mixpanel

Connecting online and offline customer experiences for omnichannel retailers

Mixpanel enables brands with both Ecommerce and retail storefronts to provide a personalized shopping experience. Integrate data from online and offline channels using loyalty programs to build a unified customer profile. Offer shoppers timely product recommendations based on shopping habits, create more tailored marketing efforts, and ultimately increase conversion and retention.

Understand the customer journey

Merchants can easily consolidate data from multiple storefronts in Mixpanel. By using a loyalty program, retailers can understand their shoppers' path to purchase: link how consumers behave in-store to their online profile. Understand their product preferences and behaviors to tailor marketing and experiences accordingly. This approach informs multi-touch attribution so retailers know which offers and communications drive purchases.

Key Benefits

- Unify customer data across online and offline channels, getting a 360 view of customer shopping habits

- Deliver personalized shopping experiences and drive repeat buyers by recommending relevant products, promotions, and services

- Boost sales by knowing when and how to engage customers to convert

- Identify cross-sell and upsell opportunities to increase average cart value

- Build multi-touch attribution campaigns that deliver better ROI
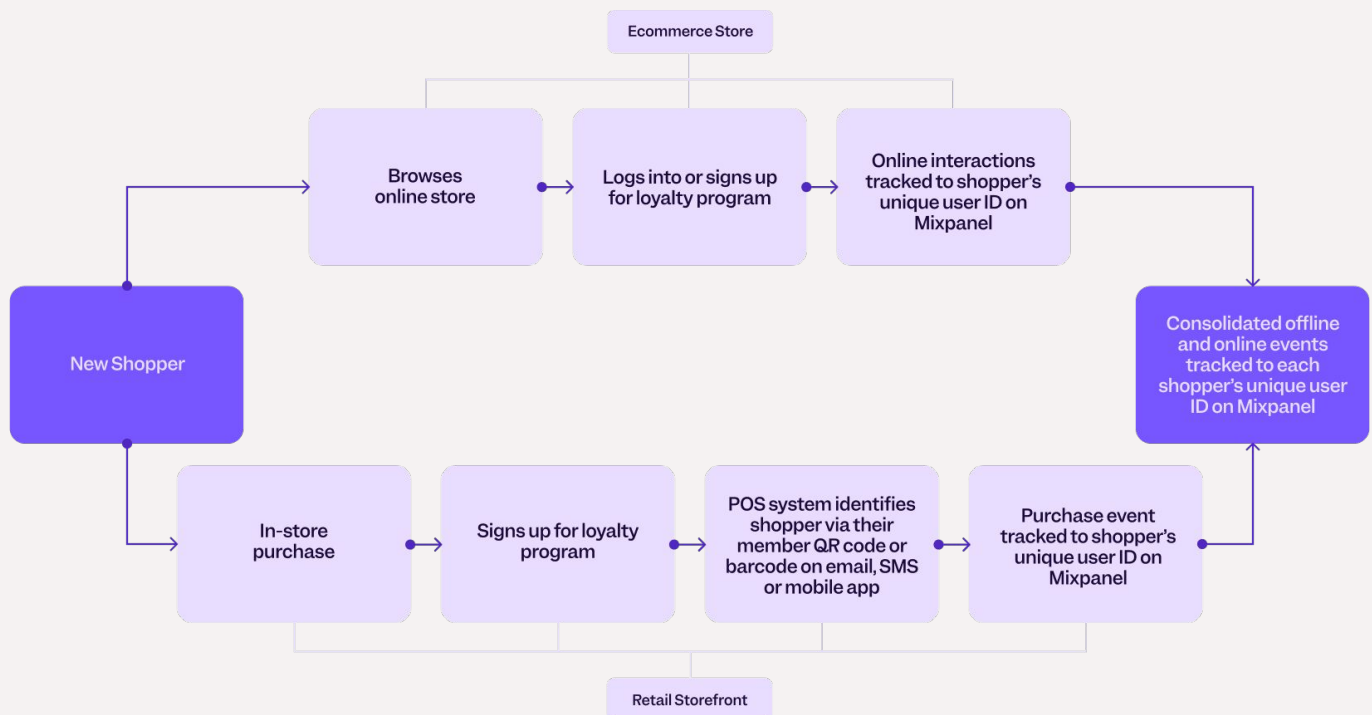
Trusted by Ecommerce and Retail teams

petco meesho sociolla BOLL & BRANCH

Contact us to find out more

Leverage a loyalty program to track omnichannel user behaviors on Mixpanel

Resources

Try our Ecommerce template

Build a fully functioning dashboard with just a couple of clicks. Try our template to start answering questions right away.

Mixpanel for Ecommerce

Gain more powerful insights into customer behavior with features designed for Ecommerce companies, like Cart Analysis.

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We recently redesigned our product pages based on our learnings from Mixpanel. Since making the updates we've seen an increase in: Add to cart rate, conversion rate, engagement rate with website content and image carousels, and rate of selecting different variants."

Matt Kuo

Product Analyst at Boll & Branch