WHICH PRODUCTS IS THIS COUPLE MORE LIKELY TO BUY?

OUR JOB IS TO ANSWER THIS QUESTION

PRODUCT RECOMMENDATIONS

Deliver a personalized shopping experience, based on each shopper's unique shopping taste and intent.

PERSONALIZED EMAILS

Try out the fastest and the easiest way to personalize emails. It's real-time and supports any service provider.

PERFORMANCE TRACKING

Track Perzonalization's contribution to your store in real-time. See performance of widgets individually.

BANNER LISTING

Priority list campaign banners that best match shoppers' unique shopping taste and intent.

AUTOMATED EMAILS

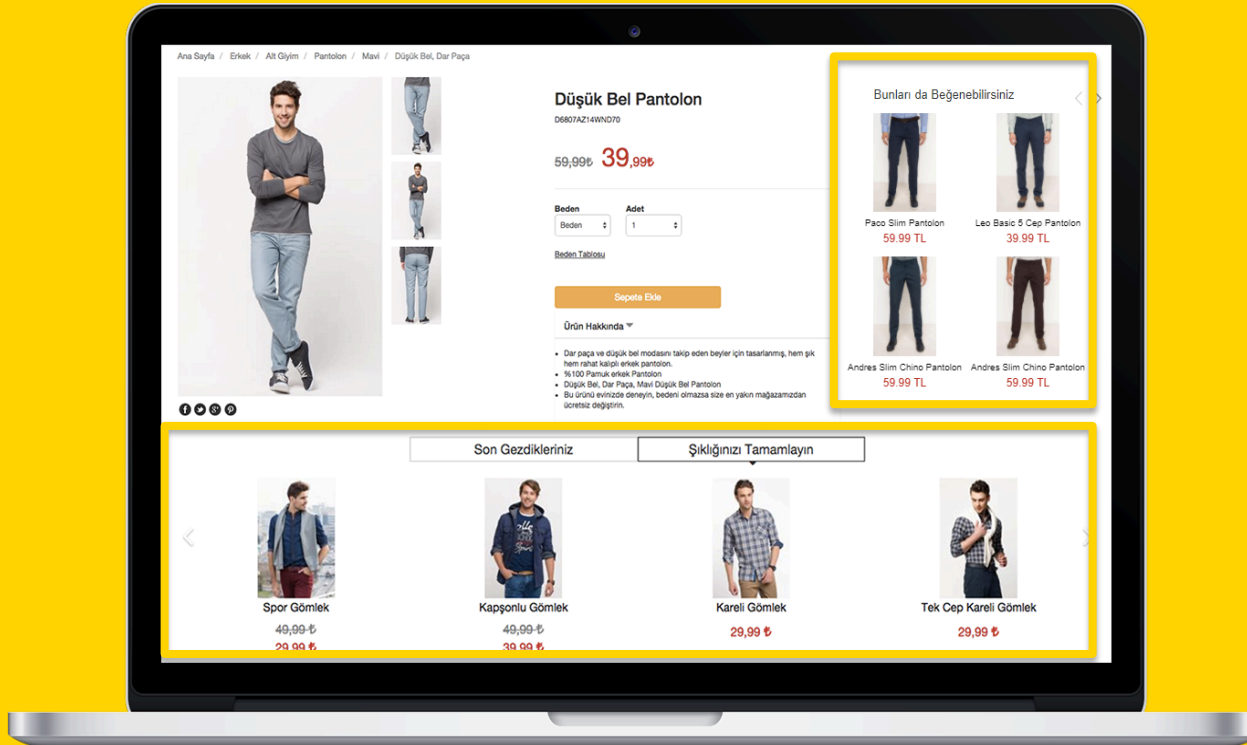Have personalized emails sent automatically when your customized criteria are satisfied.

