

PERSONALIZATION INDEX 2025

TRIGGERBEE

TABLE OF CONTENTS

METHODOLOGY	1
EXECUTIVE SUMMARY	3
INTRO	5
FIRST IMPRESSIONS & ACQUISITION	9
NAVIGATION & DISCOVERY	14
PRODUCT PAGE PERSONALIZATION	19
CART & CHECKOUT	23
LOGGED-IN & OUT EXPERIENCE	27
LOYALTY, DATA & ONGOING PROFILING	32
CHALLENGES & MATURITY	35
PINDEX 2025 WINNERS	38

Methodology

1 Pre-work

Visited all websites, signed up to newsletters, registered membership, and added products to carts a month in advance to trigger communications and flows.

2 Manual analysis

Manual review and analysis of website key pages – homepage, category pages, product pages, membership pages, cart, checkout, etc.

3 Brand survey NEW

Candidates are asked to respond to a 10-question survey to gain even deeper insights.

4 Final scoring

We combine the data from our manual analysis and the brand survey, and apply a proprietary score calculation.

Areas of evaluation

Website
All key website pages and features are reviewed

Data collection
Collection of zero- and first-party data is reviewed

Personalization
Types, relevance and usage of first- and zero-party data

Acquisition
Strategies and onsite funnels are reviewed

Profiling
Strategies, tactics, and behavioral profiling is reviewed

Retention
Strategies, tactics, and use of data in emails, onsite, etc.

Triggerbee conducted an analysis in early 2025 of 200+ leading e-commerce and retail brands across the Nordics (Sweden, Finland, Norway, Denmark). Every brand has been individually analyzed and scored against every criteria - no exceptions. New for this year is surveying brands to get additional insights.

Here's our full process:

- 1 month before analysis, we sign up for newsletters, memberships, and abandon a cart (as logged in users).
- On the day of analysis, we review the website's key pages – homepage, category pages, product pages, membership pages, cart, checkout – both as logged in and out users.
- Features like product recommendations, content that is obviously individually tailored, and other journey-enhancing features based on our history with the brand earn points.
- Loyalty programs are reviewed and rated based on offer types, obvious personalization, and other CX-enhancing features.
- We keep track of the data we submit during the customer journey with individual notes for each brand.
- We have a proprietary score calculation and methods of tracking relevance throughout the customer journey along with degree of personalization.
- The criteria used for the analysis are weighted. The criteria for data collection has more impact on the score compared to, for example, whether a brand uses a certain tactic like a cart upsell or onsite popup which has minimal impact on the final score.
- To gain even deeper insights from this year's PINDEX candidates, a survey was sent with 10 questions to further enrich the results of the analysis.

11,520	210	106	186
Data points	Brands analyzed	Loyalty programs	Newsletters

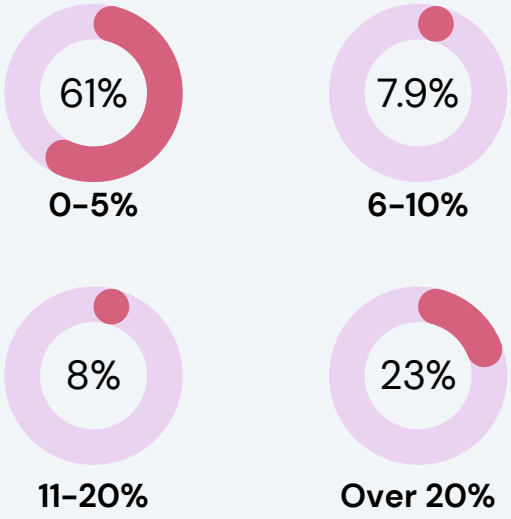
Executive Summary

Here are some of our most interesting findings from analyzing of 200+ Nordic brands. These figures show how all brands use personalization to shape their customer experiences.

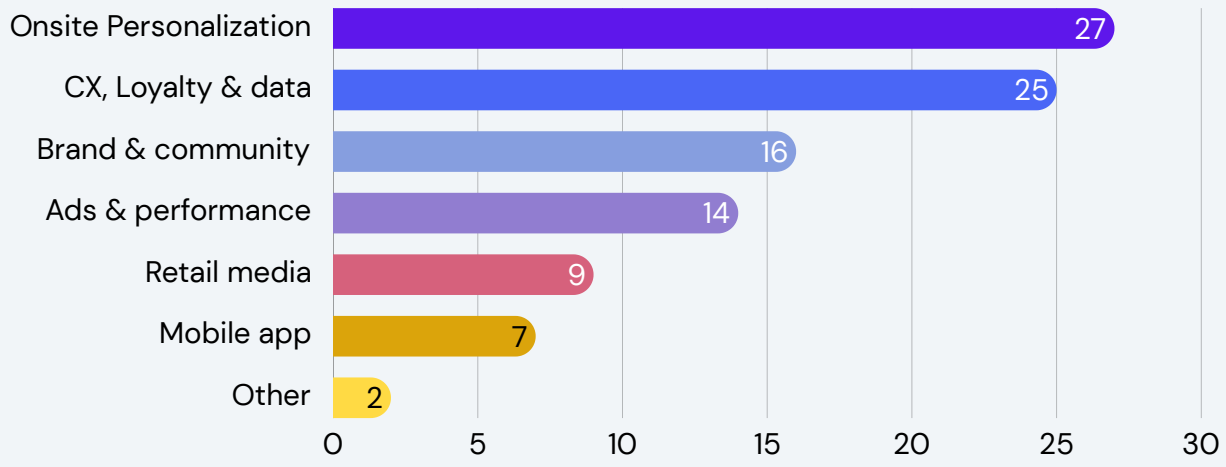
Why is personalization important to you?



How much budget is allocated towards personalization?

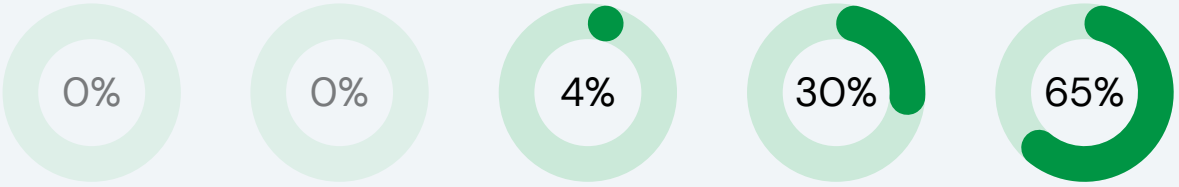


Which areas do you plan to invest in during 2025 and 2026?



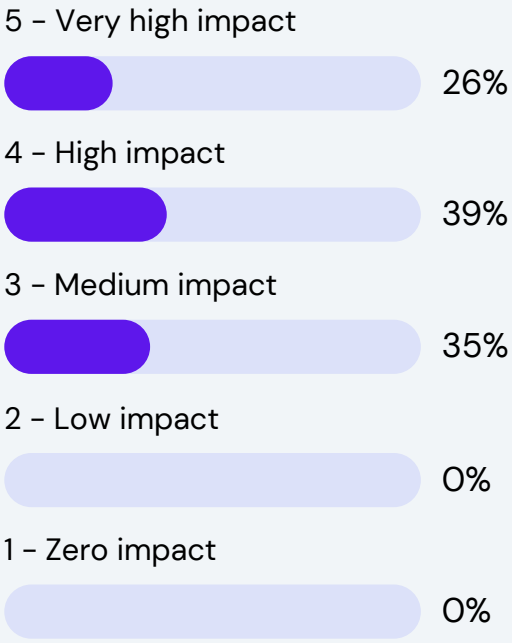
Numbers represent percentages.

On a scale of 1-5, how important is personalization for your business?

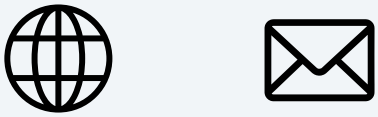


1 Not at all | 2 | 3 | 4 | 5 Very important

On a scale of 1-5, what is the impact of personalization on sales?

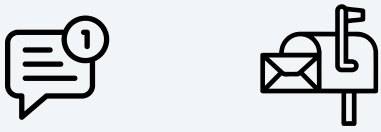


The two most common channels of personalization



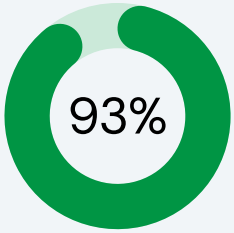
Web / Onsite | Email

The two least common channels of personalization

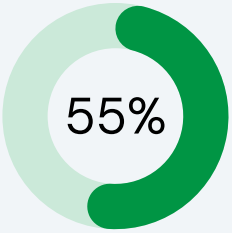


Push messaging | Mail

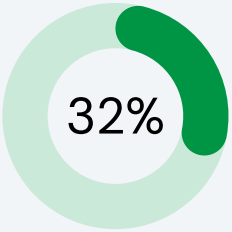
Uses product recommendations



Have a loyalty program



Personalizes based on logged in status



The foundation for the future of e-commerce

While personalized shopping experiences become more common, there's more work to do to truly capture a consumer base and create a solid foundation for long-lasting success.

Technology evolves, optional tools become more essential, and it's more important than ever to use data strategically if you want to stay competitive.

Understanding your customers, with all the tools at your disposal, is key to forming a seamless multi-channel customer journey, and a healthy brand relationship.



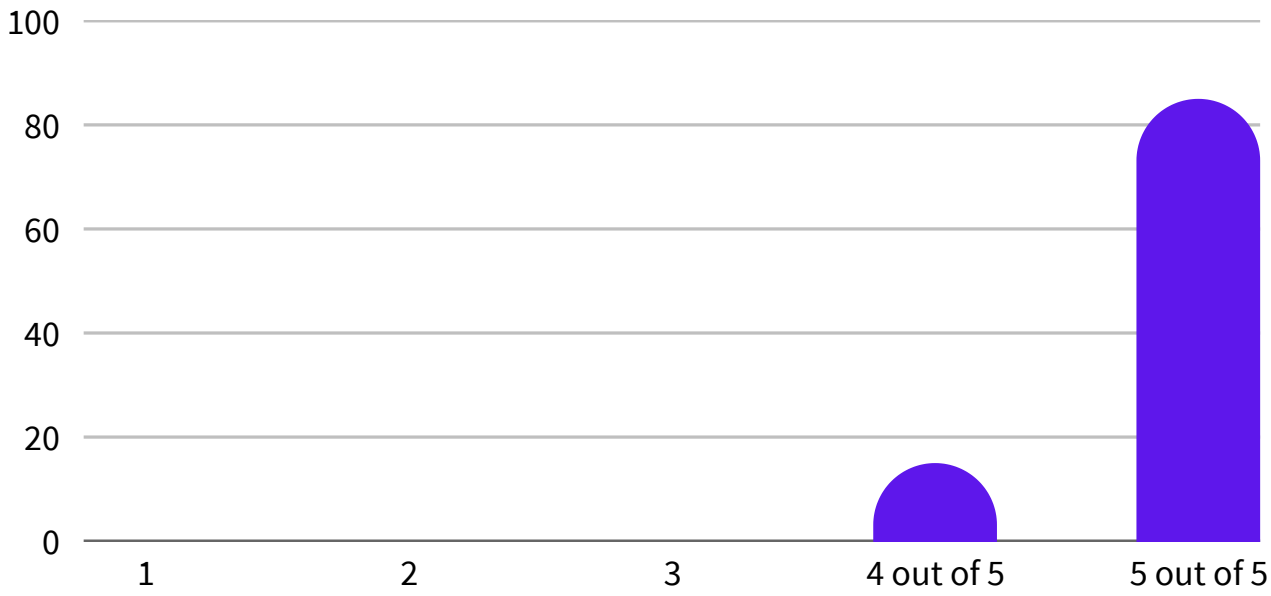
The importance of personalization

In 2025, personalization is not just a competitive advantage - it's an actual expectation.

