



PINDEX CX SUMMIT

Få en demo av Triggerbee
Customer Engagement Platform:



Scanna QR-koden eller besök URL:

<https://triggerbee.com/demo>





Jacob Sjölander

Co-founder, Commercial Director
Triggerbee



4 Marknader 🇸🇪 🇳🇴 🇩🇰 🇫🇮

200+ Varumärken

100+ Lojalitetsprogram

180+ Nyhetsbrev

40+ Kriterier

11 000+ Datapunkter





Felix Langlet



Jimmy Gök



AI

AI POWERED

Gör din egen analys!

1. Gå in på triggerbee.pindex.com
2. Lägg in din URL
3. Scanna direkt eller fyll i sökvägar för en mer noggrann analys.



Analysera!



PERSONALIZATION INTELLIGENCE

How personalized is your store?

Enter your store's website URL and we'll scan and score your personalization maturity in seconds.

Analyze →

Processen

1 Förarbete

2 AI analys

NYTT

3 Manuell granskning

4 Slutresultat



amazon



TEMU



2020

2022

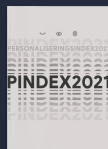
2024

2026

2021

2023

2025

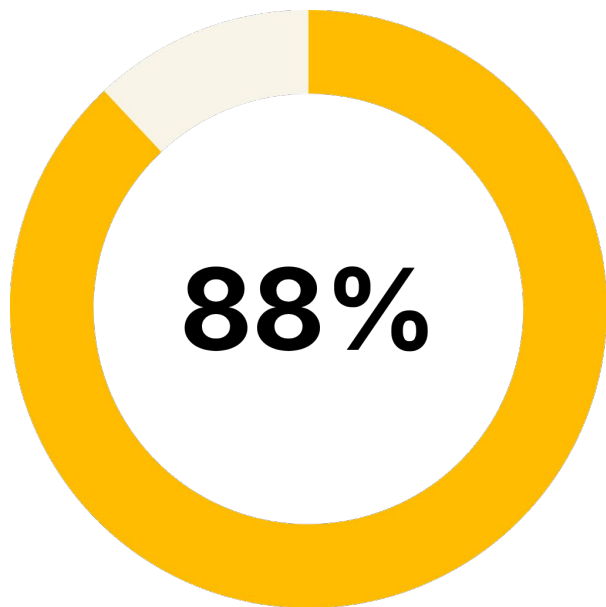


SHEIN



Insikter från PINDEX

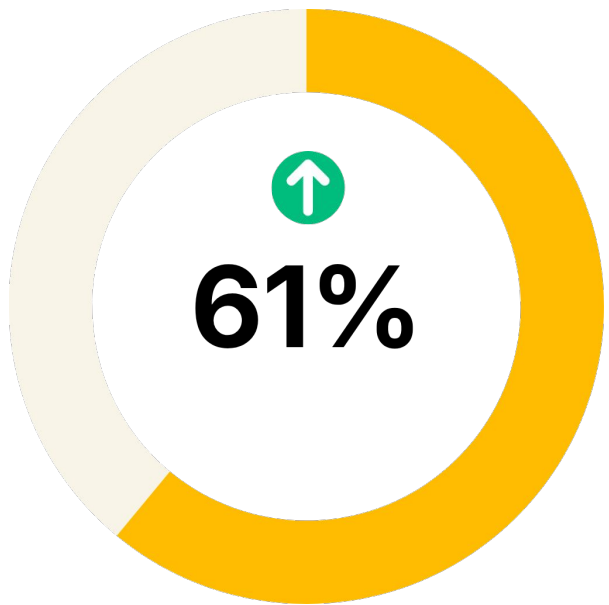
Hur används personalisering idag?



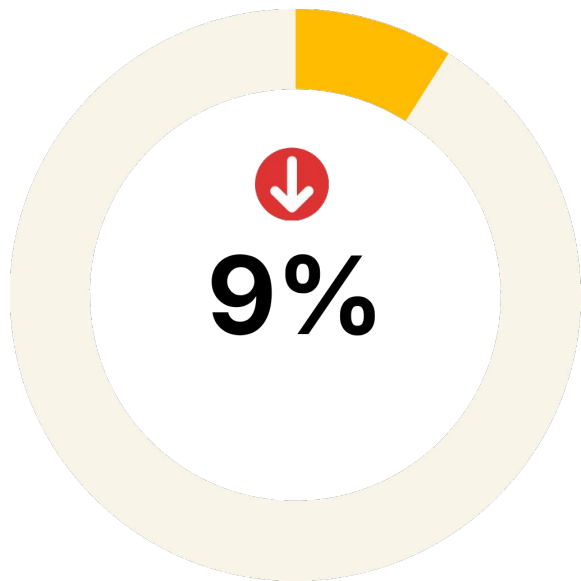
88% av varumärkena använder nu mjukvaror för personalisering

A close-up photograph of a person's hand and forearm. The hand is gripping a white, cylindrical metal railing. The forearm is adorned with several thick, braided ropes in grey, black, and pink. In the background, several bright pink shopping bags are visible, suggesting a retail or shopping environment. The overall image has a soft, slightly blurred background.

