

## PERSONALIZED OFFERS

## Cortana Intelligence Solution



# Overview

In today's highly competitive and connected environment, modern businesses can no longer survive with generic, static online content. Users view an entire web page in 2.6 seconds<sup>1</sup>, proving that timing is everything. For this reason, it is important to make attractive offers in real-time based on a shopper's interests, needs and wants. Personalized Offers give businesses the power to provide the right offers at the right time, promoting present and future sales.

Personalized Offers leverage real-time and historical customer

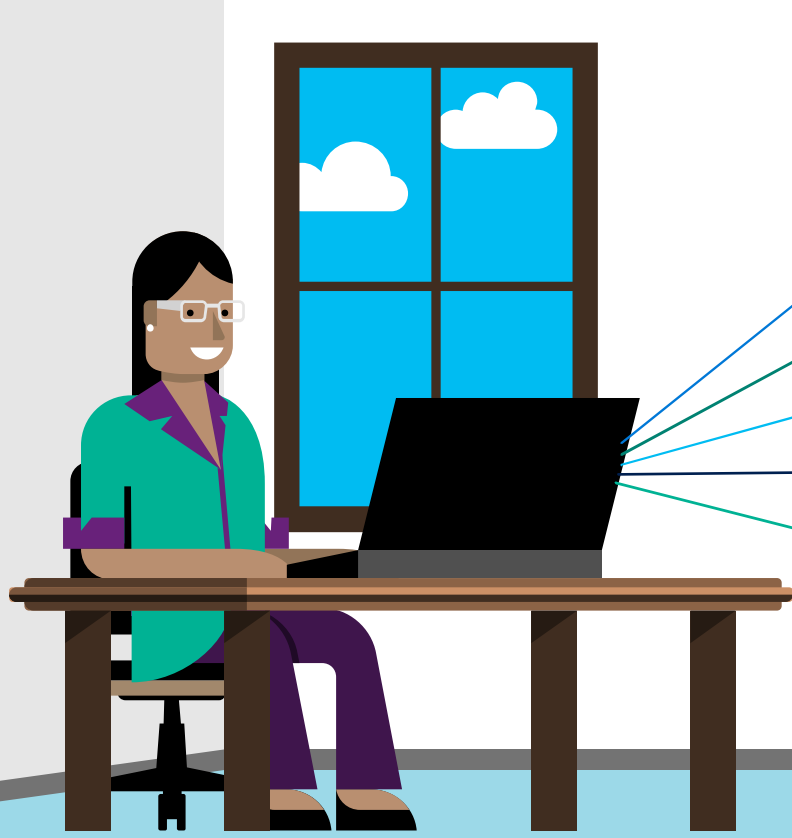
data to enable delivery of compelling and relevant content in the moment. By not only targeting the audience, but catering to them instantly, customer experience is enhanced and brings the brand and customer closer.



# Greatest Benefits of Personalized Offers According to Customers<sup>2</sup>



## Where do Personalized Offers Help?



- Revenue**  
Shoppers are more likely to respond to an offer that is based on their current interests
  - Experience**  
Users feel as though they are focused on and are given a personal connection
  - Quality**  
Offers are made for current interests and needs using real-time information
  - Profiles**  
Customer preferences are aggregated and analyzed regularly, making them more focused
  - Traffic**  
Customers that feel catered to are more likely to become

percentage of consumers that  
PREFER ADS  
TAILORED TO  
THEIR INTERESTS  
and shopping habits<sup>3</sup>

