

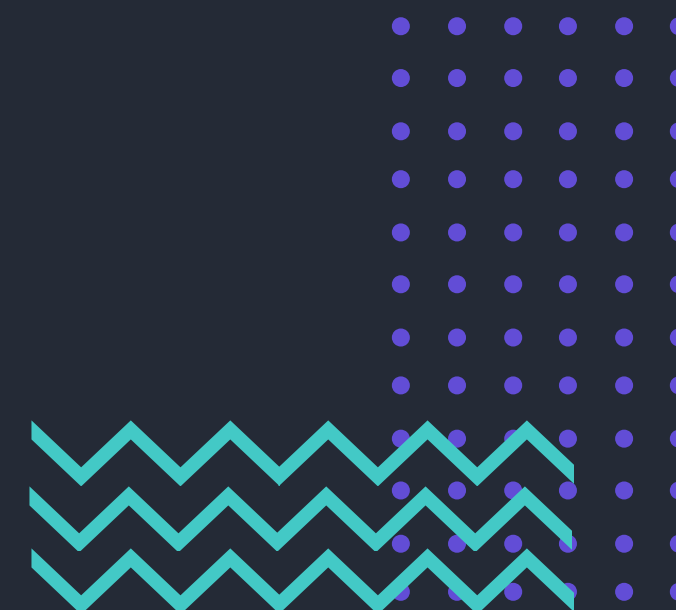


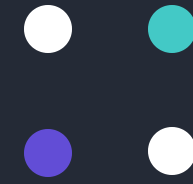
HOW TO NAIL IT WITH PREDICTIVE PERSONALIZATION



WHAT IS PREDICTIVE PERSONALIZATION?

**PREDICTIVE PERSONALIZATION
IS THE ART AND SCIENCE OF
PERSONALIZING A USER'S EXPERIENCE
ON A WEBSITE USING PREDICTIVE
TECHNOLOGIES.**





PerzOnalization®

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EXAMPLES OF PERSONALIZED CONTENT FOR ECOMMERCE



PRODUCT RECOMMENDATIONS ON SEVERAL PAGES OF AN ONLINE STORE





PERSONALIZED BANNERS ON THE HOMEPAGE



POP-UPS TRIGGERED BY VISITOR'S ACTIONS





PERSONALIZED PRODUCT RECOMMENDATIONS ON EMAILS



PERSONALIZED ADS AND MARKETING CONTENT ON EMAILS I.E. BANNERS AND VIDEOS





PREDICTIVE AUTORESPONDERS





**A PREDICTIVE AUTORESPONDER
IS A SPECIAL TYPE OF AN
AUTORESPONDER THAT NOT ONLY
INCLUDES CONTENT BUT ALSO
PREDICTS THE CONTENT THAT IS MORE
LIKELY TO CONVERT.**



WHAT IS A SAAS PERSONALIZATION ENGINE?

A SAAS PREDICTIVE PERSONALIZATION ENGINE IS ABLE TO HELP EVEN SMALLEST ONLINE RETAILERS TO UNDERSTAND PATTERNS IN THEIR DATA.



4 THINGS TO CHECK BEFORE SELECTING A PERSONALIZATION VENDOR

01 PREDICTIVE COMPETENCIES

02 EASY-TO-USE INTERFACE

03 REPORTING CAPABILITIES

04 EASY IMPLEMENTATION



THANK YOU!

LOOKING FOR MORE CONTENT ON ECOMMERCE
AND PERSONALIZATION?

PERSONALIZATION RESOURCES

