



Reflektion Content Personalization



Reflektion

Enrich your customers' shopping journey with contextual and flexible content controls for web and email

Benefits

- + Increase customer conversion
- + Boost time-on-site and Returning Visitor Rate (RVR)
- + Enhance brand loyalty

Features

- + Rule-based personalization
- + Contextualized controls
 - + Banner styles
 - + HTML Blocks
 - + SEO meta-tags
- + Automatically schedule variations
- + Split testing (A/B, multivariate) and analytics
- + JavaScript, API or hosted CDN integration

Reflektion's Content Personalization puts merchandisers and marketers in control by making it simple to create and adjust contextual banners, test and deploy site imagery for different audiences, or create any other personalization—no developers required.

It's the perfect complement to Reflektion's cutting edge individualization, to further maximize customer engagement, tailored to your brand, visitors, and business priorities.

Contextual content personalization, simplified

Clicks-not-code configuration makes it simple to tailor banners, imagery, content, CTAs, promotions, emails and any other onsite or off-site content for new, returning visitors, or any segment. Pre-configured styles encompass the most common content layouts and scenarios, enabling merchandisers and marketers to make instant changes. Optionally, developers can apply further control over creating or modifying new appearance styles as needed.

Runs on the Reflektion Customer Engagement Platform

Content Personalization is a module of Reflektion's Customer Engagement Platform that enables personalized segment targeting using easy-to-configure rules, conducting split tests, and analyzing results.

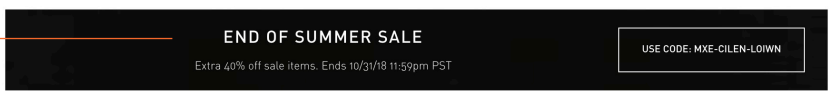
Use Content Personalization with Reflektion's Search, Product Recommendations, Category and Landing Pages, and Email Suite to further enhance every visitor experience.

↑
24%
Site Conversion Rate

↑
62%
Page Views

↑
13%
Site Conversion Rate

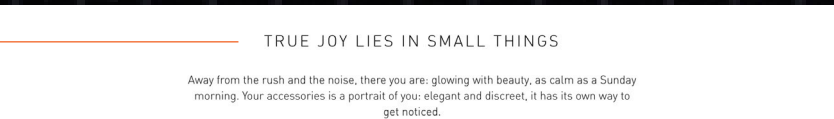
HTML Block—Promo ribbon



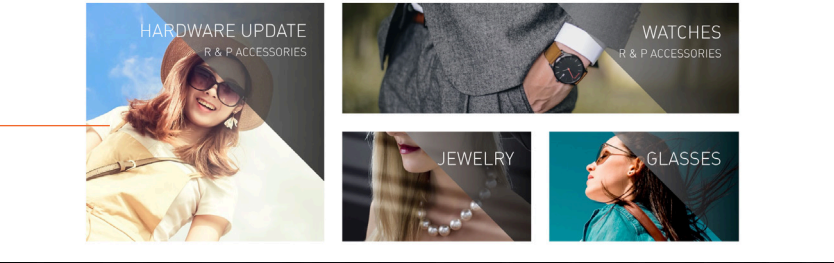
Banner—Pre-configured style



HTML Block—Free form HTML



Banner—Pre-configured style



Complete Content Personalization Library
Easily customize banners, HTML, and SEO meta-tags by utilizing out-of-the-box styles and rules-based personalization. Developers can create and modify Appearance Styles as needed.

Total HTML Level Control
Personalize content for any onsite or email experience, with HTML Block Styles that include free form HTML, or pre-built styles like title and subtitle, promo codes, and promo ribbons.

Optimize With Testing And Analytics
Run experiments to test and compare the impact of personalizations, schedule variations, and see the impact on each funnel stage with visual analytics— all with Reflektion's Customer Engagement Console.

Easy-To-Configure Banners
Create and add banners, with a library of Banner Styles and image layout designs, that all include optional titles, subtitle overlays, and buttons for each image.

Contextual Rules-Based Personalization
Control individual appearance and attributes, and/or set centralized rules for contextualized display based on audience segment, site location, or any other factor, to maximize engagement.

Seamlessly Integrate With Your Site
Integrate using JavaScript, go deeper with our comprehensive REST APIs, or optionally with your Content Delivery Network.