Customers want to feel recognized and served in real time across every channel. The brands that truly excel are those that turn data into meaningful customer experiences. But what do the brands themselves really think about the importance of personalization?

How important is personalization to your business? (1–5)

85% of brands rate personalization a 5 out of 5 when asked how important it is to their business. The remaining 15% rated it a 4.
This shows universal agreement that personalization is critical to success in today's e-commerce world.

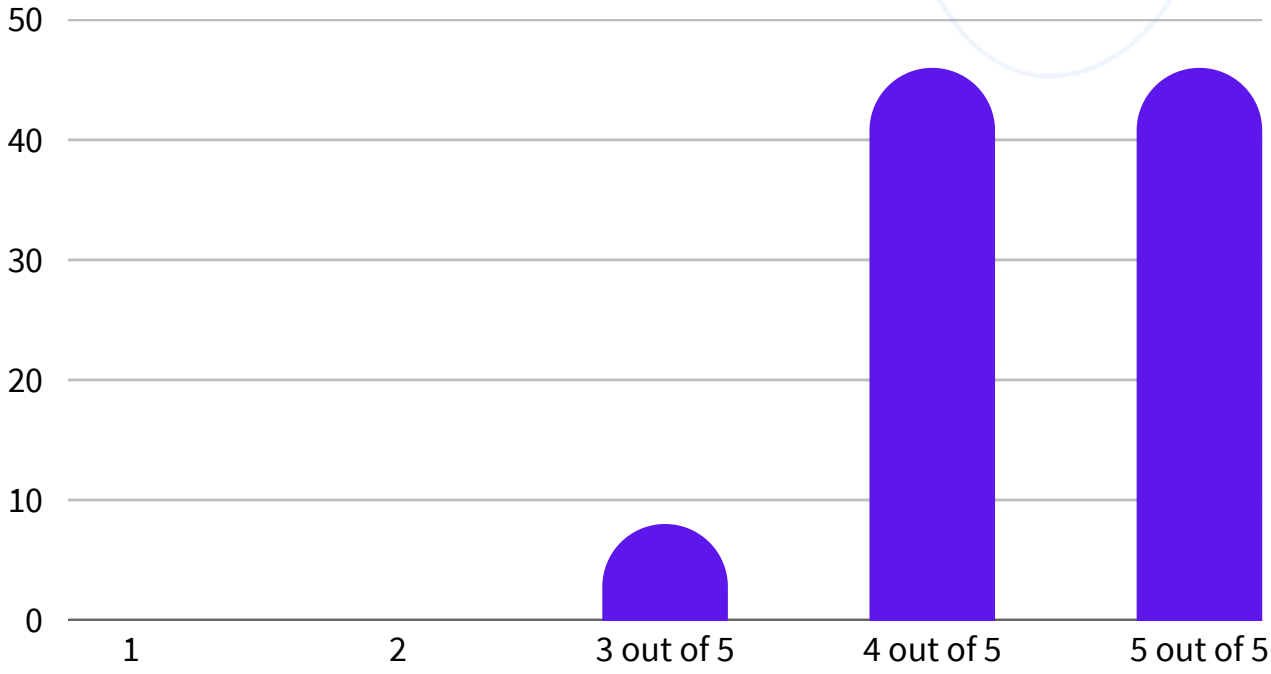


How personalization impacts sales

By tailoring product recommendations, messaging, and offers to visitors' preferences, online brands can significantly boost conversion rates and average order values. According to McKinsey, companies that excel at personalization drive 40% more revenue than average e-com players.

What impact does personalization have on your sales? (1–5)

Personalization is a top priority for 92% of businesses, with 46% rating its impact a perfect 5 out of 5, and another 46% rating it a 4 out of 5. Only 8% gave it a moderate score, highlighting how central personalization has become to driving results in 2025.



We're surrounded by AI and modeled data. But the most valuable data today isn't generated by machines, it's given to you by your customers. We call it zero-party data: the preferences, intentions, and feedback they willingly share.

This data isn't tracked, scraped, or bought. It's given in trust. Create a seamless experience that makes sharing it easy, and you gain a powerful advantage while earning the right to start the relationship long before the first purchase.

OLOF TÖRNQVIST
CEO, CO-FOUNDER
TRIGGERBEE

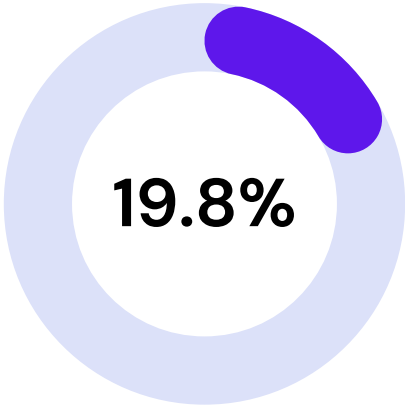


First Impressions & Acquisition

USER ACQUISITION

Identifying anonymous visitors, the road to growth

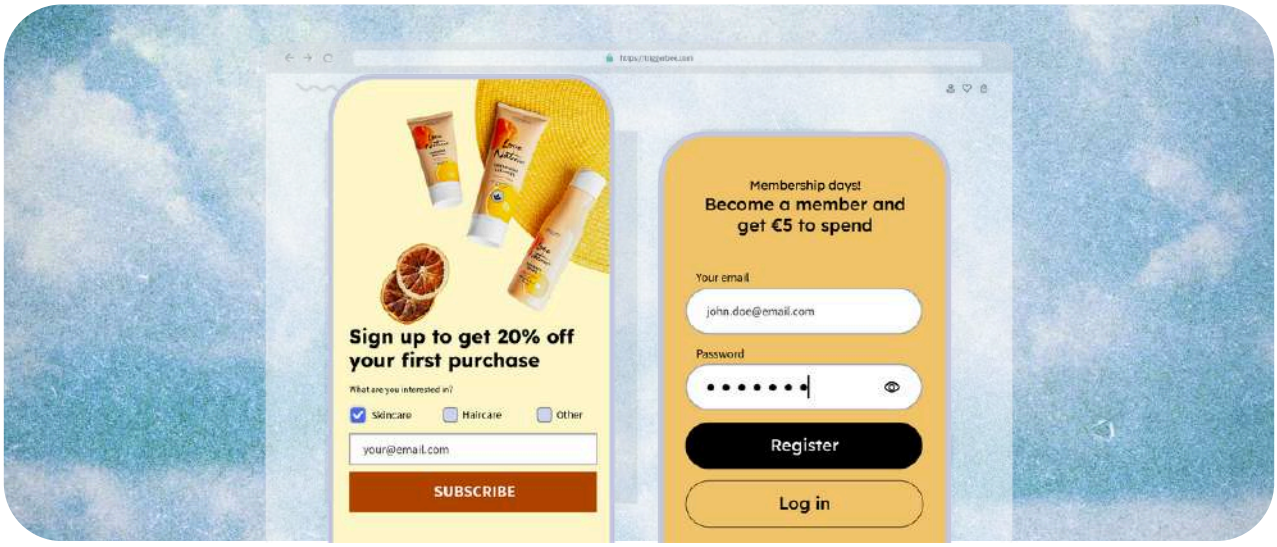
Identifying and capturing first-time visitors is one of the most important, challenging and often the most expensive moments in the customer journey. With acquisition costs rising, brands can't afford to lose the new traffic without engagement. In 2025, brands that prioritize early-journey personalization are the ones turning new visits into lasting customer relationships.



19.8% use a welcome offer

49.2% ↘

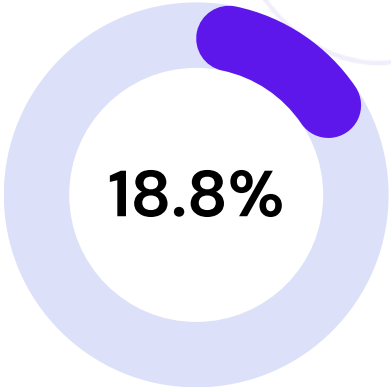




USER ACQUISITION

The customer journey begins way before the moment a visitor lands on your site - before they even consider purchasing.

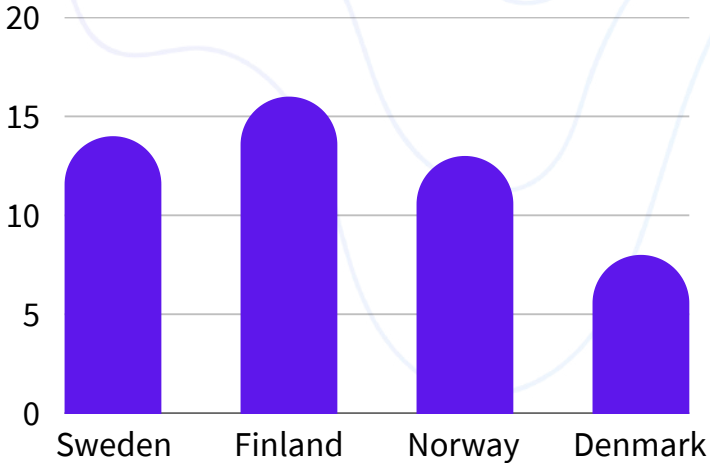
Touch points like sign-up forms, welcome emails, and onboarding flows are key opportunities to collect zero- and first-party data through preferences, behavior, or even surveys.



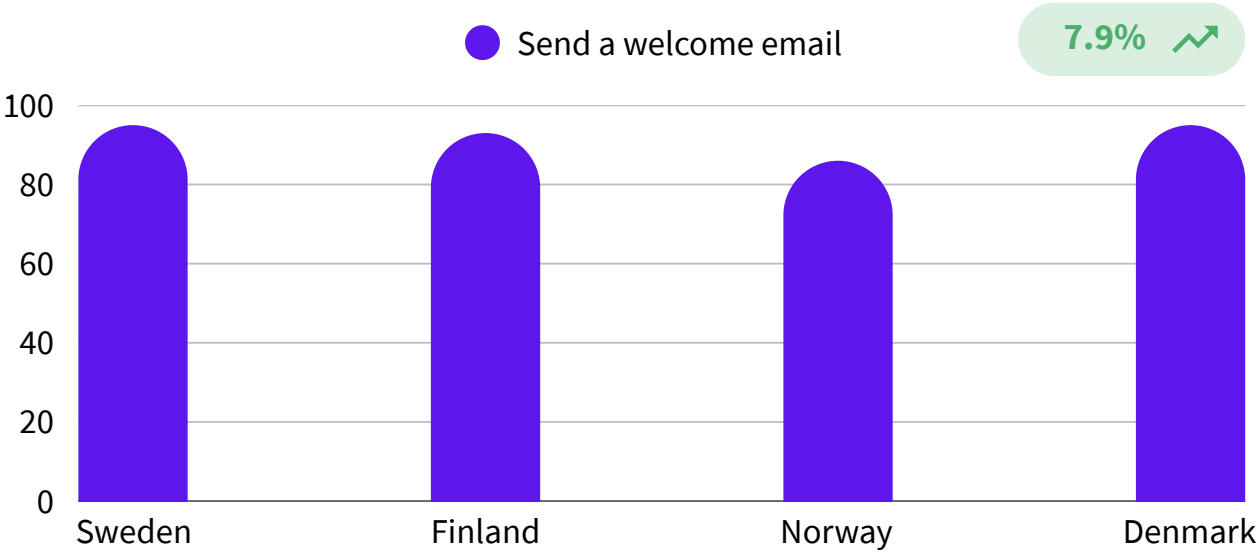
18.8% of retailers let you personalize the newsletter at signup

34.3%

% of retailers that let you personalize the newsletter at signup



% of retailers that use welcome emails and tailors their website based on profile data

