The New **Normal**

Privacy legislation started
the trend

Further global legislation being passed.
Browsers & Operating Systems have followed

Operating in a **Cookieless** & Privacy First World

May 2018

Jan 2020

CCPA

March 2020

Safari

June 2020

Apple iOS

Jan 2022

Google
phasing out
3rd party
cookies

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Personalisation Headaches still exist, **even today.**

Retail Constantly Changes

> Marketing Campaigns

> Product Releases

> Changes in browsing patterns

> Consumers buying for different people

Personalisation has more headaches than ever

Data Hygiene & disparate data

Cross-Channel delivery

Making it in Real-Time

Custom Content Creation

Manual segment creation & updating

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Smarter, Disguised Tracking Made for the Internet of Today

Personify XP analyses and interprets visitor behaviour in **real-time** using our proprietary **AI and machine learning** aligned to their shopping goals.

Say No To

✕ Visitor **surveys**

✕ Intrusive **popups**

✕ Consent **requirements**

✕ **Manual** data analysis

✕ Segment **maintenance**

Work seamlessly with existing Platforms in your Ecosystem

- Full End to End Integration and pre-render loading through our API's.

- ≈0ms Latency to page loading times.

A/B Testing

Dynamic segmentation provided to create real-time tests. Test 100's of combinations of user experiences on the fly.

dynamic yield   Adobe   Optimizely

CMS

Real time adoption of experiences based on visitors goals. Dynamic content insertion.

SITECORE   Amplience   epi

Ecommerce Platform

Real-time merchandising decisions.Trial and test new product driven experiences.

salesforce commerce cloud   shopify   BIGCOMMERCE

CDP

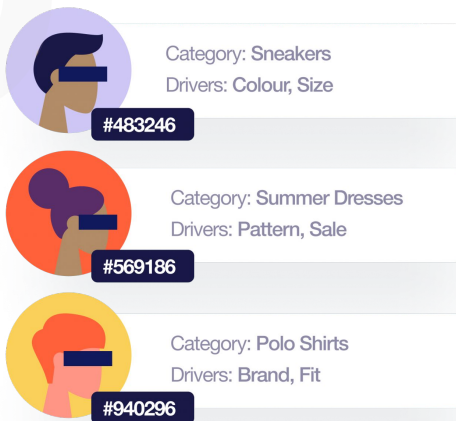Enrich with real-time data on your customers. Give and get responses to enhance real-time interactions.

TEALIUM   Adobe   Segment

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Real-time Behavioural Segmentation Journey

User Journey →

| REFERRER madsneakersblog.com | → | BROWSE Women's Shoes | → | FILTER PRODUCT LIST On Sale Items |

Real - Time Segmentation →

PREDICTED CATEGORY Men's Sneakers	PREDICTED CATEGORY Women's Sneakers	PREDICTED CATEGORY Women's Sneakers
PRIMARY DRIVER Brand	PRIMARY DRIVER Brand	PRIMARY DRIVER Price
PROPENSITY TO BUY 80%	PROPENSITY TO BUY 80%	PROPENSITY TO BUY 50%
USER SEGMENT Male Sneakerhead	USER SEGMENT Female Sneakerhead	USER SEGMENT Female Deal Hunter

With each click, PersonifyXP's AI constantly adapts to new information

PersonifyXP has pioneered the use of behavioural data to create personalised web experiences, specifically for anonymous visitors

Category: Sneakers
Drivers: Colour, Size
#483246

Category: Summer Dresses
Drivers: Pattern, Sale
#569186

Category: Polo Shirts
Drivers: Brand, Fit
#940296

Category: Sneakers
Drivers: Colour, Size
#483246

Step 1:

