



Know what interests your customers and bring shoppers back to your site with individualized timely alerts



Online and multi-channel retailers need to stay engaged with shoppers to turn them into loyal customers. Resonance Alerts leverages the power of shopper profiling and individualized targeting to deliver highly personalized alert emails to your opt-in customers. Keep customers informed and bring them back to your store with alerts for New Products, Back-In-Stock, New Sales and Promotions, Shopping Cart Abandonment, Similar Products, and Category Picks.

As a shopper signs up for the alerts they want to receive, retailers gain valuable information about the preferred products, categories and brands of that unique shopper. Resonance Alerts will use this information, along with each shopper's most recent and relevant online behavior, to make the most relevant product recommendations and promotions in the alerts. In addition to individual preferences and profiles, Resonance incorporates merchandising goals, product catalog profiles and business rules to optimize alert messaging.

Real-Time Personalization

Resonance delivers top-line results:

- Increase AOV up to 50%
- Increase conversions up to 150%
- Increase items per order by up to 50%

Resonance delivers bottom-line profits:

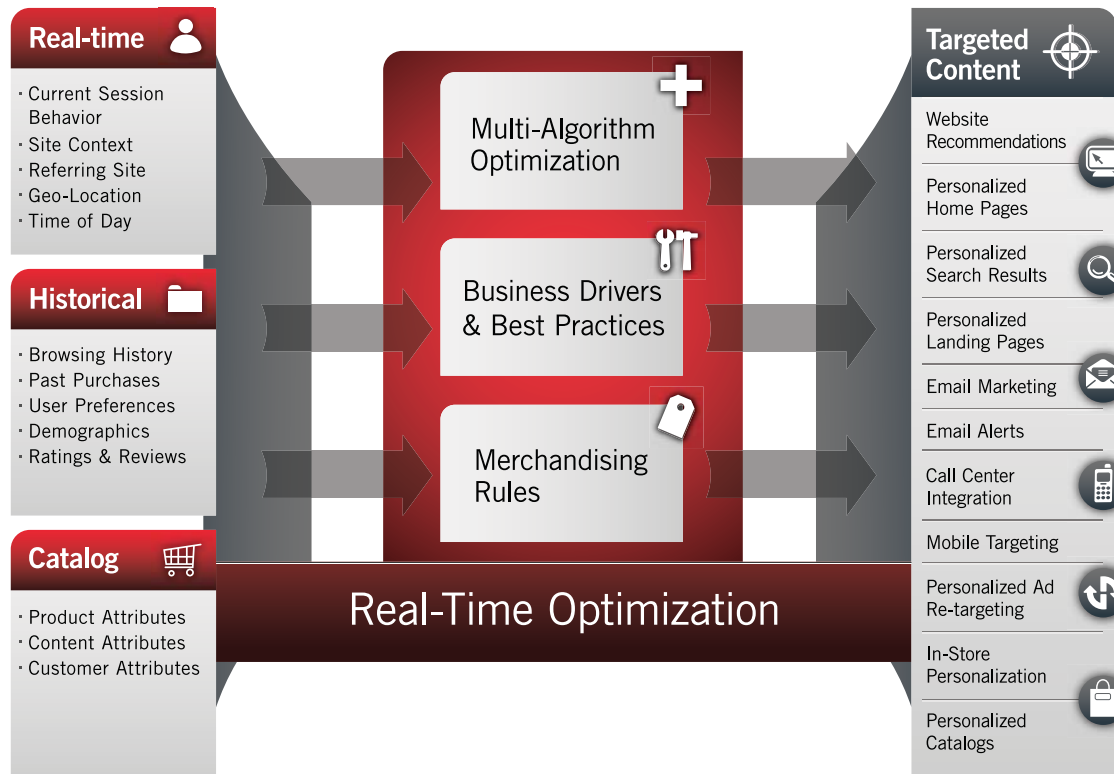
- Increase margins by promoting the right merchandise
- Optimize inventory based on availability rules
- Reduce administration costs with an automated SaaS solution

Proven Benefits

- Capture preferences for products, brands and categories from shoppers on your site
- Acquire contact information to communicate with shoppers before they purchase
- Increase the ability to provide more relevant product recommendations and promotional offers in alert emails and messages
- Reduce time spent on manual management of alert messages
- Maximize revenue and customer satisfaction

RESONANCE® PERSONALIZATION PLATFORM

Resonance is the market leading personalization and revenue optimization platform for online and multi-channel retailers. Resonance automates a company's ability to provide targeted, individualized content and product recommendations in real-time across all of their customer touchpoints from web, email, mobile, video, call center, point-of-sale, and beyond. Combined with a flexible business rules engine, the Resonance platform enables merchandisers to harness the power of real-time behavioral profiling while maintaining full control in defining their product recommendation and personalization strategies.



Proven Solutions

Building our company client by client since 2004, we have evolved into the highest performing recommendation engine in the industry. Our proven technology platform and deep expertise in personalized recommendations make Certona the perfect fit partner for your deployment. Dedicated personalization and optimization experts provide best practices, guidance and analytical insights to deliver superior personalization performance.

Easy Integration

The Resonance platform is delivered as software-as-a-Service (SaaS) and uses Java Script or Web Service interfaces to simplify implementation. Resonance enables easy integration with product catalogs, ecommerce platforms, search engines, web analytics and other systems to integrate personalized recommendations seamlessly across all customer touch points.



CERTONA
Personalize Anytime, Anywhere™

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