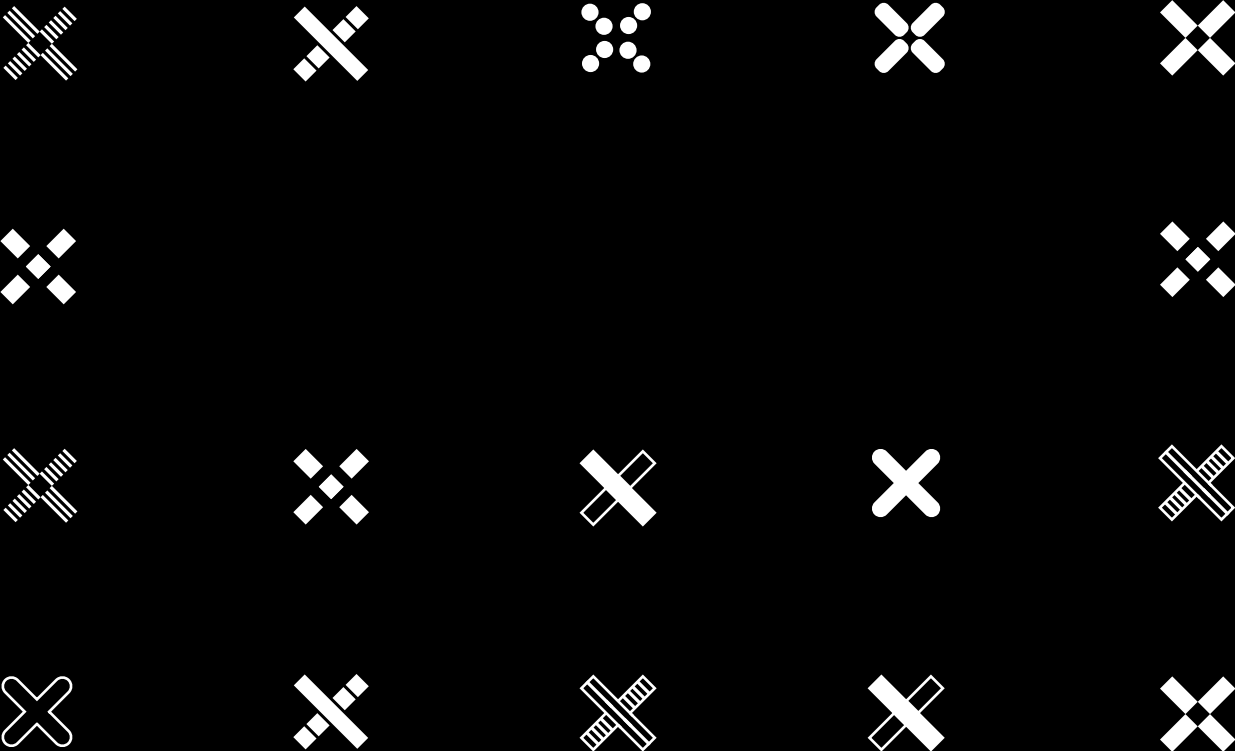


Original Ecommerce Research

# THE INTENT GAP

Uncovering the digital disconnect  
between what online shoppers need  
and the ecommerce experience they get.



**2025**

This report is intended for informational purposes only. While every effort has been made to ensure accuracy, Made With Intent Ltd does not accept responsibility for any errors or omissions. The views expressed in this report do not constitute financial or legal advice.

## About Made With Intent

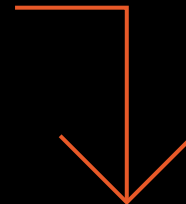
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Our product unlocks real-time intent for online retail.

Ecommerce teams use it to listen to every visitor's needs, then respond with adaptive experiences at key moments. To make more impact at every stage of the purchase journey. This used to take a data science team, now any brand can do it.

Visit us at [madewithintent.ai](https://madewithintent.ai) to see it for yourself.

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# STATEMENT OF INTENT

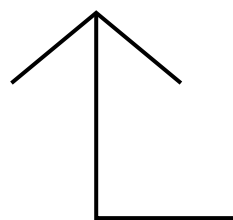
## WHY WE ARE DOING THIS

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As ecommerce professionals, we're living in an era where data and insight have the potential to transform how we connect with our visitors. We've been saying this for years using terms like customer-centricity, data-driven and even the dreaded P-word: "personalisation". Yet, each year, it feels like we get no closer. We are stuck in an entrenched way of selling that does not align with how people *actually* buy.

This report embodies that spirit. By analysing how shoppers perceive tactics like discounting, urgency, and basket abandonment, we're uncovering what works for the individual and what doesn't work for the aggregate. Using unique research, we asked 2,000 online shoppers representative of the UK population how they feel about these tactics and ecommerce in general. Spoiler alert: your visitors value relevance, honesty and timing far more than tactics.

We need a new perspective.



# 63%

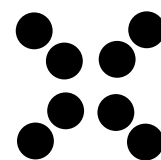
of online shoppers feel  
ecommerce websites  
are inappropriate  
and/or manipulative



Moneyball for Ecommerce

*intent*





That's our mission at Made With Intent. To change perspective in ecommerce for the better. We believe ecommerce desperately needs to move from what we're calling digital directness to something more personal, something more appropriate.

We believe that something is understanding customer intent. That's what we do. This is why we also reviewed the experiences of 100 leading ecommerce sites and analysed 669 million events processed by our model to create this research. We *really* believe in this thing.

Understanding customer intent is the first step towards being more personal. There's that "P" word again. This report is written in that tone for *you*. You won't find formalities here, just professionalism, but in a quirky, colloquial, and curious way. Hopefully, that means it's also fun to read, not just a blast of stats on each page. It should feel like a story in 3 parts.

I hope this report serves as a guide to rethinking how we engage online shoppers. Not through brazen persuasion or, dare I say, manipulation. After all, 63% of online shoppers told us they feel ecommerce websites are inappropriate and/or manipulative.

Funny. An ex-FBI investigator, Robin Dreeke, once said the difference between manipulation and persuasion comes down to one thing and one thing only: understanding intent.

We believe that too, Robin. We want to truly understand customer intent and deliver value at the right moment. Value for them, the customer, not just value for the brand. Let us show you how to create an ecommerce experience that's smarter, fairer, and, ultimately, more effective.

I mean, if we're challenging the status quo of ecommerce, it would only make sense to tell you how we can challenge it, right?



We are stuck in an entrenched way of selling that does not align with how people actually buy.



# RESEARCH METHODOLOGY

How we analysed 2,000 online shoppers,  
100 retail sites & 669 million ecommerce events.

## ONEPOLL ONLINE SHOPPER SURVEY

This study uses a survey of 2,000 online shoppers designed to be representative of the UK population.

The survey was conducted by OnePoll in December 2024 and adhered to OnePoll's standard collection and validation practices.



2,000  
online shoppers

## RETAIL SITE EXPERIENCE RESEARCH

This study uses an in-house analysis of 100 ecommerce sites, selected based on the highest web traffic and market cap in the UK in December 2024.

Data was collected using a standardised protocol to ensure consistency and accuracy in evaluation across ecommerce sites.



100  
ecommerce  
websites

## MADE WITH INTENT DATA

This study uses combined data from a sample of ecommerce sites, including 28 million sessions and 669 million events modelled in December 2024.

These sites include Fashion, Home, Lifestyle, Travel and Technology verticals, reflecting varied behaviours, purchase types and trends.



669  
million events



# AN INAPPROPRIATE WORLD

What online shoppers think about ecommerce.

As is always the case, it's essential to know your audience. Let's introduce you to the survey respondents. The nationally representative group that represents the heart of this report.

Of the 2,000 participants, 94% reported feeling very or somewhat confident when shopping online. 5% were neutral, while only 1% said they were not very confident.

Ecommerce is widely adopted. We know this. But it's important to know that the people informing this research feel this way. These are not the views of unfamiliar or unconfident shoppers.

The results tell the story of many varied journeys. Of people visiting ecommerce sites for fun. For specific needs. For research. Of people going out of their way to look for discounts or deals. Of purchases usually taking more than an impulse (or a group of people with a severe case of denial).

“

It is intrusive, it is inappropriate and it is not fun. It ruins the whole experience of shopping.

Survey Respondent

Most of us will have heard some variation of '5% of your buyers are in market at any time'. While these specific responses don't talk about timing, they share the sentiment. An ecommerce visitor is more likely to be browsing or researching than ready to make a purchase. They're saying it here. But if you look at it the correct way, you'll also see it in your analytics. Never mind your market research.



