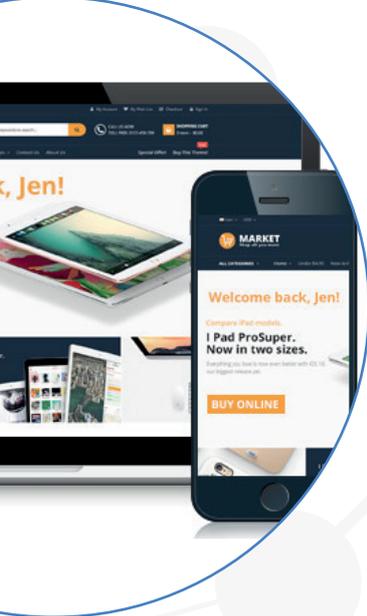# blueRELEVANCE

from BlueVenn

Real-time Marketing and Personalization

BlueRelevance™ is the real-time marketing and personalization module from BlueVenn for delivering customized content and cart abandonment recovery campaigns based on a customer's habits, customer journey and profile.

TRIGGERED MESSAGING: Real-time cart, browse and form abandonment

EMAIL PERSONALIZATION: Real-time content for marketing emails

WEB PERSONALIZATION: Real-time dynamic web content

CUSTOMER PROFILING: Segment your users in real-time

Increase Revenue with Triggered Messaging

Using personalized cart recovery emails, organizations have seen an average 6-8% uplift in revenue, and a further 2-4% with browser recovery emails.

Turn abandoned carts into buyers with personalized product recommendations and purchase triggers.

With BlueRelevance you can:

- Provide product recommendations and personalized coupons to increase revenue from campaigns you're already sending.

- Auto segment customers and use machine learning to make real-time product recommendations.

- Drive abandoned customers back to their purchase using triggered, personalized campaigns and reminders.

- Drive abandoned website visitors back to your site and provide additional offers and personalizations to drive higher conversions.

Better Results with Email Personalization

Organizations see an average 5% increase in email conversion by adding personalized recommendations to emails.

All BlueRelevance personalized content renders in real-time – at the point of open rather than the point of send. This allows for different blocks of custom content to be served depending on time/ rules and ensure that every customers gets a relevant offer.

Features include:

- Product recommendations based on crowd sourced or individual behaviors.

- Real-time countdown timers.

- Real-time JPEG banner and image text personalization.

- Live social media feeds into your email campaigns.

- Web crops allow any website content to be served into emails based on an individual's browsing behavior and profile.
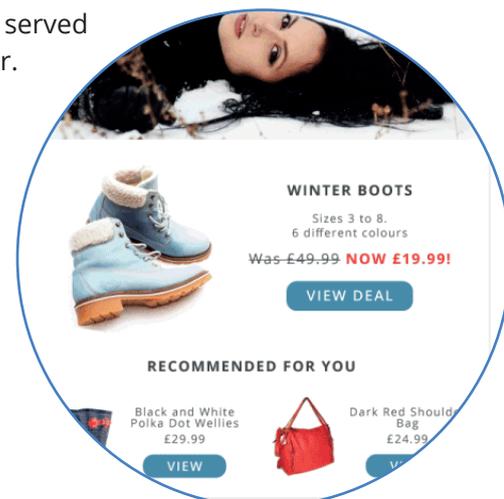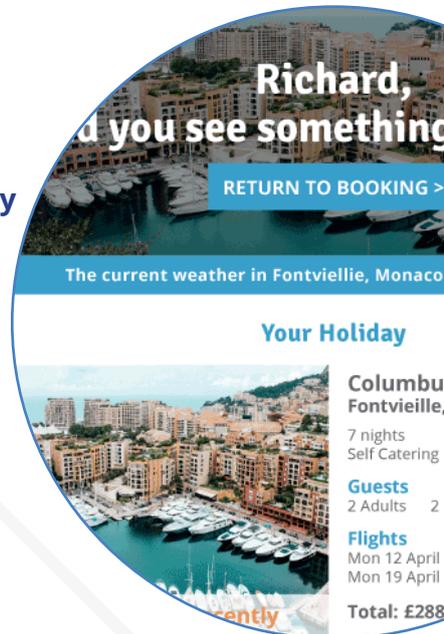
Better Engaged Visitors with Website and eCommerce Personalizations

Increase conversions at an average of 5% by incorporating personalized recommendations, offers and content into your web pages.

Your customers and prospects are unique – they days of one-size-fits-all websites are gone. Help make the experience more relevant, efficient and contextual by serving them the most appropriate content on your website.

BlueRelevance includes website personalization features such as:

- Product recommendations based on crowd sourced or individual behaviors.

- Real-time countdown timers.

- Social Proof to help customers validate a purchase before they buy.

- Real-time banner and image text personalization.

- Contextual content such as weather images based on location.

- Personalized coupons, pop-overs, banners and other readable content.
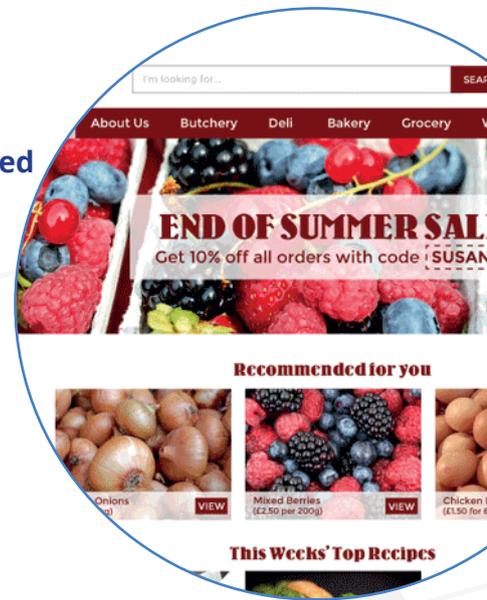
Machine Learning and Real-time Profiling

BlueRelevance collects data in real-time, to create visitor profiles, make live recommendations and further enrich your customer data.

Through the blending of click stream and behavioral data with transactional and third party data from the BlueVenn Single Customer View, BlueRelevance will utilize machine learning algorithms to make product recommendations as well as building highly relevant customer profiles.

BlueRelevance provides you with huge amounts of real-time data you can use in other platforms:

- Automatically update profiles and synchronize them with your email platform, while targeting web visitors with appropriate content

- Available as a 'firehose' (the export of real-time data) to empower a Single Customer View database or analysis suite.

- Real-time dashboards provide a live view of online behavior and transactional information.
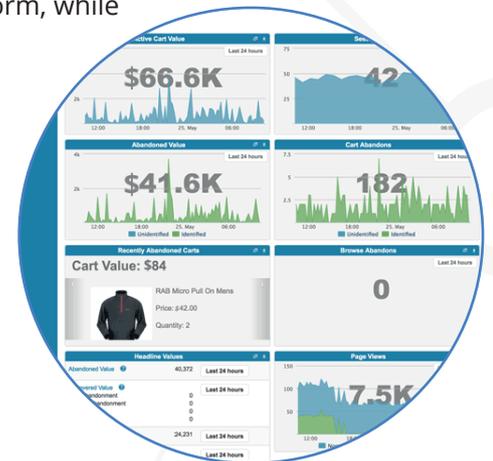
First Party Cookies
How do we know who the customer is?

- We use first party cookies to associate behavior to an individual's different devices

- We identify them if they add their email to the website, i.e. newsletter sign up or during purchase

- We build a customer profile across their different devices, for cross device cart rebuilds and personalization

- We can also personalize the website without knowing the customers email address

BlueVenn

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