MOBILE API

Integrate with our REST API to enable real-time personalization on virtually any platform.
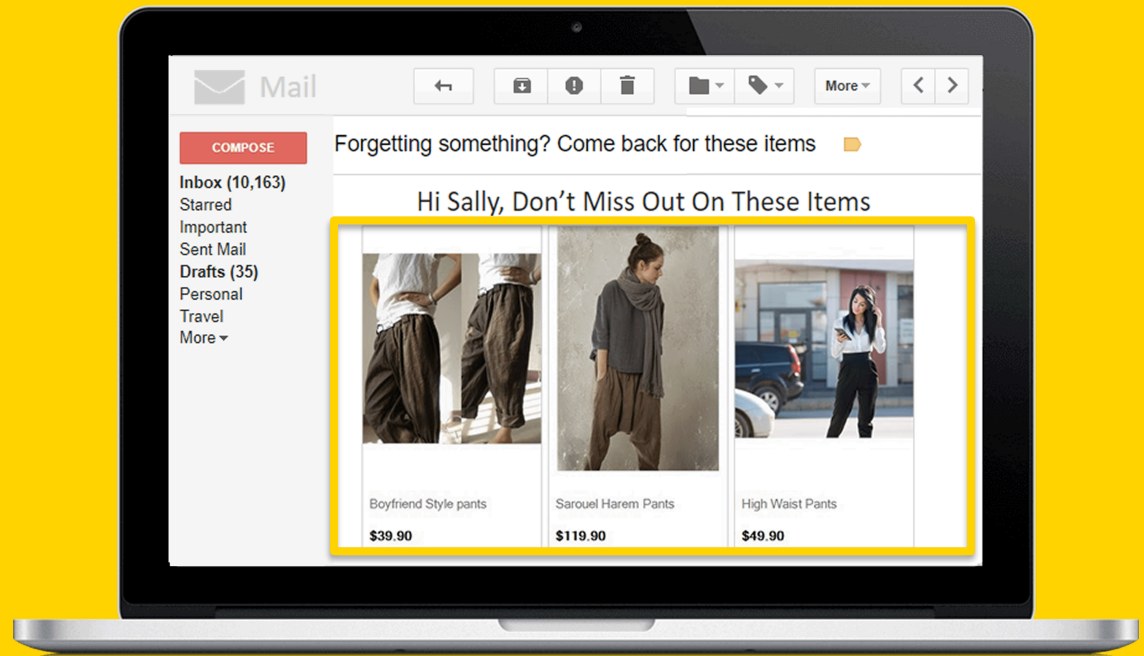
PRODUCT RECOMMENDATIONS

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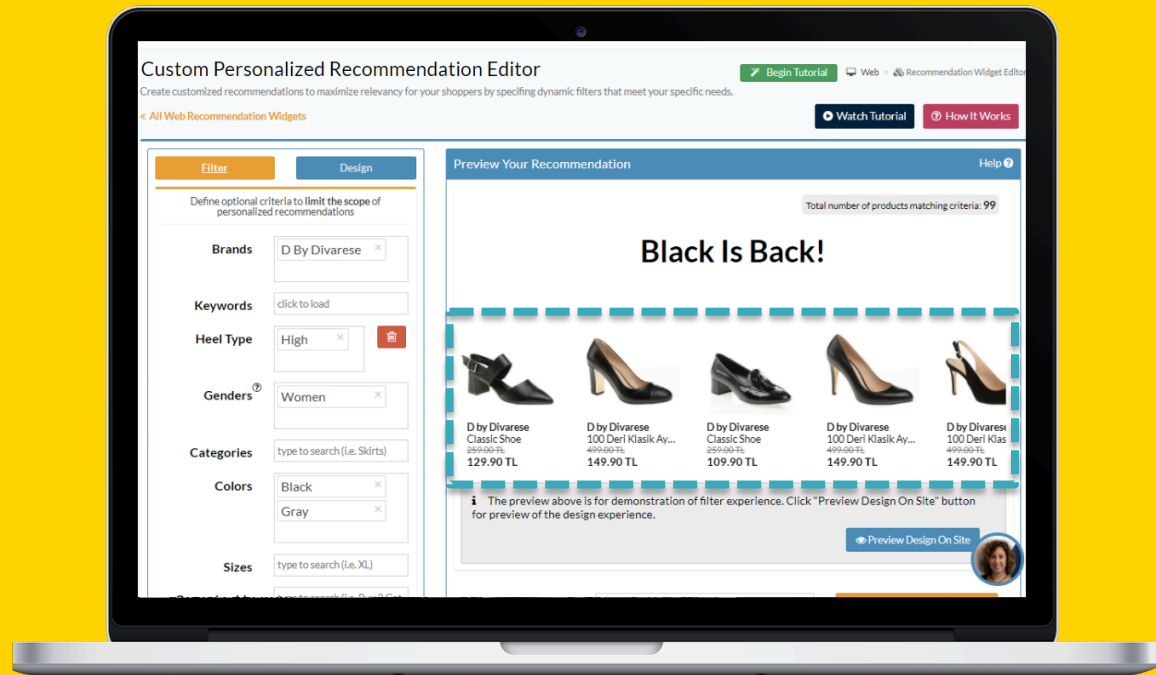based on each shopper's unique shopping taste and intent