PersonifyXP's proprietary AI creates dynamic user segments in real time based on user behaviour
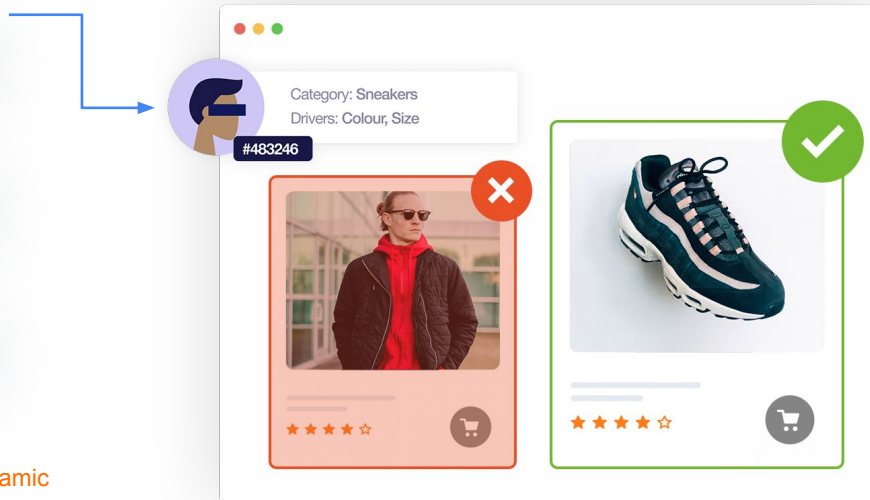
Step 2:

The site dynamically adapts content based on a segment's unique drivers

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Test and Learn
Platform Capabilities
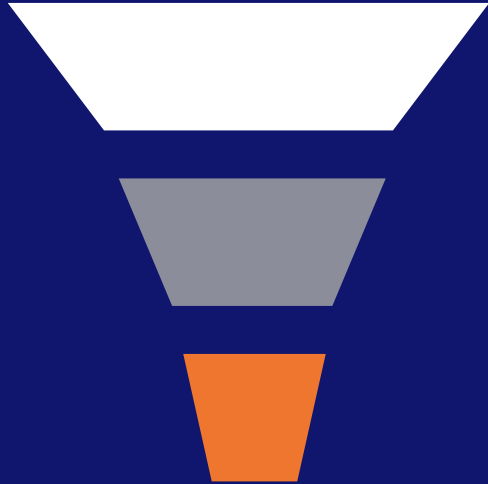
Top of Funnel: Acquisition
Landing Page Optimisation, Content Decisioning, Adtech Integration

Mid Funnel: Search
Social Proofing, PDP Recommendations, Listing Page Optimisation, Search Integration

Bottom of Funnel: Conversion
Bundling, Pricing and Upselling Algorithms, Email Integration, Basket Conversion

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Use Case
Dynamic Page Optimisation

- Category Recommendation Links incoming traffic to journey based on referral and entry page.

- Category navigational elements aid onwards journey through site, reducing bounce rate and elongating the experience.

- Can be applied to both Category and Listing pages.