**94%**  
shop with specific  
products in mind



**85%**  
search for discounts or  
deals before buying



**93%**  
research before buying



**78%**  
browse online stores  
casually (e.g. as window  
shopping, for pleasure)

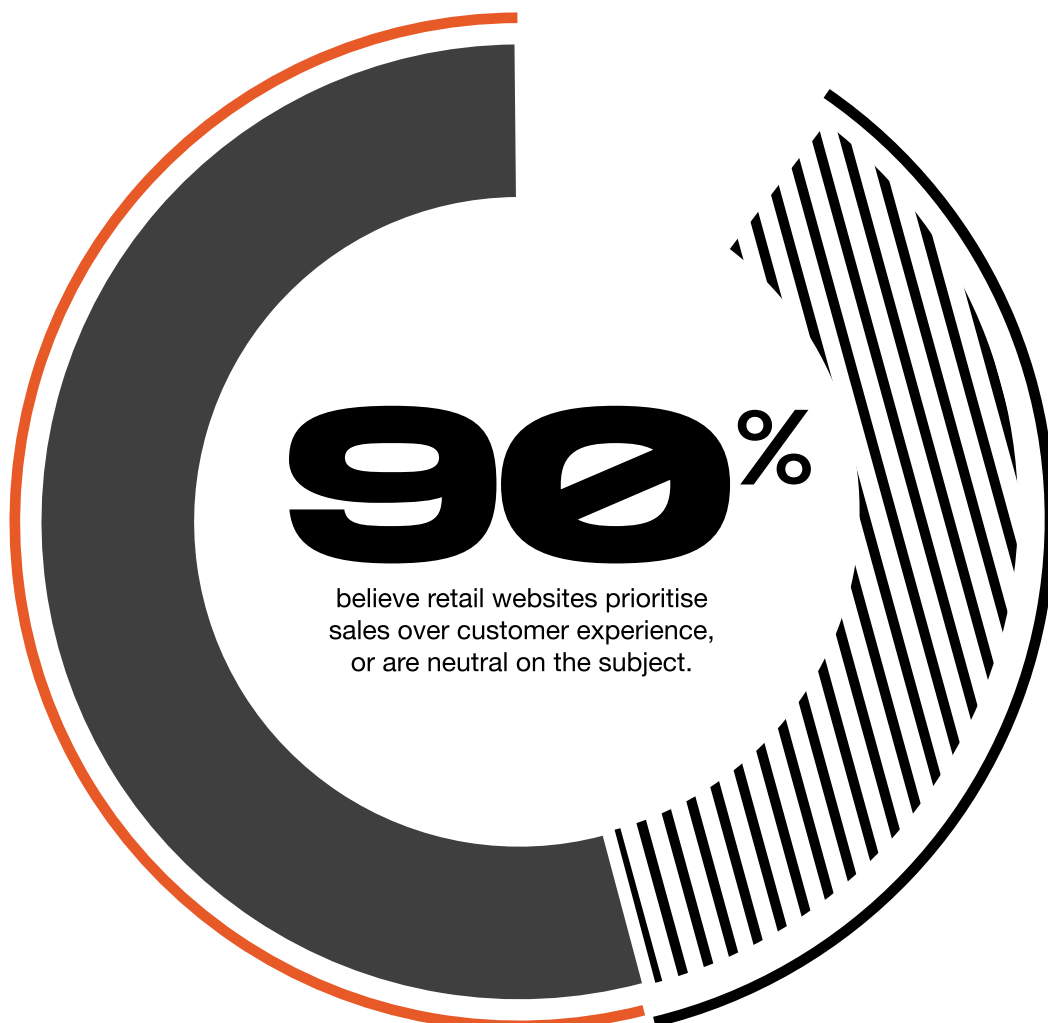


We'll get into the specifics of the tactics deployed by ecommerce sites in the next section. First, we wanted to understand how online shoppers generally feel about the experience they receive. So, we asked them two questions.

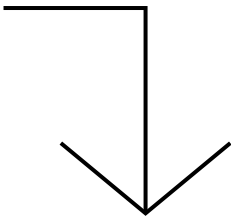
- 1. To what extent do you agree or disagree with the following statement: "Retail websites prioritise sales over customer experience"?
- 2. Do you feel retail websites are more focused on helping you find what you need or selling to you?

In both cases, 54% agreed or chose 'selling to me', respectively. Uncanny, no? Whether compared to their experience or product discovery, most online shoppers feel websites prioritise selling to them over supporting them.

By itself, this isn't a great tragedy. Even when you add the context that only 10% disagreed with the statement that retail websites prioritise sales over customer experience.



But ecommerce is all about  
buying and selling after all.  
Getting to a transaction.  
The real problem comes into  
focus when you dig deeper.



As well as asking for their view on the priorities  
of the retail websites they use, we asked about  
the tactics they experience while shopping on  
them. Specifically, we asked whether they feel  
the way their purchasing decisions are  
influenced is inappropriate or manipulative.



63%

of online shoppers feel the tactics  
ecommerce websites use to influence  
purchase decisions are inappropriate  
and/or manipulative

Only 11% disagree.

This one is worth repeating. 63% of online  
shoppers feel the tactics used by  
ecommerce websites are inappropriate and  
manipulative.

Oops.

Somewhere along the way, something has  
been lost.

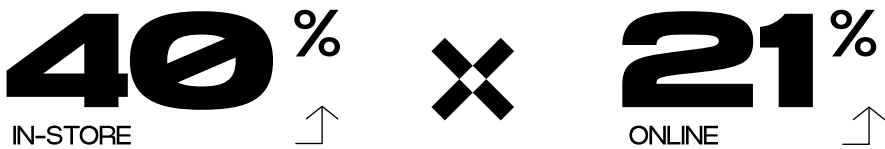
Ecommerce has transformed shopping with its convenience and accessibility, but it's also changed the relationship between the seller and the buyer. It's added distance and anonymity. It makes it easier to push for a sale, so no wonder the people on the other end feel sold to.

When asked to compare in-store to online, online shopping was the clear favourite for ease of finding the right product (47%), product recommendations (53%) and clarity of information (45%).

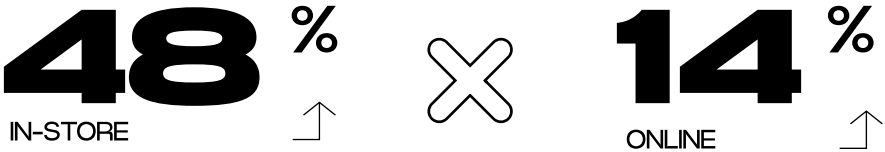
Yet, the survey also shows online shopping falls short in three key areas.

Comparing retail stores to retail websites, which do you think offers the better experience for each of the following:

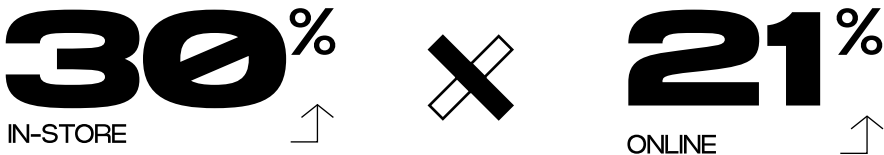
Helpfulness in guiding purchase



Quality of customer support



Appropriateness of sales approach



Hold on. How can the clarity, recommendations and ease of use of how we sell online be so much better, yet the helpfulness so much worse?



# 46%

of online shoppers  
feel overwhelmed by the  
amount of information or  
options on retail websites.

The optimists reading this may be more drawn to the 48% who don't feel overwhelmed, but you can't overlook this. Half of the visitors to your store are overwhelmed by the experience.

You just can't tell which half. Let alone do anything about it based on their context. More on this later.

For now, just know this. Between our banners, search bars, listing pages, filters, product shots, copy and reviews, we have more than enough going on. Literally.

The answer isn't more. It's not even less. It's when.

The thing is, retailers have been trying to optimise, personalise and time things just right since selling started. Yet your visitors still feel overwhelmed, manipulated and overly sold to. This is the fundamental disconnect of ecommerce.

Online shoppers desire personalised assistance based on the stage of their buying journey. But ecommerce teams can't read the meaning behind onsite interactions, never mind respond to them, so they fall back on pushing for the sale.

# 76%

of online shoppers say receiving the right information at the right time would improve their experience and make them more likely to shop on a store again. (Only 1% disagree.)

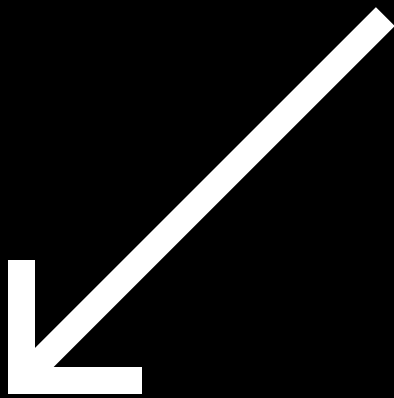


To better understand the tactics retailers deploy, it's important to grasp the behaviour behind them.

Put another way, ecommerce teams don't execute tactics simply to do tactics. Each experience has a goal and represents an action, as well as an ask of the visitor.

During our Retail Site Experience Research, we analysed 100 leading retail websites and identified four prevailing behaviours with linked tactics.

In this section, we will review each. Looking at our survey and site research to understand the specific things retailers do to online shoppers, as well as how the shoppers feel about them.



**04**

**A**

# DISCONNECTED EXPERIENCE

What retailers do to online shoppers

**01**

**SIGN UP**

aka using pop-ups and other overlays to request an email address for something.

**02**

**BUY QUICKLY**

aka highlighting social proof and scarcity to build FOMO and purchase pressure.

**03**

**BUY NOW**

aka offering discount codes site-wide or through interventions to seal a deal.

**04**

**COME BACK**

aka emailing exited visitors to get them to return to products they engaged with.





# 1. SIGN UP!

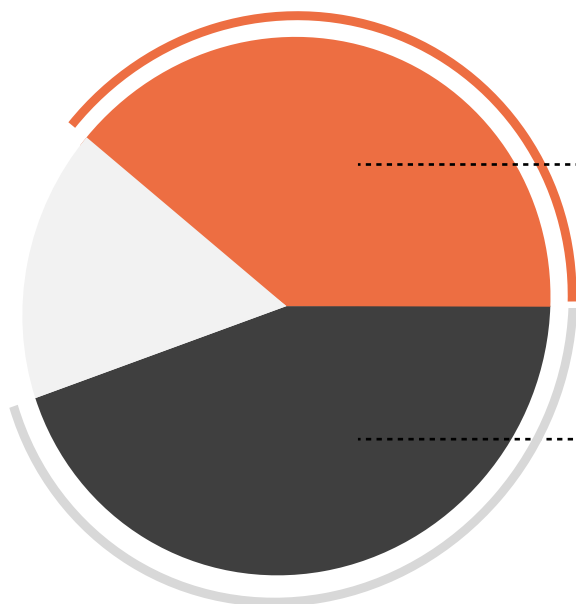
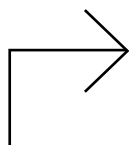
## Pop-ups & email capture.

