

Personalized Content Recommendations

Deploy relevant content recommendations site-wide and deliver improved navigation, click through rates, engagement and customer satisfaction.

Engagement Drives Customer Satisfaction

Research has shown that recommending and delivering the right content to the right viewer at the right time can have a dramatic increase on engagement rates. While you may not be in the content delivery business, the benefits of content recommendations for ecommerce sites, service and self-service support sites and healthcare sites are quite real.

With content, most users are challenged when navigating a deep catalogue of technical information, video assets, a large library of documents or trying to find the right product review. This is where personalized content recommendations help users to find what they are looking for quickly and gets them to engage with your site in a satisfying and effective way. Personalized content recommendations can reduce support costs by enabling self-service. For ecommerce websites, it's not just about the product anymore. Content recommendations serve to drive engagement and as engagement rates rise, retailers typically see conversion rates improve as well.

Relevant Content, In the Moment

If the goal of personalization is to meet the immediate needs of your customer, then Baynote content recommendations are crucial. Our recommendations take into account named user profiles, past engagement and the real-time behaviors of each user to match the right user with the right content at the right time.

*Baynote delivers **60%** lift to the number of content pages viewed and the time spent on page.*

Leveraging past user behaviors and a user's current context, our machine learning technology matches the pattern of the user in real time with the engagement patterns of other like-minded users. In this way, connections between the content assets on your site form patterns and connections to one another. This wisdom of the crowds approach ensures that each user is benefitting from the behavior of the other users to surface the content most relevant to any given click or search term used.

Observe Behavior, Infer Intent & Act on Trends

Baynote Content Recommendations sit atop a powerful big data platform with built in machine learning algorithms. Baynote captures all user session click-stream and page level behaviors. We then provide actionable results based on segmenting users into peer groups. These peer groups represent users who used the same search terms to navigate to specific products or content. Terms can include link text, www or site search terms. Baynote's machine learning infers linkages, affinities and trends from the terms used and develops peer groups giving you fast insight into the behavior and expectations of your customers and allowing you to identify trends while they are happening.

Make it Easy on IT

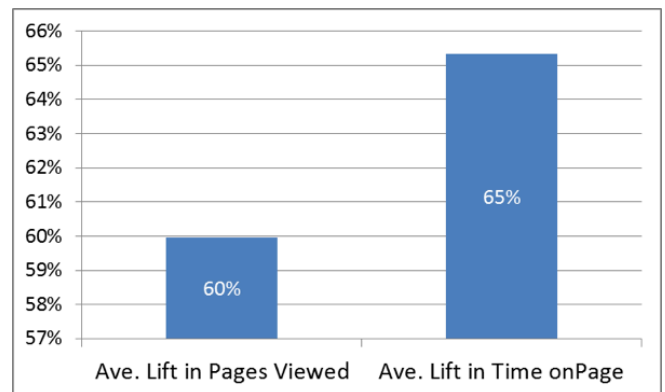
Baynote's Software as a Service (SaaS) solution makes it easy to deploy leveraging our hosting services or your private cloud. Our technology integrates with existing systems to insert recommendations easily throughout your site as you chose by JavaScript or REST APIs. Our experienced Professional Services team works with you to deliver focused implementation support and get you up and running quickly.

*Recommendations on product pages have increased the engagement rate for one Baynote customer by **62%**.*

Personalize Everywhere

Baynote delivers personalized content recommendations on almost any page on your site. You decide where you can get the most impact. The more you personalize, the greater the results you will see.

Baynote Delivers Engagement Lift





Trust our Experience

Over 300 major brands trust Baynote to deliver personalized recommendations on their sites. To find out more about how companies like Comcast, Motorola, Revzilla, Harvard Business Review, Netsuite and Kaiser use Baynote to optimize their content recommendations visit www.baynote.com.

About Baynote

Baynote is a leading provider of personalized customer experience solutions for multi-channel retailers. Using Baynote's patented approach, retailers personalize the shopping experience across touch points, increasing consumer engagement, conversions and order values. For more information about Baynote, visit <http://www.baynote.com>.

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