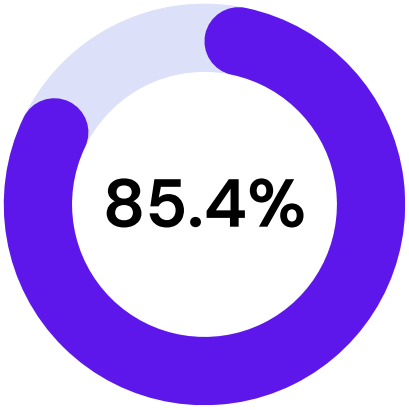


7.9%

USER ACQUISITION

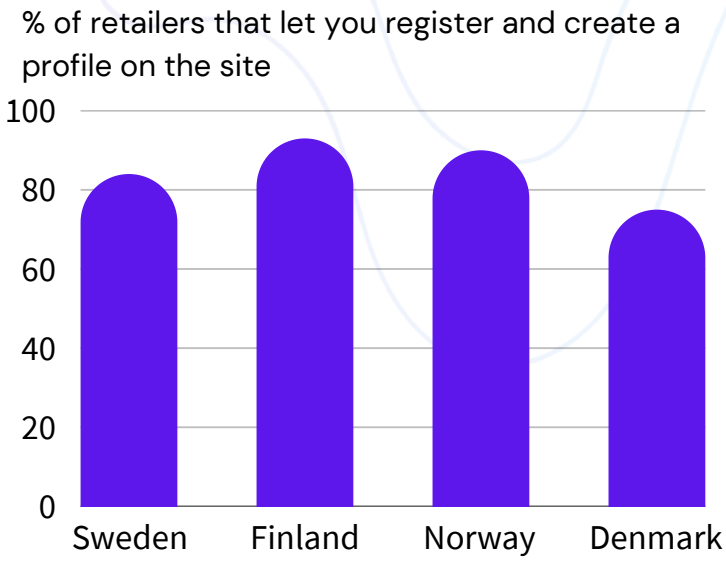
Profiles facilitate more first- and zero-party data

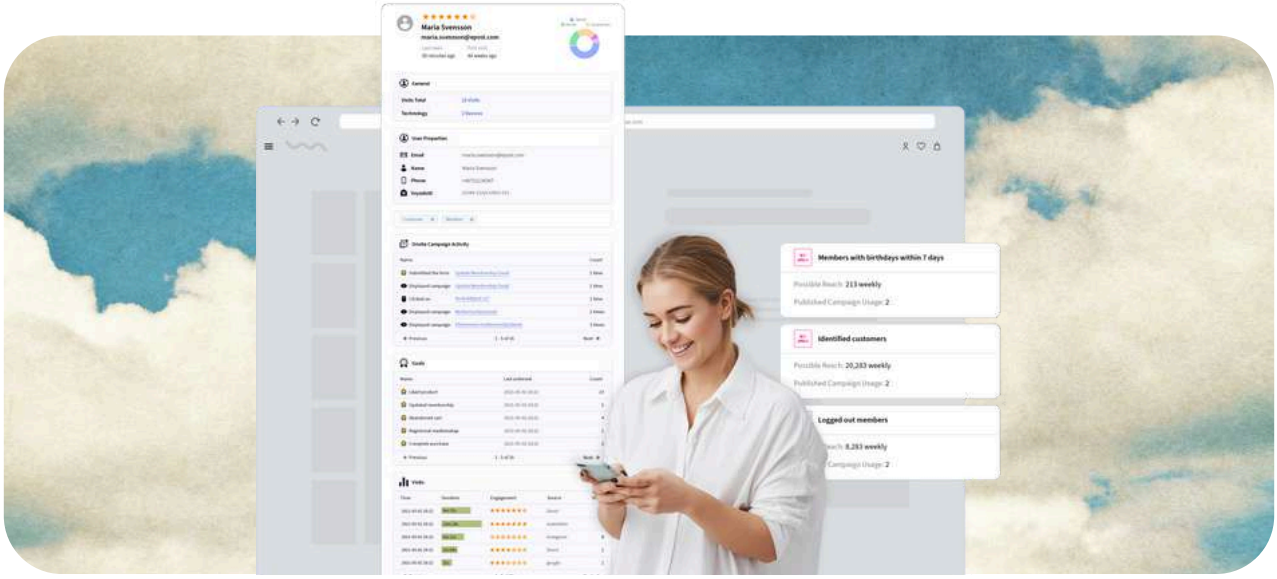
By encouraging customers to create and update their profiles, brands gain access to golden first- and zero-party data - from shopping preferences to communication options. This data enables more relevant experiences across your channels, without relying on third-party tracking, which is a rollercoaster of its own thoughout the years.



85.4% of retailers let you register and create a profile on the site

3.5% ↘



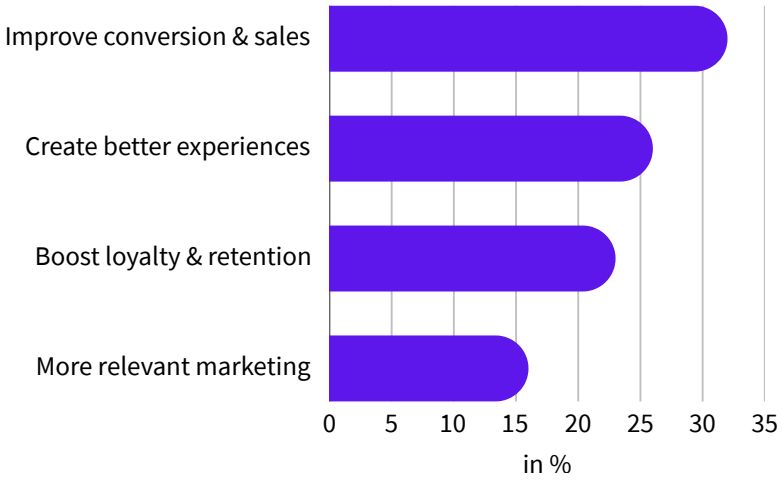


USER ACQUISITION

Personalizing the experience across channels

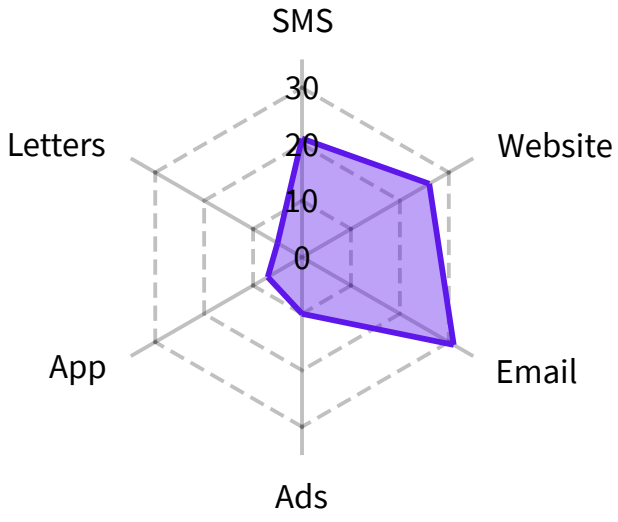
Personalization has a role across every channel where customers engage - from websites and emails to mobile apps, ads, and even retail stores. On websites, it helps guide product discovery; in emails, it drives click-throughs, and the list goes on. It's an essential strategy for scaling meaningful customer relationships.

What's the main reason why personalization is important?



32% of respondents cited improving conversion and sales as the top reason, followed by enhancing customer experience (26%), This shows that personalization drives both performance and long-term brand relationships.

On which channels do you use personalization today?

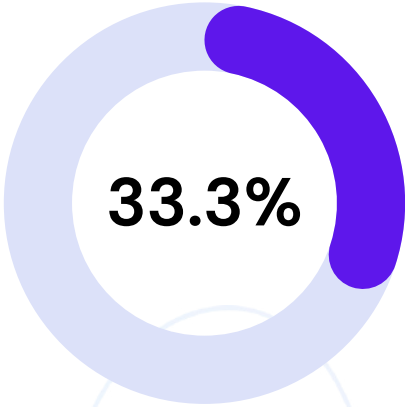


Navigation and Discovery

NAVIGATION & DISCOVERY

The impact of search on the customer experience

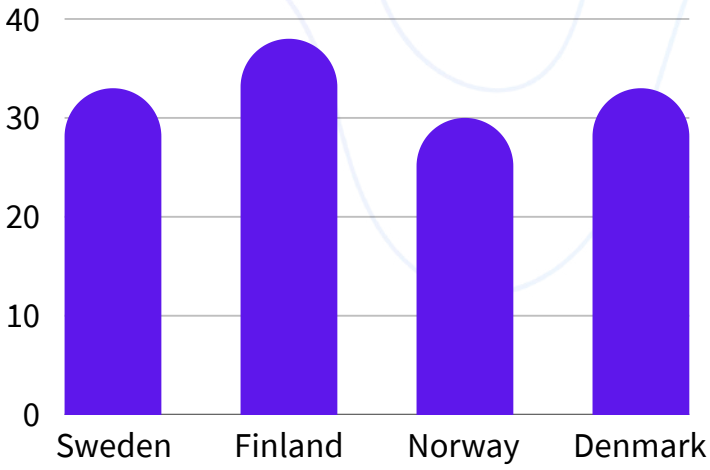
When the search feature is done well, it helps visitors find what they need quickly,. It also reduces friction and increases the likelihood of purchase. Having search features like saved search queries, adaptive filters, and personalized suggestions turn a simple action into the start of a converting journey.