We all know the deal. You land on a store and the pop-up comes soon after. It happens everywhere. It's almost inevitable. And there's a reason why.

Ecommerce teams want to be able to identify and contact their visitors. Capturing their email ticks both of these boxes. Usually, a pop-up is the chosen delivery mechanism for this. They interrupt, but in a gentle way, often with an incentive. There's a reason why 37% of the leading retail sites we analysed use them.

In our survey of 2,000 online shoppers, 45% say pop-ups have no influence on their behaviour. Many visitors just instinctively close pop-ups (though this would strictly count as influencing their behaviour, we'll let them off).

But 40% said pop-ups make them less likely to buy. Hold on. The goal here isn't to promote a purchase, but it certainly isn't to prevent one. A pop-up can take somebody away from the purchase journey, ever so slightly. If it annoys them, they're more likely to leave. And it turns out there's something about pop-ups that spikes this response. Timing.



# 40%

of online shoppers say  
pop-ups make them less  
likely to buy.

# 45%

of online shoppers say  
pop-ups have no influence  
on their behaviour.



# POP-UPS AND TIMING



**55%**

of **online shoppers** dislike pop-ups that appear in the initial moments after they arrive on a retail site.



Yet...

**37%**

of the **retail sites** analysed use pop-ups, with 79% shown within the first 30 seconds.

While our survey uncovered a slight edge to the timing of email capture requests feeling appropriate (45%) over inappropriate (38%), it was far from conclusive. What was clear is that 55% find pop-ups in the initial moments of visiting a retail site annoying.

This is the opening moment when visitors are exploring and getting their bearings, yet these intrusive messages disrupt and frustrate them. This contrast highlights that pop-ups as a tool aren't inherently bad. But when pushed at the wrong time—which often translates to too early—they annoy most of your visitors.

So, why do 79% of the pop-ups found in our analysis fire within the first 30 seconds?

When, with every pop-up, you have a 4 in 5 chance of annoying or not impacting a visitor?

When only 21% of online shoppers think it is ok or like it, and just 6% find it helpful?

When (as if this wasn't bad enough already) 19% of online shoppers say they dislike it so much it would make them stop shopping?

**Why!?**



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*intent*

# 1 IN 5

online shoppers say a pop-up in the initial moments of a session would make them stop shopping.



The answer is the value exchange. Emails. Sweet, sweet emails. Retailers simply get more of them by asking this way than not. And the perceived value of doing this outweighs any perceived damage.



The lesson here isn't that pop-ups are evil. They have excellent potential, especially for email capture. But mistimed execution can be a disaster. Timing is the deciding factor. Get it wrong, and instead of engaging visitors, you drive them away.



And most retailers can only use standardised triggering like landing on site, visiting three pages or after that infamous 30 seconds have passed.

**But something has to change.**

Because asking for that email too soon has a 1 in 5 chance of causing a visitor to abandon. Yet more than 1 in 3 of the UK's 100 largest retailers take this risk.



# 2. BUY QUICKLY!

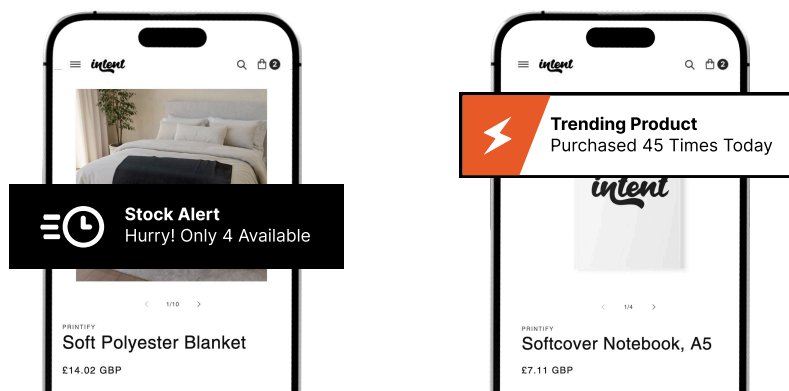
Social proof & scarcity.

It's important to know if an item is in stock or not. But what about when it's flying off the shelves? Or even just being looked at a lot? Whether as an honest overshare or a sneaky manipulation, this is the domain of social proof and scarcity messaging.

Sales often move that little bit faster when there's a degree of urgency or low supply. There are countless sayings about the latter. But how frequently do retailers deploy these tactics, and how do online shoppers feel about them?

Our site research found social proof on most leading retail sites, with 74% highlighting activity or validation from other visitors. This includes messages like "100 sold today!" and customer reviews on a PLP or PDP.

Yet our research shows that 54% and 61% of online shoppers feel scarcity and social proof have no influence on them, respectively. The rest are evenly split on whether it makes them more or less likely to buy. Huh.

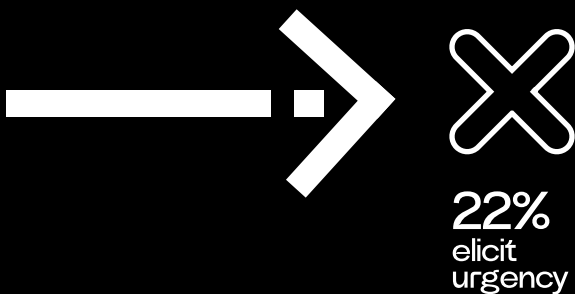


× 54%

of online shoppers feel scarcity or social proof has no influence on them.

× Yet... 74%

of the top 100 retail websites highlight some form of social proof or scarcity tactic.



We're focusing on 'buy quickly' behaviour here, so let's look at the tactics other than reviews.

22% of ecommerce sites featured social proof messaging designed to inject urgency. 18% go even further, deploying countdown timers linked to deals or delivery cutoffs. 7% go as far as prominent scarcity messaging ("Only 2 left in stock!").

Considering the thoughts of online shoppers, this feels like a much more appropriate amount. So why do so many visitors feel overly sold to? Manipulated? Overwhelmed?

Remember, 76% of online shoppers say receiving the right information at the right time would improve their experience and make them more likely to shop there again. So when is the right time for social proof?

A clear example of this lies in the impact of social proof based on how often an online shopper says they browse. People who often casually browse are significantly more likely to be influenced to buy by these strategies (27%) compared to those who sometimes do (16%), rarely (9%) or never (0%). There's a clear trend.



While only anecdotal (and we'll build on this in the next section), this makes intuitive sense. Social proof and scarcity may cause a casual browser to focus on a product they may have otherwise overlooked. The challenge for retailers here is targeting this kind of thing.

Being a casual browser is a behavioural thing. Beyond asking, there's no way to know this about a visitor. And even if you did, just because they browse casually, it doesn't mean they are browsing in every session. It'd also be some challenge to build and manage different site-wide experiences at scale based on this.

But we're not trying to solve this. Not here. We're just trying to understand the 'buy quickly' behaviour retailers exhibit and how online shoppers feel about it. Well, the message is clear.

Social proof and scarcity aren't inherently bad tactics. They can influence purchases and 21% of online shoppers agree. The experiences aren't the issue. Good old urgency still has a part to play, retailers just need to connect it to the visitor's context. To influence more purchases, while being seen to 'manipulate' less.



# 3. BUY NOW!

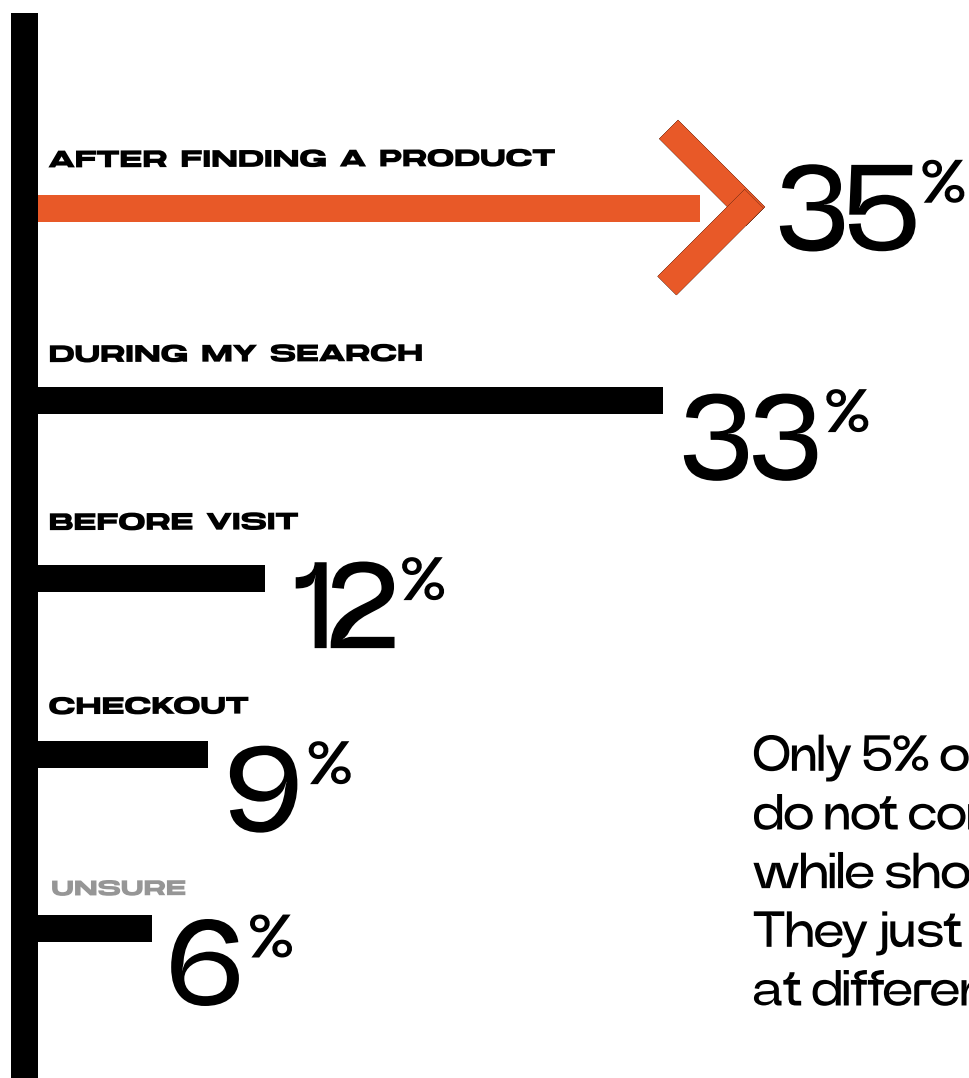
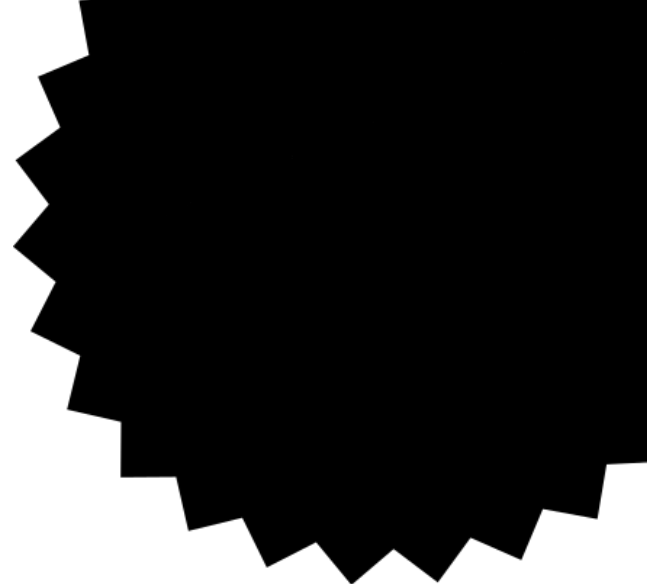
## Onsite discount codes.

