



CERTONA

Personalize Anytime, Anywhere™

**RESONANCE®
RECOMMENDATIONS**

Resonance Recommendations enable online retailers to intelligently deliver targeted products and offers to consumers resulting in increased revenues and customer loyalty



Powered by the Resonance Personalization Platform, Resonance Recommendations help guide the discovery and shopping process by turning hit or miss shopping interactions into highly personalized experiences and tailoring each customer visit to that unique individual. By leveraging real-time shopping behavior, individualized profiling and dynamic merchandising, Resonance Recommendations selects the products that match each visitor's unique interests and delivers them automatically at the right time and right channel.

Resonance Recommendations provides targeted products and content for websites from personalized landing and product pages to optimized search results, enhanced shopping carts and any other page of your site. As each visitor begins browsing, Resonance tracks their behavior anonymously and develops an internal profile of the consumer's interests. After only a few clicks, Resonance can begin making purchase recommendations that are real-time and targeted, not 'one-size-fits-all'.

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:

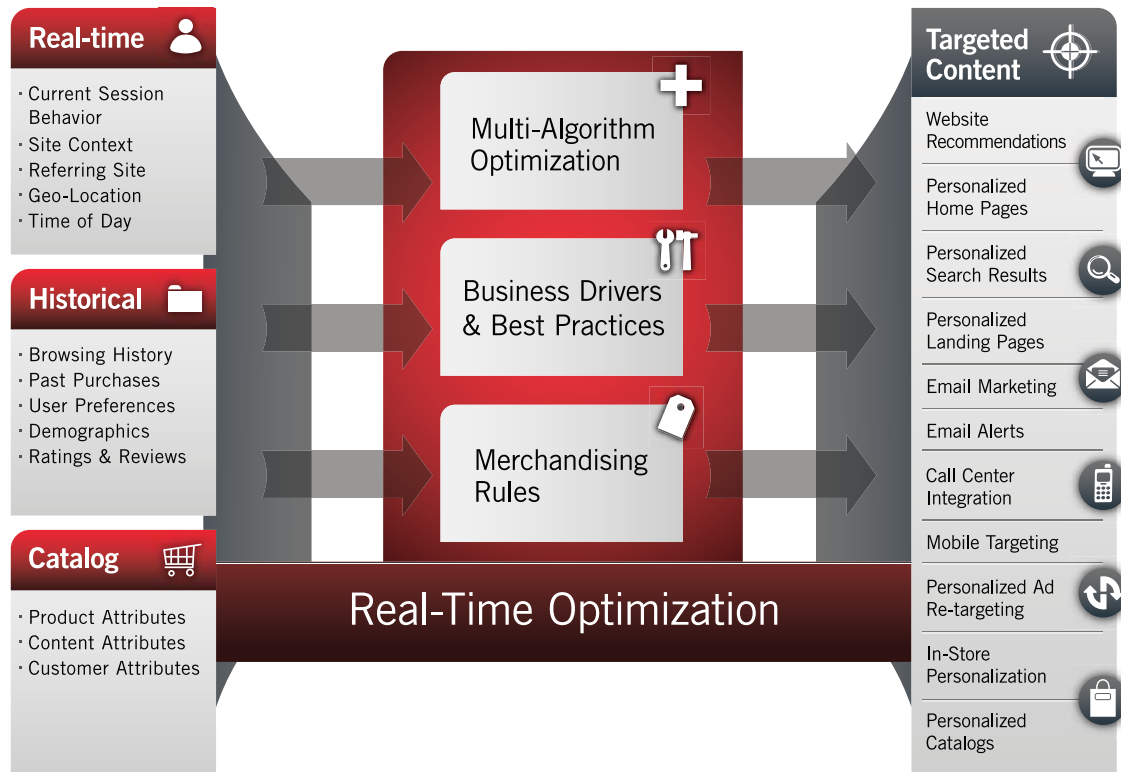
- Increase margins by promoting the right merchandise
- Optimize inventory based on availability rules
- Reduce administration costs with an automated SaaS solution

Proven Benefits

- Engage visitors with personalized landing pages tailored in real-time to the context of their visit
- Convert shoppers with optimized product recommendations, content, and promotional offers
- Reduce costs and IT workload with less time spent on manual merchandising
- Control merchandising rules and business drivers to your specifications
- Analyze with in depth, real-time reports and analytics

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.



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Learn How Your Company Can Personalize Anytime, Anywhere:
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