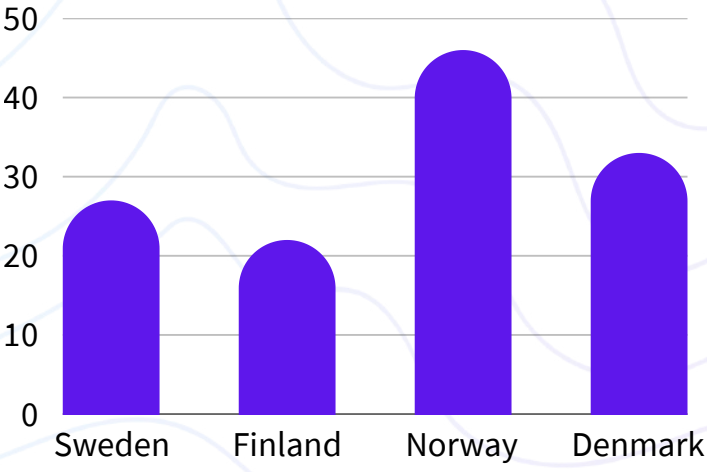
33.3% of retailers save your search

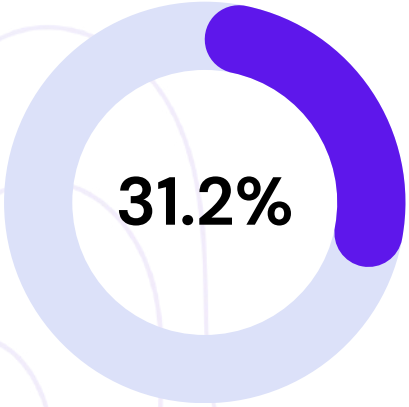
32.1%

% of retailers save your search and show it next time



% of retailers with adaptive product filters based on searched category/product



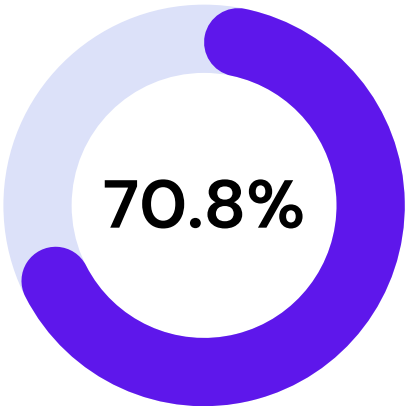


31.2% of retailers have adaptive search product filters

NAVIGATION & DISCOVERY

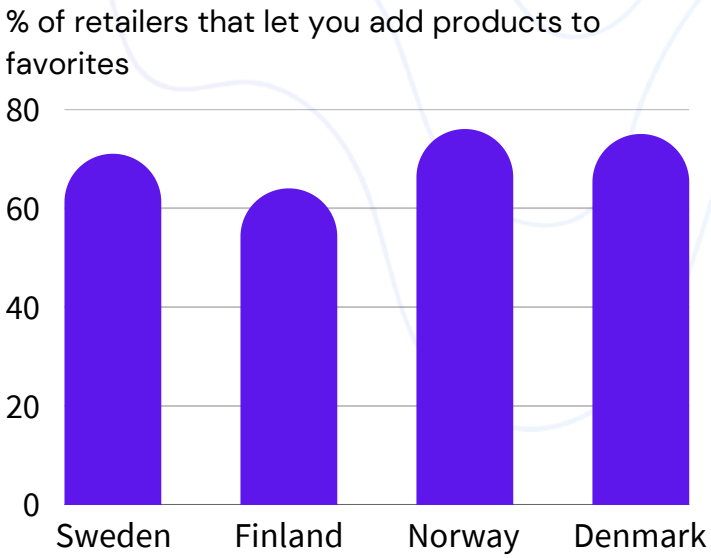
Helping the users find what they want

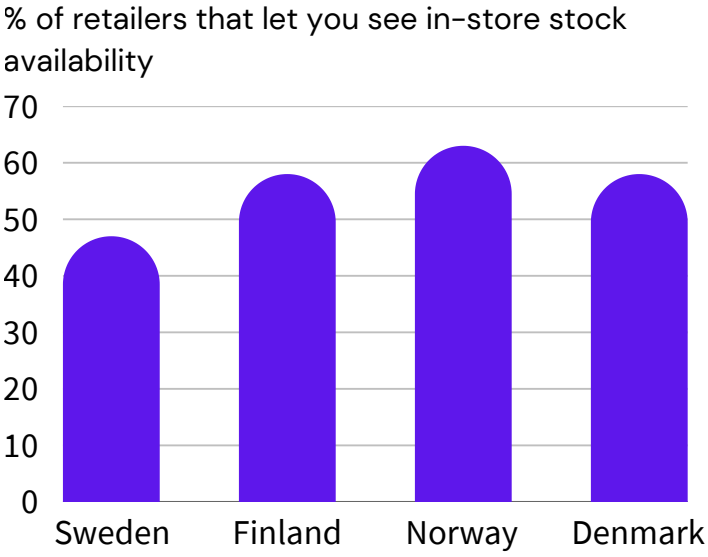
Features like “Add to Favorites” and in-store stock status give shoppers more control in their journey. This both helps in the exploration and shows the intent making the experience more personal without pressure.

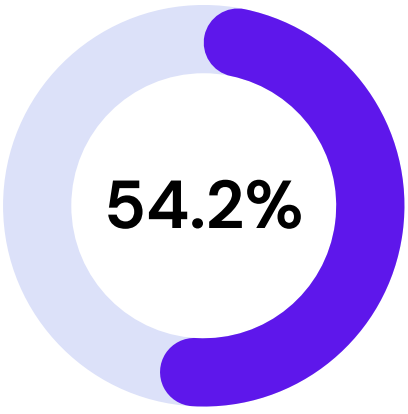


70.8% of retailers let you add products to favorites

6.5%







54.2% of retailers let you see in-store stock availability

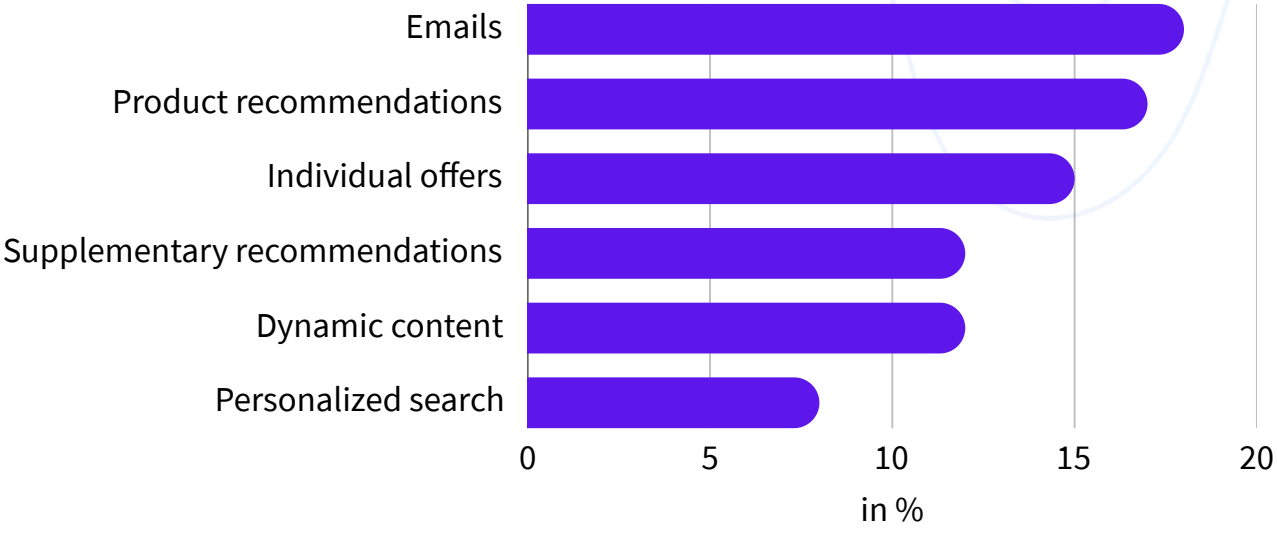
11.5%

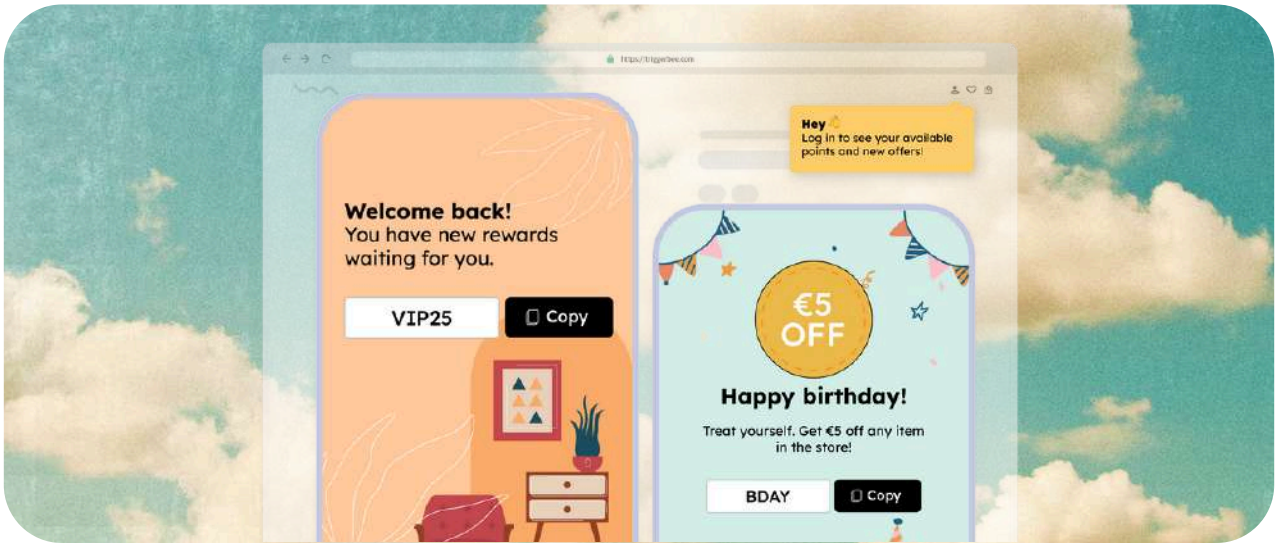
NAVIGATION & DISCOVERY

Personalization exists in different shapes

From tailored email campaigns and personalized product recommendations to dynamic website content and adaptive search filters, each one of these helps make the experience feel relevant. The more seamless and integrated it is, the more impact it has on loyalty and the customers' lifetime value. Brands today use a strong combination of personalization strategies to shape the experience.

What forms of personalization do you use today?





I'm glad to see more brands investing in personalization today, regardless of size. But there's still a gap when it comes to the quality of the communication itself, whether it's email, onsite or other parts of the customer journey..

The data you already have could do so much more for the experience of your customers. Competition is global and moves fast, so now's the time to accelerate your efforts.

JACOB SJÖNANDER
CO-FOUNDER
TRIGGERBEE



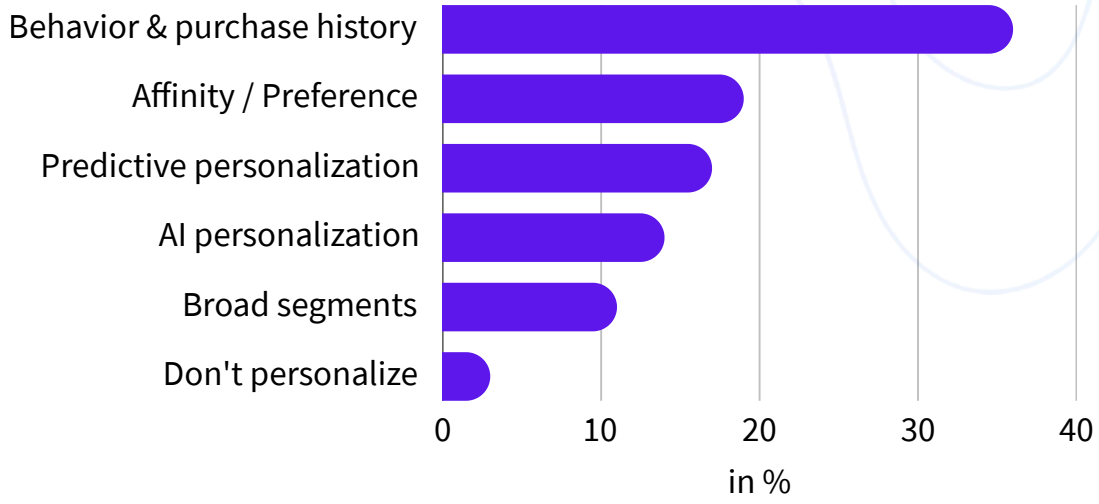
Product Page Personalization

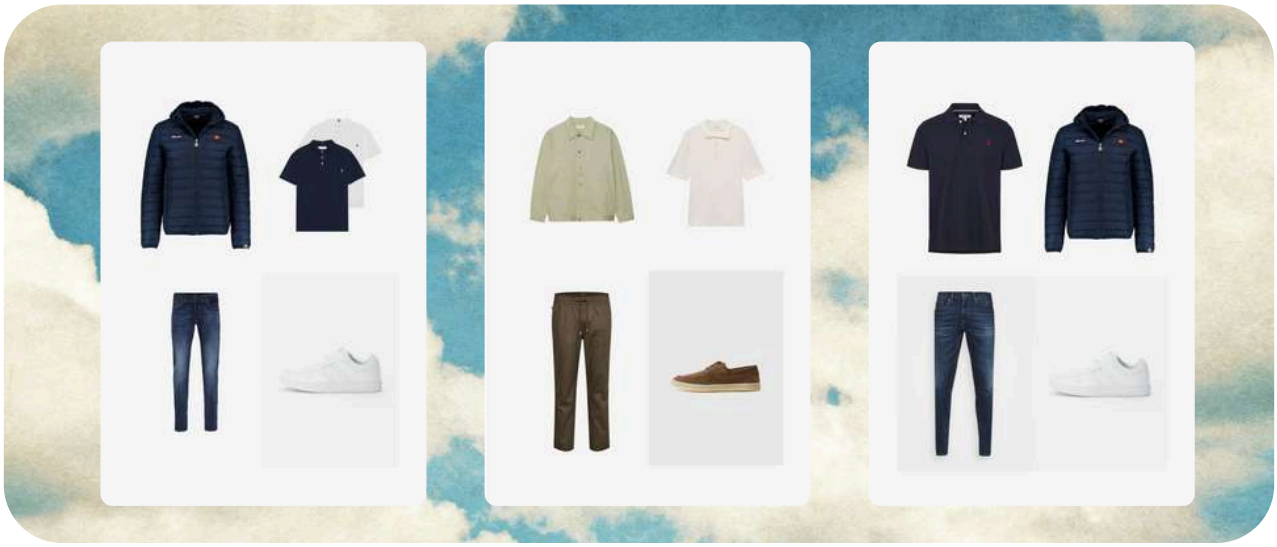
PRODUCT PAGES

Advancing the experience to the next level

The deeper the personalization, the more seamless and intuitive the journey becomes, which ultimately increases the impact on engagement and revenue. Leading brands today will go above and beyond to cover multiple levels of personalization for a better outcome.