Discounting needs no introduction. Whether offered as an initial hook, a reward or because, well, everybody else is offering it, giving an online shopper a deal on their price is often the biggest lever ecommerce teams can pull. It drives sales, but comes at a cost.

To be clear, we're not getting into the broader discount debate here. We're also not concerning ourselves with stock-clearing sales. They're strategic choices. We're focusing on the 'buy now' behaviour of dangling discount codes in front of visitors to make a sale now or in the near future.

Our online shopper survey didn't ask, "Do you like receiving a discount?" or "Do discounts make you more likely to purchase?" We know what they say about assumptions, but come on. Instead, we asked about usage, consideration, and timing. The results were shocking, to be honest.





Only 5% of online shoppers do not consider discounts while shopping. 95% do. They just think about them at different points.

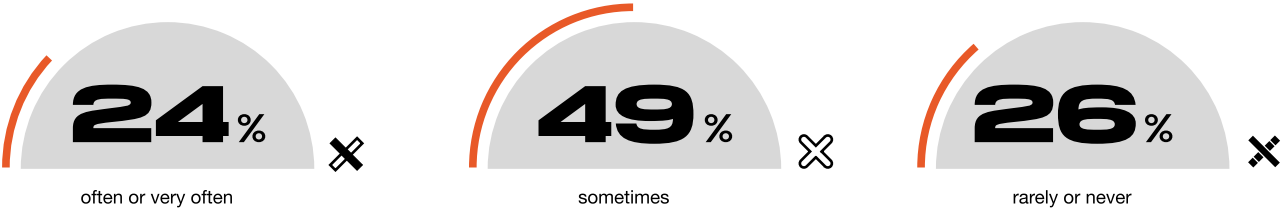
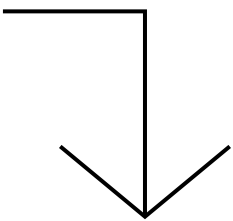
45% even said they *regularly* use a discount code when they would have completed the purchase without one. From their perspective, the deal was already good. They were just able to make it better. So they did. Obviously.

People like to save money, so if a price reduction is offered, they will take it. Online shoppers won't like to hear this (frankly, I don't like to share this as a buyer of things), but this statistic suggests that discount codes are given out more readily than they should be.

In our site research, we didn't focus on whether the brand offers discounts. Due to the breadth of the definition. Due to the offsite availability of codes. However, 38% of email capture tactics we found had discount codes attached to them. The same pop-ups and overlays that often appeared in the initial moments of a session.

Combined with the 84% who say they often or sometimes search for discounts or deals, a truth is emerging. Your visitors already consider discounts and will look for them when they do.

By offering generic discount codes early, to everyone, retailers risk an unnecessary negative impact on margin.



How often our survey respondents feel discount codes are offered at a time that matches their needs.

So why do so many retail sites offer a discount code so early? In terms of the ‘buy now’ behaviour we’re investigating, the answer, of course, is the same as with email capture. *Emails, precious emails.*

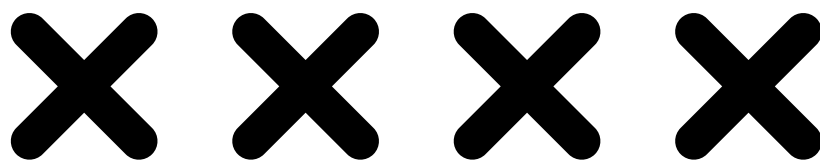
This time, with the added incentive of orders. The incremental value again outweighs the measurable cost. But if we listen to our shoppers, there’s a better deal to be found.

To summarise. Most people want discounts and will search for them. This includes groups like casual browsers who don’t need them at that point and say they would pay full price if they didn’t have a promotion to claim.

By offering generic discount codes early, to everyone, retailers risk an unnecessary negative impact on margin. Yet, 19% of the retail sites we analysed do this in predefined pop-ups.



# 4. COME BACK!

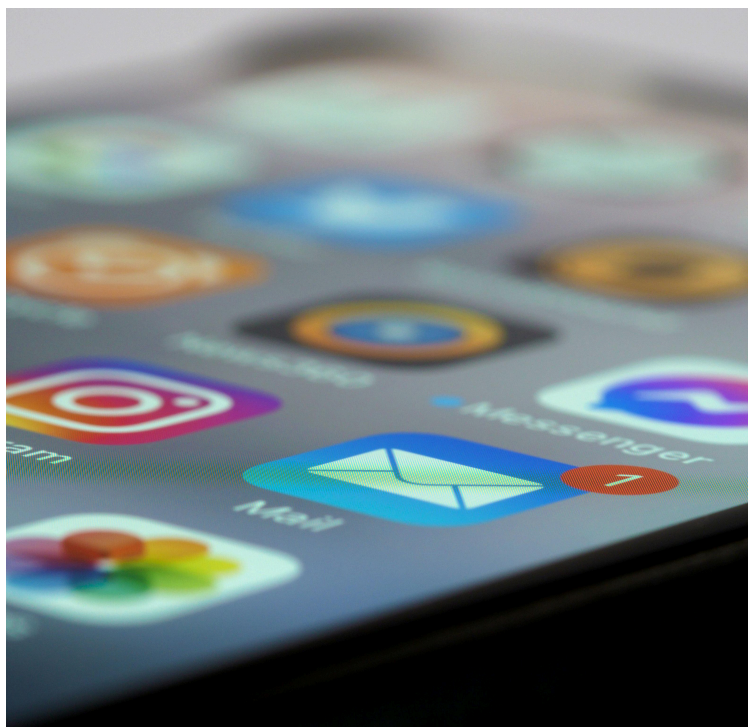


Basket abandonment emails.

It happens. Visitors leave retail sites without completing a purchase. Retailers then do what they can to bring these people back. Abandonment emails, where retailers email recently exited visitors about products they engaged with, are the most direct, most divisive way of doing this.

Consider this alongside the context of the previous section. The feeling of being sold to rather than supported. The sense of inappropriateness. It's easy to see why directly reminding somebody of their actions and encouraging them to return may be problematic.

Perhaps this is why only 12 of the 100 sites in our research sent abandonment emails. Despite this, when asked about this tactic only 12% of online shoppers said they hadn't experienced it. It's a widespread activity. And the response of those on the receiving end shows it is divisive for a reason.



# 21%

of online shoppers say  
basket abandon emails  
make them less likely to buy.



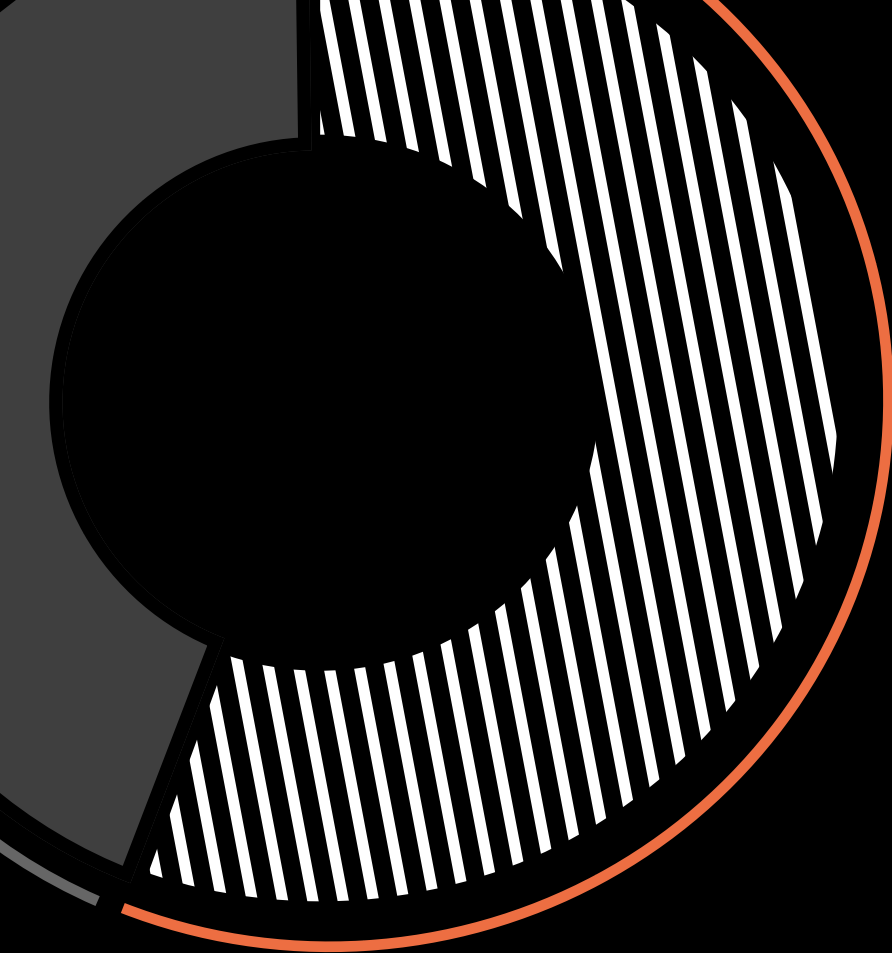
# 55%

of online shoppers say basket  
abandon emails have no  
influence on their behaviour.



