



## EMAIL PERSONALIZATION & REVENUE OPTIMIZATION

Web site behavior and email interaction provide a wealth of data about each customer’s searching, shopping and purchase behavior. Retailers must tap into that data to optimize returns on their email communications—from transactional emails to marketing campaigns.

**Resonance® Email™** leverages the power of website and email behavioral profiling and individualized customer targeting to deliver highly personalized emails to retail customers. Resonance Email improves transactional e-mails, marketing campaigns, and list building for product promotion emails.

### 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:** RECOMMENDATIONS CAN BE GENERATED EACH TIME A RECIPIENT OPENS THEIR EMAIL—ENSURING UP-TO-DATE PROFILING, SELECTIONS AND BUSINESS RULES
- **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 PER EMAIL CAMPAIGN
- **ENGAGE** VISITORS IMMEDIATELY WITH PERSONALIZED LANDING PAGES TAILORED IN REAL-TIME TO THE CONTEXT OF THEIR VISIT
- **CONVERT** SHOPPERS WITH OPTIMIZED PRODUCT RECOMMENDATIONS, CONTENT, AND PROMOTIONAL OFFERS
- **RETAIN** AND RECOVER CUSTOMERS WITH PERSONALIZED TRANSACTION EMAILS AND 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
- **ANALYZE** WITH IN DEPTH, REAL-TIME REPORTS AND ANALYTICS

**USE RESONANCE® EMAIL™ TO OPTIMIZE MARKETING CAMPAIGNS AND EMAIL MESSAGING**

**Leverage web site behavior, purchase history and catalog product profiles into cross-channel communications and sales**

- **Transactional Emails**
- **Marketing Campaigns**
- **Targeted Promotions**

**Apply business rules and merchandising goals to Resonance multi-algorithm optimization**



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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® EMAIL™**

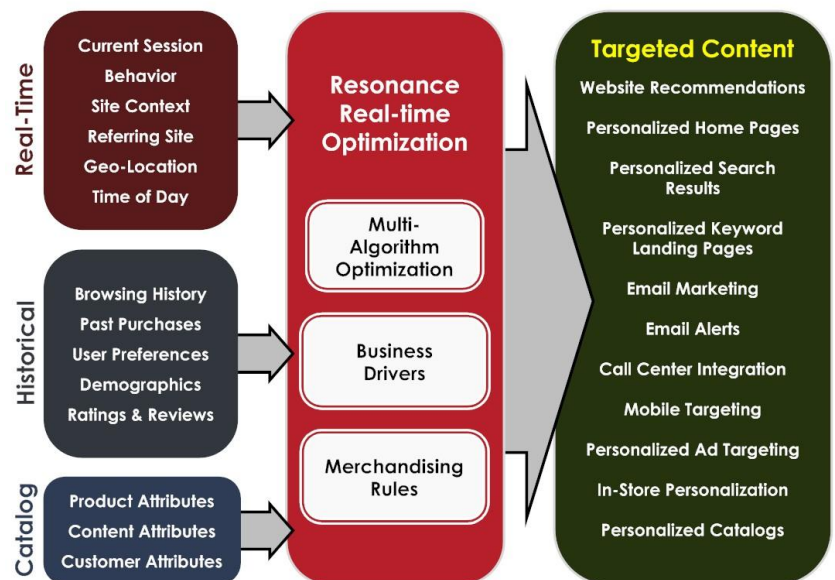
**CAN WORK FOR YOU.**

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### Resonance Personalization Platform



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