

Evergage-Dynamic Yield Comparison

Two of the leading personalization platforms that exist today are Evergage and Dynamic Yield. Both companies have cross-channel personalization platforms that were built in-house, were covered favorably in Gartner's latest Magic Quadrant for Personalization Engines, and often compete for customers in the retail vertical (less so in other industries).

Despite these similarities, there are also stark differences between the two solutions. If you're looking for the personalization solution that will help your company maximize the value of each and every customer relationship and will address current and future requirements, consider the following advantages that Evergage provides over Dynamic Yield.

DATA

Personalized experiences are only effective when they are based on high-quality customer information. The depth of information that Evergage collects about each and every customer and visitor and leverages for real-time personalization is much greater and, therefore, more valuable and useful than what Dynamic Yield provides.

	EVERGAGE	DYNAMIC YIELD	WHY IS THIS RELEVANT?
Implicit Data	Tracks clicks, purchases, active time on page and on-page engagement (hovering, scrolling, zooming, etc.). This provides a truer sense of a visitor's interests and affinities.	Tracks clicks and purchases but not true engagement.	A visitor's implied intent is much different when looking at a product for 40 seconds versus 2 seconds. Dynamic Yield has no way of determining this whereas it's core to Evergage's approach to delivering rule-based and algorithmic campaigns.
Contextual Data	Understands the full business context (i.e., pages, products, category, articles, videos, prices, brands, color, styles, keywords, geo, funnel stage, tools, offers, and more). Companies can also add custom dimensions too (e.g., heel height for shoes, calculators, etc.).	Only understands what is available from your catalog feed or upload.	Knowing the context of what someone's interested in is critical to delivering relevant experiences. Evergage can be used to segment on a visitor's category level interest, recommend relevant brands, and personalize content at a 1-to-1 level.
Explicit Data	Full surveying capabilities to ask visitors questions (or treat clicks on images as a survey response), store answers in each visitor's profile, and then respond in real time.	No surveying capability.	Rather than relying entirely on implicit analytics data, there are some situations where it's preferable to ask for a visitor's input or feedback in context, and then use that data to improve her experience in real time.

MACHINE LEARNING

When it comes to building and scaling cross-channel personalization programs, companies can achieve exponential results by leveraging machine learning. It's important to note, though, that machine learning *can* encompass much more than recommendations alone. The breadth, sophistication and overall application of machine learning is significantly more advanced with Evergage than it is with Dynamic Yield.

	EVERGAGE	DYNAMIC YIELD	WHY IS THIS RELEVANT?
Affinity Modeling	Machine learning is used to interpret each visitor's behavioral and purchase data over time to determine their "contextual" preferences (e.g., brands, categories, price point, etc.).	In September 2019, DY added some affinity modeling capabilities. It appears to be based on clicks/actions – not time spent – and they do allow for custom weightings.	You can target visitors based on rich affinity data and deliver more relevant recommendations (in real time).
Product Recommendations	Layered (i.e., combined algorithms) and tuneable recommendation strategies (i.e., "recipes") that leverage rich visitor data (based on affinity modeling) to deliver maximally relevant 1-to-1 results.	Relies on slotting (where each product slot has a separate, unrelated algorithm) instead of a layered approach, which limits a campaign's overall effectiveness.	With Evergage, a single strategy/recipe can deliver maximally relevant recommendations across every "slot." And with affinity data, even co-buy and co-browse algorithms can deliver 1-to-1 experiences.
Brand, Category and Keyword Recs	Recommend relevant brands, categories, keywords and other contextual product or content attributes at the 1-to-1 level.	Not available	Recommendations beyond products/content drives more relevant personalization and discovery opportunities.
Category Sort	Powerful, real time, 1-to-1.	Not available	You can optimize an essential touchpoint in the buyer's journey with personalized category sorting.
Promotions and Offers	Machine-learning driven 1-to-1 offers and promotions (including dynamic vochering).	Not available	Deliver the right promotion (or not deliver it to those that don't need an incentive) to maximize conversions.

