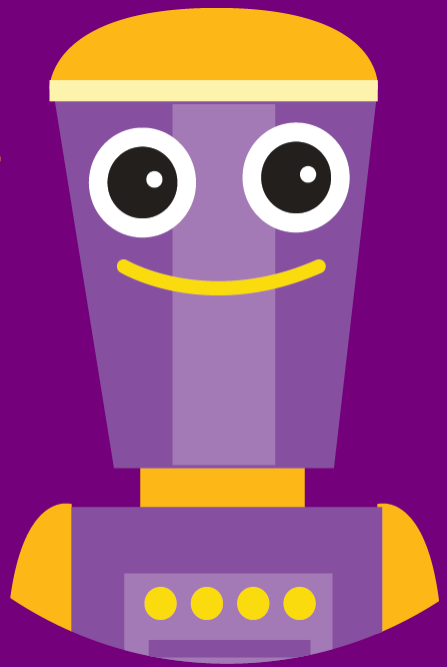
AI POWERED PERSONALIZATION FOR SMB ECOMMERCE

The hero you've been waiting for so long



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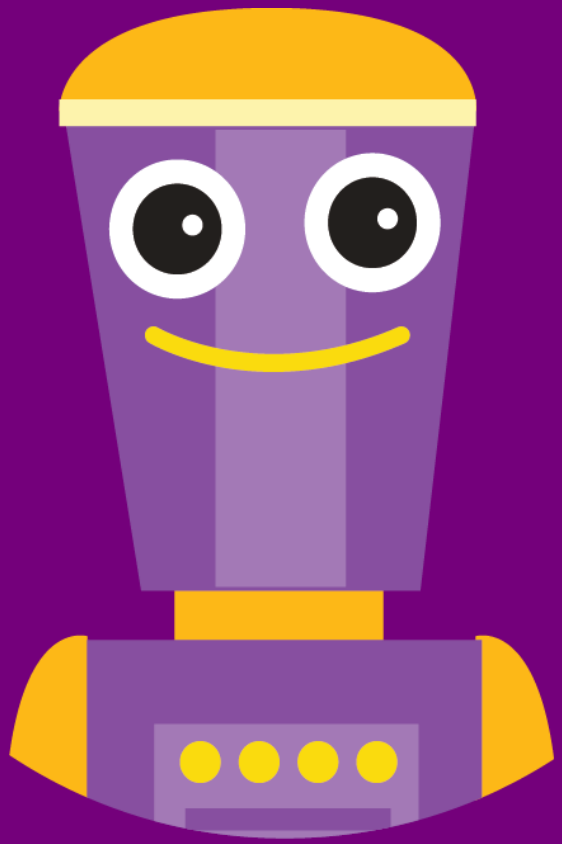
The literature on AI has long been present before the term AI powered personalization was coined.

The early texts on AI dates back to ancient Greek and mentions the extraordinary power of knowledge.

The history of human efforts to gain knowledge then appears in the works of many authors and philosophers including Dante, Milton, Mary Shelley (in Frankenstein) and even Shakespeare.



In today's popular culture,
artificial intelligence is
being portrayed
both as a monster
and a valuable resource
of innovation
especially by Hollywood
that's been using
AI as a staple for years.

In the context of eCommerce, AI is a sexy term as it refers to all activities that are helping online retailers with dehumanized methods.

Areas through which AI has been helping eCommerce businesses for years;

- Dynamic pricing,
- AI powered personalization,
- Customer service via chatbots
- Retargeting,
- Stock tracking
- Payment tracking

Technology has radically changed the psychology of today's consumers and created a host of new expectations

Given the transformation in the eCommerce world, it has nearly become impossible to make use of the big data in eCommerce without using AI.

AI powered personalization can empower online retailers by answering the critical question on an eCommerce executive's mind.

How to welcome a visitor with a new online store each time she stops by?

USE AI POWERED PERSONALIZATION

Pick up on where loyalty programs have failed

Get closer to visitor behaviours in a scalable and practical way

Build loyalty by understanding the visitor's individual needs

How can small and medium sized businesses benefit from personalization?

SaaS personalization engine !!!

AI powered personalization engine that can;

- Work on a SaaS model
(an engine that works on cloud and offers monthly subscription)

- Support eCommerce platforms
(i.e. Shopify, WooCommerce, OpenCart, PrestaShop)

- Work on any online store regardless of its traffic

Jump in the car!
Get AI personalization for your store

START YOUR FREE TRIAL NOW

www.perzonalization.com

THANK YOU!

Looking for interesting content on SMB eCommerce and personalization?

PERSONALIZATION RESOURCES