

# PREDICT

ENGAGE EACH OF YOUR CUSTOMERS WITH PRODUCTS THEY'LL LOVE.





# Personalized Product Recommendations

This intelligent recommendations engine predicts the right content for the right people and pushes it at the right time, over the right channel. Predict is built to engage, attract and retain customers across online marketing channels including emails, web and mobile shops in one single interface.

## THE OPPORTUNITY

Did you know that 35% of Amazon’s revenue comes from personalized recommendations? When customers feel cared for, they reward brands with loyalty and higher purchase rates.<sup>1</sup> Our own clients have seen up to 4x more purchases after implementing Predict.<sup>2</sup>

## THE CHALLENGE

No matter how good your catalog is, not every customer will love every product. Brands need to make it very simple for each of their customers to find what they’re looking for across their marketing touchpoints, but this is hard to do when every customer is so different.

## Why Choose Emarsys Predict?

### Unified

The unified customer profile is an industry-leading feature that identifies each customer, over all marketing channels, so you can personalize content even further.

### Scientific

Predict’s algorithms capture subtle, deeper relationships that develop as customers interact with a website. This results in highly accurate modelling of behavioral patterns and affinities.

### Clean data

Built-in filters strip out irregular online behavior from the learning algorithms, making sure we capture genuine crowd behavior. In other words, non-human visitors like internet robots, or buyers who purchase in unusual patterns, won’t affect you.

### Agile

Predict helps you reach customers at every stage of their lifecycle, using the appropriate channels.

### Personalized

All online marketing touchpoints can be personalized with product categories your customers are sure to love.

### Integrated

Predict is fully integrated into the Emarsys B2C Marketing Cloud. No need for multiple platforms.

### Easy

Minimum effort, maximum gain!

Source 1 - <http://venturebeat.com/2006/12/10/aggregate-knowledge-raises-5m-from-kleiner-on-a-roll/>

Source 2 - <http://www.emarsys.com/en/case-study/square-meal/>

# How Does it Work?

Advanced machine learning processes diverse behavioral data, including page views, checkouts, add-to-cart events and search queries. Millions of customer interactions with thousands of products can be processed in real time, giving up-to-the-minute, individual recommendations with every page refresh.

The Predict system has a built in automated experimentation infrastructure, meaning we can measure the added value of every single algorithmic improvement throughout the years of R&D invested into our system.

Our ongoing research provides a constant feed of new science that's tested and built right into the core product, giving you a living, evolving and continually improving platform.

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## Easy Multichannel Marketing

Make recommendations across all your key channels, reaching your customers at every stage of the buying cycle.

### Web

Create a fully personalized homepage for your site with dynamic recommendations, such as:

- 'Products recommended for you.'
- 'People who bought this also bought...'
- 'People who looked at this also looked at...'
- Cross- and up-sell recommendations
- Cart recommendations

Unleash the power of Predict Web Recommendations; push the right products to the right customers at the right time.

## Email

Any kind of email campaign will benefit from intelligent product recommendations, including:

- Welcome emails
- Ad hoc newsletters
- Re-engagement campaigns
- Birthday congratulations
- Transactional messages

Predict Email Recommender automatically offers your contacts the meaningful content they want, without them even needing to ask for it.

## Mobile

We can identify your customers on hand-held and desktop devices. Regardless of how or when your online store is accessed, be confident that the right content will be displayed for the right environment.

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# HOW WILL IT FIT INTO YOUR B2C MARKETING CLOUD?

## Smart Insight

Smart Insight converts Web Extend data into actionable intelligence. This helps you more accurately understand, segment and target your customers.

## Web Extend

Web Extend is a data collection script which plugs directly into your site to monitor shopping behavior. It builds a unified profile for each one of your customers.



## Predict

Predictive Recommendations then automatically display products that each of your shoppers will love, based on their behavioral patterns.

## Data

Data synchronization ensures your contact database is always up-to-date, allowing you to send more timely, relevant campaigns.

## Automation Centre

The Automation Center makes sure your messages get to the right customers at the right time, and on the right channel, based on their behavior.

## How Do Smart Marketers Use Predict?

### Attract Customers via newsletter recommendations

Predict personalized email recommendations are 5x more likely to be clicked.

### Abandoned Carts

Automate a campaign to bring customers back to your webshop and complete their purchase.

### REPURCHASE RECOMMENDATIONS

Target existing customers with relevant products, based on their previous shopping behavior.

### Convert Leads

Predict website recommendations result in 4x more conversions.

## Predict: Success Stories

Check out the results our customers are seeing the world over.

SquareMeal

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With Predict, Square Meal enjoyed a **67%** increase in click-through rate, resulting in **4x** higher likelihood of conversion.

 lesara

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Predict is responsible for **9.8%** of Lesara’s revenue and has increased customer engagement by **20%**.

## What do our customers say?

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ecomSual

“Emarsys Predict generates impressively accurate recommendations, and is exceptionally easy to implement in comparison to other recommendation engines. We can see that 29.7% of our online revenue is driven by Predict’s email and website recommendations; our only regret is not working with Emarsys sooner.”

 ANGELA  
BRUDERER

“With Predict, our communication to each individual customer has become more relevant and effective. As a result, we’ve seen a strong increase in conversion rate and basket value. In email, over 10% of all clicks on a recommended item turns into a purchase.”

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