



Shape the Standards for Customer Experience with Monetate

Delivering great customer experiences to each and every one of your customers is hard, we get it! But delivering an exceptional digital customer journey is no longer optional, in fact, companies that are capturing more value from personalization grow 40% faster.¹

Enter **Monetate** - the solution of choice for businesses looking to gain a competitive edge, exceed revenue targets, and delight customers through a holistic testing and personalization strategy.

Monetate is an all-in-one solution empowering marketers to get smarter about their customers and in turn deliver engaging experiences across all touchpoints with a brand.

Powered by the world's leading brands:



Office DEPOT

rue21

DUNKIN'



Lufthansa

Waitrose



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Delight Customers & Gain a Competitive Edge

Deliver an integrated personalization strategy with a selection of powerful tools covering ideation and validation, through to the delivery of scalable 1-to-1 cross-channel experiences.



IDENTIFY & HYPOTHESIZE

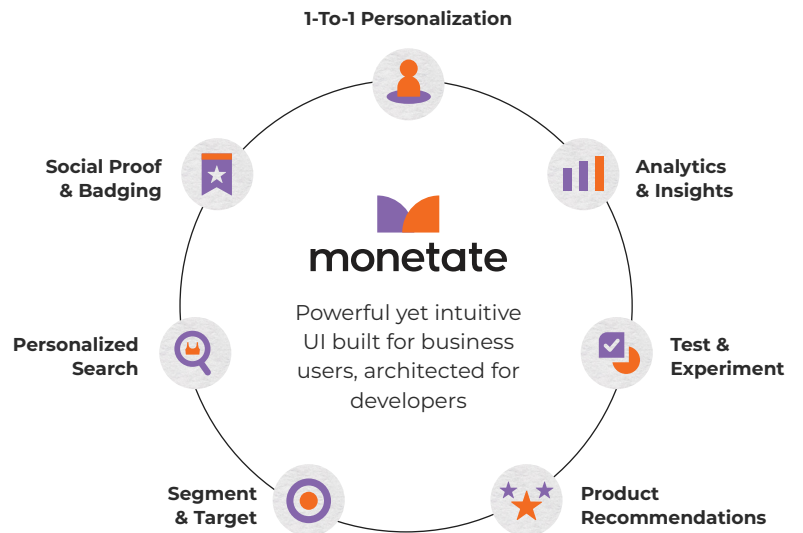
Customer Segmentation & Targeting: Create audience segments based on behavior, context, 1st- and 3rd-party data, and more. Identify and target users to deliver the content and messaging that will drive the best customer experience.

Audience Insights & Discovery:

Analyze key metrics and compare audience segments against each other to learn exactly what works and why. Work alongside AI to discover and build deeper, more valuable audiences for more expansive personalization opportunities.

Customer Data Management:

Identify customers across devices to deliver consistent experiences across channels. Centralize your customer data for maximum efficiency with data integrations & APIs that synchronize data from multiple 1st- and 3rd-party sources while circumventing time-consuming data migration projects.



BE AGILE, EXPERIMENT & OPTIMIZE

Agile Content & Messaging Delivery: Make quick changes to content and messaging using the intuitive WYSIWYG editor. Whether making a change to a group, or to your entire audience you can hide, edit, add or move elements in minutes without having to burden your dev queue.

Testing & Optimization: Experiment across any of your properties with A/B/n and multivariate testing. Optimize content, messaging, layout, design and more by creating, managing, and customizing experiments within user-friendly builders.

Dynamic Testing: Go beyond A/B testing with machine learning – avoid having to wait for statistical significance by auto-allocating your traffic to winning variants within the customer experience. Balance learning with optimization against performance metrics and maximize your ROI.



We worked with Monetate to deliver personalization across the different parts of the customer journey. An explicit learning of our efforts is that delivering better customer experiences results in direct improvements to key metrics.



DELIGHT & INDIVIDUALIZE

Automated Personalization: Harness the predictive AI decisioning engine to tailor experiences that engage your customers, reduce abandonment, and improve conversion. Transform your customer journey into an individualized experience with machine learning to dynamically select the most relevant content for each and every visitor based on contextual and behavioral factors, assessed in real-time.

Best-in-class Recommendations: Delight customers with manually-curated algorithmically-based, or AI-driven recommendations across all customer touchpoints, including web, mobile apps, email, call centers, in-store, and more. Curate an exceptional experience for each visitor by uncovering relevant, never-before-viewed or purchased products from even the most complex product catalogs.

MARCO FAZIO
Global Manager
Conversion
Optimization
at Reebok



Personalized Browse & Discovery: Guide customers throughout their experience with your brand with unique and interactive content that drives conversion. Leverage tailored search and navigational elements, such as social proof messaging, visual search aids and personalized category pages, to elevate your product discovery experience.

Why Industry Leading Brands Love Monetate

1

AI-Powered Innovation

Harness best-in-breed technology for predicting human behavior and tailoring the customer experience in any channel.

2

Engineered for Performance

Deliver limitless personalization without impacting speed-of-delivery as unlike other solutions, Monetate is architected to only download experiences relevant for each visitor.

3

All-In-One Suite

Transform the way you engage with your customers with our suite of personalization solutions designed to elevate the way you engage and build relationships with your customers.

4

Built for Business Users

Leverage deeply configurable filters, easy-to-use builders, and editors to refresh content, refine messaging, and launch sophisticated personalized experiences on your properties.

5

High-Touch Support

Enhance your customer journey with success playbooks, onboarding services, and strategic consulting we've mastered from partnering with hundreds of leading global brands.

6

Architected for Developers

Take advantage of Monetate server-side for optimal performance, and utilize SDKs for seamless integrations with mobile and single-page apps.

