richpromo®

Targeted Promotions

RichPromo® is a campaign management solution that allows marketers to automatically optimize which campaign and creative will be most effective for each shopper, in real time.

KEY BENEFITS

INCREASES:

- **Engagement**
- **Conversion**
- **Click through rates**
- **Marketing productivity**
- **Visibility into campaign performance**

Requires little integration work for existing RichRecs customers

The best-performing promotions are optimized for each user.

Features

ELIMINATE "ONE SIZE FITS ALL" CREATIVES AND PROMOTIONS

Our dynamic campaign targeting capabilities ensure your shoppers are presented with the most relevant and effective campaigns every time.

DELIVER 5x THE ENGAGEMENT OF STATIC PROMOTIONS

By targeting promotions to shoppers according to their behavior and context within the site, RichPromo dramatically improves engagement and conversion.

END THE DEBATE OVER WHICH PROMOTION OR CATEGORY TO SHOWCASE ON HIGH-TRAFFIC PAGES

Use data to drive real-time optimization of your promotions and even your campaign creative.

REDUCE STRAIN ON YOUR MARKETING AND MERCHANDISING TEAMS

Not only does RichPromo automatically choose the right promotion to present your shopper, it also dynamically optimizes for the best-performing creative (across multiple promo campaigns, each with multiple creatives), eliminating manual merchandising efforts.

SOPHISTICATED WORKFLOW AND INTERFACE

Exercise comprehensive control over your campaigns, with detailed reporting for your entire site and for individual campaigns, including placement views, clicks, click through rate, units, sales revenue orders and average order value.

powered by the
enRICH®
personalization engine