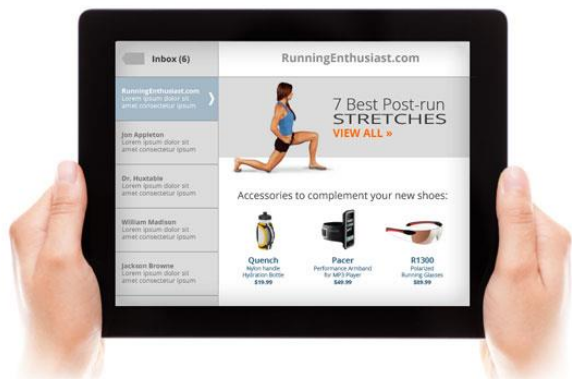


BaynoteOne

Personalized Email

Deliver relevant, optimized content and products in emails as they are opened to re-engage and drive increased conversion from every customer.

One Customer. One Experience.



Make Every Email Count

Consumers are inundated with emails and more often than not, response rates are low. Personalizing email content can help your email rise above the clutter, netting increased response rates and revenues.

Existing email systems may be good at sending campaign emails, but they don't have the ability to personalize content, products and promotions on an individual basis. By adding personalized elements and imagery, you can increase response rates and drive consumers back to your site for additional purchases.

68% - The increase in user engagement with their promotional emails for one Baynote customer.

Real-time, Relevant Email

BaynoteONE delivers highly relevant content, products and promotions into shipping and order confirmation, campaign and retargeting emails in real-time as they are opened. BaynoteONE content, products and promotions are more relevant because they take into account segments, location, recent behavior, purchases, search terms and customer preferences to determine the best items to display.

Easy to Integrate & Deploy

As with all BaynoteONE solutions, Personalized Email is easy to deploy and integrate with existing systems. Personalized Email content integrates easily with your existing email delivery platform or service provider to deliver relevant, targeted email to your customers. Our partners include ExactTarget, Experian Chetahmail, Responsys and Silverpop.

BaynoteONE Delivers

Change in Weeks not Months

With BaynoteONE and your existing email provider you can quickly start to improve the email response rates and conversion in weeks not months.

Improved Response Rates

When you insert relevant products, content and promotions in campaign emails, they are more successful – consumers respond more frequently, resulting in higher revenue and ROI from email efforts.

Repeat Visits & Increased Revenue

By inserting relevant cross-sell products or accessories in transactional emails and relevant promotional content into emails, you can bring existing customers back to your site more quickly and increase revenue per customer.

Email Marketing 3.0

On-open, Real-time Integration

BaynoteONE has multiple integrations for email including nightly batch, on-send and on-open. The on-open integration connects directly with the email template to call for content as the email is being opened by the customer. Baynote's new real-time servers quickly respond to each email request with an html friendly set of images and content that is easily rendered within the email and which complies with the look and feel of the rest of the email content.

Dedicated Email VUE

BaynoteONE VUE includes separate screens, templates and reports for email marketing managers. This allows email campaigns to separate their activities from those of the website merchandising and marketing team. Within BaynoteONE VUE, email marketers can create, test and deploy personalized strategies for a variety of emails. BaynoteONE VUE also includes what-if preview so marketers can see exactly what will be shown based on customer attributes or individual customer ID.

Testing & Optimization

BaynoteONE VUE includes self-service A/B testing for up to four variants for email marketers who want to test messaging or creative treatment as they roll out new promotional campaigns. However, once the best treatment is selected, BaynoteONE will continuously optimize display which actually reduces the need for manual testing over time.

Apply Merchandising Strategy

With the BaynoteONE VUE, email marketers apply business rules and strategies to always include certain products or brands, boost a particular brand, upsell, or blacklist results, all without IT involvement.

Transactional & Campaign Email

BaynoteONE Personalized Email works with all the different kinds of email you send including order or shipping confirmation, browse or cart abandonment and even periodic campaign emails. Even if you use different systems for transactional and campaign emails, BaynoteONE can integrate with both yet allow the email marketer to use one application for to personalize content, products and promotions.

At one home goods retailer, the additional revenue generated from Baynote personalized email was enough to pay the annual subscription for all Baynote Solutions.

Personalized Email Content

Include relevant, personal products, content and promotions in emails based on your customers' segments, location, recent behavior, purchases, search terms and preferences. With relevant, personal content in each and every email you send your emails will resonate with consumers and your bottom line.

Make More, Less Effort

Delivering relevant, dynamic and impactful email content has never been easier. With BaynoteONE Personalized Email you can drive the experience you have been looking for with higher response rates and conversion with less effort than you ever imagined.

About Baynote

Baynote is a leading provider of real-time customer experience solutions for commerce. Using Baynote's patented approach, retail and travel brands create seamless, personal experiences for consumers across devices and touchpoints that increase engagement, conversion and lifetime value. For more information about Baynote, visit <http://www.baynote.com>.

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