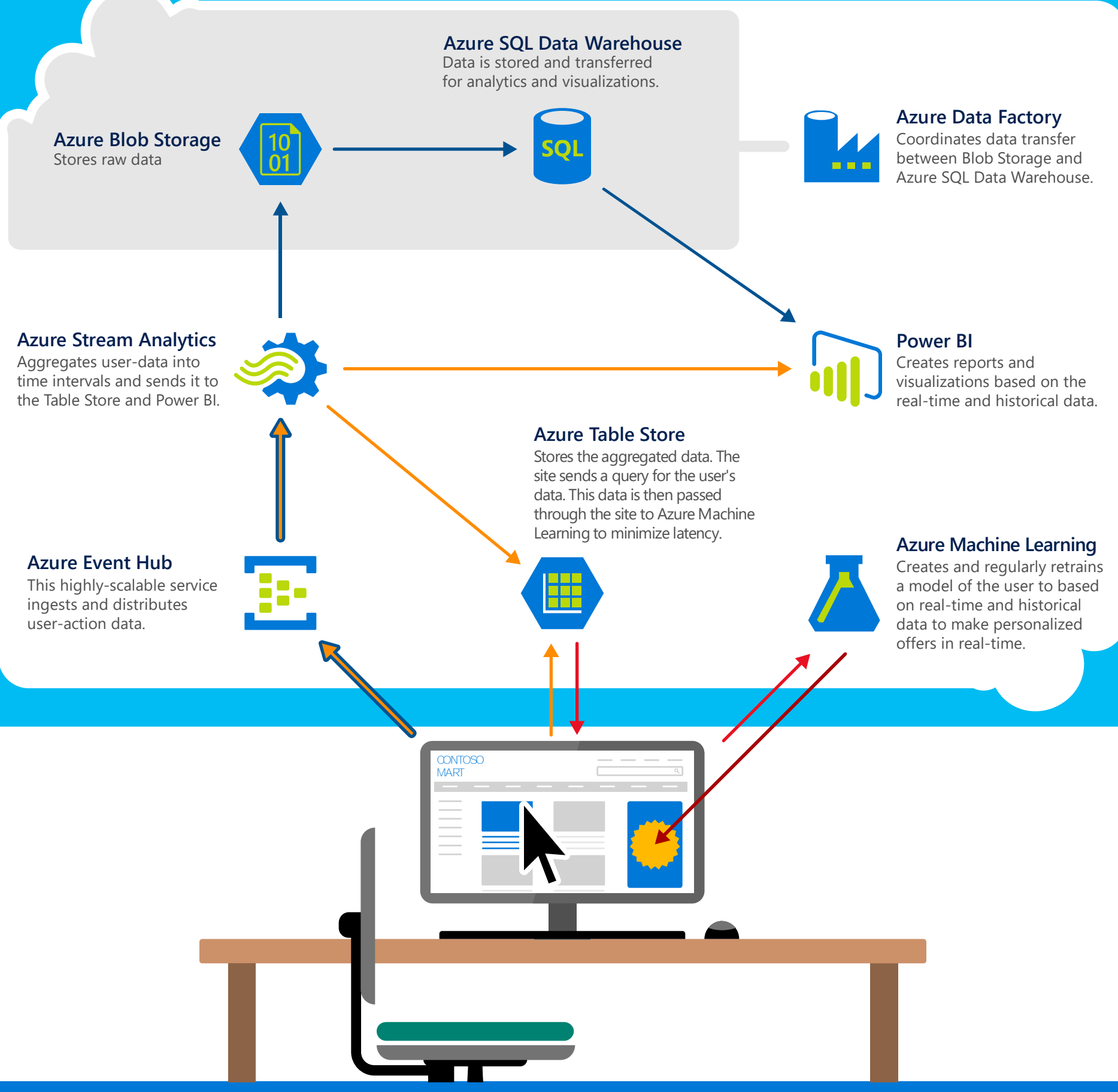


# Personalized VS Targeted Offers



	Site Focused	Demographic/Firmographic
Demographic/Firmographic		
User Profile		
Real-time		
Historical		
Analytics		
Intelligence		
Dynamic Ad Placement		

## Personalized Offers Process



## What Makes a User Choose an Offer?<sup>4</sup>



<sup>1</sup> <http://conversionxl.com/10-useful-findings-about-how-people-view-websites/>

<sup>3</sup><http://www.adlucent.com/blog/2016/71-of-consumers-prefer-personalized-ads/>

<sup>4</sup><http://www.marketingsherpa.com/article/chart/how-likely-consumers-personalized-ads>