



Reflektion Email Suite



Reflektion

Supercharge every email campaign with AI powered individualized product recommendations and content

Benefits

- + Boost campaign ROI with individualized product recommendations and content
- + Elevate engagement and conversion
- + Flexible controls for merchandiser and marketers

Features

- + AI powered individualization
- + Promotional, drip marketing, and retargeting emails
- + Content personalization
- + Product recommendations
- + Behavioral triggers
 - + Abandonments
 - + Catalog changes
 - + Customer reactivation
- + Merchandising rules and scheduling
- + Works with Email Service Provider (ESP)
- + Split testing (A/B, multivariate) and analytics
- + JavaScript or API integration

Outbound email and drip marketing campaigns are a critical revenue channel. However, if your emails include only rudimentary personalization, aren't tailored to each visitor's interests and intent, and don't re-engage at precisely the right time, then you're leaving conversion opportunities on the table.

Complete email individualization for every campaign type

Reflektion Email Suite, consisting of Promotional and Behavioral emails is fundamentally different, running on a platform that's continually getting smarter. Artificial Intelligence (AI) optimizes every email, based on intent and the products each recipient is likely to purchase.

Optimize every outbound email with product recommendations

Upgrade every email, with products that are automatically displayed based on propensity to buy—using intelligent insights from the recipient's site visits, their interactions with products and categories, and individual or cohort preferences.

Retarget with individualized content, at exactly the right time

With a complete range of behavioral triggers based on abandonment, catalog changes, or reactivation, it's now simple to intelligently respond with hyper-personalized content that prioritizes and recommends the most relevant products and categories based on propensity to buy.

Take the Reflektion A/B test challenge and compare how individualization transforms your email campaigns.

↑
13%
Site Conversion Rate

↑
17%
Average Order Size

↑
24%
Conversion

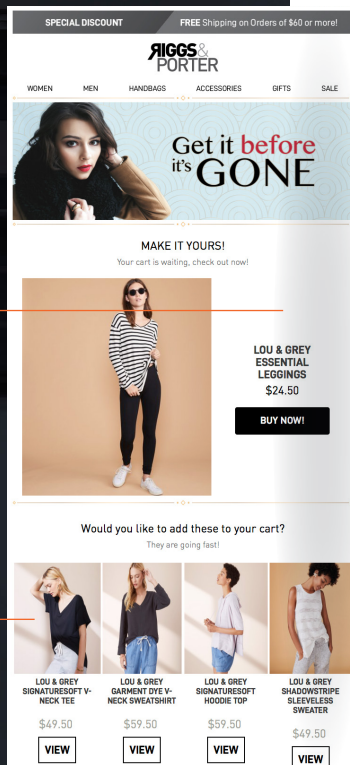
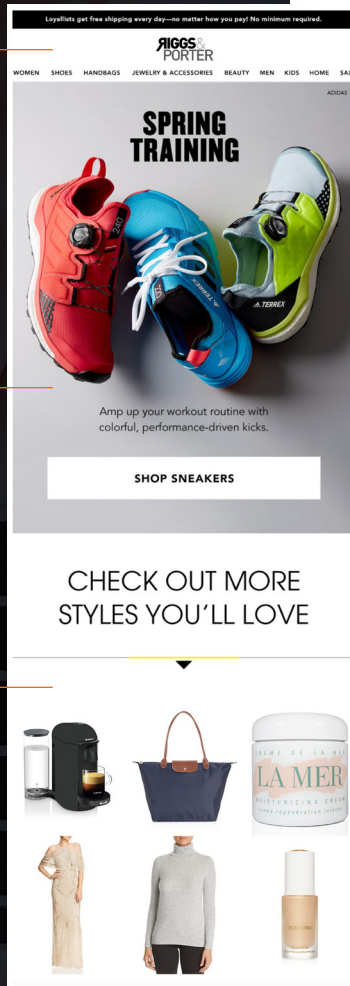
Total control with content personalization HTML Blocks

Complete range of easy-to-configure content personalization banner styles

AI-powered product recommendations based on propensity to buy improve conversion

Behavioral triggers ensure reengagement at precisely the right time in the shopping journey

Product recommendations increase in acuity with every interaction



Individualize Every Email Promotion

Boost your campaign ROI with Reflektion's AI that makes it simple to always include the highest propensity to buy products for each recipient, based on individual profile, behavior, and segment.

Engage With Behavioral Retargeting

Upgrade your drip marketing and retargeting with behavioral triggers for abandonment (cart, browse, category), catalog changes (price drop, low inventory), or based on customer reactivation.

Easily Create A Personalized Experience

Design every email with ease using complete content personalization, that enables banners, HTML Blocks, images, text overlays, and CTAs, all based on viewer, segment, location or other factors.

Increase Acuity With Every Interaction

Create a consistently individualized experience across email, home and product pages, search, and cart—powered by a platform that's continually getting more intelligent with every interaction.

Total Control For Merchandisers + Marketers

Easily boost, bury, or blacklist products and categories based on visitor segment, attribute, or locale. Manage outreach with frequency and total email caps, delays, interest thresholds and more.

Optimize With A/B Testing And Analytics

Run split and multivariate experiments and understand the impact of individualization on campaigns using visual analytics, with Reflektion's Customer Engagement Console.