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Full Experiences	Machine-learning driven 1-to-1 relevant experiences.	Not available	Deliver fully personalized experiences – images, content, navigation, offers, etc. – where each visitor/customer with is presented with an experience that’s completely personalized.
Real-Time	Evergage’s machine learning updates in real time based on each visitor’s behavior.	Not always real time.	True real-time means that you can utilize the most up-to-date and accurate understanding of a visitor’s interests to deliver a more relevant experience.
Monitoring & Alerting	Continuously monitor all of your campaigns, goals, segments, site performance, and referrals with Evergage Guardian. Alerts automatically notify your team of both issues and opportunities.	No “Guardian” equivalent and customers note the “ <i>lack of real-time monitoring of bugs & deployment errors.</i> ”	In a world where you can get lost in a mountain of analytics data, Evergage makes it is easy to monitor and troubleshoot anomalies.

USABILITY

As a core technology for helping companies execute customer-centric marketing strategies, personalization platforms must increasingly cater to different internal stakeholders. Beyond marketer-driven campaign management and analytics, for example, data scientists and business intelligence teams see value in accessing customer data and models for insights and analysis. Unlike Dynamic Yield, Evergage is designed to serve the needs of all of these groups.

	EVERGAGE	DYNAMIC YIELD	WHY IS THIS RELEVANT?
Business Users	Evergage provides an intuitive interface where marketers, product managers and merchandisers access customer data, build and manage simple or complex cross-channel campaigns (including “white box” recommendations), analyze results, and more.	Dynamic Yield has a clean interface where business users can build and manage cross-channel campaigns and analyze results. Public reviews indicate that there can be some challenges with managing complex campaigns and that it can take 10 minutes from when you publish a campaign to when its live.	Business users tend to be the primary end users of personalization platforms. Like other marketing technologies, they need to be able to deploy campaigns and make timely iterations.
White Box vs. Black Box	Evergage provides a “white box” approach to campaigns that utilizes machine learning. Business users can configure “recipes” by combining algorithms, hone them with filters and boosters, and preview results for specific users (or groups of users).	Dynamic Yield’s approach is more “black box” in nature where business users have limited ways of influencing campaigns that use machine learning.	Business users are accustomed to transparency with marketing technologies (such as email and adtech). Why should that be any different with machine learning-driven recommendations?
Site Speed	Evergage runs in real time and does not slow down site performance.	DY is critiqued on public forums for slowing down site performance.	There shouldn’t be a trade-off between personalization and site performance, especially when there’s direct correlation between site speed and conversion rates.
Developers	With templates and our next-gen JavaScript library (experience.js), developers can control and approve	Dynamic Yield has a number of pre-made templates that business users can leverage for their	When it comes to best practices and execution, business users and developers are inherently linked.

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	underlying code for personalization campaigns. Furthermore, developers can use Evergage Gears to extend the Evergage platform as they wish including custom integrations.	campaigns, but it does not provide a system for customers to create their own templates for internal use. The company does not offer a developer-friendly way to extend the system.	Evergage provides solutions that help both parties reliably and rapidly create and execute campaigns that drive business value.
Data Scientists	Evergage data can be access via our Data Science Workbench where data scientists can create visualizations, execute data transformations, and run simulations and statistical models. Output from their analysis can, in turn, be brought back into Evergage as profile attributes where they can be used for personalization.	Dynamic Yield does not appear to provide a means for data scientists to work with the data in the platform in the same way.	Increasingly, businesses rely on internal data scientists to run analyses and identify trends. Evergage is a trove of rich customer, engagement and catalog data, which can be made available to your data science teams.
Business Analysts & Analytics Teams	For internal analytics teams, Evergage offers business intelligence and reporting tooling for its rich data. Evergage configures and manages a data warehouse in Redshift, where schemas can be configured to work with tools like Tableau or Looker.	Dynamic Yield does not appear to enable something similar.	If you have business analysts or analytics team, they can use familiar tools to query and run reports on Evergage data.

INTEGRATION AND CROSS-CHANNEL SUPPORT

Companies want to not only collect new, rich and insightful customer data but also leverage data from existing sources for personalization campaigns. As a full customer data platform (CDP), Evergage – through Evergage Gears™ – can be extended in many ways. Dynamic Yield is not a CDP nor as easily extensible.