Medlems Rekrytering



61% av varumärkena har ett
nyhetsbrevssignup

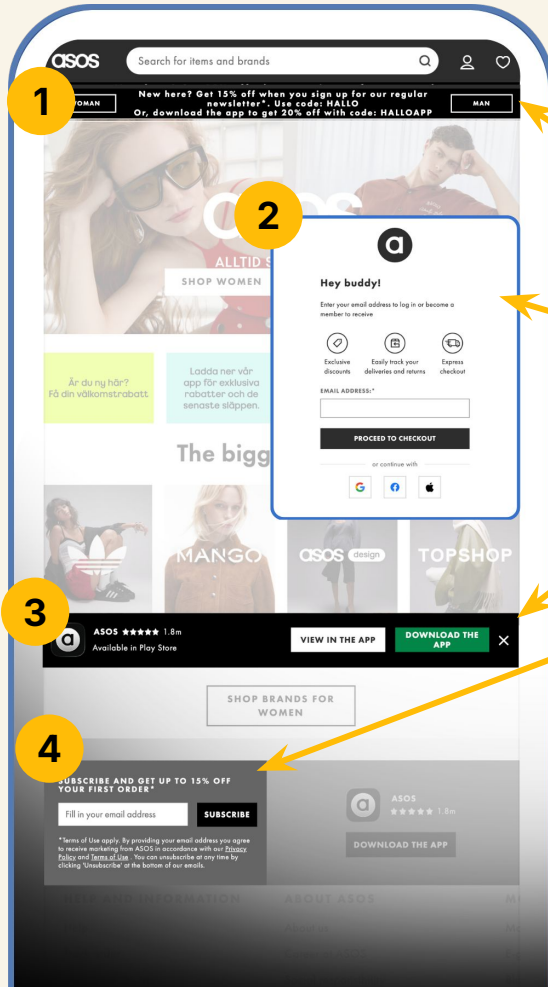


Bara 9% av varumärkena låter besökare personalisera nyhetsbrevet

- ☐ Nyheter
- ☒ Guider
- ☐ Erbjudanden



Exempel på effektivt kundförvärv



1 Banner med signuperbudande

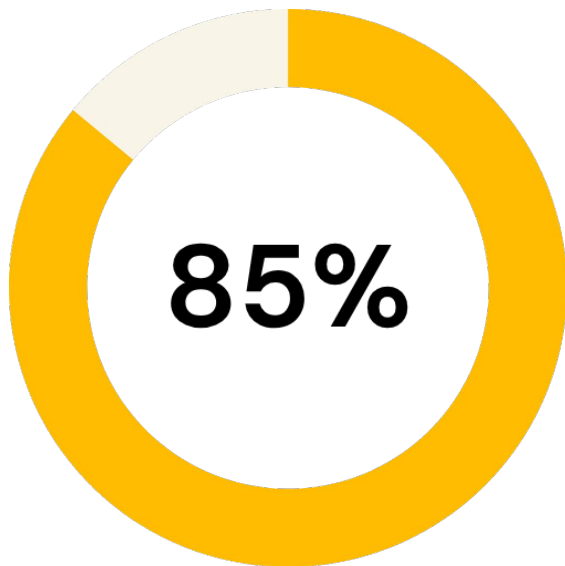
2 Registrera för checkout

3 App promo

4 Signup i footern

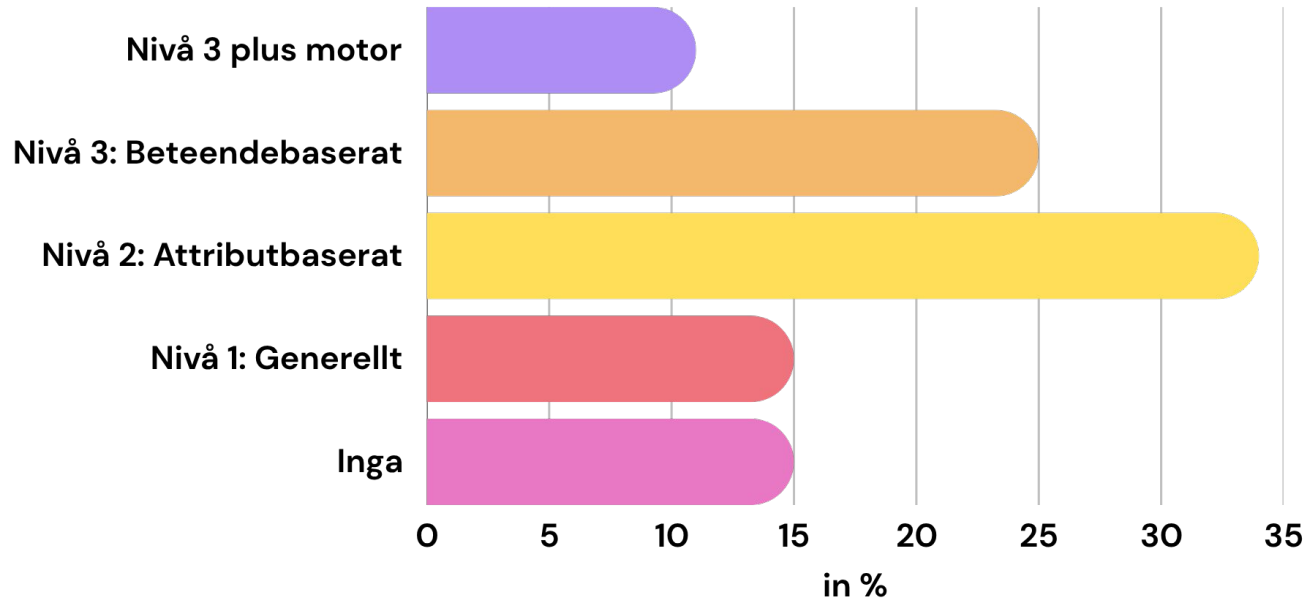
A close-up photograph of a person's hand and forearm. The hand is gripping a white, cylindrical shopping cart handle. The forearm is adorned with several colorful braided and woven bracelets in shades of grey, black, pink, and white. Below the wrist, the handles of several shopping bags are visible, including a prominent bright pink one and a white one. The background is a blurred indoor setting with vertical lines, possibly from a window or door frame. The text 'Produktupptäckt' is superimposed in a large, white, sans-serif font across the center of the image.

