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.
6 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