- Typical conversion rate uplift 1.5%-3%

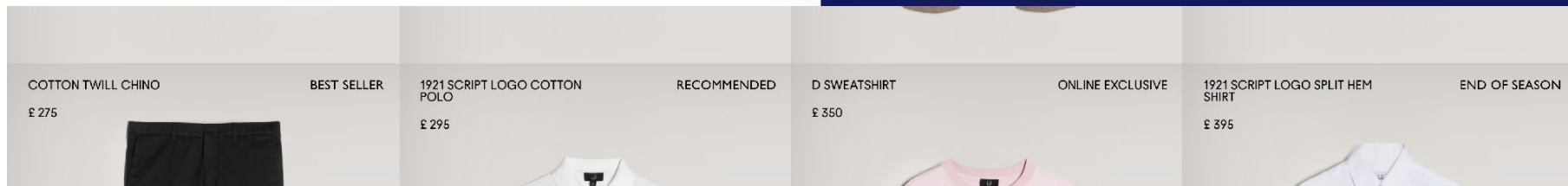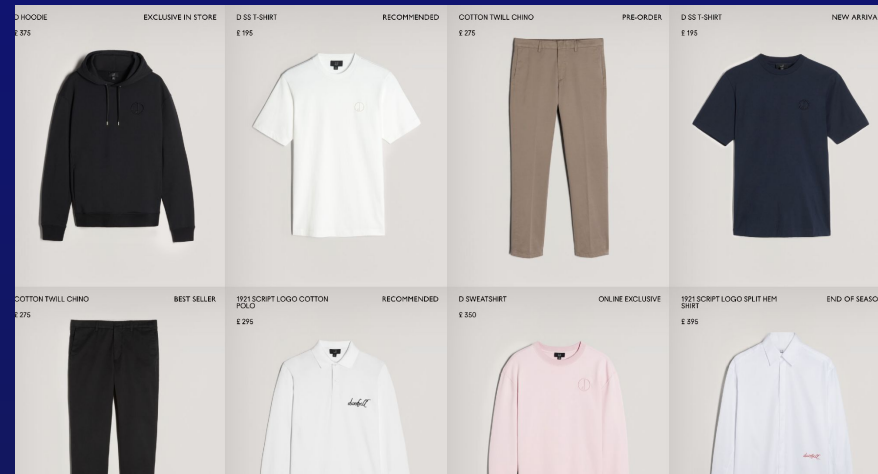personify xp
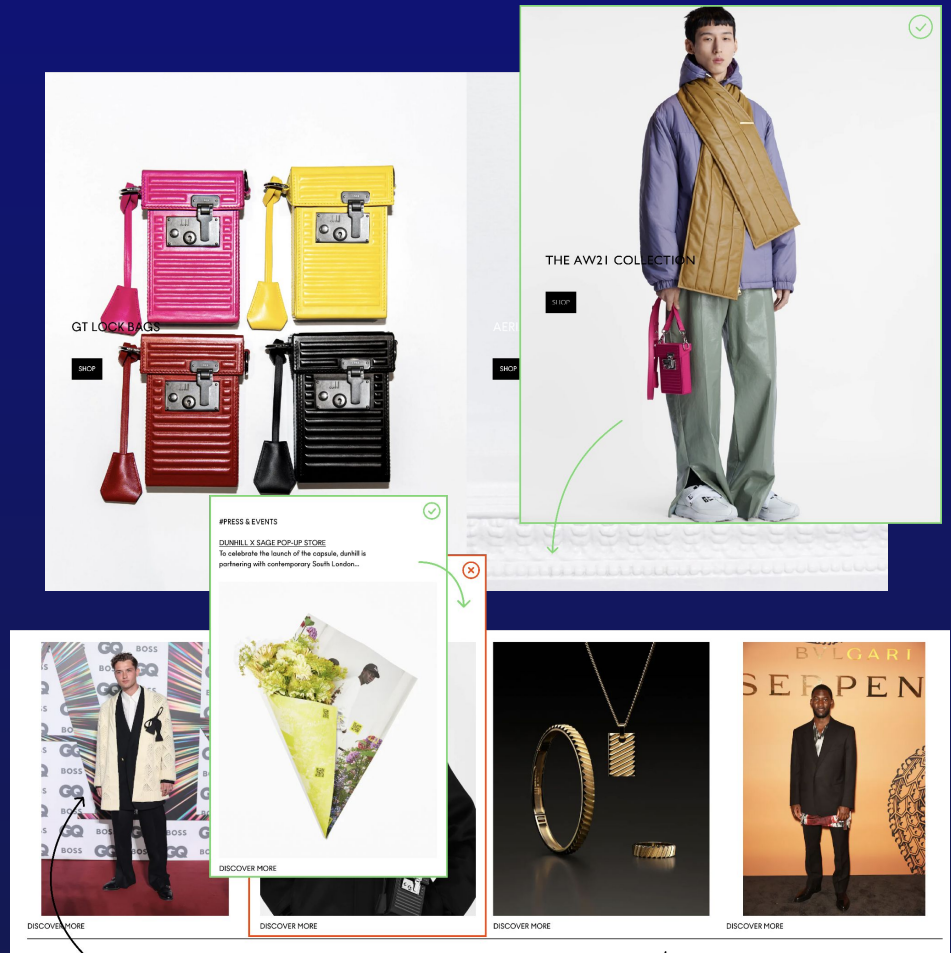
Use Case
Social Proofing