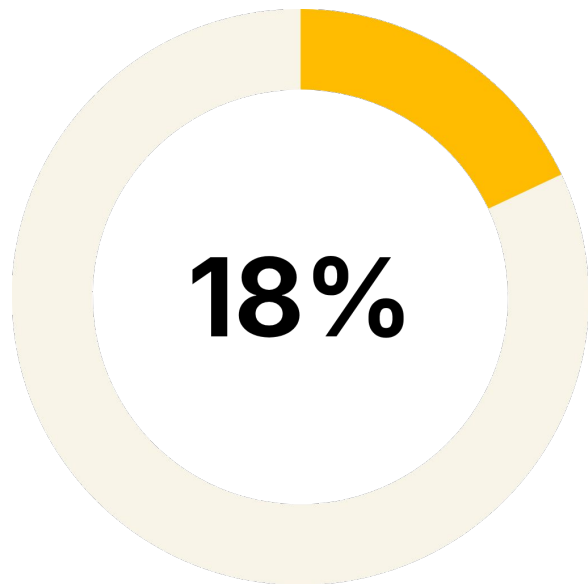
Produktupptäckt



85% av varumärkena visar
produktrekommendationer av
något slag

Produktrekommendationer

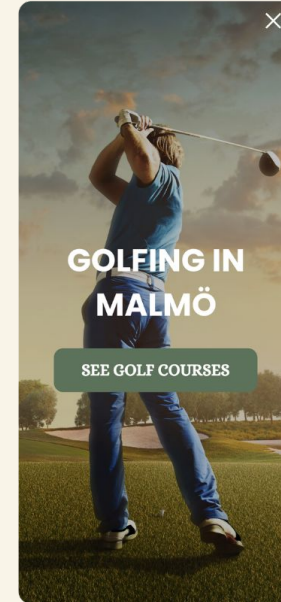
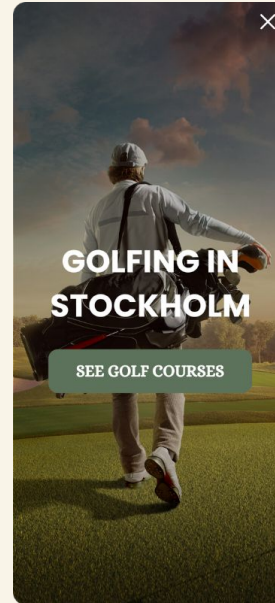




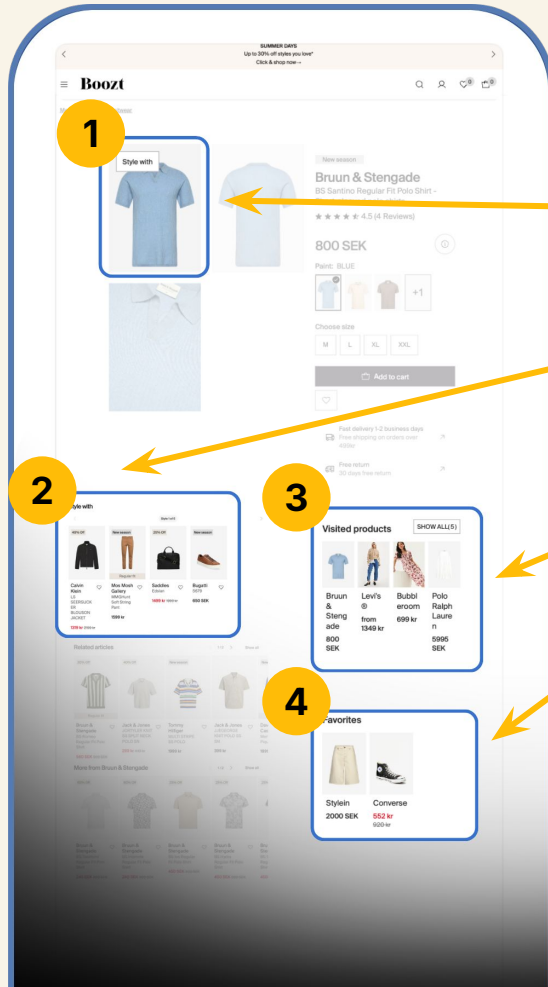
ENDAST 18% anpassar hemsidan
baserat på plats eller vald butik

