

Contactlab & Fresh Relevance

Personalized cross-channel marketing, powered by a single customer view



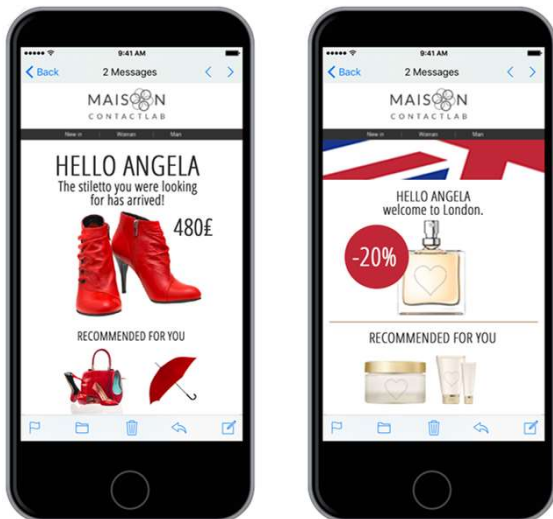
CONNECT YOUR CUSTOMER'S IN-STORE AND ONLINE DATA TO FUEL A 1-TO-1 PERSONALIZED EXPERIENCE ACROSS EMAIL, E-COMMERCE STORE AND APP.

Combine the **Fresh Relevance** real-time personalization platform with the **Contactlab** platform to join the dots between the online and offline customer journey. Uncover the marketing tactics that truly resonate with each individual and execute them seamlessly across channels to boost revenue and loyalty.

Thanks to the close integration between both platforms, you can combine the behavioral and transactional data of a customer's interactions on the website, with marketing emails and physical stores. Benefit from rich insights on shopping preferences and buying habits to see the unique shopper. Machine learning and advanced segmentation help you understand the individual and the tactics that will resonate most with them.

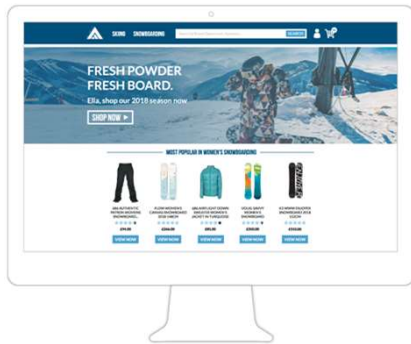
Provide a brand experience that stands out from the pack.

“Drive customers in store or online with content and promotions based on their behavior. Deliver a seamless, personalized experience.”



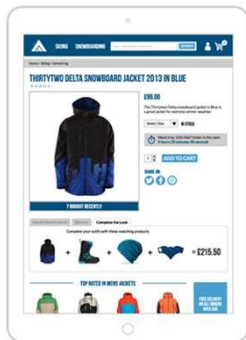
BENEFITS

- UNIFY SILOED DATA TO CREATE RICH CUSTOMER PROFILES
- DELIVER CONSISTENT CONTENT ACROSS CHANNELS
- TREAT EACH CUSTOMER AS AN INDIVIDUAL, NOT PART OF A CROWD
- TEST AND OPTIMIZE TACTICS WITH MULTIVARIABLE A/B TESTS



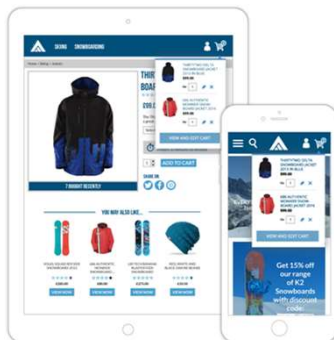
PERFECT INTEGRATION WITH YOUR E-COMMERCE ENVIRONMENT

Leverage real-time information from your ecommerce platform, email service provider, marketing database, POS and more, to tailor the email, web and app experience to each customer.



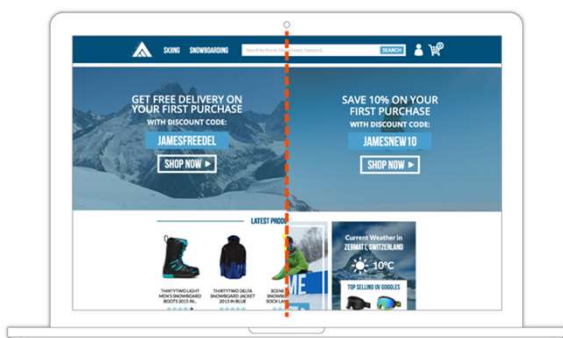
REAL-TIME PERSONALIZATION USING DYNAMIC CONTENT

Leverage contextual data such as the shopper's past behavior, type of shopper, location, weather forecast and time of day in your emails and web pages. Personalize product recommendations, pop-ups, pricing, website navigation and more.



TRIGGERED EMAILS

Convert more website visitors into customers with triggered browse and cart abandonment emails. Notify shoppers when a product that they viewed has dropped in price or come back in stock.



MULTIVARIABLE A/B TESTS

Optimize your emails and website by comparing the effectiveness of different types of content or designs with split testing. Test new marketing ideas on a subset of shoppers instead of everyone.

Contactlab

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Fresh Relevance

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