

Consumer Engagement Can Continue Post-Purchase

Confirmation pages can drive repeat purchases and customer loyalty

ARTICLE

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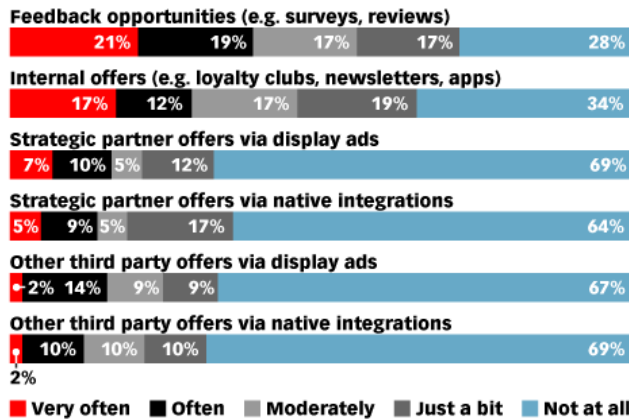
For many retailers, the order confirmation page is not as important in the purchase journey as product discovery, upselling or even the login page. In fact, in a July 2018 survey by ecommerce marketing company [Rokt](#), which polled 58 US retailers, just 2% said the order confirmation page was significant.

When asked how they're using the page, some said for internal offers, like getting consumers to join their loyalty program, sign up for their newsletters or download their app. Others said they use it to get shoppers to fill out surveys or reviews.

But for the most part, retailers aren't using these opportunities that much. And there are some that aren't using it at all. That's likely because many are limited to the resources they have on hand, as well as the time and energy it may take to build a more engaged post-purchase experience.

Extent to Which US Retailers Use Select Offers and Opportunities on the Confirmation Page, July 2018

% of respondents



Note: n=58; numbers may not add up to 100% due to rounding

Source: Rokt, "They click buy. Now what?" Aug 14, 2018

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If these obstacles weren't an issue, however, a plurality of retail professionals said they would do more to leverage the empty space available on the confirmation page to provide offers, particularly looking to provide a more personalized experience.

Indeed, of all the ways they would use the confirmation page if there were no barriers, 96% said they would be at least somewhat interested in personalizing that experience. Although the study didn't go into specifics of what that personalized page would look like, this points to a growing trend of more retailers making **personalization a bigger priority**.

"The order confirmation page is definitely an underutilized marketing opportunity for retailers," eMarketer principal analyst Andrew Lipsman said. "Many confirmation pages maintain a transactional feel and signal the end of the checkout process, when they could also serve as springboards to a deeper relationship with the customer."