richrelevance.

Evolve to Hyper-Personalization

Helping Digital Marketers Deliver on Shoppable Experiences

Our AI-Driven Approach to Personalization

Hyper-Personalization allows marketers to do what marketing clouds can't — monetize and deliver real-time personalized experiences at the individual level. It is a unique AI-driven approach to personalization that is different in kind and can only be achieved through three unique characteristics:

INDIVIDUAL-LEVEL, NOT JUST SEGMENTS

A behavioral profile is created and updated in response to digital signals from every touchpoint, giving a 360° view of the customer - and allowing companies to address each customer as a segment of one.

REAL-TIME CONTEXT

The ability to detect and recognize context and respond appropriately with real-time decisions, driving better relevance.

AI-DRIVEN DECISIONING

A full-spectrum ML/DL learning platform that is explicitly designed to eliminate rules, discover patterns and centralize the experience decisioning across overlapping contexts, algorithmically picking the winning experience on a per-session basis in real time for each individual.

Only RichRelevance Hyper-Personalization Has Deep Learning to Precisely Engage and Convert Across the Customer Lifecycle

MODERN DIGITAL MARKETERS HAVE A DILEMMA

The explosion of digital channels and consumer behavioral changes have put marketers in a difficult position. Customers now have so many ways to interact with your brand, it's almost impossible to reach them all and carry on a consistent, seamless conversation across touchpoints, given the limitations of current marketing technology and budgets.

Sensing an opportunity here, there are now many contenders trying to solve the personalization puzzle, from marketing clouds to in-house solutions to point solution providers.

MARKETING CLOUDS CAN'T BE "ALL IN ONE"

Most advanced marketing clouds come out of the box with a set of a few basic rules at a segment level to personalize your content and outbound campaigns. They simply don't have the native ability to execute on experience design, as they are disconnected from commerce clouds, which need a specialized set of skills for revenue conversion at an individual level.

And if you can't execute at an individual level in real time, it means you're not providing the customer with an interactive, personal experience. It results in an "Experience" gap.

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Bridge the Experience Gap with Hyper-Personalization

RichRelevance's Personalization Cloud complements marketing and commerce clouds, and drives revenue by executing on planned experiences at scale.

ENHANCE MARKETING SEGMENTS

Hyper-Personalization makes it easy to consume "definitional" segments and audiences defined in marketing clouds. They are then able to enhance these segments with behavioral data to create behavioral segments; these can be then further leveraged for improved real-time decisioning with offers, content and more.

TEST AND OPTIMIZE CONTENT AT AN INDIVIDUAL LEVEL, NOT SEGMENTS

Instead of the traditional split test, Hyper-Personalization allows you to test multiple options at an individual session level via algorithms that compete for the best results. This automatic approach ensures that the cost of experimentation is lowered, and relevancy is increased at an individual level.
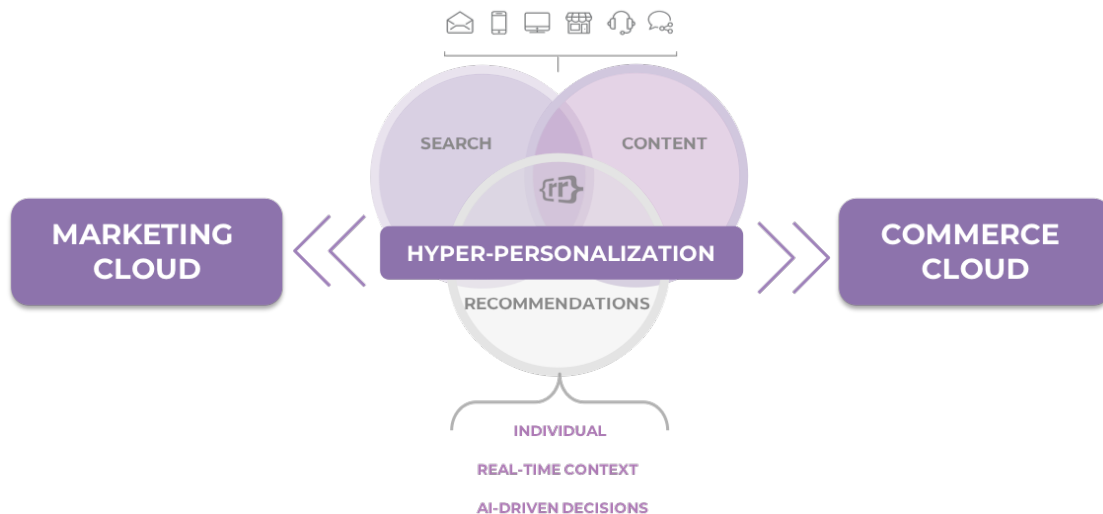
INCREASE AD EFFICIENCY

A PPC marketing campaign can be made much more efficient if the landing page can be personalized to the individual shopper with content that aligns to their context, reducing bounce rates and improving engagement.

IMPROVE EMAIL CAMPAIGNS

Infuse personalized content with enhanced individual context to email campaigns, improving relevancy, open and click-thru rates.

BRING REVENUE-OPTIMIZED CONTENT AND COMMERCE TOGETHER

With features such as Smart Cart, you can promote content offers to encourage reaching a revenue threshold (e.g. "$10 more to get free shipping!"), target loyalty customers and more.

SEARCH   CONTENT

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MARKETING CLOUD   HYPER-PERSONALIZATION   COMMERCE CLOUD

RECOMMENDATIONS

INDIVIDUAL

REAL-TIME CONTEXT

AI-DRIVEN DECISIONS

ABOUT RICHRELEVANCE

RichRelevance is the global leader in experience personalization, driving digital growth and brand loyalty for more than 200 of the world's largest B2C and B2B brands and retailers.

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