Lokal relevans

- Geotargeting
- Nyöppning
- Väderstyrning



Exempel på bra produktupptäckt



1 Genväg till att matcha produkter

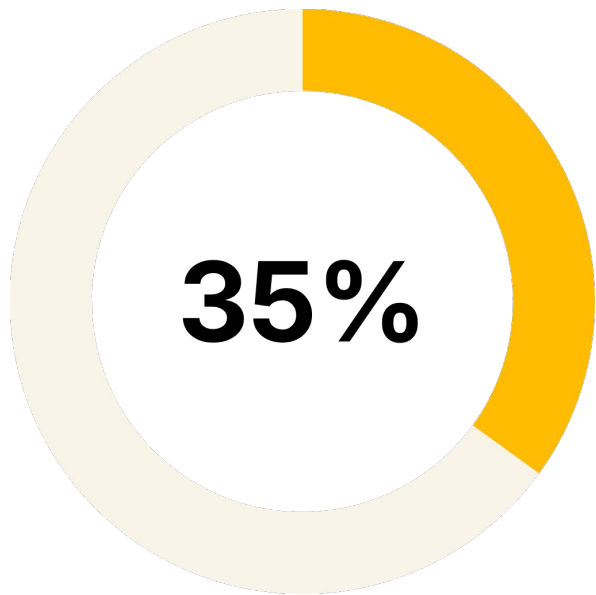
2 "Styla med"-rekommendationer

3 Besökta produkter

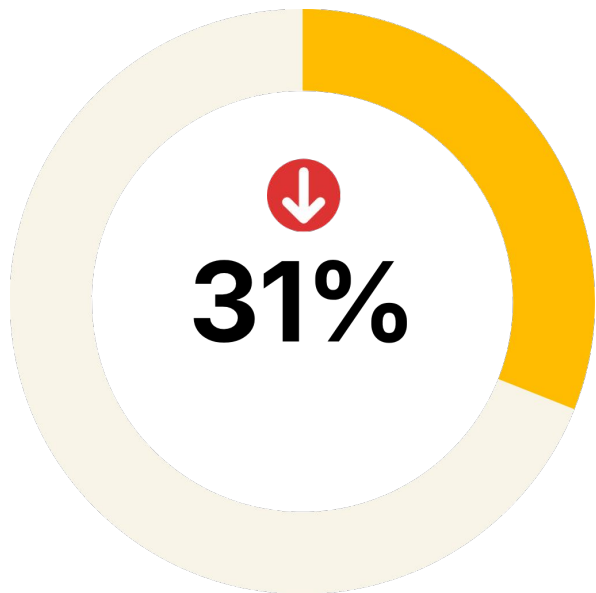
4 Favoriter

A close-up photograph of a person's hand gripping a silver metal shopping cart handle. Several colorful shopping bags, including pink and white ones, are hanging from the cart. The person's forearm is visible, adorned with several thick, braided ropes in grey, black, and pink. The background is a blurred indoor setting with vertical lines, possibly from a window or door frame.

Dataanvändning



35% låter kunder sätta eller
hantera preferenser, ex. Intressen



ENDAST 31% samlar intent data
via quiz, enkäter eller
preferenscenter

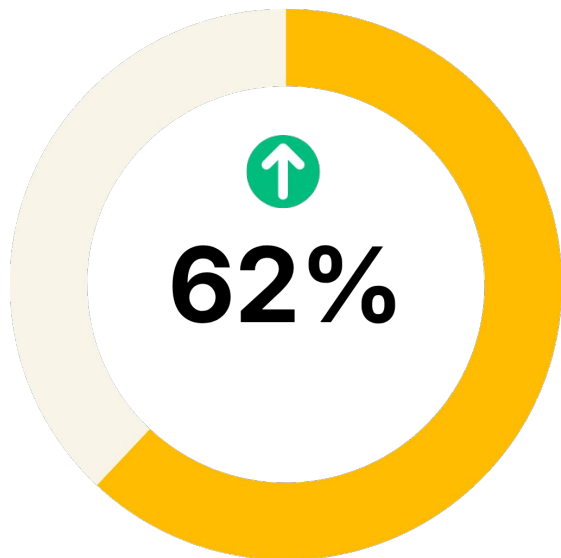
Exempel på Smart Datainsamling

The diagram illustrates a mobile app interface for ZOO.se, highlighting four key areas for smart data collection:

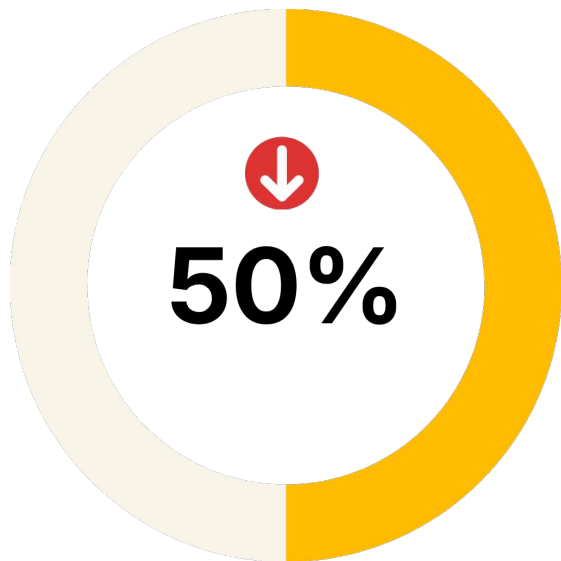
- 1 Favoriter**: A section titled "My favorite products" showing a product card for Royal Canin Medium Adult Dry dog food (15+3 kg) priced at 986 kr. A yellow arrow points from the number 1 to this section.
- 2 Bonus-kort**: A section titled "Register Bonuscard for in-store purchases." with a form to enter a Bonuscard ID and an "Add" button. A yellow arrow points from the number 2 to this section.
- 3 Hantera preferenser**: A "Newsletter" section titled "What are you interested in?" with buttons for Cat, Dog, Aquaristik, Bird, Reptile, and Small animals. A yellow arrow points from the number 3 to this section.
- 4 Smart sign-up**: A "Nyhetsbrev" (Newsletter) sign-up section titled "Vill du också få tips till ditt djur och fina rabatter? Prenumerera på vårt Nyhetsbrev." with a form to enter an email address and a "Prenumerera" button. A yellow arrow points from the number 4 to this section.

A close-up photograph of a person's hand and forearm. The hand is gripping a silver metal shopping cart handle. Several colorful shopping bags are attached to the handle, including a prominent pink one and a grey one. The word "Lojalitet" is written in a large, white, sans-serif font across the center of the image, partially overlapping the hand and the shopping bags. The background is blurred, showing what appears to be a store interior with shelves.

