



Reflektion Behavioral Email



Reflektion

Drive engagement and revenue with drip marketing using hyper-personalized product recommendations that respond to every behavioral trigger

Benefits

- + Increase revenue per email
- + Grow conversion
- + Elevate rate of returning visitors

Features

- + AI-powered product recommendations and content personalization
- + Abandonment triggers
 - + Cart
 - + Browse
 - + Category
- + Catalog change triggers
 - + Price drop
 - + Low inventory
- + Customer reactivation trigger
- + Works with your Email Service Provider (ESP)
- + Merchandising rules and scheduling
- + Split testing (A/B, multivariate) and analytics
- + JavaScript or API integration

What if your email retargeting campaigns could engage your customers in a whole new way—with hyper-personalized product recommendations and content specifically designed for each individual’s preferences? And what if emails were incredibly responsive, and re-engaged customers at exactly the right time in their shopping journey?

Tap the next level of email personalization—automatically

Behavioral Email, part of Reflektion’s Email Suite, taps into visitor interaction data collected from every Reflektion touchpoint. Upon opening an email that was triggered based on abandonment, catalog changes, or reactivation, your audience sees individualized content that automatically prioritizes and recommends the right products and categories, to maximize revenue.

Powered by Reflektion’s Customer Engagement Platform

With intelligence from Reflektion’s purpose-built AI and Big Data Individual Customer Profile DB, that’s continuously learning 1:1 shopper preferences with every interaction, your team can not only deliver individualized retargeting, at scale—but also deliver an incredibly personalized experience across every touchpoint.

↑
13%
Site Conversion Rate

↑
24%
Conversion

↑
17%
Average Order Size

Complete control with content personalization HTML Blocks

Flexible easy-to-configure banner styles

Behavioral triggers drive engagement at the right time

Individualized product recommendations drive conversion

SPECIAL DISCOUNT FREE Shipping on Orders of \$60 or more!

RIGGS & PORTER

WOMEN MEN HANDBAGS ACCESSORIES GIFTS SALE

Get it before it's **GONE**

MAKE IT YOURS!
Your cart is waiting, check out now!

LOU & GREY ESSENTIAL LEGGINGS \$24.50

BUY NOW!

Would you like to add these to your cart?
They are going fast!

LOU & GREY SIGNATURESOFT V-NECK TEE	LOU & GREY GARMENT DYE V-NECK SWEATSHIRT	LOU & GREY SIGNATURESOFT HOODIE TOP	LOU & GREY SHADOWSTRIPE SLEEVELESS SWEATER
\$49.50	\$59.50	\$59.50	\$49.50
VIEW	VIEW	VIEW	VIEW

Comprehensive Behavioral Triggers

Re-engage at every opportunity with comprehensive triggers for abandonment (cart, browse, category), catalog changes (price drop, low inventory), or based on customer reactivation.

Incredibly Individualized Retargeting

Reflektion's AI automatically creates product recommendations for each individual based on visitor profile, behavior, cohort, and highest propensity to buy.

Contextual Content Personalization

Empower marketers to deliver content based on any audience segment, with personalized banners, HTML Blocks, images, text overlays, and/or CTAs, based on the viewer, location or other factors.

Flexible Drip Marketing Settings

Set daily frequency and total email caps, delays after behavioral engagement, interest thresholds, or time since the last visit, for individual campaigns and triggers, or apply any settings globally. Conveniently integrates with your ESP.

Optimize And Monitor Performance

Reflektion's Customer Engagement Console makes it simple to run experiments to test and compare the impact of email personalization and use visual analytics to see the impact on results

Total Merchandiser Control

Easy visual rules builder makes it simple to boost, bury, pin, or blacklist products and categories based on visitor segment, attribute, or locale. Product attribute weightings enable contextual control.