

Technical Tools for Shaping Customer Experiences: Monetate for Developers

The Monetate platform is built with a laser focus on personalization without sacrificing any performance. The open, modern architecture deploys easily in all environments, including client-side, server-side, and single-page applications such as React or Angular.

Your Testing & Personalization Tool-Kit



Feature Flags

Are you planning a big feature release or trialling new third-party software? With Feature Flags, you can control what features visitors see, release features gradually and roll them back if results don't go as expected. You can even run tests or personalized experiences via the API and measure the impact via the front-end tag.

From text and color tweaks to new design elements, anything controlled by your code can be rolled out smoothly and gradually.



Server-Side Personalization

With Monetate's Engine API you can push tests, product recommendations or personalized experiences to any channel while also using out-of-the-box targets like location, device, observed behavior, and/or imported 1st- or 3rd-party data.

You can even run tests or personalized experiences via the API and measure the impact via our front-end tag.



Hybrid Deployments

Monetate allows you to combine the best of both worlds in a unified testing approach: The agility of a tag-based front-end integration with the sophistication and scalability of API-based and server-side approaches.

Make controlled changes to your site from within your application instead of—or in addition to—using our JavaScript tag to make simpler experience changes that non-technical users can set up on the fly.



Monetate's platform is built with a focus on personalization without sacrificing any performance.



Out-of-the-Box Connectors

We offer ready-to-go connectors to many platforms to allow our clients to deeply integrate Monetate into their stack. These cover integrations into web analytics, user experience analytics, DMPs, CDPs, CMS and more.



SDKs

Use Monetate's SDKs to bring testing, personalization and product recommendations across your digital channels and single-page applications quickly. The SDKs wrap the functionality of the Engine API to automate triggering and event logic as well as error-handling.

Our range of SDKs include React, iOS and Android. In addition, our React State Store SDK simplifies the setup of new tests and personalized experiences within the Monetate UI.



Open Platform and APIs

Monetate is an open platform with a powerful set of out-of-the-box APIs and interfaces. From cross-channel enablement to data integrations, the suite of APIs are designed to make all of your data and technology more valuable.



ENGINE API

Provides you with a direct entry point into Monetate's decision engine, making all of Monetate's testing, targeting, personalization, and recommendations capabilities available via a REST API endpoint.



DATA OUT WITH SESSION STREAM

Use our Session Stream capability to feed rich session-level behavioral and experience exposure data into your data warehouse. This ensures you can have all the data about your customers in one place and will enable advanced internal reporting.

Access to Monetate session data means that insights can be ported into the tool of your choice – including relational databases such as MySQL, data warehouses such as Amazon Redshift or Snowflake – to then be analyzed with BI platforms like Tableau and Domo.



DATA API

Allows you to insert and update the data the personalization engine leverages when making individual decisions and creating recommendations across channels, all in real time. This often includes 1st- or 3rd-party data and product feed data.



SFTP INTERFACES



For easier implementation, customer data as well as product and inventory feeds, they can be pushed to Monetate regularly via an SFTP interface in standardized CSV formats. The data will be picked up immediately and processed within minutes.

METADATA API



The Monetate Metadata API enables you to access account data and definitions, such as experiences, tests, page events, and custom targets to make the account structure and your experience configuration known to other platforms.

Built For Performance

Monetate was built as a personalization platform from its inception and explicitly designed for scalability, low latency response, security, and reliability.

Virtual computing and automatic scaling mean there is no limit to the number of concurrent user sessions that we can handle. Crucially, decisions are always made on the back-end so code is downloaded for the current user, page, and situation only, so the tag doesn't become a performance blocker when account activity increases.

