richrelevance.

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TREAT YOUR CUSTOMER AS A SEGMENT OF ONE

Create memorable experiences across all touchpoints with a real-time innovation platform that personalizes every interaction.

Shopping is fundamentally personal and your customers' expectation is that you treat them as an individual not just a shopper. The Personalization Cloud™ empowers retailers and brands to deliver the customer experience every individual seeks, one that is contextually relevant, personal, engaging and dynamic. With the ability to quickly innovate and curate a deeply personal, brand-centric shopping environment your customers' happiness and satisfaction will translate into greater value over the lifetime of that relationship.

Data driven customer experiences backed by science

To create impactful data driven customer experiences, the Personalization Cloud is powered by our real-time XEN AI engine that makes precise decisions based on millions of shoppers, contexts and data streams. Using advanced machine learning, the Personalization Cloud is constantly testing, measuring and optimizing hundreds of algorithms and parameters to determine which will perform the best for each individual interaction. Our models adjust for the subtlest changes in behavior, inventory, pricing and more to ensure greater interactions and increased revenues.

"Personalization is central to successfully delivering our IT Orchestration promise to customers. RichRelevance allows us to proactively meet and exceed our partner and customers' high expectations by showcasing the precise combination of products and services to empower their customers to be faster, savvier and better equipped to take on the future."

- John Seebeck President, eCommerce at CDW

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Solutions to personalize across the commerce lifecycle

The Personalization Cloud is comprised of solutions that interact with your customer wherever they are in their shopping journey: mobile, web, in-store, contact center, email and more.

PERSONALIZED PRODUCT RECOMMENDATIONS

RichRelevance Recommend™ collects all your data and uses our powerful machine-learning engine to select the most relevant, data-driven personalized product recommendations for each customer interaction.

PERSONALIZED COMMERCE SEARCH

RichRelevance Find™ is a full stack Search solution with 3 layers of personalization engineered to captivate shoppers with dynamic results optimized for each individual to accelerate findability and drive conversion.

PERSONALIZED CONTENT

RichRelevance Engage™ maps individual customer behavior against advanced targeting and audience segmentation tools to display the right piece of content at the right time.

PERSONALIZED BROWSE AND NAVIGATION

RichRelevance Discover™ enhances the customer experience with browse and navigation results that dynamically adapt to a shopper's unique behaviors, brand affinities and price preferences.

PERSONALIZED EXTENSIONS

RichRelevance Build™ opens the door to endless personalization possibilities, with access to API-based personalization tools enabling you to manage and route data from any source to integrate personalization. These services allow you to learn from and use your data to build innovative products and experiences at the pace of customer interactions today.

EXPERT PERSONALIZATION SERVICES

Our highly experienced personalization consultants optimize your personalization deployment to yield even better results. From simple A/B testing to sophisticated MVT testing, our consultants are able to help define tests and strategies designed to maximize the performance of your personalization.