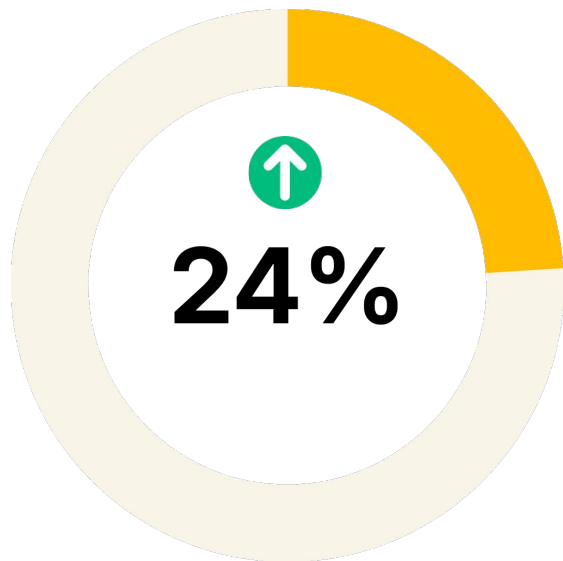
Lojalitet



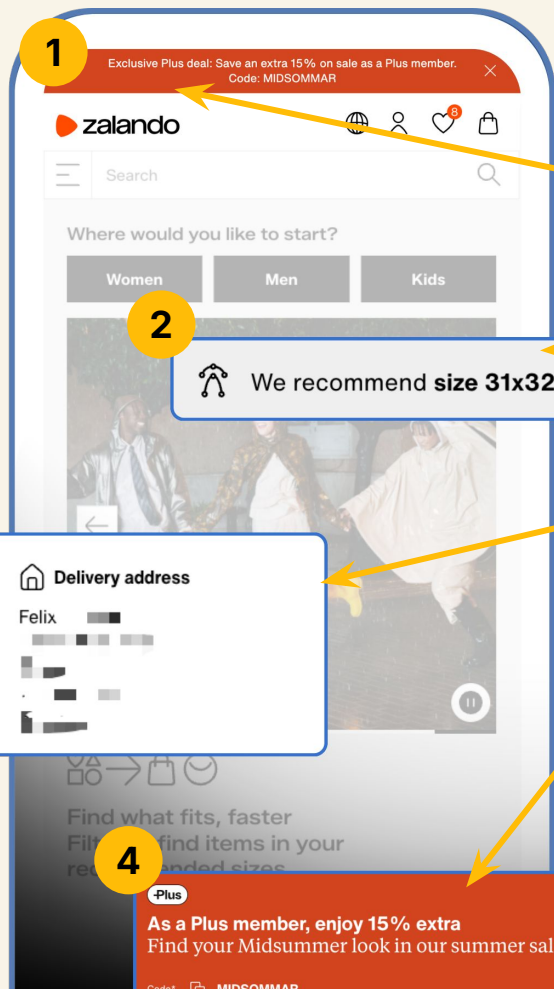
62% av varumärkena har ett lojalitetsprogram eller kundklubb



Endast 50% visar rabatter,
lojalitetspoäng och oanvända
belöningar på ett tydligt sätt



Och endast 24% anpassar den inloggade upplevelsen baserat på data/historik



Exempel på lojalitetsarbete

1

Banner med medlemserbjudande

2

Rekommenderad storlek

3

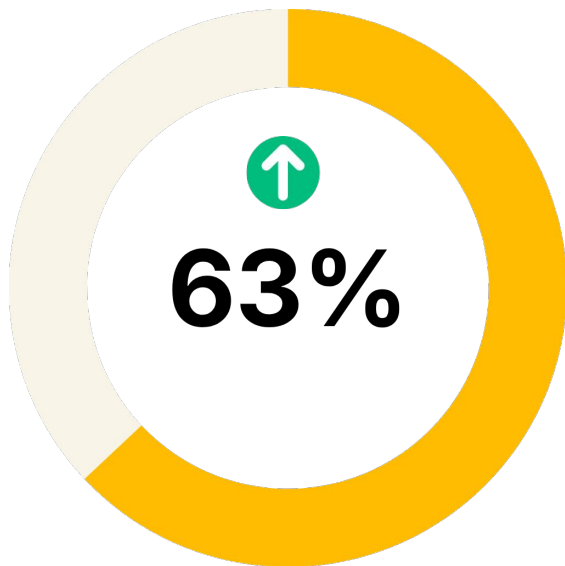
Förifyllda detaljer

4

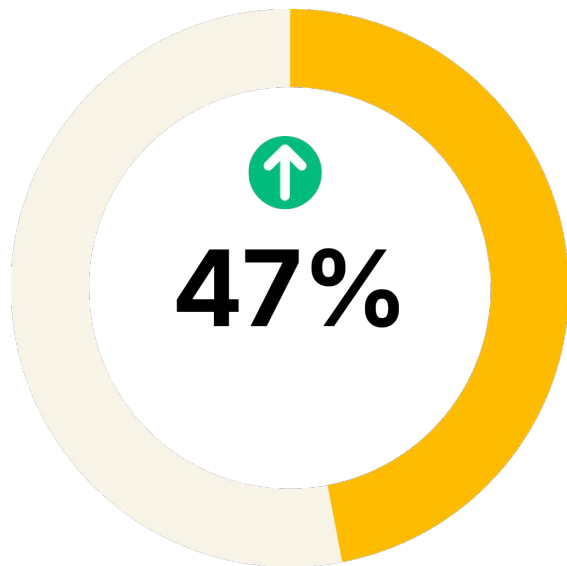
Inbäddad promo

A close-up photograph of a person's hand and forearm. The hand is gripping a white, cylindrical shopping cart handle. Several colorful shopping bags are attached to the handle, their straps visible around the person's forearm. The straps include a thick grey rope, a black fabric strap, and a pink and black braided cord. The background is blurred, showing what appears to be a store interior with shelves and other shopping bags.

