



PERSONALIZED ALERT MESSAGES

Retailers need to stay engaged with shoppers to turn them into loyal customers. Alert messaging is a great way to stay in touch with customers and build loyalty while delivering excellent customer service. When customers get to decide what they are interested in hearing about, communications stay on target and are more effective.

Resonance® Alerts™ leverages the power of shopper profiling and individualized customer targeting to deliver highly personalized alert emails to retail customers. Resonance Alerts handles alert signup, triggering of messages, delivery of personalized content and recommendations, and tracking of customer response behavior. Retailers will own the contact information.

FEATURES

- **INDIVIDUALIZED** RECOMMENDATIONS PRESENTED IN REAL-TIME BASED ON EACH SHOPPER'S CURRENT BEHAVIOR, HISTORY, PREFERENCES AND OTHER ATTRIBUTES
- **SELF-OPTIMIZING**, NEURAL NETWORK BASED RECOMMENDATION ENGINE WITH SEVEN PATENTS PENDING
- **REAL-TIME:** ALERT YOUR CUSTOMERS WITH WHAT THEY WANT TO KNOW—WHEN AND WHERE THEY WANT TO KNOW IT
- **CUSTOMIZED** STRATEGIES CREATED BY YOU TO MEET YOUR UNIQUE MERCHANDISING GOALS
- **RESONANCE INSIGHT** MANAGEMENT CONSOLE TO CREATE, TEST, DEPLOY, MEASURE AND REPORT

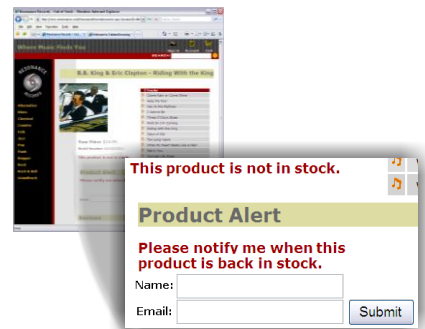
BENEFITS

- **OPTIMIZE** REVENUE WITH BETTER RESPONSE, MORE CONVERSIONS AND HIGHER SALES FROM CUSTOMER RELATIONSHIPS
- **ENGAGE** SHOPPERS WITH PERSONALIZED ALERTS TAILORED TO THEIR PREFERENCES AND BROWSING PROFILES
- **CONVERT** ALERT SUBSCRIBERS WITH OPTIMIZED PRODUCT RECOMMENDATIONS, CONTENT, AND PROMOTIONAL OFFERS
- **RETAIN** AND RECOVER CUSTOMERS WITH PERSONALIZED OPT-IN ALERT MARKETING
- **REDUCE** COSTS AND IT WORKLOAD WITH LESS TIME SPENT ON MANUAL MANAGEMENT OF RECOMMENDATIONS AND PERSONALIZATION
- **CONTROL** MERCHANDISING AND BUSINESS RULES TO YOUR SPECIFICATIONS

USE RESONANCE® ALERTS™ TO MANAGE AND SEND EMAILS OR MOBILE TEXT MESSAGES

Let customers tell you what they want to know. Keep them informed and bring them back to your store with alerts for

- **Back-In-Stock**
- **New Products**
- **New Sales and Promotions**
- **Shopping Cart Abandonment**
- **Similar Products**
- **Category Picks**



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100 Via de la Valle, Suite 100, Del Mar, CA 92014 • (858) 369-3888 •



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ABOUT THE RESONANCE® PLATFORM

Resonance is a real-time, multi-channel personalization and revenue optimization platform. Resonance SaaS solutions automate a retailer's ability to provide real-time, relevant, individualized product recommendations, promotions and content—from the web to the call center, email marketing and all your customer touch points.

Resonance turns hit or miss shopping interactions into personal and effective experiences by tailoring visits to the individual. Online, call center, email or mobile, however you interact with your customers, Resonance profiles shopper behavior and automatically makes recommendations that are real-time and relevant.

With Resonance you will:

- Make money – Increase your revenue per visit and average order value
- Save time – Offload and automate management of personalization services
- Integrate – Optimize the benefits of personalization across multiple channels

Resonance serves your multi-channel needs with applications for web, email, call center, point-of-sale, social networks and mobile.

Resonance® Recommendations™—real-time personalization for e-commerce web sites

Resonance® Email™—personalization of transactional emails and marketing campaigns

Resonance® Alerts™—automated management and personalization of alert emails

Resonance® Call Center™—real-time personalized recommendations in the call center

CONTACT CERTONA TODAY TO DISCOVER HOW

RESONANCE® ALERTS™

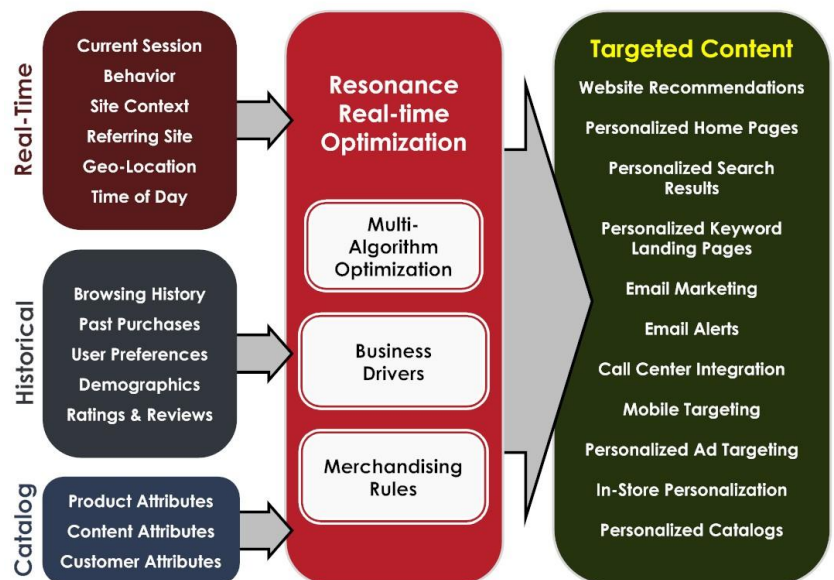
CAN WORK FOR YOU.

(858) 369-3888

SALES@CERTONA.COM

WWW.CERTONA.COM

Resonance Personalization Platform



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100 Via de la Valle, Suite 100, Del Mar, CA 92014 · (858) 369-3888 ·

(858) 369-3888 • sales@certona.com • www.certona.com