

What Is A Personalization Software And Why Do You Need It For eCommerce?



HOW HAVE ECOMMERCE BUSINESSES EVOLVED OVER THE YEARS?

eCommerce has embraced AI, Big Data, personalized advertising and marketing automation to align it to customer demands and preferences.



HOW DO PERSONALIZATION SOFTWARE HELP?

Personalization software help eCommerce businesses in customizing their websites and make them more customer-friendly. Add subheading



A PERSONALIZATION SOFTWARE IS –

Any software which enables your eCommerce website to render personalized content to cater to the preferences and requirements of your customer.

A PERSONALIZATION SOFTWARE CAN BE –

This software can be an extension, a plugin, an email marketing software or a marketing automation tool.



THE GOAL OF A PERSONALIZATION SOFTWARE IS –



The sole objective of a personalization software is to increase certain metrics of the eCommerce websites such as revenue, conversion rate, loyalty and average order value.

WHY IS UNIFIED COMMERCE IMPORTANT?

Retailers need to blend their physical and digital platforms for a seamless customer experience. And this is the reason Unified Commerce is important.



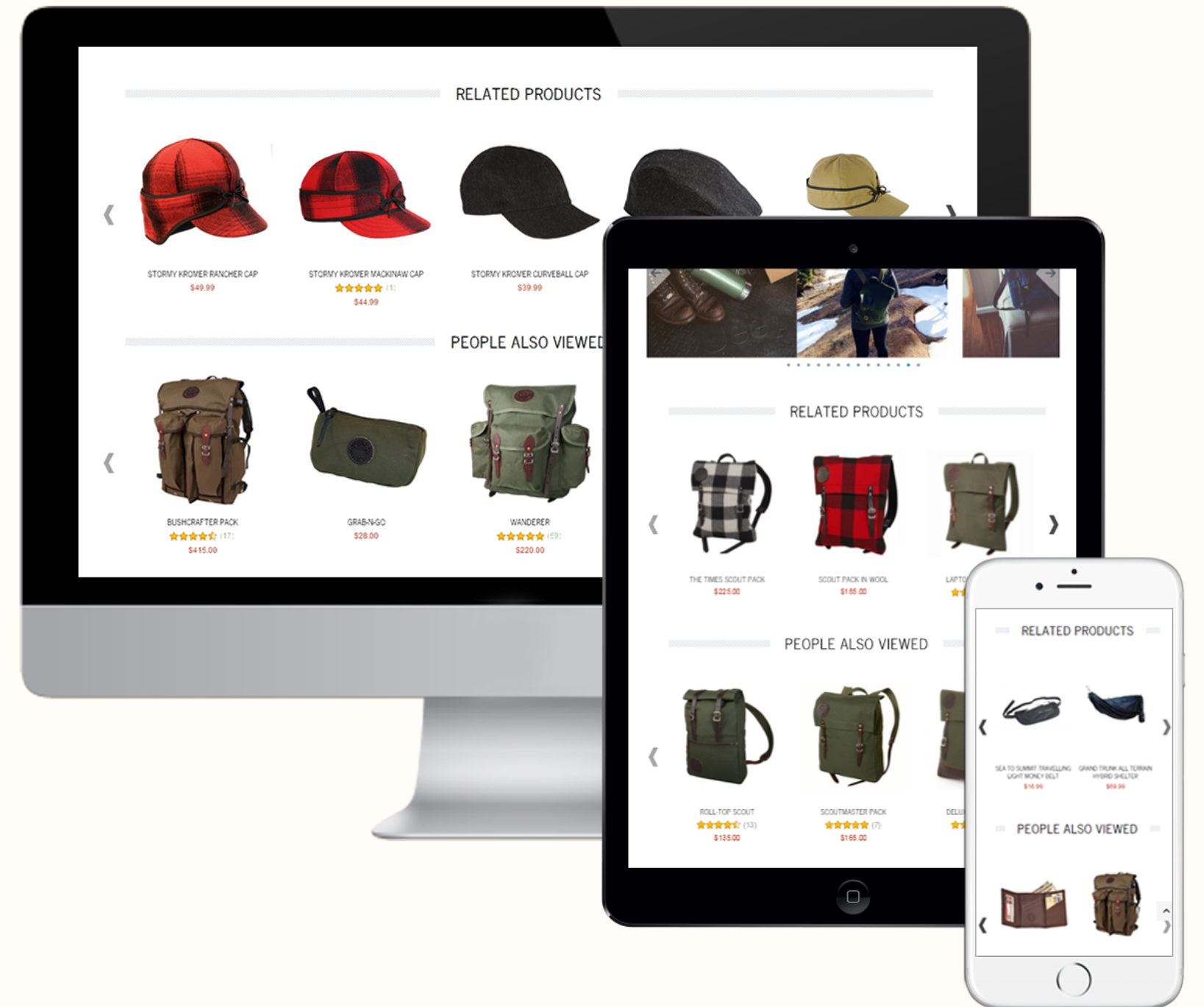


WHAT IS THE KEY COMPONENT OF PERSONALIZATION?

The fundamental component of personalization is to provide personalized product recommendations.

HOW ARE PRODUCT RECOMMENDATIONS PERSONALIZED?

Any personalization software should be able to recommend personalized and relevant products to its customers based on their search history, keywords and clickstream behavior.



WHY IS AI POWERED PERSONALIZATION IMPORTANT?



AI coupled with big data is capable of predicting the behavior of shoppers and thus, increase the level of personalization.

HOW DO AI POWERED TOOLS HELP?

- They render tailored content to your customers
- It takes email marketing campaigns several notches up
- Customers are better engaged.

THANK YOU

**L O O K I N G F O R M O R E C O N T E N T
O N E C O M M E R C E ?**

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