Konvertering

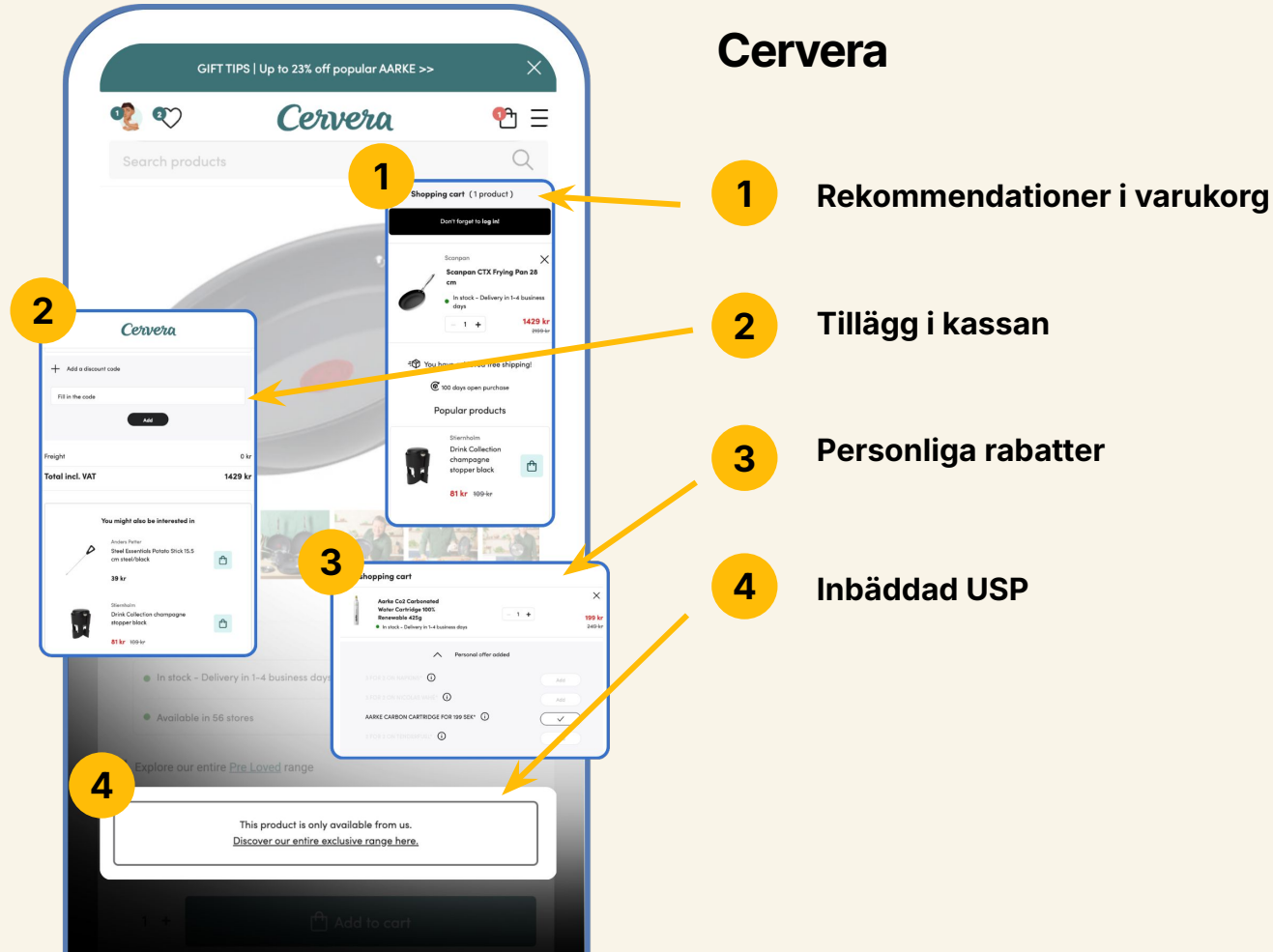


63% visar personaliserat innehåll i varukorgen/kassan



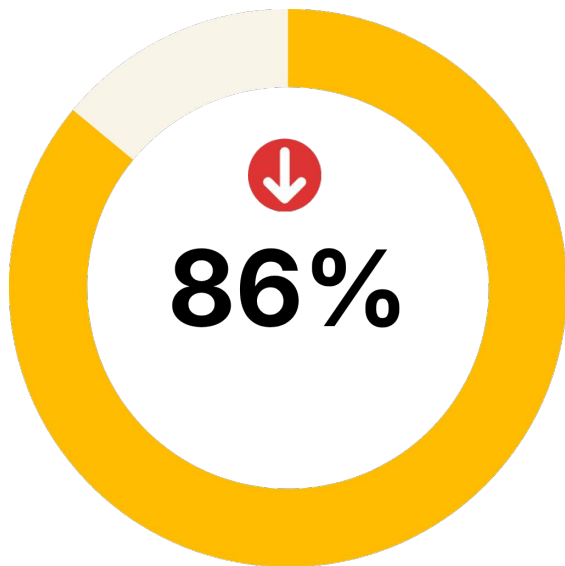
47% använder automatiserade kampanjer för övergivna varukorgar via mejl

Cervera



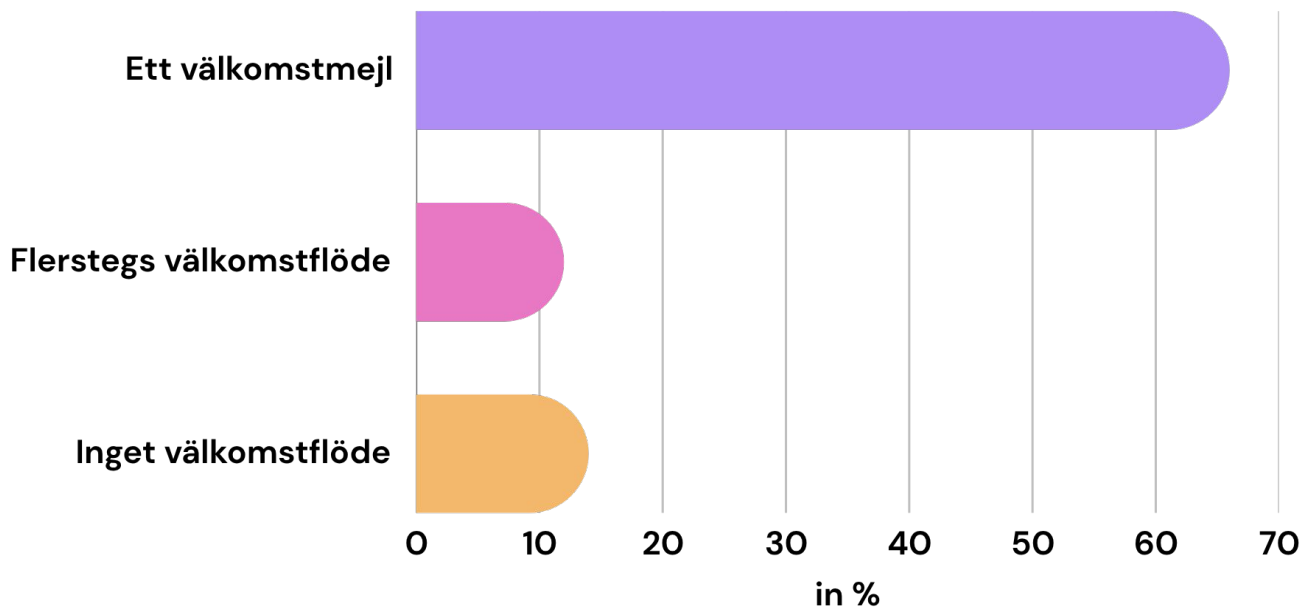
A close-up photograph of a person's hand and forearm. The hand is gripping a silver metal shopping cart handle. Several colorful shopping bags are attached to the handle, including a prominent pink one and a grey one. The word "Retention" is overlaid in large, white, bold, sans-serif font across the center of the image, positioned over the forearm. The background is blurred, showing what appears to be a store interior with shelves.

