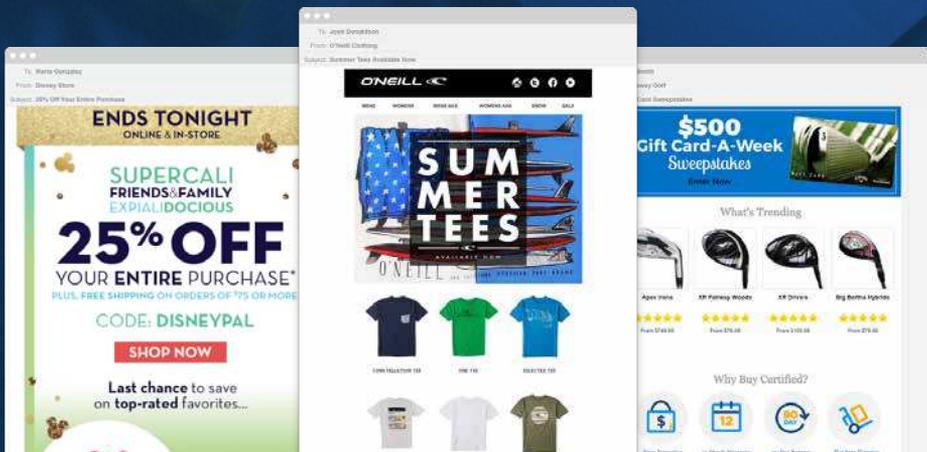


# THE ONLY INDIVIDUALIZED EMAIL SOLUTION

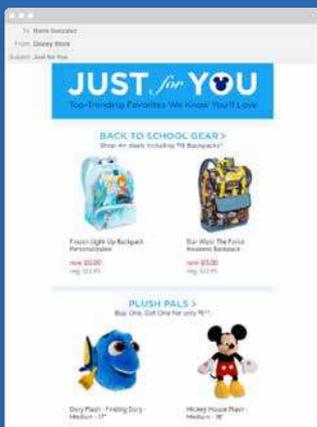
Reinvigorate your email marketing channel and improve revenue per email with embedded promotional and behavioral content, merchandised for the individual shopper at open time.



# INCREASE YOUR REVENUE PER EMAIL

## INDIVIDUALIZE EVERY MESSAGE

Reflektion takes the email experience and injects the most timely and relevant promotional and behavioral content directly into your transactional and marketing messages. That means instead of merchandising a limited set of popular items, you can guarantee the promotion of the most relevant products for that individual shopper. By making the content of your emails more relevant, it dramatically increases your revenue per email.

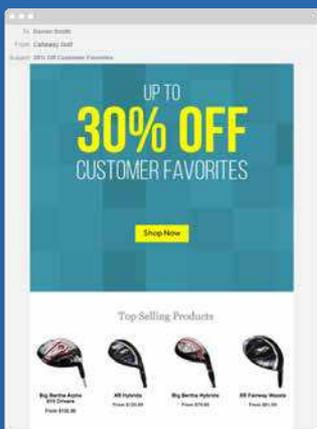


## EXTEND MERCHANDISING TO THE INBOX

Break away from the industry standard of sending predetermined or largely generic merchandise that's focused on a broad segment. Reflektion transforms the email experience by presenting individually relevant content to each shopper, leveraging their personal behavior and taste for maximum relevancy and click through.

## REACTIVATE SHOPPERS WITH RELEVANT BEHAVIORAL CONTENT

Messages that respond directly to individual shopper behavior, like completing a purchase or abandoning cart, yield significantly higher open and click through rates for retailers. Reflektion leverages recent onsite engagement to select and inject the most individually relevant content into behavioral messages, extending the experience offsite and reactivating more shoppers.



## REVERSE DECLINING RESULTS

By making email content individually relevant, instead of sending one-size-fits-all messages, retailers can counteract the downward spiral in email results. This approach improves click through and conversion rates while also reducing the need to send an overabundance of email campaigns to drive the same results.

reflektion.com | 650-293-0800