Create urgency and build confidence amongst shoppers through social proof elements on key product and category pages

- Typical conversion rate uplift 5%-8% depending on where we are displayed
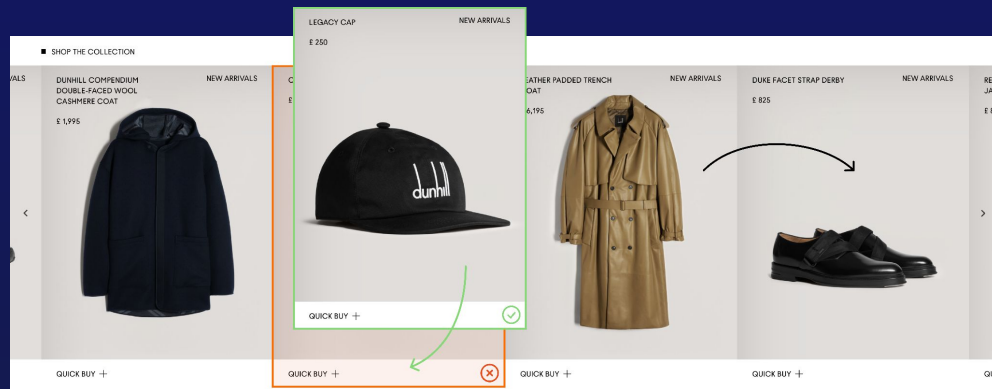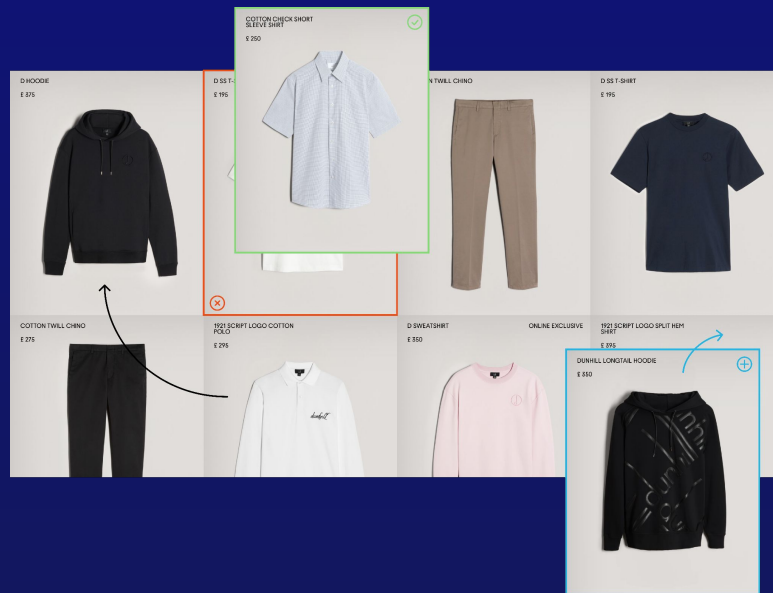