How advanced is your personalization today?

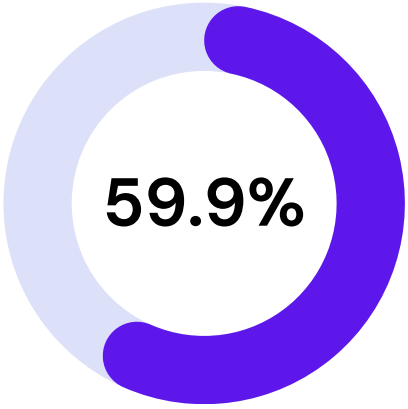




PRODUCT PAGES

Preferences means more data to utilize

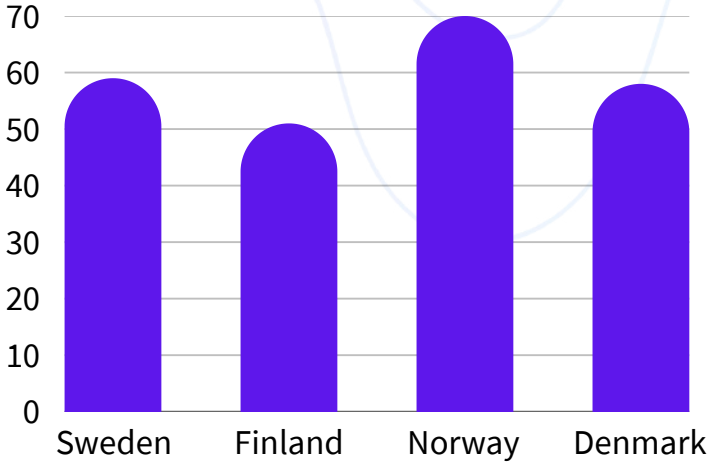
When customers share their preferences, they're directly telling you to what matters most to them. But collecting preferences isn't just about personalization; it's about building trust and delivering real value in return. The more preferences you gather, the more accurate and profitable your marketing can become.

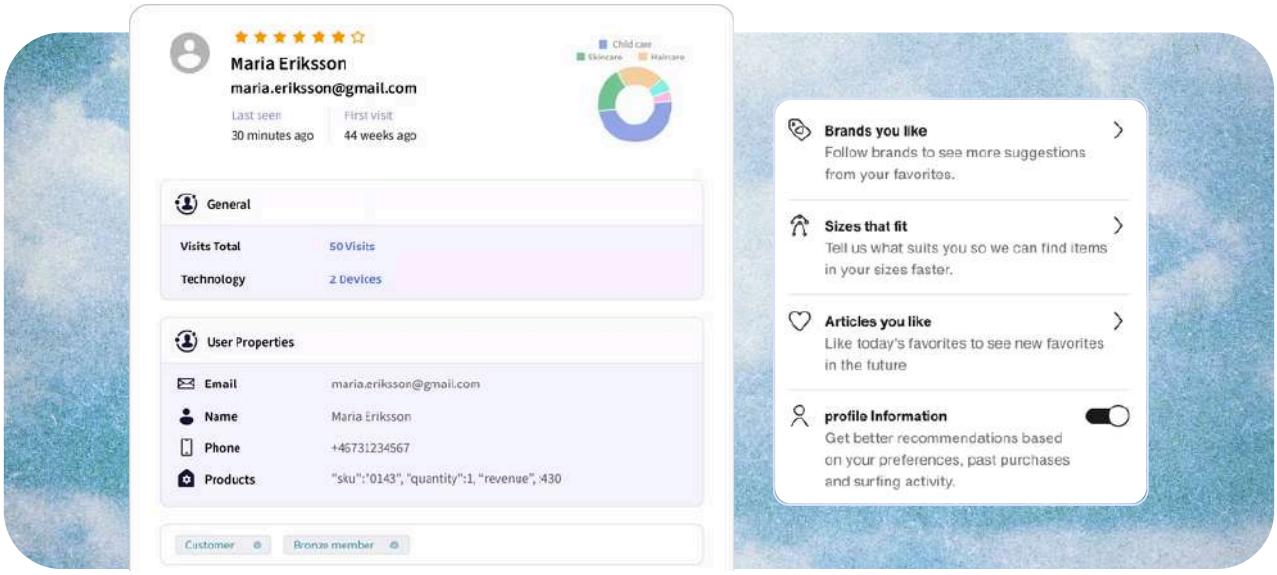


59.9% of brands collect personal preferences

9.7%

% of retailers that offer preference settings in the customer account

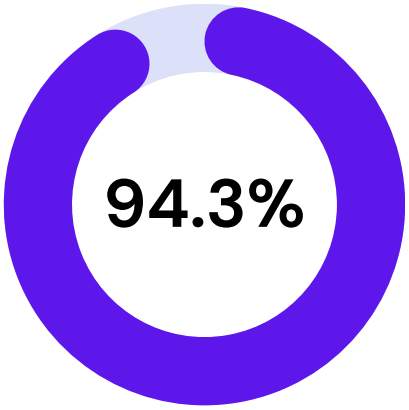




PRODUCT PAGES

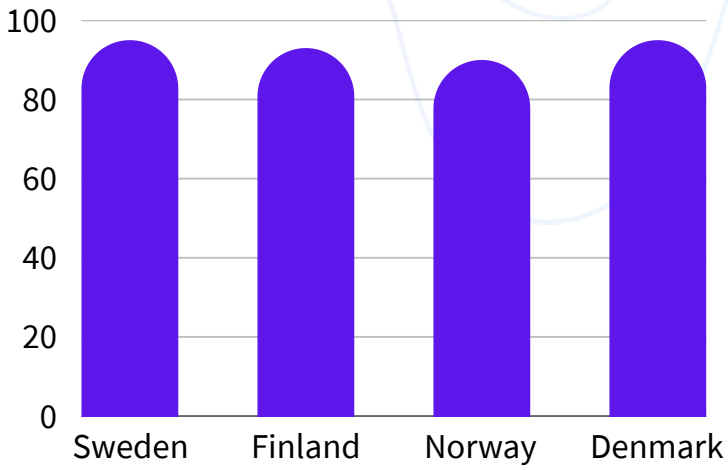
Personalized product pages and recommendations

Smart retailers are turning product pages into dynamic experiences, showing different content based on account status, preferences, and history. Personalized recommendations, size suggestions (and more) help reduce doubt and increase the chance of conversion. However, a large share of retailers still only use basic “related products” recommendations.

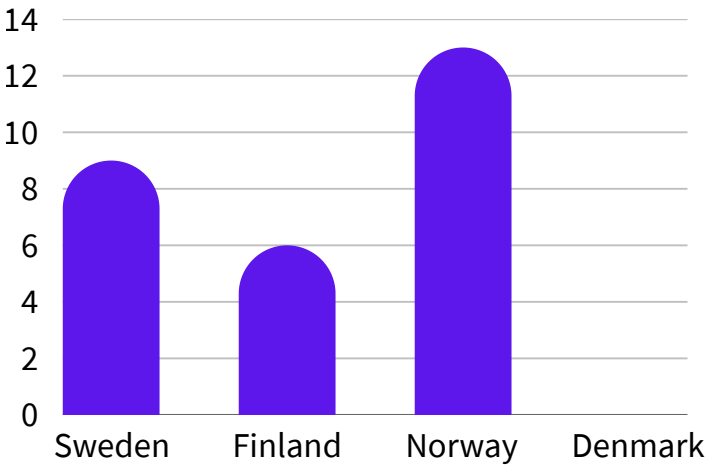


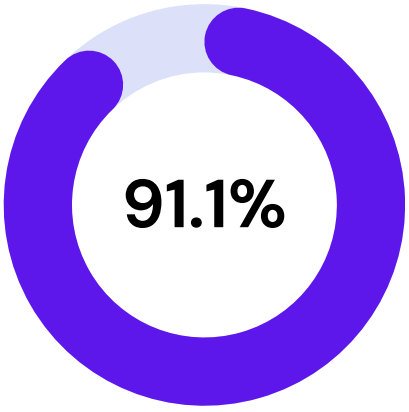
94.3% use product recommendations

% of retailers that display product recommendations



% of retailers that display additional personalized elements on the product page



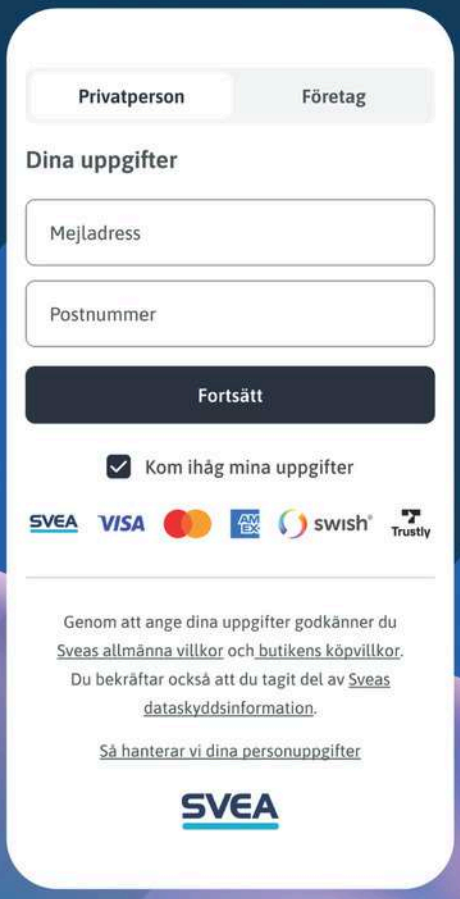


91.1% of retailers use product recommendations as the only form of personalization.

Cart and Checkout

Personal Payment Partner

Built for you and your customers. Welcome to Svea.

