



MORE SALES. HIGHER AOV. BETTER CONVERSIONS.

Resonance[®] Recommendations[™] is a real-time, multi-channel personalization and revenue optimization platform.

Resonance Recommendations provides targeted content for websites from personalized landing pages to optimized search and product recommendations throughout the site.

Resonance Recommendations improves engagement and conversion with a personalized experience.

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
- **MULTIPLE** RECOMMENDATION BOXES PER PAGE, THROUGHOUT YOUR SITE; MIX AND MEASURE RECOMMENDATION TYPES TO OPTIMIZE DISCOVERY, CONVERSION AND PERFORMANCE
- **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 MORE SALES, HIGHER AOV, GREATER ITEMS PER ORDER AND BETTER CONVERSION RATES
- **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
- **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

**USING
RESONANCE[®]
RECOMMENDATIONS[™]
RESULTS IN SIGNIFICANT
INCREASES IN
CONVERSIONS AND
AVERAGE ORDER VALUE
OF RECOMMENDATIONS**



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Personalize • Optimize • Profit

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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® RECOMMENDATIONS™

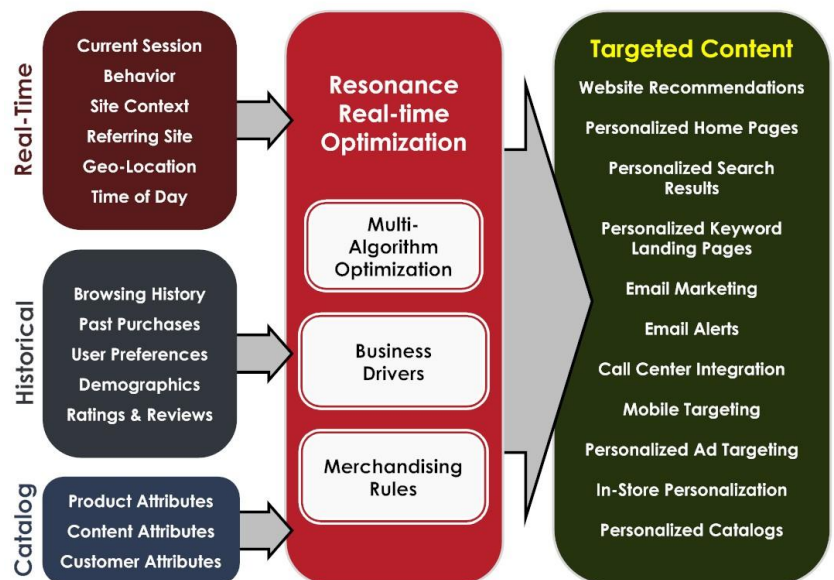
CAN WORK FOR YOU.

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Resonance Personalization Platform



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