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Use Case
Dynamic Page Alignment & Content Decisioning
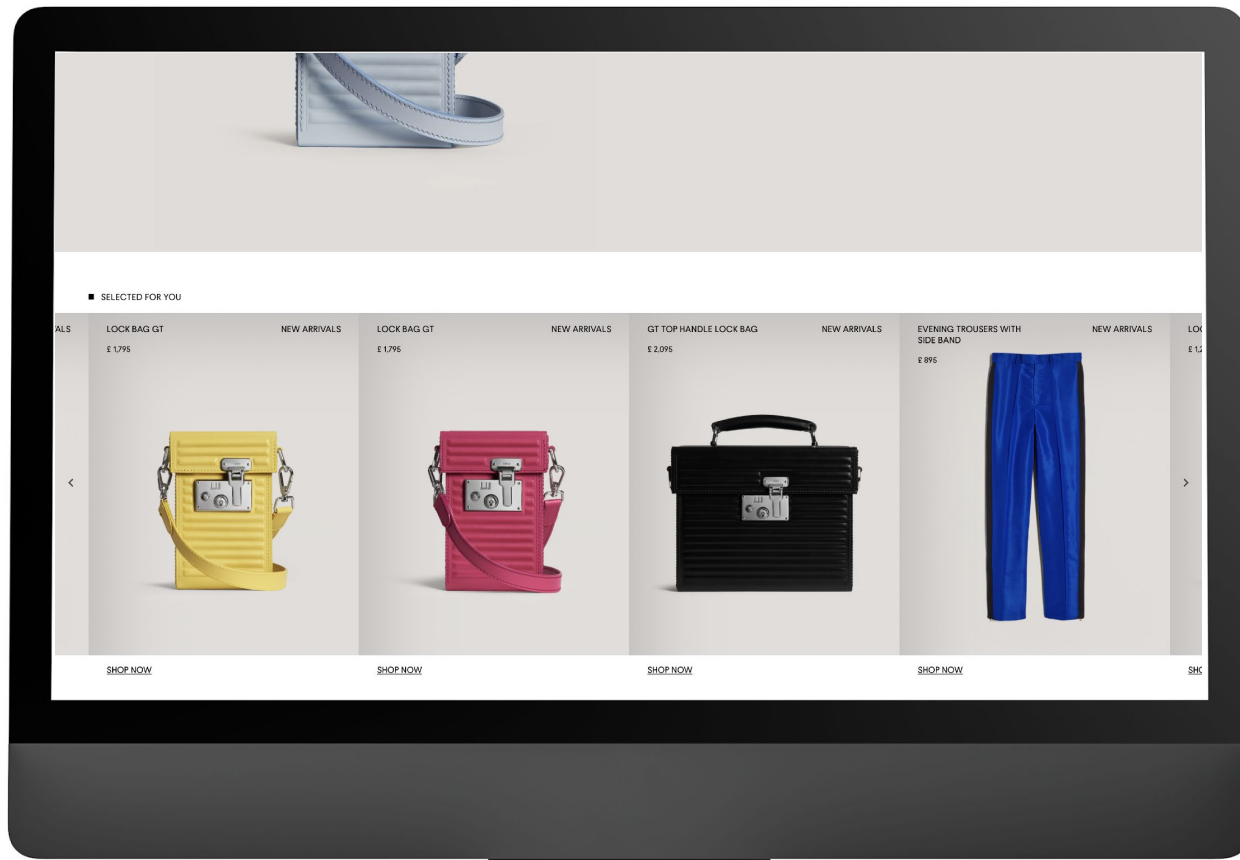
Dynamic Product & Content Ranking and Content Decisioning focused on reducing bounce rate and improving conversion.

