



PERSONALIZED CONTENT

Create highly relevant content experiences for each individual customer

Build one-to-one relationships with all your customers by displaying content that engages them across all buying channels—web, mobile and email. RichRelevance Engage™ maps individual shopper behavior against advanced targeting and audience segmentation tools to enable marketers to personalize campaigns that deliver relevant content with precision and minimal effort.

Features built for maximum conversion

Auto-Optimization Powered by King-of-the-Hill Decisions

Don't guess—let your data decide. Save valuable time by eliminating the need to run hundreds of manual A/B tests to get data-driven content personalization right.

True Omnichannel Campaigns

One centralized dashboard allows you to create, manage and deliver personalized campaigns across any channel—desktop, mobile, email, and call center.

Track What Matters To You

Measure and optimize your campaigns based on the KPIs that matter most to your brand—page views, repeat visits, cart adds, conversions, etc.—not just clicks.

Content Tag Management

Boost your productivity by applying tags to content from similar cohorts to build campaigns more quickly, automatically swapping contents in and out based on tags.

Embedded Recommendations

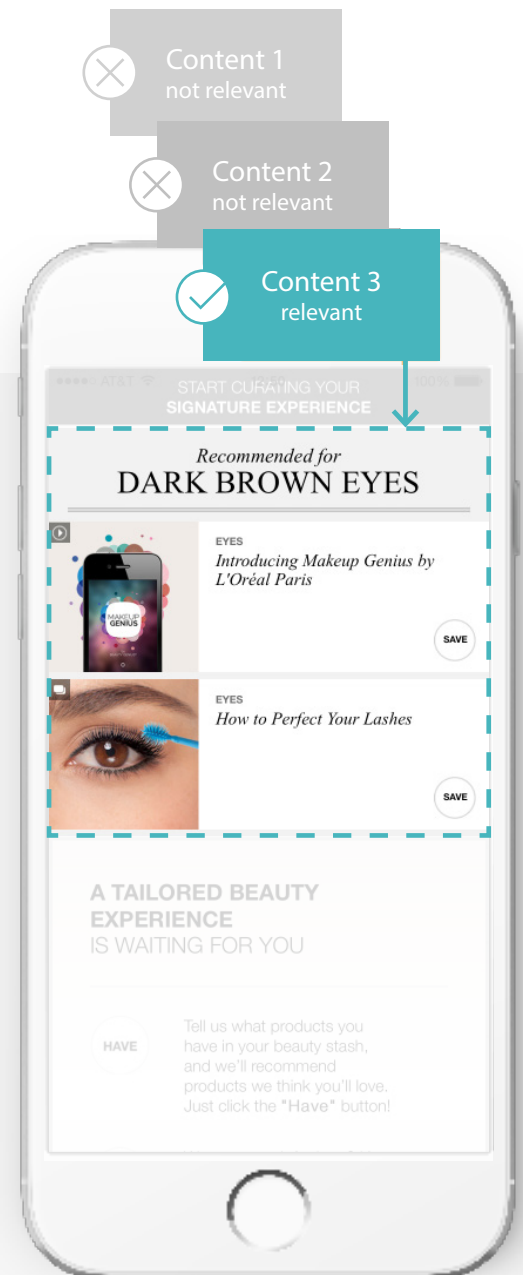
Embed product recommendations directly into your content, and leverage additional user data from recommendation interactions to fine-tune content personalization and boost your bottom line.

Advanced Targeting

Build or import existing audience segments for use in the Engage dashboard. Target content based on new or returning users, geolocation, referring URL, behavior, time of day, type of device, browser type, and more.

Segment Export

Segments built for targeting content on web/mobile can be exported to your ESP to trigger emails. Customize your own or utilize predefined ones, such as cart/search/browse abandonment, new product arrival, welcome series, and post-purchase.





Built on the Relevance Cloud™

The Personalization Graph™

4 key data sets laying the foundation for personalization

Technology

#1 Robust infrastructure with industry's fastest response times

Ecosystem

30 technology and integration providers partnering with RichRelevance

Expertise

230+ leading retail brands using our state-of-the-art personalization technology

Tools for the pro merchandiser



Control: Manage all your content and product personalization from a single dashboard.



Test & Optimize each placement using our A/B or testing capabilities.

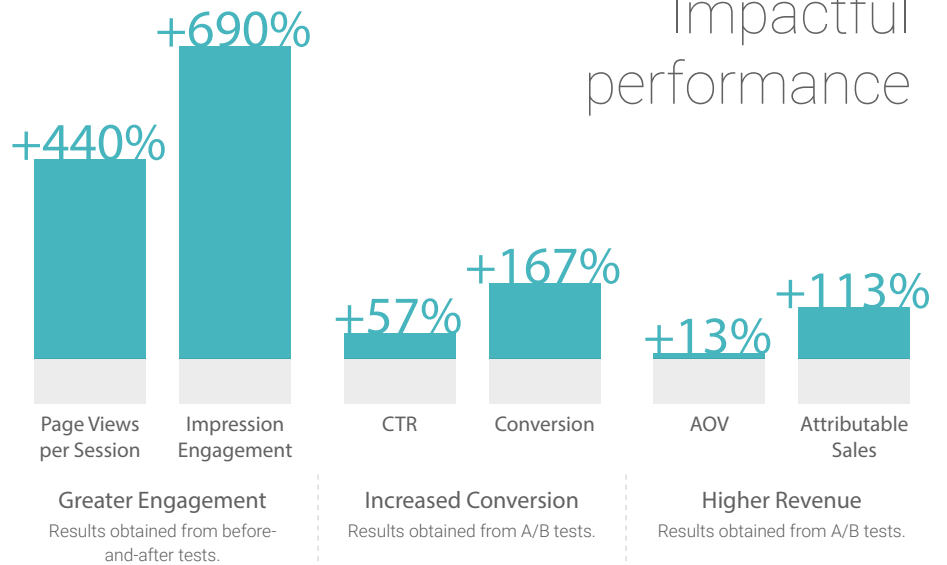


Report: Assess the status and impact of your campaigns within minutes.



Integrate: Add content personalization to any application using our APIs.

Impactful performance



Featured customers



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