

Future-Proof Your Business Relationships with B2B Personalization

Monetate is purpose built to give users the tools to maximize client engagement, reduce manual labor costs, drive life-time value, and ultimately sales.

Monetate makes testing & personalization easy. A renowned easy-to-use interface coupled with a selection of powerful testing & personalization tools and reporting capabilities make it possible for you to optimize the client experience and drive serious results.

Make Data-Driven Decisions & Deliver Results



ENHANCE PRODUCT DISCOVERABILITY & NAVIGATION

Leverage a powerful set of search tools to make sure your clients can always find the products they're looking for.



STREAMLINE YOUR COSTS

Implement product recommendations, search functionality, testing, segmentation and Automated Personalization using centrally managed data in a single platform. Use a single vendor to translate 1-to-1 account management to the digital world.



DRIVE REVENUE WITH RELEVANT EXPERIENCES

Individualize the purchasing experience with product & content recommendations based on buyer behavior that optimize cross-sell and up-sell opportunities.



Leverage powerful testing & personalization technologies to reduce manual labor costs, maximize client engagement, drive life-time value and ultimately sales.

Powered by the world's leading brands:



Office DEPOT

rue21

DUNKIN'



Lufthansa

Waitrose

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1-to-1 Personalization

Powerful machine learning algorithms utilize contextual data, past customer behavior, and current client intent to enable Dynamic Testing, Automated Personalization & real-time product recommendations that are relevant and meaningful.



Dynamic Testing

Dynamic Tests analyze experience results in real time and automatically allocate more traffic to the winner. No waiting to reach significance; no resource-intensive manual monitoring. Test new messages and incremental changes to all visitors, or to defined segments with less risk, using automation to adjust variant distribution and downplay low performers.



Unified Recommendations

Monetate powers product discovery through individualized product recommendations. Our intuitive drag-and-drop UI platform makes it easy to target customer segments with compelling individualized offers, landing pages, emails, and recommendations. Personalize each client journey in real-time based on client preferences, inventory levels, and more, to encourage up-sells and cross-sells.



Customer Views

Keep experiences consistent no matter the device or touchpoint. Customer Views allows you to create experiences that deliver a consistent experience across channels.



AdLink

Pull in data from your paid media platform to bridge the gap between pre- and post-click experiences to optimize the end-to-end journey and boost conversions from paid media.



Analytics & Insights

Comprehensive analytics for all experiences, detailing statistical significance, impact to both out-of-the-box and custom metrics, and next best action, updated in real time.



Segmented Experiences

Easily test and deliver different content to custom, or automated groups of all sizes, no coding skills required. Upload your own data or utilize over 150 Out-Of-The-Box targets including: browser/device type, source, time, geography, weather, browsing data, and more.





Omnichannel Reach

Push experiences across all of your channels. We mean everywhere—Monetate's Engine API allows you to test, personalize, or recommend products in-store, online, via email, in the call center and on mobile applications. Leverage data coordinated across touch points to create experiences that deliver a consistent experience.



A/B/n Testing

Easily launch AB, ABn and multivariate tests as well as more advanced Dynamic Tests. Test creative, recommendations, messages, UI changes and more by running controlled experiments between different variants using statistical analysis to determine which variation performs better on either out-of-the-box or custom site performance metrics.



Search & Navigation

Support type-ahead suggestions, faceted navigation, boost & bury, and search biasing rules to refine your clients' search experience and enable them to find the products or services that they need. Monetate powers product discovery through a set of power search tools.



The Monetate Intelligent Personalization Engine helped us realize revenue we otherwise could not have captured. In approximately 4 months we saw an increase of nearly \$6.9M in revenue as a direct result of [Monetate's] machine learning capabilities.

MATHEW VERMILYER

*Program Manager,
Personalization,
Office Depot*

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LEVERAGE MACHINE-LEARNING TO MAXIMIZE PERFORMANCE

Machine-driven experiences will always optimize toward your given goal, whether that's increasing conversion, reducing bounce, or a custom metric.



UTILIZE & COLLECT VALUABLE DATA

No matter how much client data you currently have, or don't, you can begin testing and delivering experiences with Monetate-powered behavioral and contextual insights.



DESIGN EXPERIENCES WITHOUT THE HEAVY LIFT

Monetate makes it easy for you to design powerful data-driven experiences that earn engagement with our world-class user interface, purpose-built for business users.



CONNECT EASILY WITH OPEN ARCHITECTURE

Monetate easily connects to your existing tech stack, allowing you to make your data and technology more valuable through the use of our extensive integrations and APIs.