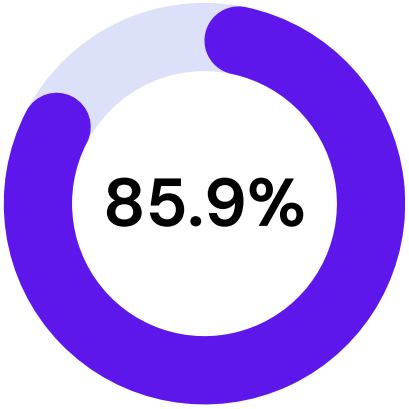


SVEA

CART & CHECKOUT

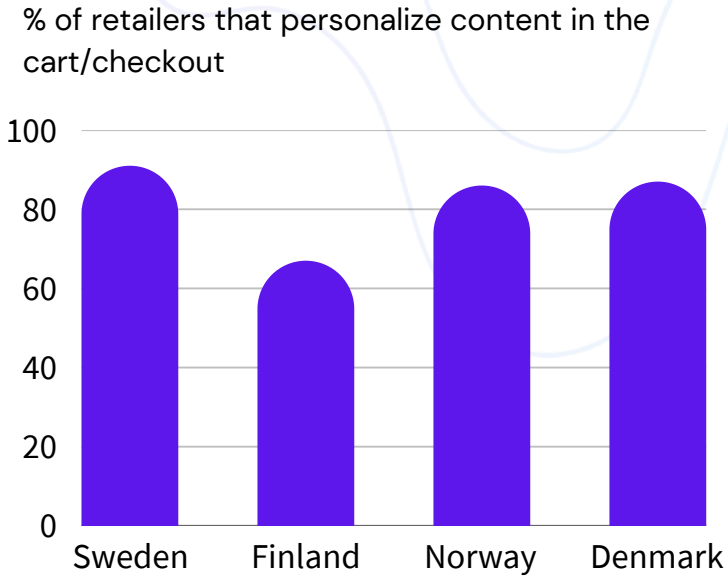
Working all the way to the final stage - checkout

Personalization shouldn't stop at the start or product page, - it should carry all the way through to the final step of the journey, the checkout. Some brands go the extra length and personalize the cart and checkout experience with product recommendations and exclusive discounts. A personalized finish can be the extra push needed to finalize the journey and turn it into a sale..



85.9% of retailers personalize the checkout

1.7%



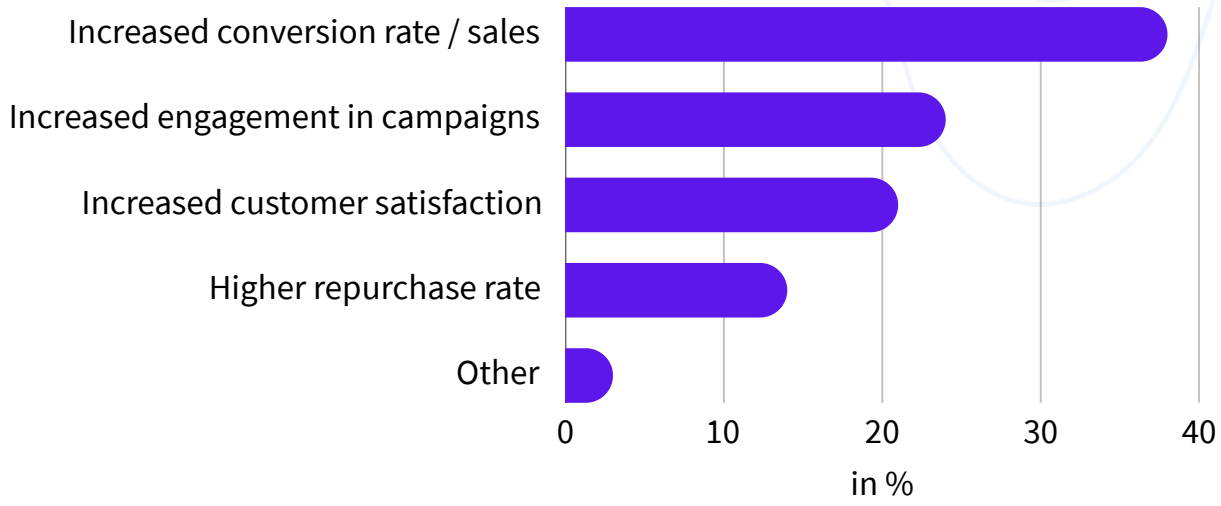


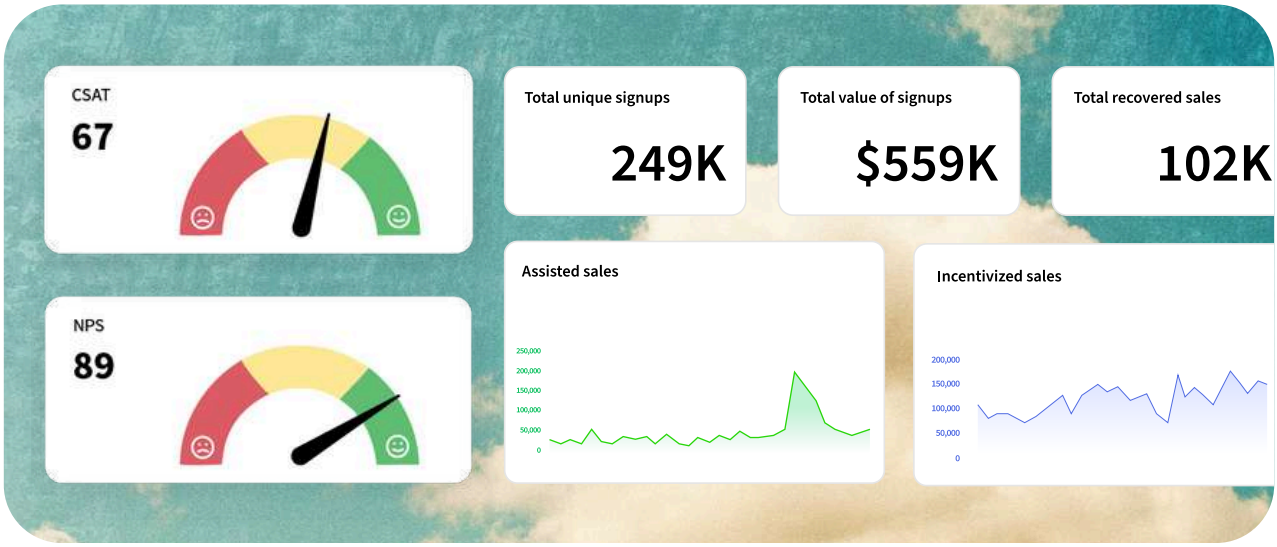
CART & CHECKOUT

Measuring the effect of an experience-first strategy

Measuring the impact of personalization goes far beyond just clicks. Brands that invest in it consistently see increases in sales, customer satisfaction, and repurchase rates. Proving ROI on personalization isn't a challenge - it's a requirement for staying competitive, and can be done by putting extra focus on the tools you use and the analytical features they provide.

How do you measure the effect of personalization?



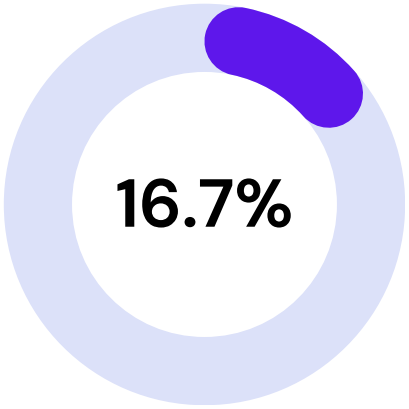


Logged-in & Out Experience

LOGGED IN / OUT

A welcome return is highly appreciated

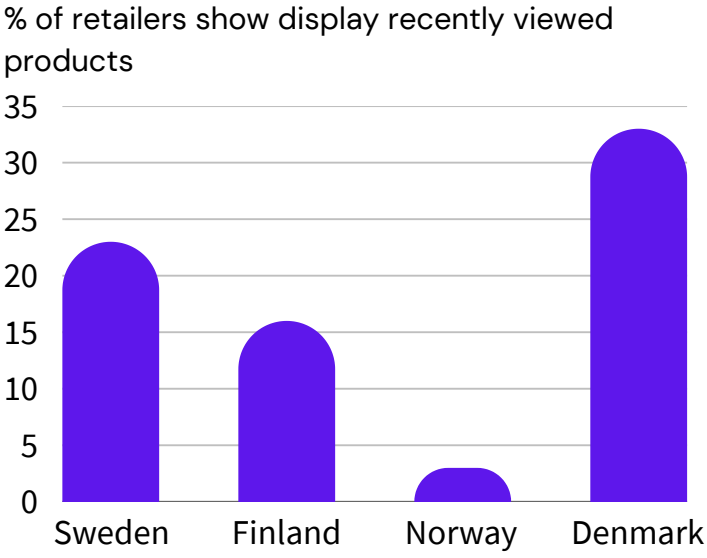
There's immediate value in helping customers pick up where they left off and leading brands personalize the website for logged-in users by showing recently viewed products and recommendations. By acknowledging return visits with relevant content, you build a sense of continuity and care.

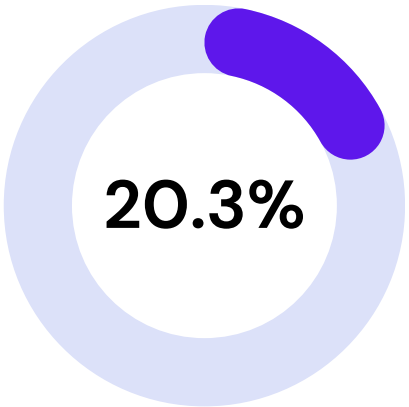


16.7% of retailers personalize the website when logged in

2.05%







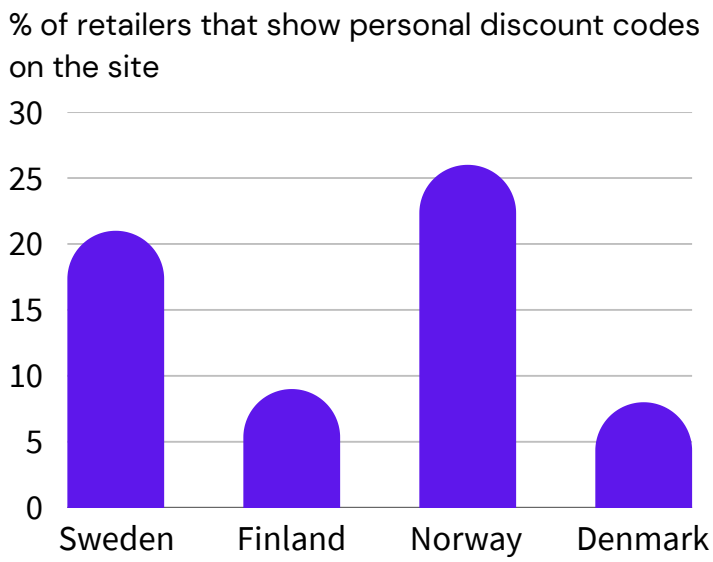
20.3% of retailers display recently viewed products