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# 58%

of the leading retail sites who send abandonment emails, send them on the same day and the day after the visitor leaves the site.

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Retailers that use abandonment emails typically send an average of 2 within 10 days. Among these, 83% send the first email on the same day the session ends, with 100% sent by the following day.

It's not a leap of faith to suggest these emails could cause an inappropriate feeling. Or that a 'Your cart is waiting' subject line may spur an 'I don't want to buy from these people' reaction. This would also only be compounded by frequency. By, say, receiving two of these emails within 48 hours. Which is what over half of the retailers who send abandon emails do.

As with all the tactics covered here, we're not against abandonment emails. They present a choice. A revenue-driving option. While direct, they are not bad. They can even be helpful. The issue comes in the challenges surrounding their appropriateness and measurement.

If you measure abandonment emails by conversions gained, it'll look positive. But you can't really measure them by sales lost. Or by the people who are now less likely to buy. **The problem is, the incremental upside can be quantified but the downside cannot.** Not unless you can understand visitor intent.



05

# UNDERSTANDING INTENT

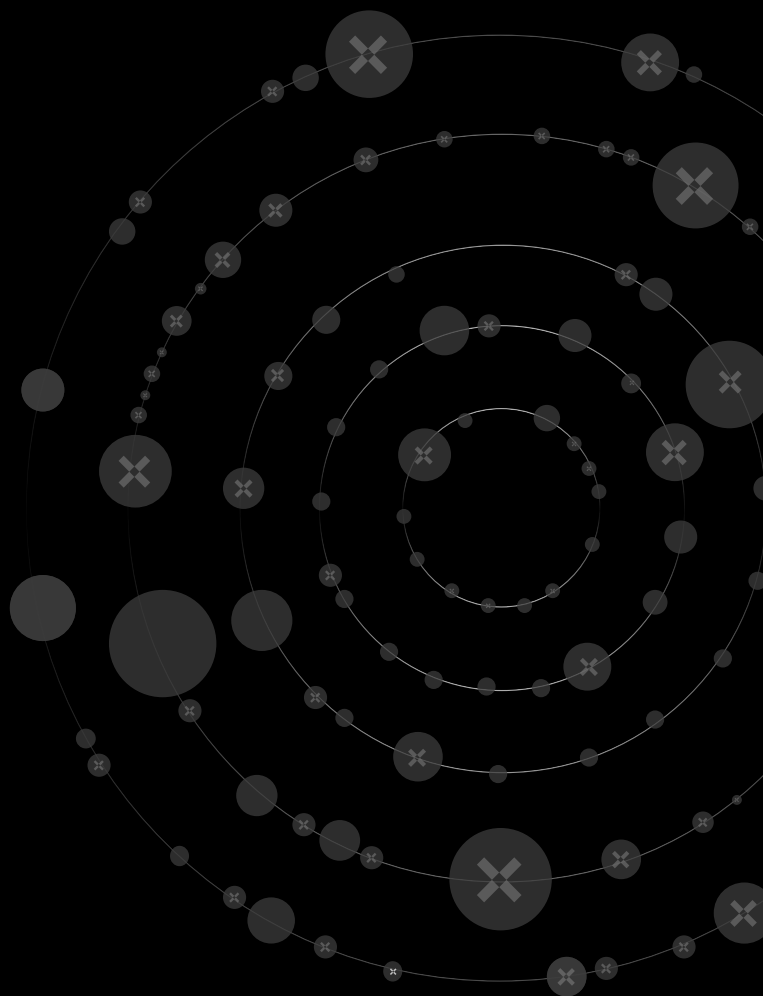
## What our real-time visitor data reveals about ecommerce

We now know more about the thoughts and feelings of online shoppers. On e-commerce in general and on the impact of the specific experiences they receive. Now, we're going to look at what we can learn from their behaviour.

At Made With Intent, we've built what we call a Real-Time Intent Agent. Once added to a site, it listens to the intent of every visitor. It models 400+ signals to identify intent, affinities and behaviours during every session.

This gives you insight into things like how likely visitors are to buy or exit, their category and price affinities, as well as an intent-based segmentation of your traffic.

After analysing 28 million sessions across various verticals, we can add new supporting evidence to 3 key truths.



What modelling 9 billion ecommerce events confirms about online shopper behaviour:

**01**

A visit to a page does not reveal a buying stage.

**02**

Fixed experiences cannot optimise unique journeys.

**03**

Responding to real-time context creates real impact.

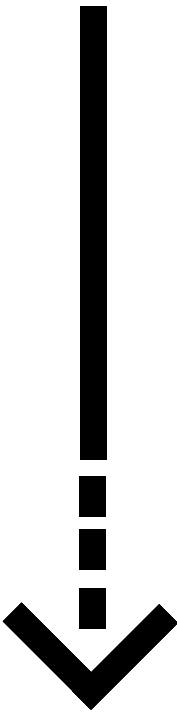


Moneyball for Ecommerce

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How retailers sell

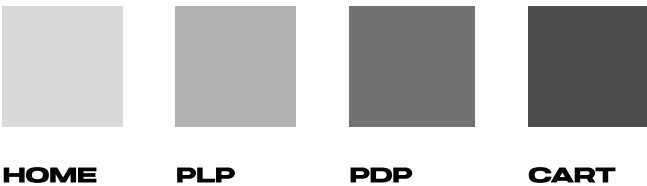
# PAGES



It's common practice for retailers to use page visits as a proxy for how interested an online shopper is in a product. To act like viewing a PLP, PDP or checkout is a signal of intent. Many of the people doing this know it isn't true, but it's the only signal they've got. And it's better to use it than not.

But ecommerce isn't a straightforward progression through pages—it's a multidimensional journey where visitors on any given page can be at any buying stage. We didn't invent the concept of buying stages, but by analysing the signals of onsite behaviour, our model identifies every visitor's stage.

To understand our data here, it's important you understand how our model defines each stage. And that visitors can move forwards and backwards with each interaction.



How people buy

# STAGES

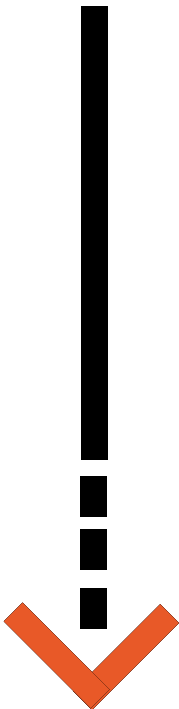
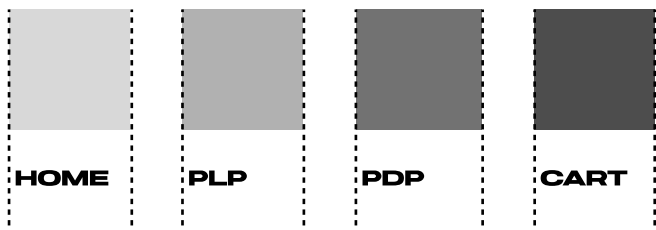
-  **Browse**  
The "I'm just having a look" people.
-  **Refine**  
The "I'm narrowing down" people.
-  **Evaluate**  
The "I know what I want" people.
-  **Decide**  
The "I'm done shopping" people.
-  **Commit**  
The "I'm ready to order" people.



These buying stages give the retail sites that integrate Made With Intent real-time context on the mindset of their visitors. Not just that they have visited the site, plus any historical data you have on their activities or purchases.

By analysing combined data from our model, we can see how page views are distributed across these buying stages on each typical ecommerce page type. While there is a trend of certain page types being popular with specific buying stages, it is not clear-cut.

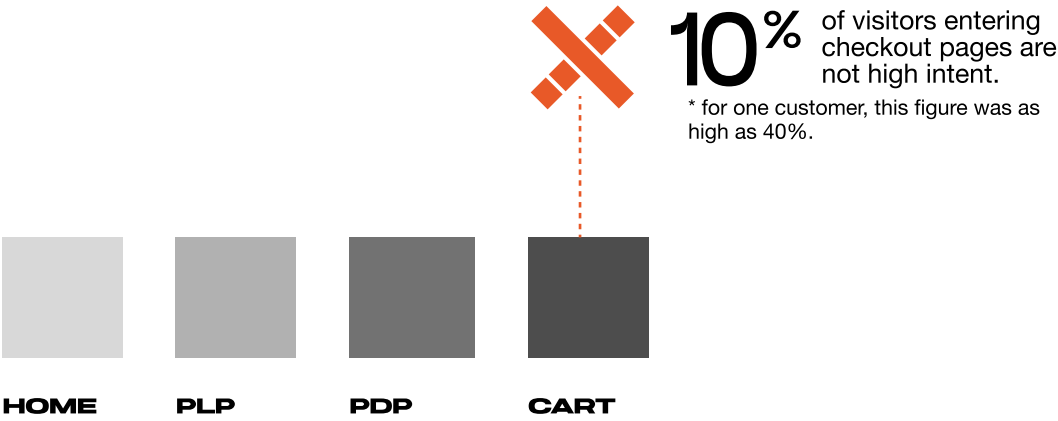
In fact, our analysis highlights that even when online shoppers are on the same page, they are likely at different stages in their own individual journeys.