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BOOST ONLINE STORE'S REVENUES

15 %
INCREASE IN REVENUE

16 Million $
EXTRA REV. GENERATED SO FAR

2 Billion
PAGES PERSONALIZED SO FAR

TRUSTED BY LEADING BRANDS

ALDO	BRANDROOM WORLD OF FASHION	Matras	ENMODA	BENTLEYS
morhipo	DeFacto	bimeks	INTERSPORT	CHEAP OZ
mavi	NINE WEST	Taze Direkt	La Senza	AUGUST BEE
neVo	Amaris Habesha	COBALT	BARA JAN STORE	HELLWOOD

morhipo

Personalization demand now accounts for over 15% of Morhipo's website revenue.

Personalization in private shopping or in other words in a "quick inventory turnover environment" carries huge scientific challenges.

Morhipo was trying to find a partner that could personalize the experience on its website carrying 200K items. They chose Perzonalization.

Solutions Implemented

- Real time on-site personalization for campaign banner listing on the PS section which now accounts for 9.7% of the website's revenue
- Personalized product recommendations on the home, category, product, thank you and search no results pages of the website which now accounts for 4.6% of the website's revenue
- Personalized product recommendations on the product pages of the mobile app
- Cart recommendations with tailor-made rules
- Personalized product recommendations on the blog

Intersport has seen an enormous uplift in online revenues making the personalization demand equal to 12% of the site's revenues.

Online sports shopping has grown into a popular eCommerce niche. Being an international sporting goods retailer, Intersport aims to serve online sporting goods shoppers with its wide range of items and brands.

Solutions Implemented

- An algorithmic personalization approach along with automated product recommendations on category, product and cart pages have been applied.
- The online store has had hours of time saving along with considerable increase in revenues.

BRANDROOM

Brandroom realized a 47% improvement in revenue per visitor via personalization solutions

Brandroom's online store was launched in 2015 to realize the objective of giving its customers a 24/7 access to world's renowned brands in the company's portfolio. A few months after the launch, Brandroom reached Perzonalization. It had realised that creating an online experience as personal as in-store is a must in ensuring customer loyalty.

Solutions Implemented

The vision was achieved by implementing personalization on the company's e-commerce website and on the e-mails.

Personalized product recommendations were placed on home, category, product, cart and success pages as well as the e-mails sent by Brandroom.

Automated cart reminder e-mails carrying the items in the cart and personalized related product recommendations began to be sent regularly.

ALDO

Just by inserting personalizaed product recommendations on product pages, Also has realised a 4% uplift in its online revenues.

The Canadian retailer Aldo serves style-conscious online shoppers with its accessibly-priced and on trend footwear and accessories. With its online store, the company aims to create a great omni-channel experience. The same footwear models come in several colors and sizes. In terms of personalization, predicting the customer's shoe size and taste profile are the biggest challenges.

Solutions Implemented

A careful study of colors and sizes have been applied on top of the AI powered personalization approach. Personalized product recommendations have then been placed on product detail pages. Displaying product recommendations only on product pages delivered 4% sales boost and opened the door for the new personalizatipn practices to come.

PERZONALIZATION

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[Instagram](#)	[LinkedIn](#)	[Facebook](#)