

Convert Visitors into Customers With Website Personalization

Boost Sales

- Personalized CTAs convert **202% better** than default versions. (HubSpot 2018)
- **94% of companies** report an uplift in conversion rates after implementing personalization. (RedEye 2017)

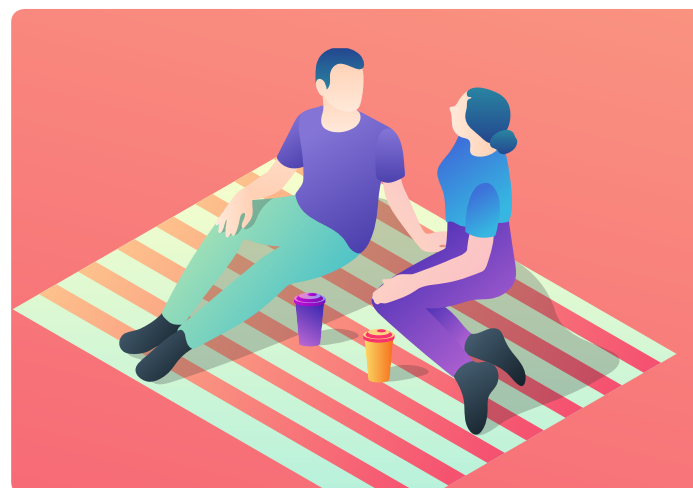


Stand Out from the Competition

- **64% of companies** still don't create different experiences for known & unknown site visitors. (RedEye 2017)
- **80% of consumers** are more likely to do business with companies that offer personalized experiences. (Epsilon 2018)

Create Better Experiences

- **44% of consumers** are more likely to purchase again if their online shopping experience is personalized. (Econsultancy 2018)
- **78% of consumers** say personally relevant content increases their purchase intent. (OneSpot 2016)



How Site Personalization Works

Create an experience that's tailored for every site visitor. Choose the trigger that will change site content and select the change you want to occur.

Triggers



Visitor Location



Number of Visits



Time of Day



Device Type



Campaign URL

Real-World Examples



Visit Store

Trigger: Visitor arrives on site from a mobile device

Action: Save 25% on lunch specials

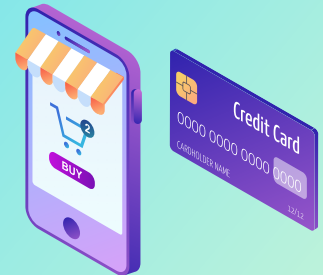
Value: Visitor comes directly to business

Order Online

Trigger: Visitor arrives on site on Mother's Day

Action: Banner promoting free delivery

Value: Visitor has incentive to order flowers



Flash Sale

Trigger: Third time visitor goes to the site

Action: Popup for buy one, get one free

Value: Return visitor is encouraged to buy