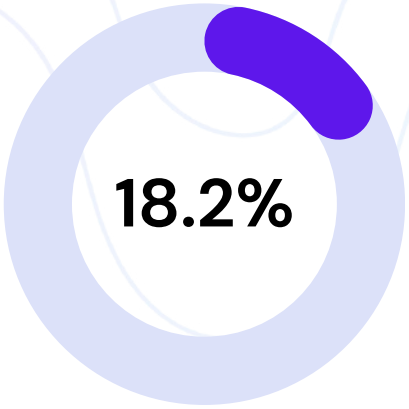
10.9%

LOGGED IN / OUT

Easy access makes it easier to convert

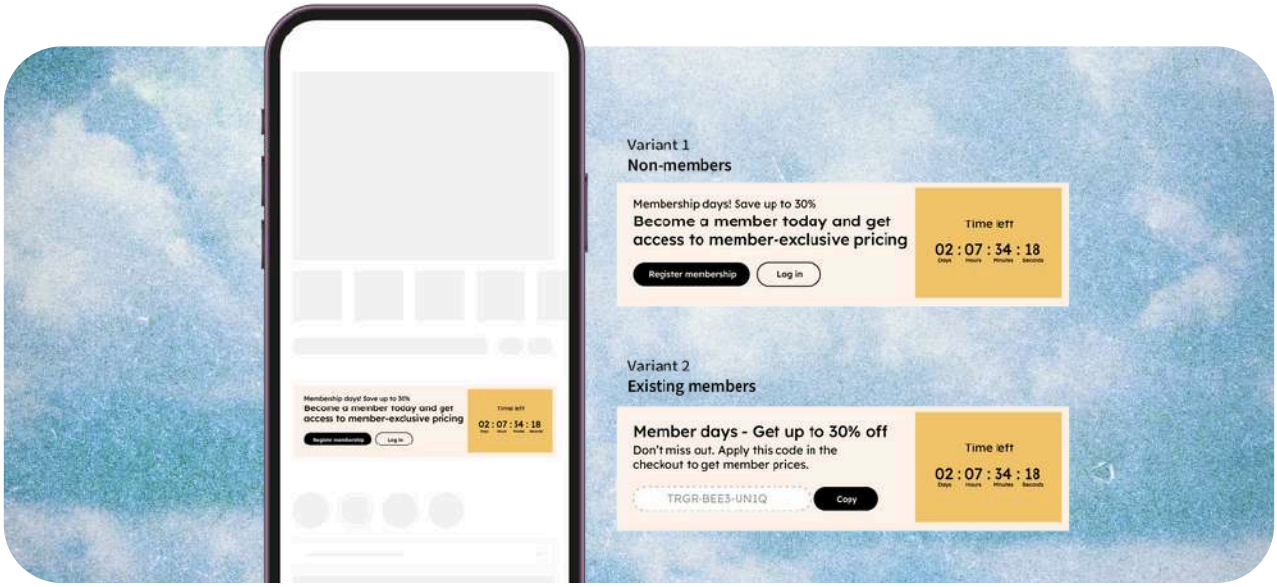
Few retailers display personal discounts directly on their site, missing a key opportunity to turn familiarity into action. When customers see their perks upfront, whether it's a loyalty discount or a reminder of saved offers, it shortens the decision process. Clear, personalized access isn't just convenient, it's conversion boosting.





18.2% of retailers show personal discounts on-site

10.3%



LOGGED IN / OUT

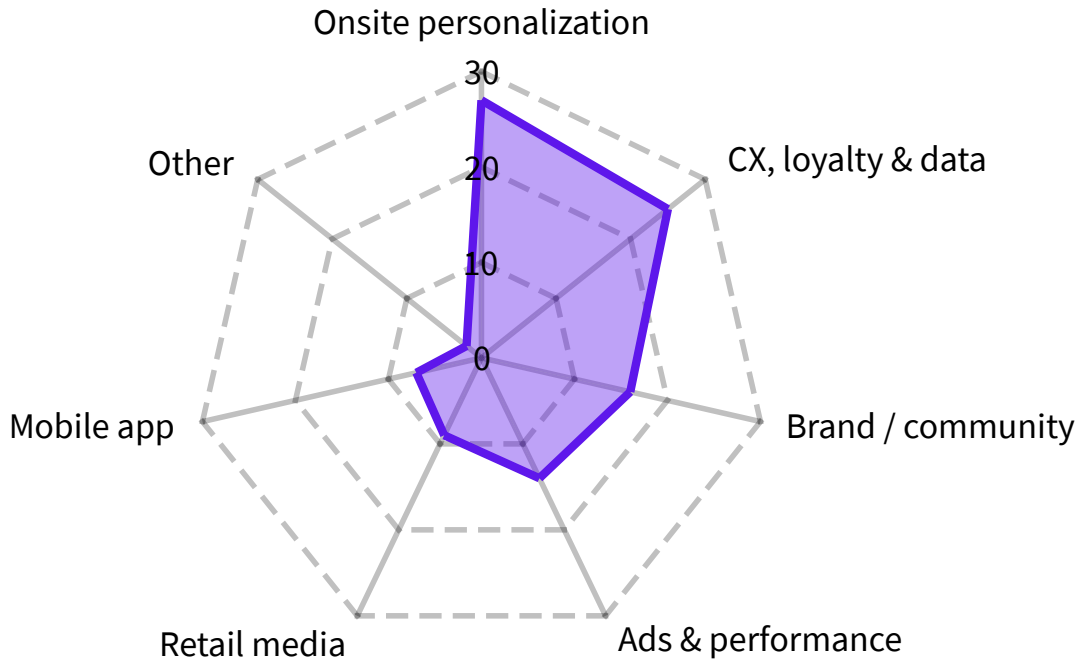
Investing in the future with personalization

In 2025, retailers are sharpening their focus on the areas that drive long-term growth, and personalization leads the list.

But personalization isn't the only priority, many also point to building stronger communities, improving paid media, and enhancing loyalty programs.

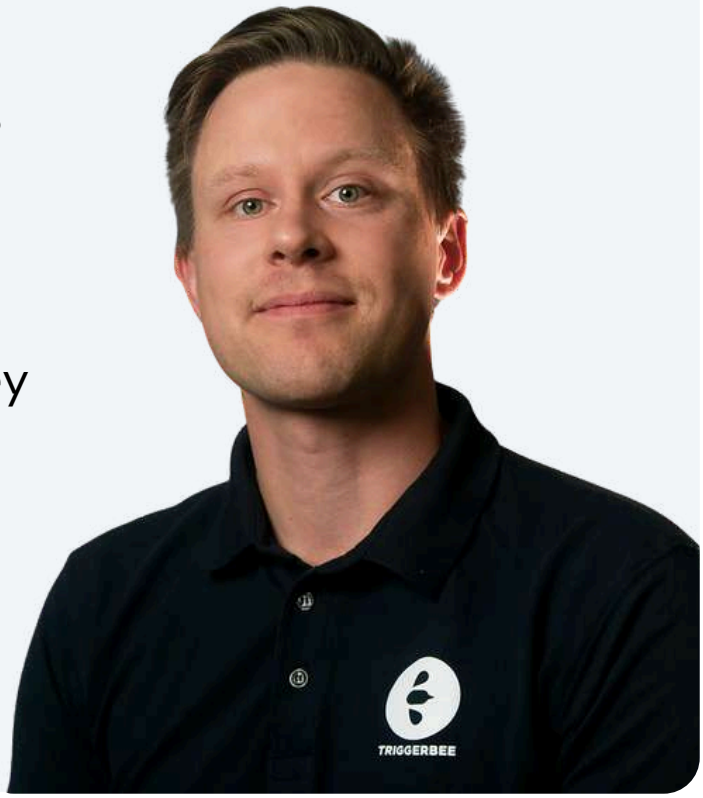
There's simply put a strong desire to connect with customers in more meaningful and data-driven ways.

Which area do you want to invest in most in 2025?



The marketing funnel was introduced over 100 years ago. People haven't changed much since then, but everything around them has. There is more information, more choices, and more ways to get distracted.

Customer journeys stop and restart. Sometimes on a new device and weeks later. The real challenge is helping customers continue where they left off. That means helping them remember what they were thinking.



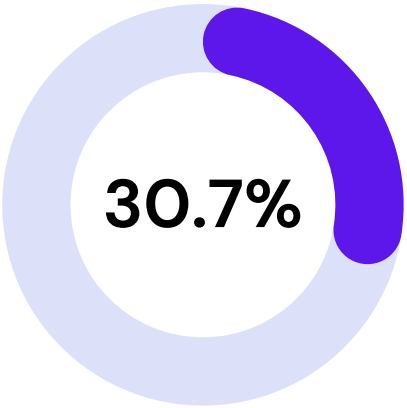
FELIX LANGLET
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TRIGGERBEE

Loyalty, Data and Ongoing Profiling

LOYALTY

Retention with rewards and relevance

Loyalty programs is a core pillar of retention strategies and point-based systems are still a very common format. But points alone don't guarantee loyalty, relevance matters just as much. The strongest programs offer clear rewards with a personalized experience that keeps customers coming back.



30.7% of retailers use point based loyalty programs

3.1% ↘



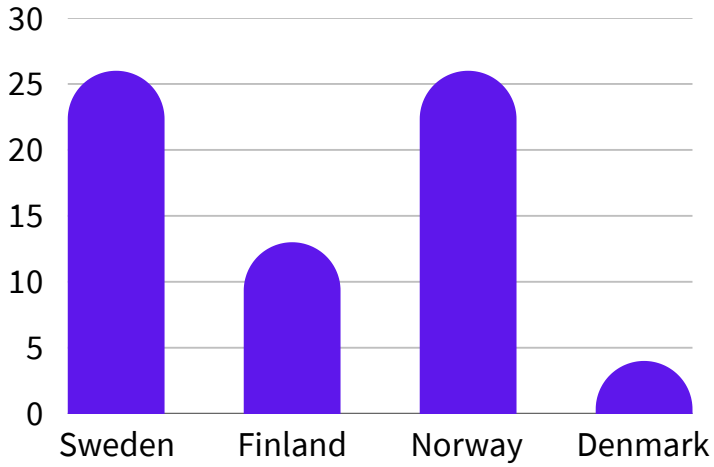


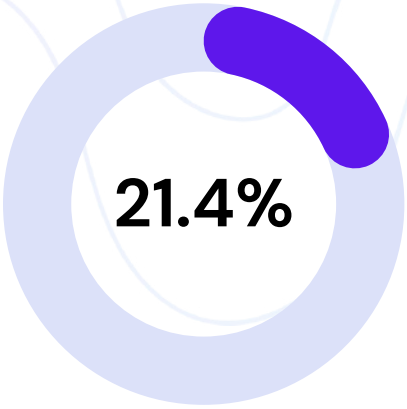
LOYALTY

Showing perks at the right time and place

Loyalty programs are designed to reward repeat customers but visibility is key to making them work. Showing loyalty perks clearly not only increases redemption but also helps the customer stay loyal. When rewards are hidden or hard to find, the value of the program is lost. A good loyalty program doesn't just offer rewards, it reminds customers they've earned them.

% of retailers that show personal discount codes based on loyalty levels on the website





21.4% of retailers show personal loyalty vouchers on-site

12.3% ↗



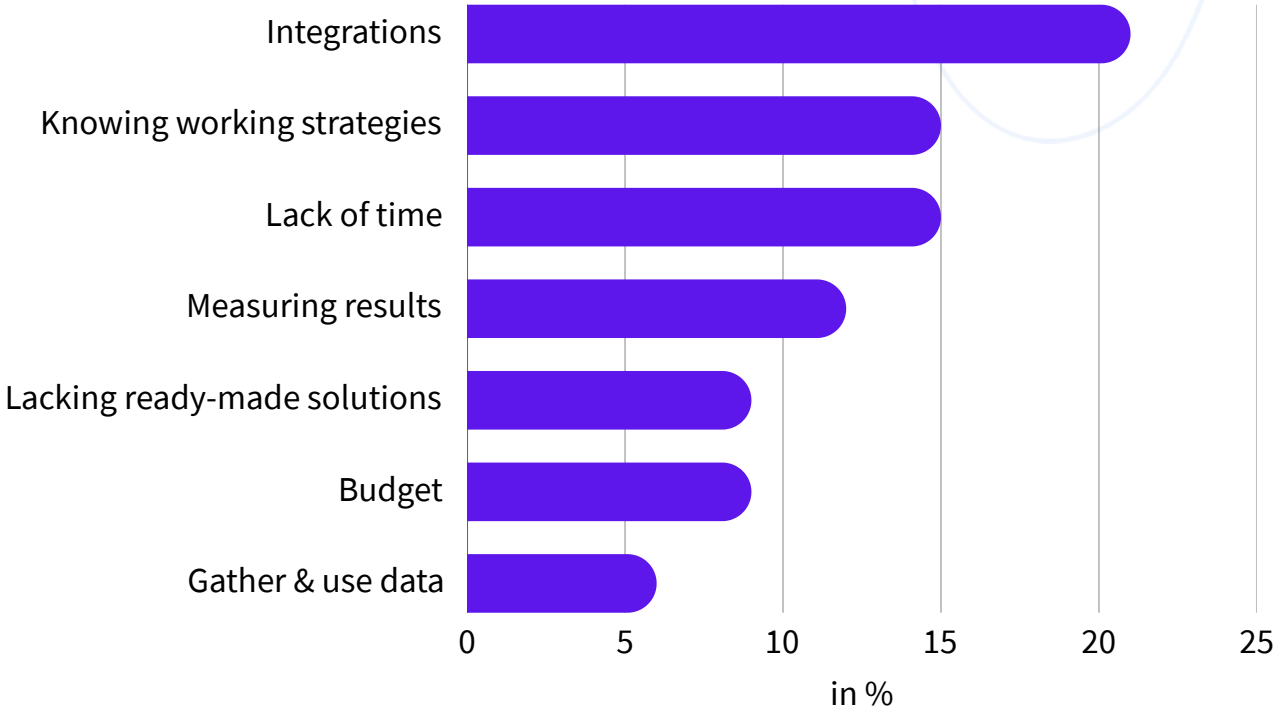
Challenges and Maturity

Today’s challenges that brands are facing

While most brands agree that personalization is crucial, many obstacles can make it a challenge.