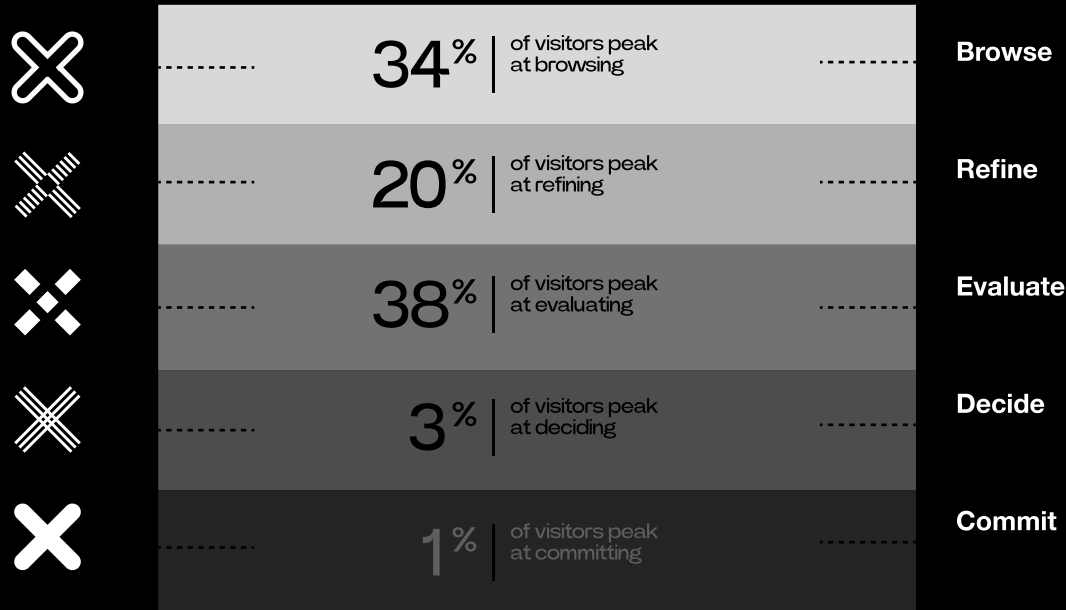
	77%	28%	27%	6%
	10%	55%	31%	1%
	7%	15%	39%	3%
	4%	2%	3%	62%
	2%	0%	0%	28%

- A visitor on your home page is more likely to be browsing or at the start of a journey, but it's still a navigational go-to for refiners and evaluators.
- A visitor on a PLP is more likely to be refining to find the right product, but many are still browsing or already have more singular product affinity.
- A visitor on a PDP is more likely to be evaluating a single product, but only just. It's almost as likely that they are still browsing or refining.
- A visitor on a checkout page will most likely still be deciding, not committed to a purchase. Some are even earlier in the journey.

Our analysis also revealed that 9-10% of online shoppers entering the checkout page are not at high intent. For one Made With Intent customer, this figure was as high as 40%. But thinking page type first isn't the way forward.



We can also see the percentage of visitors who peak at each buying stage.



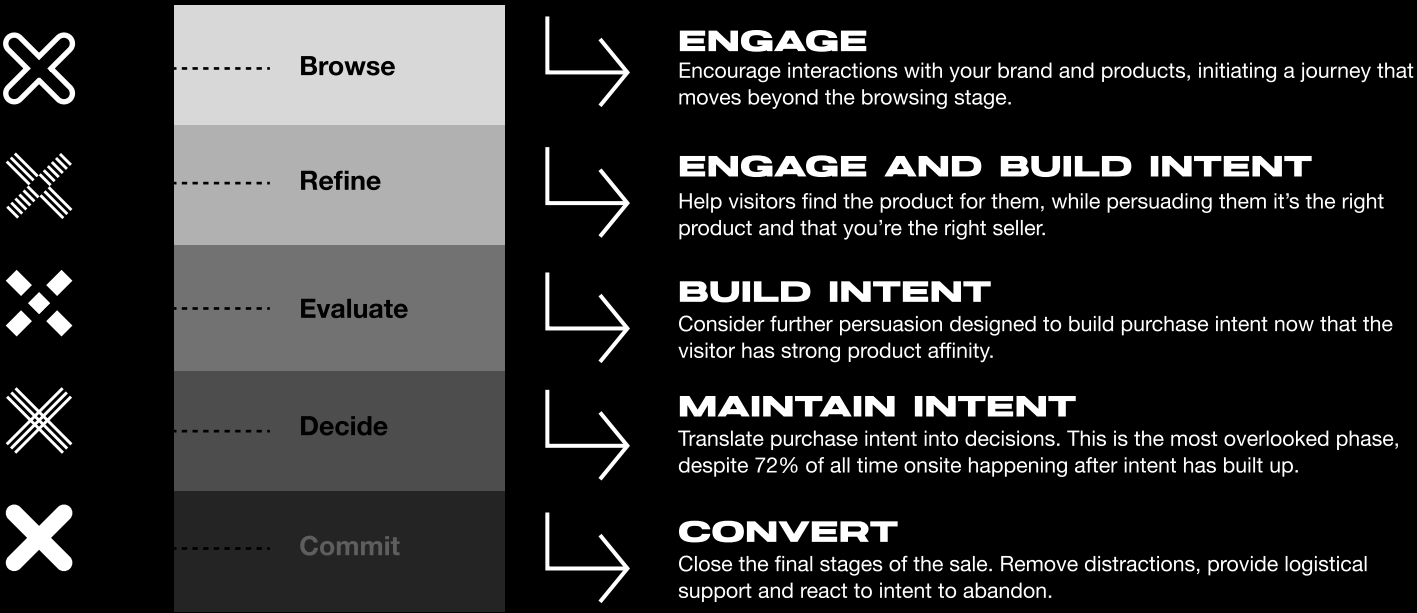
This means 34% of the visitors across our data set didn't progress beyond the browsing stage. 54% never got to the point of seriously evaluating a product. With this knowledge, don't all those early discounts and heavy-handed sales tactics suddenly feel a bit...well, inappropriate?

It's easy for ecommerce teams to forget a fundamental truth. Just because somebody is shopping, it doesn't mean they're ready to buy. This oversight is even easier when the transaction happens online. However, while the pages a visitor passes through are a proxy of their progress, they do not accurately reflect their intent.

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Appropriateness requires understanding where each visitor is in their decision-making process, so you can design experiences that align with what **they** need at that point in time.

If we listen to visitor buying stages, we can consider appropriate responses.



Think about these buying stages, this context, their mindset. It's the very thing you need to help them. To support them. Yes, even to get them to do what you'd like them to do. Buying and selling is a two-way street.

Whether creating experiences or setting objectives, moving in sync with a visitor's context is a win-win. Most things that start customer-first end up business-positive. But remember the inappropriate world. The disconnected experience. Thinking this way is how we start to counteract these challenges.