	EVERGAGE	DYNAMIC YIELD	WHY IS THIS RELEVANT?
Single Customer Profile	For every anonymous visitor and named customer (and account), Evergage maintains a unified profile that's updated in real time. Companies can use data passed from other systems to enhance these profiles which, in turn, can be used for real-time personalization.	Dynamic Yield's customer profile are not as deep as Evergage's profile.	Rich customer profiles are what drive true 1-to-1 experiences. And having real-time data ensures that your campaigns are accurate and relevant.
Call Center	Evergage works with the leading call center applications both pulling customer interaction data from the call-center application and enabling the call-center agent to respond in real-time with relevance based on evergage's segments, offers and recommendations.	Dynamic Yield has a partnership with ResponseTap where call center sessions can be used for web personalization.	Knowing what someone is interested in helps to empower your service team to better engage your customers when they call your company.
Server-Side	When a company would prefer (or require) that personalization campaigns be executed server-side (vs. client-side), Evergage can pass campaign logic via APIs that developers can use to implement into their website or application.	It is unclear if Dynamic Yield enables server-side integrations.	Every company's technology environment is unique so it's important that a personalization platform be able to accommodate many variations.
Email	Whether integrating with your ESP/MAP, delivering content that is	Dynamic Yield can send triggered email, but their capabilities are more	Personalization and customer data platforms maintain much richer

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	personalized at open time (included in an existing ESP campaign) or sending triggered emails or 1-to-1 personalized batch campaigns, Evergage can serve as the perfect addition or complement to a your company's email initiatives.	limited in scope than Evergage. They do not appear to have the ability to send batch email campaigns.	customer data than ESPs and MAPs. Leveraging these insights results in more relevant email campaigns that drive higher clickthrough rates and more conversions.
Mobile App	Evergage provides iOS and Android SDKs so customers with mobile apps can track users and deliver personalized experiences on smartphones and tablets.	Like Evergage, Dynamic Yield supports personalization across iOS and Android devices.	Users who install mobile apps are often your most loyal customers. As such, it's important to be able to deliver seamless, personalized experiences to them however they decide to interacting with your company.
Integrations	Evergage provides powerful and flexible solutions that enable customers to pass or pull information to/from virtually any data source. This includes out-of-the-box integrations, APIs, passing data via the browser, ETL, webhooks and streaming to a data warehouse.	Dynamic Yield similarly offers an API and a number of out-of-the-box integrations, but they are not a customer data platform (CPD) and do not provide an extensible framework – like Everage.. <u> </u>	Siloed customer data is of little value whereas integrating it with a personalization and customer data platform enables a company to activate the information in a way it can used to deliver better customer experiences.

EXPERT SUPPORT

Success with personalization is dependent on much more than technology alone. To drive a measurable return on investment, a company must also consider its strategy, resources, training, quality assurance, measurement and more. Evergage has a proven track record and culture of partnering with each of our customers in order to achieve desired business results. The scope and dedication of Dynamic Yield's customer support is not nearly as robust or effective as Evergage.

	EVERGAGE	DYNAMIC YIELD	WHY IS THIS RELEVANT?
Center of Excellence	The Evergage Center of Excellence (CoE) consists of an extensive set of resources (Customer Success Managers, eCampus, Knowledgebase, Playbooks, etc.) made available to every Evergage customer to ensure effective execution of personalization strategies and vision.	While Dynamic Yield provides onboarding and support services, there are quite a few public reviews that indicate that the onboarding process is time-consuming and that their support teams are often slow to respond to requests.	Personalization platforms can deliver long-term ROI, but achieving results extends well beyond the technology alone. To maximize your investment, a partner should also have the resources, knowledge and experience to help you execute.
Personalization Management Office (PMO)	Evergage's PMO framework includes templates and worksheets that are designed to help companies implement a structured system for managing a personalization program – with rules, procedures, accountability and oversight.	Dynamic Yield does not appear to offer PMO-like guidance. However, they do offer a training and certification program.	Improving customer engagement to drive results is a high priority and high profile initiative. Implementing processes and procedures helps to ensure proper oversight and accountability.
Strategy	Evergage's strategy team collaborates with your Customer Success Manager to help you develop plans that prioritize short-term objectives while also setting you up for success in achieving your longer-term goals for personalization.	It is unclear what, if any, strategic services Dynamic Yield provides.	Wherever you are on your personalization journey, strategic planning can help continue to push the envelope beyond what you thought possible.