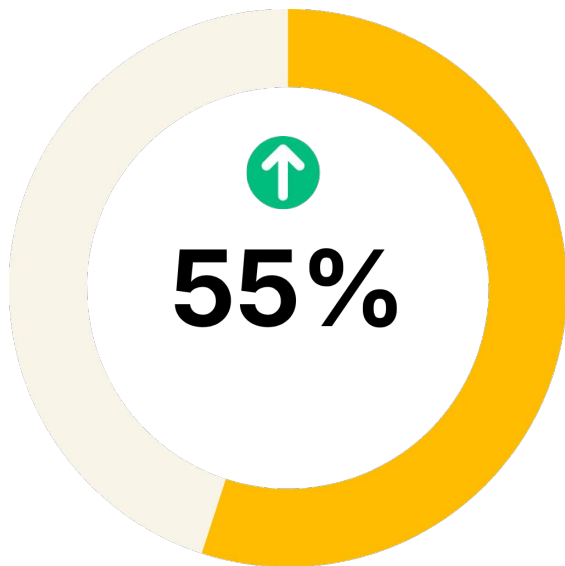
Retention



86% skickar minst ett
automatiserat välkomstmejl till nya
prenumeranter

Välkomstflöden





55% av e-postmarknadsföringen
som skickas är personaliserad

Exempel på retention flöde via mejl



Vad händer i branschen?







Cancer Research UK
Charity-run retailer of donated goods



Mary's Living & Giving Shop for...



Vineyard Boutique



Princess Alice Hospice...
Charity retailer selling...



Vineyard Community

Richmond Foodbank

Vineyard Community Shop



A wide-angle photograph of a massive warehouse interior. The space is filled with rows upon rows of metal shelving units, each densely packed with yellow cardboard boxes. The boxes are stacked high, creating a sea of yellow that stretches far into the background. The warehouse has a high ceiling with a complex network of steel beams and industrial lighting fixtures. A few small figures of people can be seen in the distance, emphasizing the scale of the facility. The overall atmosphere is one of immense volume and organized chaos.

**Miljontals produkter från
tusentals varumärken i alla
möjliga storlekar**

Hur hittar man rätt?