02

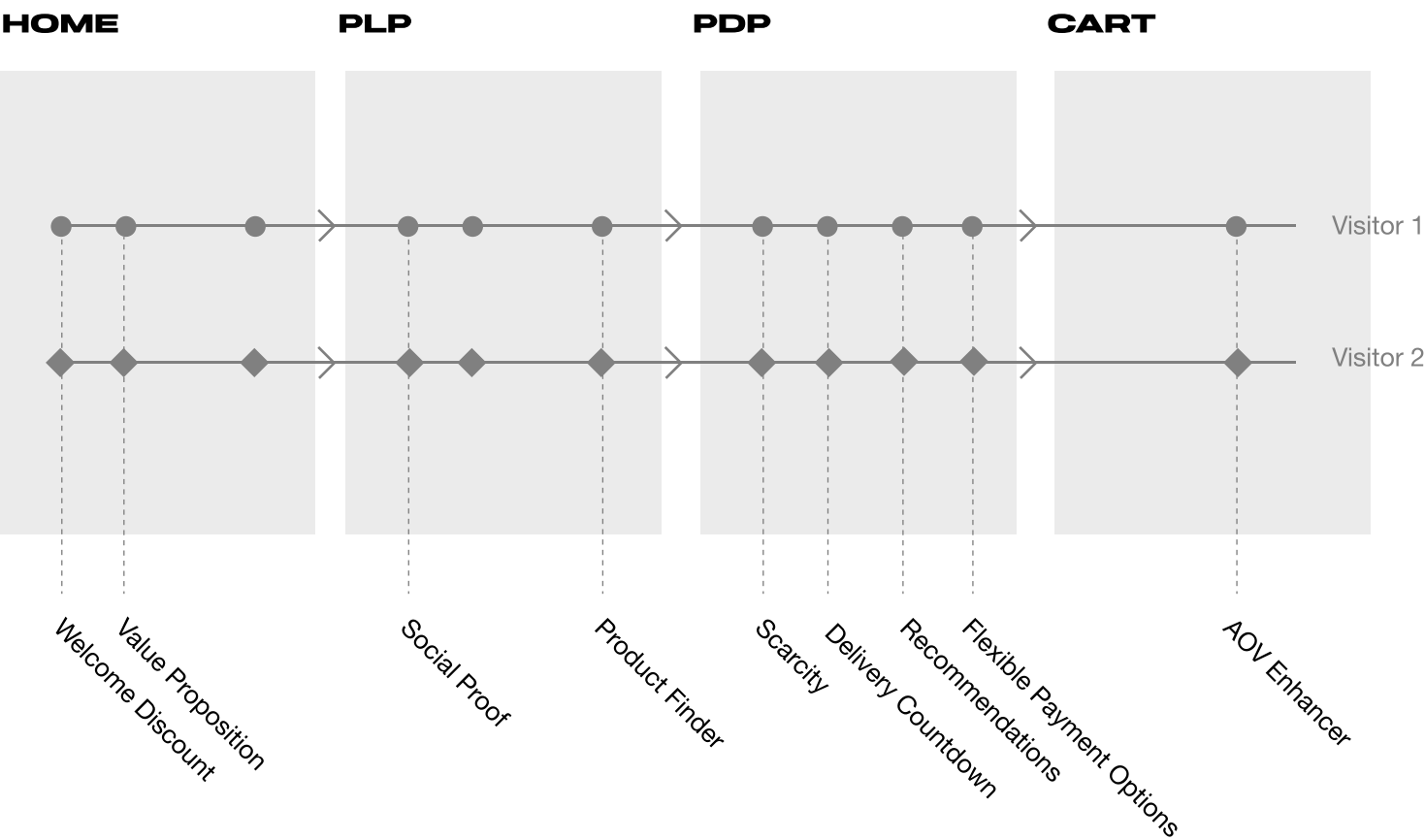
FIXED  
TACTICS

THE WAY SITES TREAT  
VISITORS IS PREDEFINED...

Insights into average buying stage per page type hold value. But the averages are not the point. The point is the variance they highlight. The reminder that any visitor could be in any buying stage at any point.

And yet, the onsite experience of ecommerce - what they do and when they do it - is detached from the very people experiencing it.

An optimised core experience is one thing. But when we target tactics at time or page type, every visitor sees the same things at the same time. Regardless of what their journey looks like.



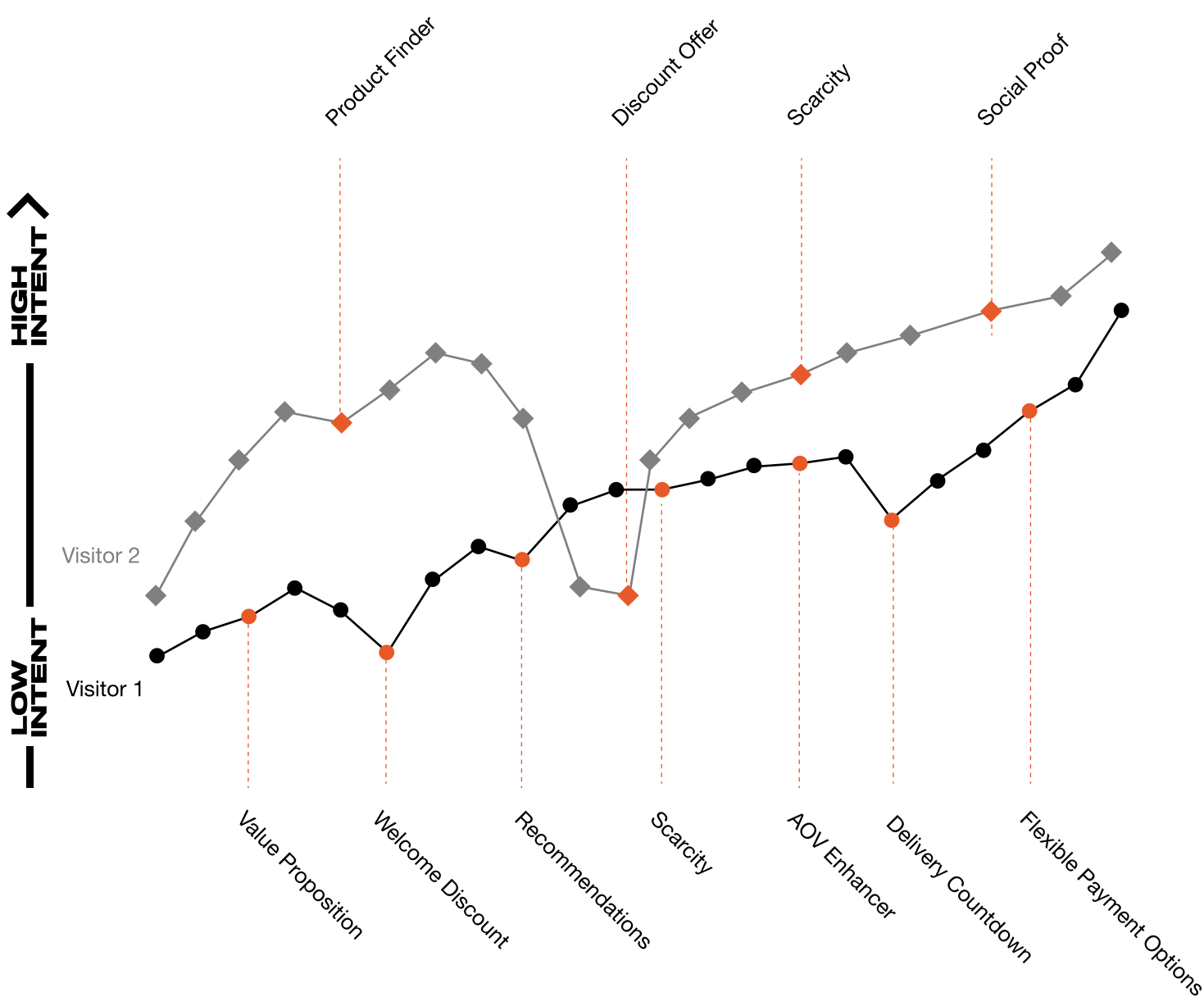


# UNIQUE PATHS

BUT THE JOURNEY OF EACH  
VISITOR IS UNSCRIPTED

Real-time data from our model reveals the obvious: Each visitor's individual journey is anything but linear or averaged. People don't enter sites in the same manner or mindset. And with each event, page, or session, there is significant further variation in behaviour.

The following visuals illustrate two distinct online shopper journeys, as tracked by our model. Visitor 1 shows a gradual, steady journey toward a purchase. Visitor 2 depicts a journey where purchase intent skyrocketed and plummeted on their way to placing an order.



# LISTEN TO EACH VISITOR

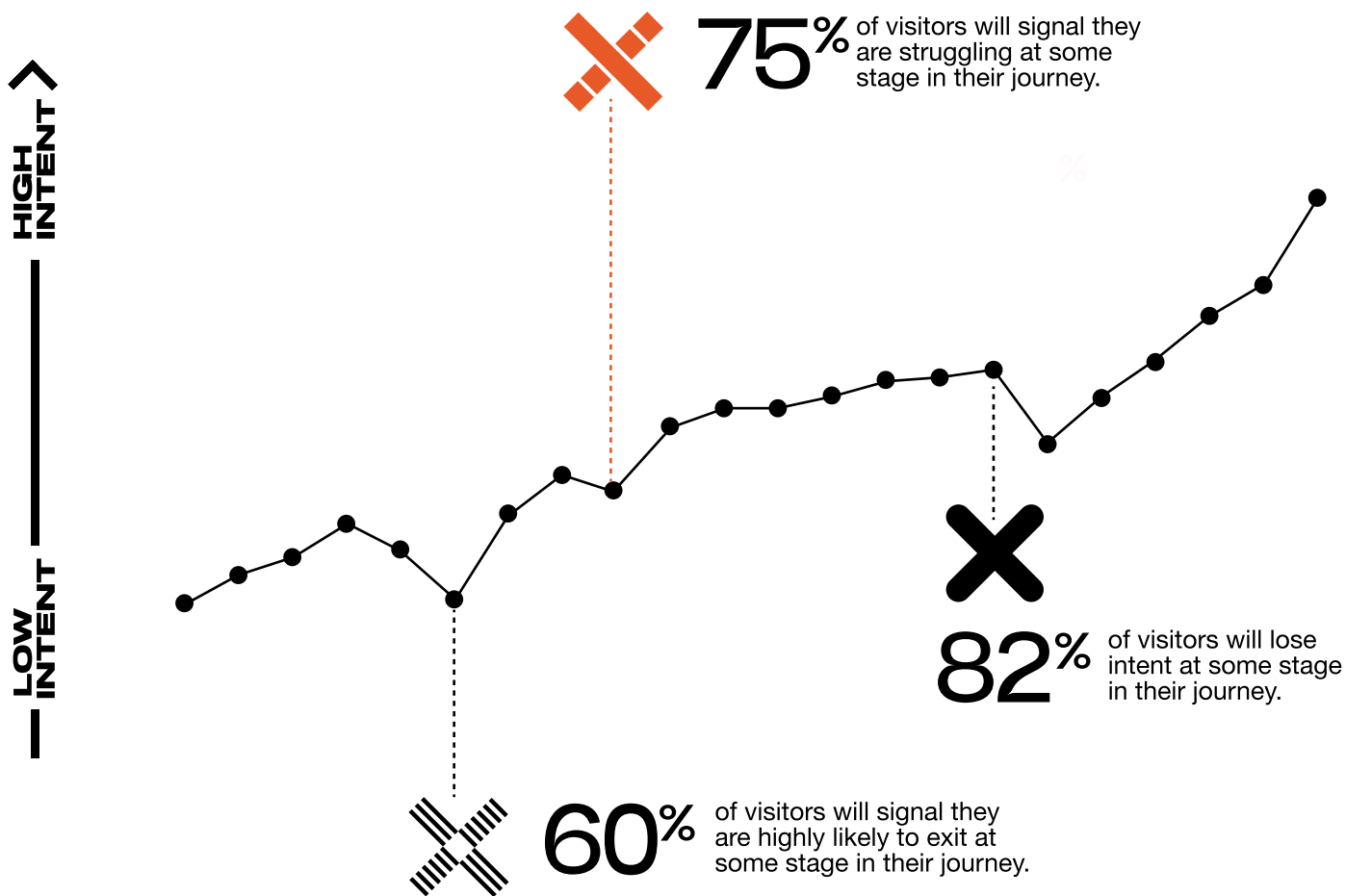
EVERYTHING WILL NEVER  
WORK FOR EVERYONE



The variations of each journey are limitless. This means we will never be able to build a catch-all experience so good it engages, persuades and converts every online shopper ever.