Anything from technical barriers like integrations and complex tools, to lack of strategies and time, makes it harder to fully take advantage of the power personalization has. Budget constraints and difficulties handling customer data are also key issues brands have to face.

What is your biggest challenge with personalization?



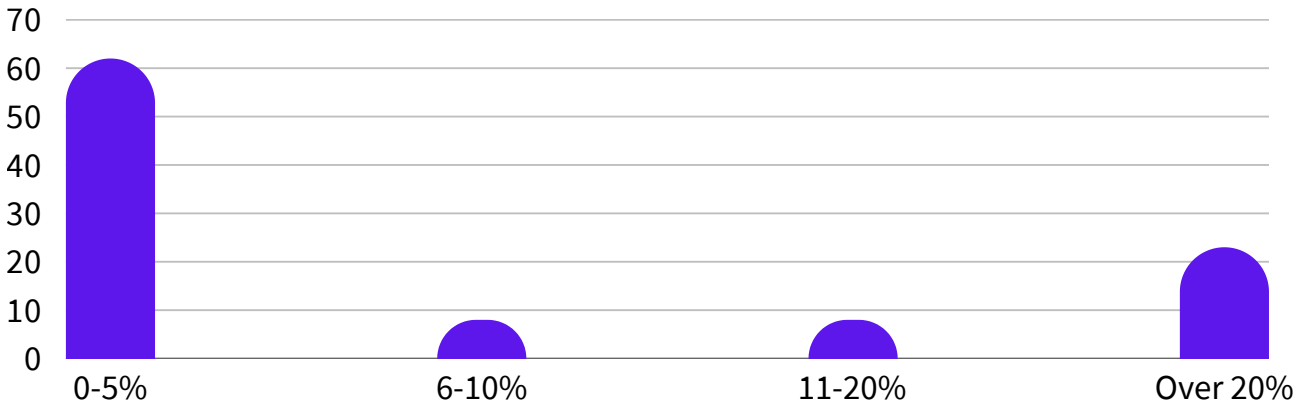
What's needed to truly grow your brand in 2025

Personalization needs more than just recognition from higher-ups, it needs resourcing. While many marketers understand its value, it still gets a surprisingly low share of the budget.

Without proper funding, even the best ideas, tools, and strategies fall short of their potential. The brands that win will be the ones that treat it as a core investment, not a side project.

What percentage of your marketing budget goes to personalization?

When asked how much of the budget goes to personalization, 62% spend just 0–5%, showing a huge lack of investment in a strategy most consider essential. This gap between suggests there's still untapped potential in how brands approach personalization.



2025 WINNERS



Winner KICKS



No. 2 NORDIC NEST



No. 3 Boozt

#1 in Sweden



#1 in Finland







#1 in Norway

#1 in Denmark

1. KICKS
2. NORDIC NEST
3. BOOZT
4. APOHEM
5. CERVERA – KAPPAHL
7. VETZOO
8. ÅHLENS
9. ADLIBRIS
10. IDEAL OF SWEDEN – BROTHERS
12. BJÖRN BORG
13. NELLY.COM – APOTEKET
14. BUBBLEROOM
15. LAGERHAUS
16. SCORETT – LYKO
18. STRONGER – H&M – XXL
21. INTERSPORT – GETINSPIRED – KJELL – ABOUTYOU
25. REVOLUTION RACE – BLIVAKKER
27. LEGO – DRESSMANN – FJELLSPORT
30. VITA
31. CLAS OHLSON
32. STADIUM
33. APOTEK1 – IKEA – GINA TRICOT – NATURKOMPANIET – BIKBOK – IITTALA

39. DERMOSIL – MQ – ZOO – PARTIOAITTA – CELLBES – WEBHALLEN – VERKKOKAUPPA – SHAPING NEW TOMORROW

47. INTERFLORA – SAMSØE & SAMSØE

49. ECCO – ELGIGANTEN – APOTEK HJÄRTAT – LINDEX – LUHTA – MAGASIN – STOCKMANN – OUTNORTH – POWER – NK – ARKENZOO – PANDURO

60. POWER – BANGERHEAD – NOVITA – CUBUS – JOTEX – SUOMALAINEN

66. SVENSSONS – ARKET – PARFYM

69. ELON – FILIPPA-K – KRONANS APOTEK – WEEKDAY – JYSK – HIFIKLUBBEN – POLARN O PYRET – GENTS – DUSTIN – ELLOS – FINNISH DESIGN SHOP – COS

81. ILVA – KID – BARNASHUS – DERMOSIL – ELECTROLUX – MARIMEKKO – KARKKAINEN – INET – PANDORA – JOHNELLS – CASALL – GYMGROSSISTEN – FARMASIET

94. SELLPY – JLINDEBERG – SPELBUTIKEN – SOKOS – JULA – HELLYHANSEN – STORMBERG – ARK – REIMA – BILTEMA – HEMTEX – HÖÖKS – MIO

107. ASKO – K-BYGG

109. BODYSTORE – AFOUND – BYGGERN – JOLLYROOM – PUUILO – SKRUVAT – BOLIA – SØSTRENE GRENE – MAX GAMING – RAINS

119. KEKALE – NORDIC SPECTRA – EUROKANGAS – VEPSALAINEN – ROYAL DESIGN – FLEGGAARD – KITCHENTIME – INDISKA

127. LINDA JOHANSEN – GRANIT – MJUKHOME – FIKSURUOKA – BAHNE – KOMPLETT

133. VARUSTELEKA – SWIXSPORT – BYGGHEMMA – CAIA COSMETICS – LES DEUX – SYNSAM

139. FLYING TIGER – HALTI – NA-KD – BILKA

143. BRILLELAND – MOOMIN – STARK-SUOMI – KNITTINGROOM

147. JIMMS – BANG OLUFSEN – TEKNIKMAGASINET – RITUALS – DESIGNTORGET – TEKNIKDELAR – HARALD NYBORG – WHITEAWAY

155. MIELE – AKADEMIBOKHANDELN – JOHN HENRIC – CYKLOTEKET

159. **FJÄLLRÄVEN – BABYSHOP – BAGAREN OCH KOCKEN – BOOB DESIGN – BILIA**

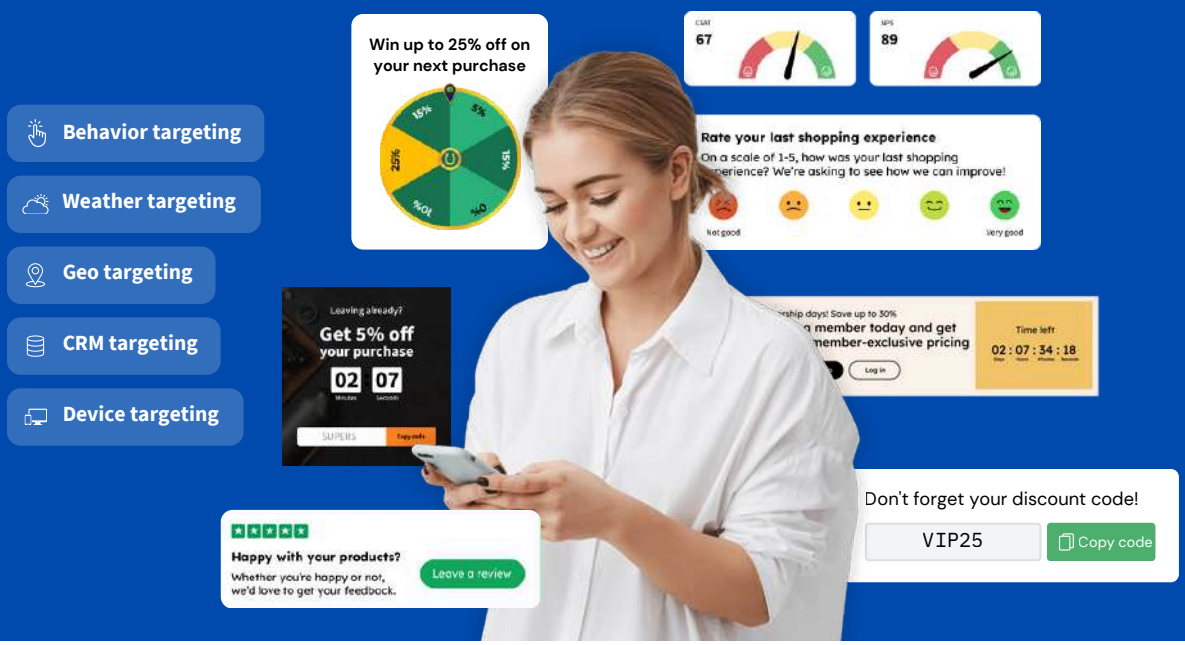
164. **PLANTORAMA – SWAPPIE – PRISMA – LEKIA – LEKMER – TWISTSHAKE**

170. **BOOMERANG – COOLSTUFF – CDON – GRANNGÅRDEN**

174. **BABYSHOP – PLANTASJEN – BOCONCEPT**

TRIGGERBEE

Grow your revenue faster with onsite marketing



Forms & Quizzes

Convert more visitors with welcome offers, gamification, and multi-step forms and guides

Promotions

Boost sales with targeted promotions, to increase product visibility, and recover abandoned carts.

Surveys

Gather feedback directly on your website. Collect NPS, CSAT, and use responses for targeting.

Referral marketing

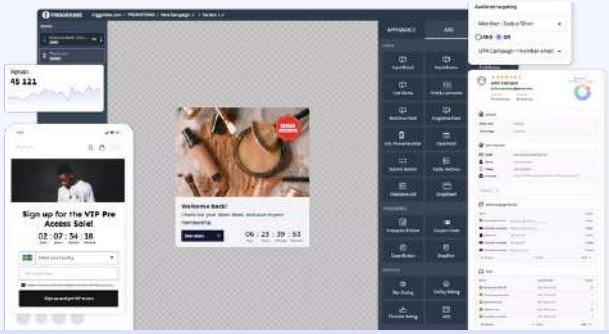
Build your own referral program and start turning loyal customers into brand ambassadors.

- Create experiences from hundred of templates and customize unique experiences using the drag and drop-editor
- Grow your newsletter and loyalty program 300% faster with smart forms
- Gather valuable customer insight with surveys, quizzes and more
- Engage customers with gamification like spin the wheel and memory
- See which campaigns are driving sales with detailed sales analytics

TRIGGERBEE

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Triggerbee is a provider of onsite marketing software for some of Sweden's largest e-commerce brands and retailers. Triggerbee's software lets you create and publish forms, promotions, surveys, referral campaigns, and gamified campaigns on your website. Based on customer data from your email database, CRM and your visitor's web activity, you can target content to specific audiences to create personalized messages and experiences for every step in your customer journey.

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PERSONALIZATION INDEX 2025

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