

MAX Personalization

AI powered customer personalization solution for unified view





Overview

With today's customers accessible to a wide variety of business products and service offerings, today's retail organizations are slowly moving away from the reliance on 'price' and 'promotions' that does not guarantee a customer's brand loyalty.

Today's organizations are driving technology integration with their business ecosystem so that customers can be reached out with a personalized approach for continued business growth. Since anticipating customer's needs and delivering value throughout the interactive journey that retailers make with their customers, involves a lot of emotional relevance for the brands, personalization branding takes precedence over other methods of direct selling.

Challenges

According to research published by a leading journal in 2018, marketers have found personalization hurdles ranging from 23% to data error to 42% to lack of resources. Significant challenges that today's retailers see in the context of personalization branding techniques are listed below:



Partial Data Collection

Brands conduct information collection of consumers; however, it is often negligible, occasional, and not processed in real time, leading to loopholes in data synthesis and analysis.



Data Quality

Identification of correct data is a struggle for brands; thus, creating a single, 360-degree view of the customer's relationship with the brand becomes less useful due to inefficacy of data analysis.



Data Integration across Buying Channels

Brands with a brick and mortar existence face the additional complexity of linking in-store systems to old fashioned tech stacks, rendering them incapable of developing information to further personalize experiences outside of a single channel.

Solution and Features

Our solution to create impact for today's brands: **MAX Personalization**

MAX Personalization is an AI-powered personalization anywhere platform that delivers customized experiences at each touchpoint of the buying cycle: web, application, email, kiosks, IoT and call centers.

The platform's information management capabilities facilitate optimized consumer experiences by providing a unified sight of the consumer. All stakeholders such as marketers, product managers, and engineers use **MAX Personalization** daily for launching new personalization campaigns, running server-side and client-side A/B tests, leveraging machine learning for product and digital content recommendations, and using machine learning algorithms for smartly triggered email and push notifications.

Key functionalities of any personalization team



Important features of MAX Personalization are:



Static Content Dynamism:

Feasibility of changing static content elements such as hero banners, calls-to-action buttons, promotional areas, per the target user or segment.



Tailor Page Layout and Design:

Per each visitor's favorite website browsing history, MAX Personalization reorganizes the page layout and automatically rearranges the grid, menu items, and categories to deliver a customized layout.



Content Personalization at Scale:

Machine learning algorithms dynamically select the most relevant content for each user in carousels, multi-item banners, and sync personalization campaigns with fresh data feeds and creative libraries.



Event-based Triggered Messages on Apps and Email:

Automatically generate custom-made emails and push notifications to reach consumers when they mostly expect it through rule-based triggers.

The end-to-end solution for all your personalization needs



Customer Data
Management



Personalization &
Targeting



Recommendations



Testing &
Optimization



Behavioural
Messaging



Triggering
Engine

Business Benefits



Higher Conversions and Return on Investment (ROI):

Tailored digital experiences such as active online merchandising, product recommendations, and digital content based on consumer behavior, social connections, demographic, weather, context, clickstream data, in-store behavior can be delivered seamlessly. Personalization can deliver five to eight times the ROI on marketing spend.



Higher Average Order Value:

Increased average order value with tactics such as targeted offers, automated product recommendations, dynamic merchandising, and amplifying shopping cart activity.



Higher Lifetime Value:

Enhanced consumer experiences can drive an additional same-shopper sales improvement of over 10% by brands that personalize and contextualize offers to individuals.

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