• Typical conversion rate uplift 1%-3% depending on where we are displayed
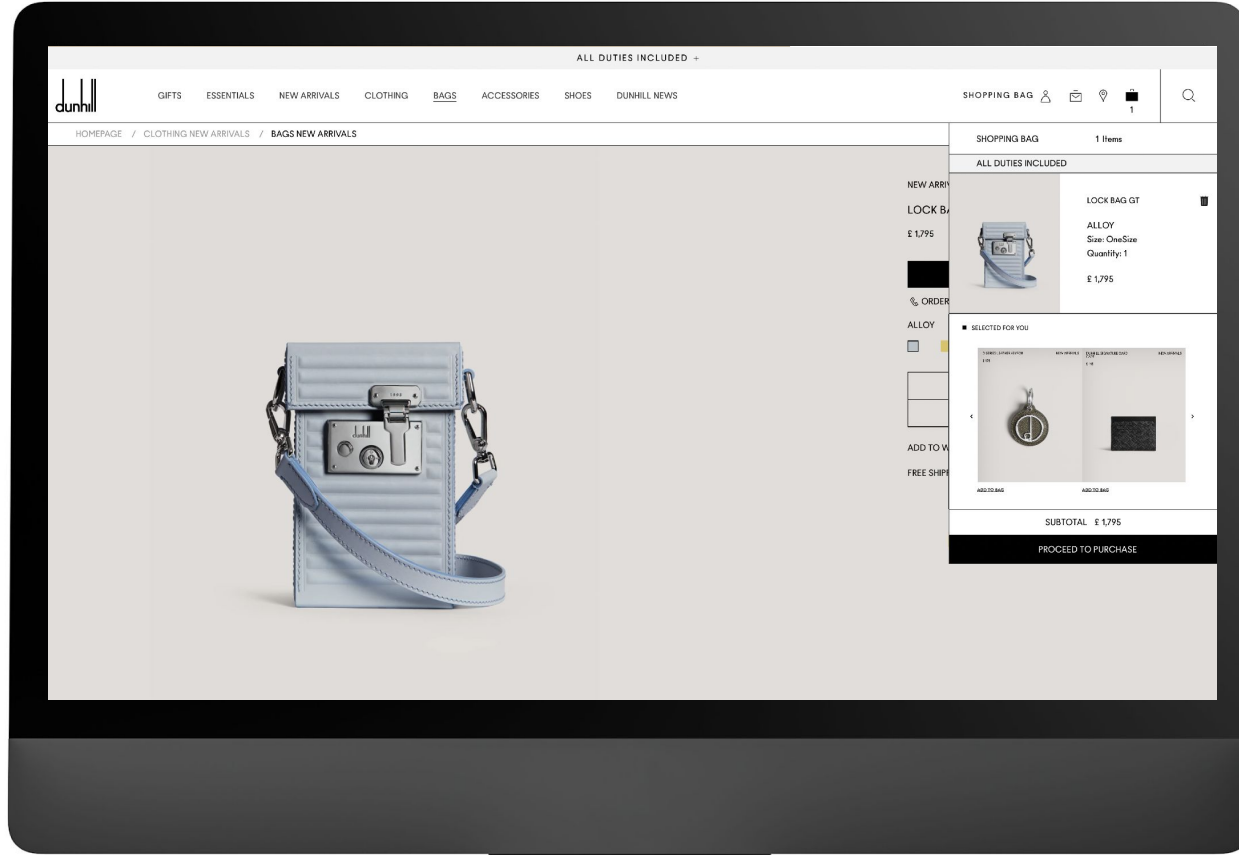
Use Case
Product Recommendations

Effective uplift in Conversion Rate and AOV upsell recommendations and single-click add to cart button.

- Typical conversion rate uplift 2%-5%

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Use Case
Cart Recommendations / Add to Cart Insert

Proven AOV uplift and

Bounce Rate reduction with

upsell recommendations and

single-click add to cart

button on the added-to-cart

flyout/popup

- Typical conversion rate uplift 2%-5%

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Cutting Edge Marketing Teams love Personify XP

3-15%
Increases in **revenue** across all of our client base

256+
Live **Websites**

1.34bn
Increases in **revenue** across all of our client base

50+
Languages

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Activate with Personify XP

Tracking Setup

- Place tracking tags on your experiences.
- Or simulate past behavioural data through our algorithm.

Segment Activation

- Behaviour Tracking results
- Segments/Missions Workshop

Personalization Activation

- Selected Widget put into action.
- Personify XP API or javascript build. Personify XP have resources to deliver on your behalf.

Pre-Built Integrations

- Pre-built integrations into Ecom, CMS and A/B testing platforms.

Outcomes

- Our clients typically deliver a 15x on their investment with Personify XP

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Recognised by Analysts and Industry Alike

Gartner Cool Vendor in Personalisation
'First to solve the cold start problem in personalisation'

Retail Week Awards, 2020
Runner-Up

Drapers Digital Festival, 2020
Best Use of Personalisation

Retail System Awards, 2020
Best e-Commerce Platform Technology

National Innovation Awards, 2020
Runner-Up, Best Use of Service

Personalisation World Retail Awards, 2019
Finalist, Technology Game Changer

CogX, 2019
Best Use of AI in Retail