

Future-Proof Your CX with Segmentation & Targeting

The ability to segment and target your audience is not only key to seeing success from your ecommerce program, a tailored experience is now expected by your customers.

Monetate Personalization makes it easy to deliver different content to custom or automated groups of all sizes, no coding skills required. With Monetate you can stay steps ahead of customer expectations and reach more people with more relevant experiences.

Identify key segments, test different approaches, and drive the results that you need to grow customer loyalty and top line revenue. Monetate Personalization combines an intuitive interface with a powerful backend testing and segmentation engine that is supplemented by machine learning and over 150 out-of-the-box targets.

Powered by the world's leading brands:



Office DEPOT

rue21

DUNKIN'



Lufthansa

Waitrose

Make Data-Driven Decisions & Deliver Results



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 customer data you currently have, or don't, you can begin testing and delivering experiences with Monetate-powered behavioral and contextual insights.



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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.



Segment Experiences at Scale

Easily test and deliver different content to custom, or automated groups. 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.

Deliver to entire segments or A/B, A/Bn, Multi-Variate or dynamically allocate traffic to optimize the experiences you're providing to your different audiences. You have the flexibility to define and use your own segments, or lean on the power of machine learning to uncover and target different audiences – Enabling you to deliver scalable segmentation.

Burkino WOMEN MEN ABOUT REVIEWS

Our Studios Near You

Flat Iron New York, NY

Gramercy New York, NY

See an outdoor adventure

Shop Camping Equipment

JUST FOR YOU

Mountain 26 \$19.99

Platinum Series Sleeping Bag \$24.99

Loop Ranger Sleeping Bag \$29.99

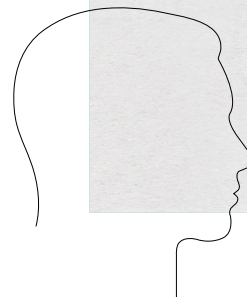
Lite 200 Sleeping Bag \$29.99

X-Lite Proximity Pad \$29.99

BackPack Restock \$14.99

Hypernet 10 Sleeping Pad \$29.99

City: Chicago, IL
Most Frequent Bought Category: Women
Email Opt-in: Yes
Loyalty Club Member: Yes
Lifetime Purchases: \$748
Referrals: 2



Giving You the Tools to Craft Compelling Experiences



Using Monetate Personalization, we've seen big improvements in homepage performance and can easily see which experiences are relevant for each customer.

MATTIE BLEVENS

*eCommerce
Merchandising
Manager, Helly Hansen*

ADLINK



Pull in data from your paid media platform to bridge the gap between pre- and post-click experiences to personalize 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.

CUSTOMER VIEWS



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

AUDIENCE DISCOVERY



Automatically groups shoppers based on their behavior, size of segment or revenue potential, allowing you to then create experiences directly targeted at your newly discovered segments.

DYNAMIC TESTING



Dynamic Tests lean on the power of machine learning and 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 and segment 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.

OMNICHANNEL REACH



Test, segment, or recommend products across all of your channels—we mean everywhere, from in-store, online, via email, in the call center through to mobile applications.





Built for Marketers, Architected for Developers

Monetate gives marketers the power to easily create engaging and immersive customer experiences that increase conversions and revenue. The intuitive UI is built on a modern architecture that deploys easily in all environments, including client-side, server-side, and single-page applications such as React or Angular.



A World Class Team at Your Side

Combining over 100 years of experience, the team of Monetate Experts are on hand to support your day-to-day needs alongside more strategic guidance like aligning in-platform initiatives with your business objectives.

About Monetate

Monetate is shaping the future of digital customer experiences. Powered by patented machine learning, Monetate empowers organizations to use relevant data to make the most intelligent and personalized decisions across touchpoints. Capabilities such as testing and experimentation, recommendations, and automated 1-to-1 experiences give brands the ability to deliver the right experience at the right time to their customers. Monetate has incorporated powerful capabilities from Certona to provide the most comprehensive personalization solution, all within a single platform.

Founded in 2008, with a presence in the U.S. and Europe, Monetate is trusted by leading brands around the world and influences billions of dollars in revenue every year for top retailers such as Reebok, Office Depot, and Lufthansa Group.