How older Swedish men wear
shorts
sorted by length



Topp 10
Som
i Stockh



A closer look at
Stockholm
street style



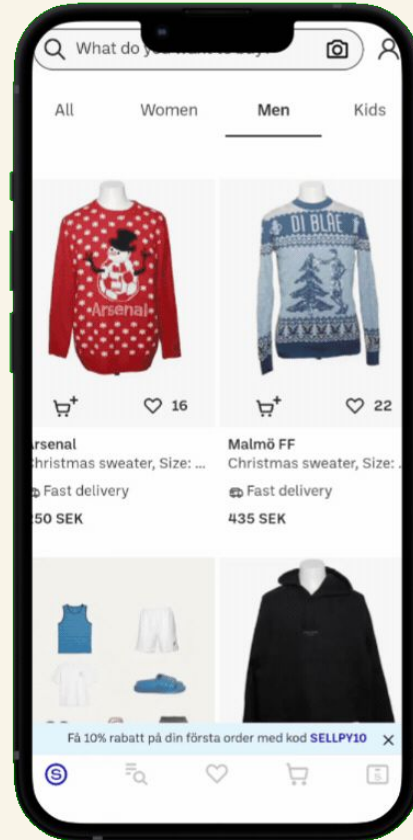
Trouser fit school book



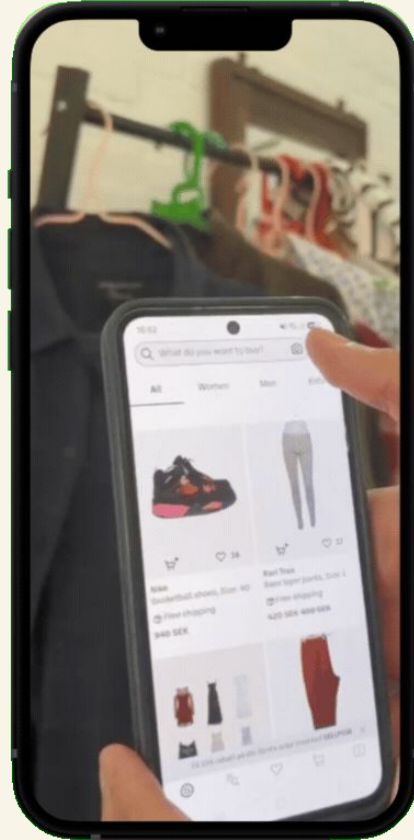
Portraits from the
Aegean



Sellpy



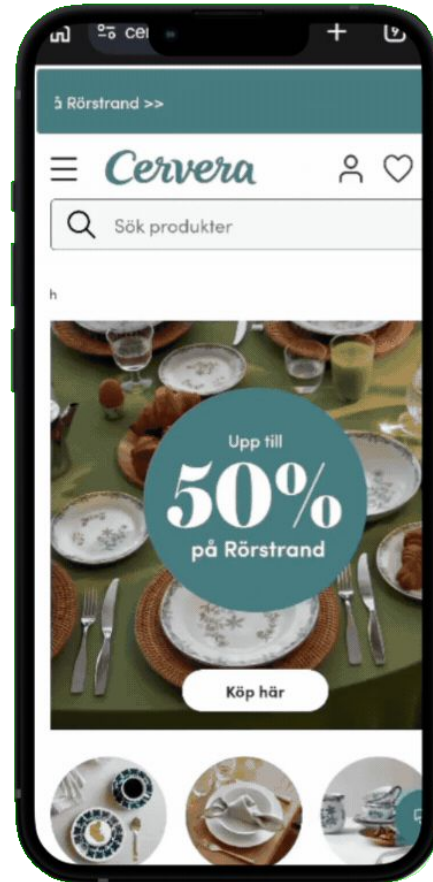
Sellpy

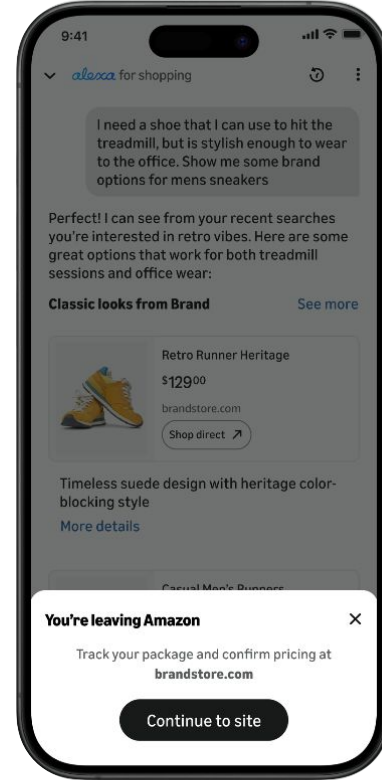
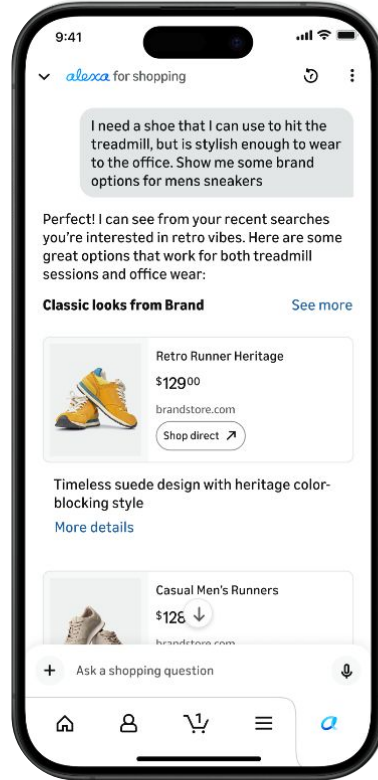


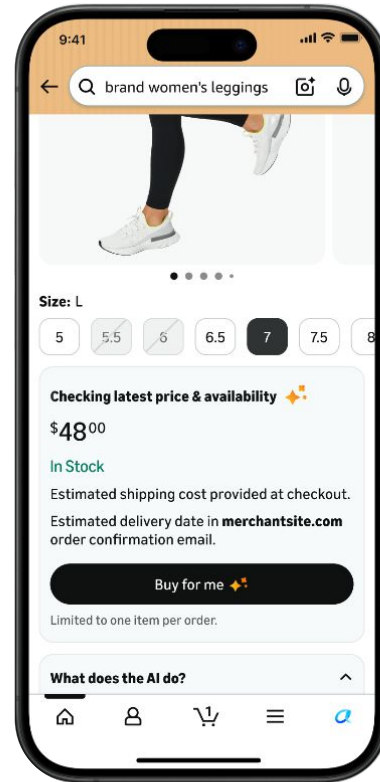
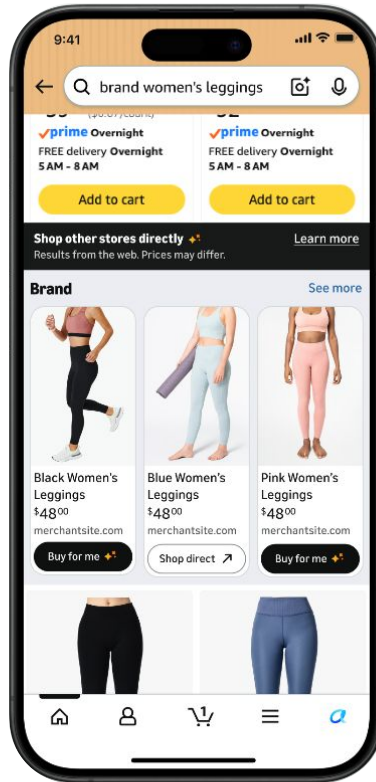


Eller vill man chatta?

Cervera







**Regeringen: Kinesiska
utnyttjat tullfriheten – nu sätter
stopp**

Shopping

Arkivbild. Bild: Jessica

**avgift slår mot Kinas bjässar – då rusar
svensk e-handel**

14.3% 
intäkter i USA

Foto: TT, arkiv

**Så mycket mer måste du betala när du
handlar från Temu och Shein**

...när samtidigt svensk e-handel.

The background of the image is a collage of several white Shein shopping bags. The bags are scattered and overlapping, with some showing the 'SHEIN' logo in black capital letters. The overall tone is slightly muted, with a dark red or maroon background visible behind the bags.

BREAKING

"France targets Shein and Temu with fast fashion fines"

RYKTET SÄGER...

1st Party



3rd Party