Visitors will struggle. Visitors will lose intent. Visitors will exit. Guessing what page or second these behaviours will happen is an unrealistic way to prevent them. The right goal tackled the wrong way.

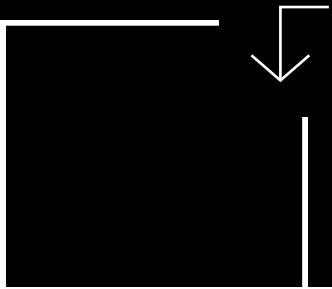
Keeping up with individual behaviours requires having a real-time relationship with your visitors. Where you listen, then adapt to what they tell you, right in the moment they do so.



03

# RESPOND

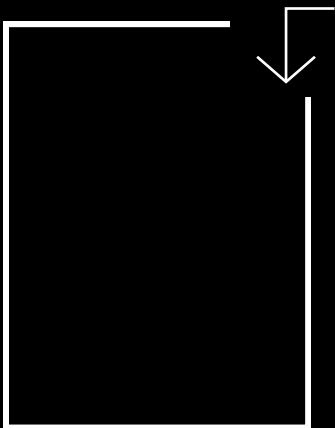
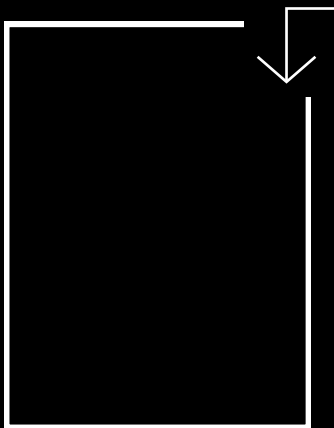
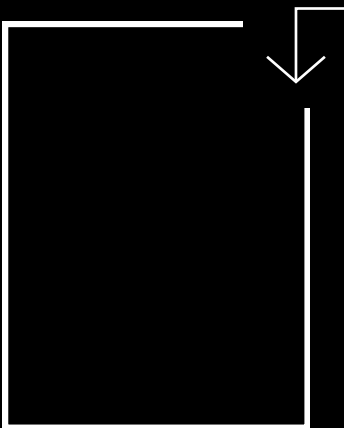
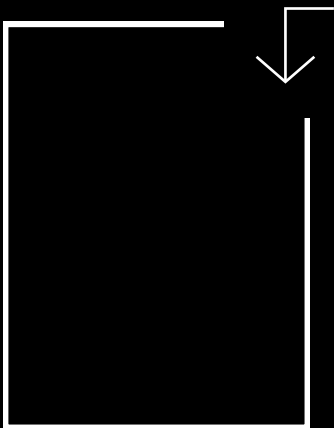
TO REAL-TIME CONTEXT  
TO CREATE REAL IMPACT



Influencing behaviour in ecommerce is about timing and messaging. This is nothing new. But real-time visitor data gives retailers a more personal, responsive way to target both.

Listening to the progression of how likely a visitor is to purchase, exit or take other actions is the unlock. Adapting experiences in line with this is how retailers make a more personal impact at every stage of the purchase journey.

Of course, how ecommerce teams decide to do this is a case-by-case, strategic choice. However, experiments by Made With Intent customers reveal more than inspiration. They reveal reliable ways to add incremental impact. Often just by changing the trigger to a real-time visitor signal.





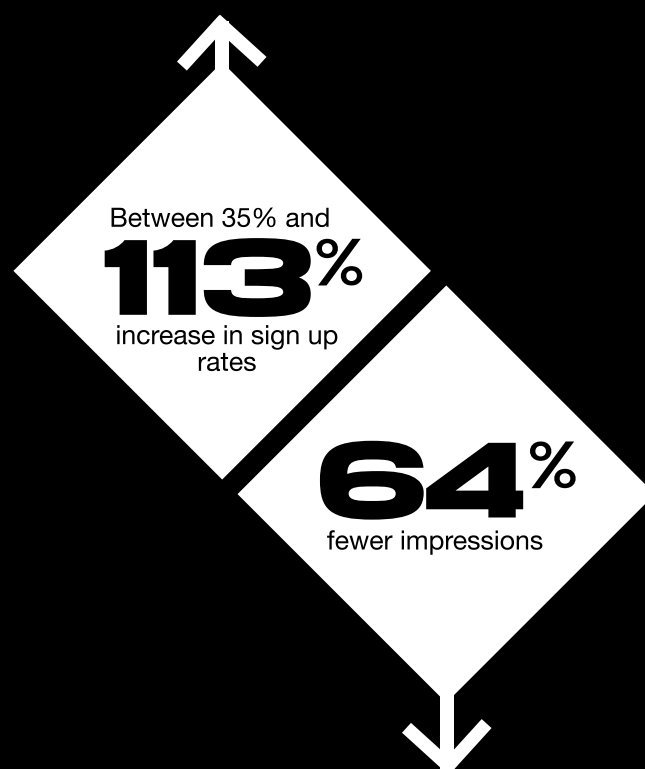
# POP-UPS

WITH INTENT

Using real-time data to trigger pop-ups can not only increase impact and relevance. It can prevent the risk of firing too early.

Many Made With Intent customers have experimented with using visitor intent to trigger email capture pop-ups on signs of an abandon, before a visitor decides to leave.

Switching to this has increased sign-up rates from 35% to 113%. And done so with up to 64% fewer impressions than the control. Being more appropriate means less can be more.



Moneyball for Ecommerce

*intent*



# DISCOUNT

WITH INTENT

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Adjusting discount code delivery to visitor intent means price reductions can be used more strategically.

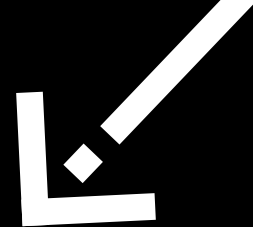
This can mean targeting unique codes at visitors showing signs of abandonment—increasing discount use but adding up to 68% monthly incremental revenue.

It can also be about not showing codes to people who are likely to buy without one. Sure, this reduces the conversion rate with the affected segments, but protecting margin by up to 42% delivers a net increase in profit.

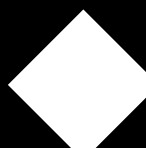


# SOCIAL PROOF

WITH INTENT



HIGH  
INTENT



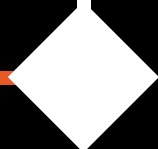
5%

Our data also confirms that different types of activity-based social proof have varying impacts on visitors with different levels of purchase intent.

For example, “Trending” style overlays on PLPs generally have a positive impact on intent and conversion, but they are particularly effective for low intent visitors.

However, “x sold last week” overlays on checkout pages often negatively impact conversion with low intent visitors, despite boosting it for high intent. And when you think the vast majority of the visitors who see this will have lower intent, well...that -1% adds up.

-1%



LOW  
INTENT



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*intent*



# PRODUCT DISCOVERY

WITH INTENT

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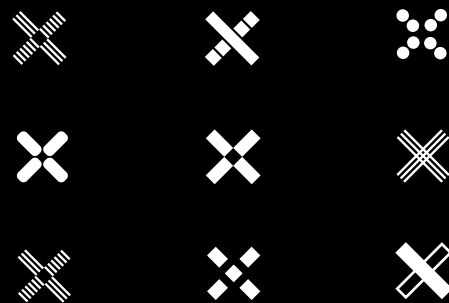


Retailers can find another example of this impact in “pick up where you left off” features. This type of recommendation experience can frustrate or overwhelm, but only when it’s not relevant.

By targeting this type of session continuation experience at visitors with an actual product affinity, defined by intent growth on a page, it can consistently refocus journeys effectively.

Our experiments here have not only improved interaction rate and incremental revenue by up to 23% and 1% respectively. The targeted visitors also took fewer events to hit high intent to purchase, and did so in less time with fewer page views. Not bad for a single, specific tactic.

# CLOSING THE INTENT GAP



## WHERE DO WE GO FROM HERE?

There's no secret sauce here.

The more appropriate we are, the more impact we create. It is a fairly simple equation for everyone to abide by. The real question is how can we be more appropriate?

For ecommerce, this means moving away from generic tactics designed for everyone, but which only impact the few. By pushing past predefined tactics to something that adapts to the context of each individual. By listening and responding to people. Just like in real life.

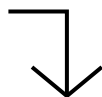
But don't just take it from us.

Hear it from the online shoppers. The sales-hungry, inappropriate world they experience.

See it in the leading retail sites. The distance between their behaviours and visitor opinion.

Find it in the real-time data from our model. The insight it unlocks, and the impact it creates.

Closing the intent gap has long eluded retailers. But can you feel it? We're getting closer.



## LISTEN WITH INTENT

Your visitors have varied needs, so identify their intent.



## ADAPT WITH INTENT

Your timing and relevance matter, so adapt your experiences.



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### Lead Authors

Daniel Gripton | VP, Marketing

Beth Stokes | Product Analyst

Thomas Bailey | VP, Analytics

David Mannheim | CEO

Ryan Jordan | CPO

## Thank you for reading

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Our mission is to change perspective in ecommerce for the better. We believe online retail desperately needs to move from digital directness to something more personal, something more appropriate.

We believe that something is understanding customer intent.

Visit us at [madewithintent.ai](https://madewithintent.ai) to learn more.



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