ogilvy

Focus on feelings



What should businesses be doing to cater to the elevated needs of their customers and create an emotional connection?

It's all relative

Perception of price will vary from consumer to consumer. One person's expensive is another person's affordable.



“Serving up the right content to the right audience is key, but also making it convenient.”

Hayley Meenan-Wilkin
Web Trading Management, Ocado



Jamie Brighton
Adobe



“People forget what you said, people forget what you did, but people will never forget how you made them feel.”

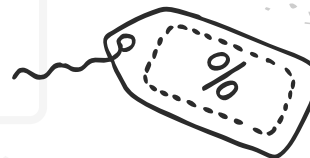


Marie Uhart
Senior International Marketing Manager, Boden



“Whether or not something is perceived as expensive doesn't primarily depend on how much it costs, it depends what you compare it to.”

Rory Sutherland
VC, Ogilvy



Hayley Meenan-Wilkin
Ocado

Myth 5 – High street

Is the high street dead? Not according to our experts in this episode about the rebirth of bricks and mortar stores.

Watch now



"Prior to Covid-19, some retailers were only taking 20% of their income from ecomm, with 80% coming from physical stores. Then overnight this shifted to 100% ecomm for many."

Peter Sheldon
Adobe



Competition ahead

How can you adapt your products to gain a bigger market share on the other side



"Yes, serve it online because more people are shopping online, but make sure you can deliver it online as well."

Katy Hilditch
Global Marketing Director
at Nando's Grocery



Changing perspectives

Consumers may still like to visit physical stores, but that doesn't necessarily mean that's how they want to make their purchases.

"Retailers have been focused on making their store an amazing experience, but now they're focused on hygiene and there's a completely different energy going into that store experience."

Caroline Baldwin
Retail and Technology Journalist



Waiting at the door

Think about the things that physical stores offer that ecommerce doesn't. Can you provide next level customer service, exclusivity, or early access to new releases?



"Shoppers' expectations are reset with every download, every click and every visit. So we have to rebuild the experience on the high street, and make sure it's relevant to people's lives right now."

Simon Hathaway
Outform

The benefits of bricks

How can you use information to replicate the ease of in-store experience?

For everything else, there's video

What are other businesses doing to replace the value of interactions with sales assistants?



Simon Hathaway
Outform



Katy Hilditch
Nando's Grocery Intl. Ltd



Caroline Baldwin
Retail & Tech Journalist



Peter Sheldon
Adobe





Myths: busted

Ecommerce businesses are now in the fortunate position of being able to finetune their strategies using the lessons of the past year, picking and choosing the best of the tactics that worked – and, after tuning into The Debunk, disregarding myths that might have steered them away from maximum impact before.



[Click here to listen or watch the full episodes on demand](#)