



One Customer, One Experience

When you really know your customer you can deliver an experience that encourages them to engage and convert at dramatically higher levels, building a lasting relationship with your brand.

Actionable, Real-time Data

You have invested in CRM, data warehouses and business intelligence all with the goal of knowing your customer, but the yield always seems to disappoint. You have so much data; you don't know which data is useful. You still have silos of data stored in different systems. And the data you have is not available in real-time when you need it. All of these factors make it impossible for you to drive the seamless, personal and real-time experience that your customers demand.

The BaynoteONE Customer Experience Profile is a real-time source for customer experience data collected across sessions, devices and touchpoints.

Seamless, Personal Experiences Start with Experience Data

To drive a seamless experience for customers, you need smart, real-time experience data. The Baynote Customer Experience Profile (CXP) is a real-time source for customer experience data collected across sessions, devices and touchpoints. The CXP is more than just a real-time data store – Baynote's patented machine learning engine refines the data to uncover customer preferences and turns the data into actionable outputs that you can use to create a relevant, personal experience for your customers however they choose to interact.

Seamless Experience

Across Sessions

As customers engage with your website or applications, you need to engage them with relevant, personal experiences. The BaynoteONE CXP captures browsing and purchase history and preferences which are used to allow customers to "pick up where they left off" or to highlight content, promotions, or products which are most likely to be of interest to them.

Across Devices

As customers engage using desktops, phones and tablets, the BaynoteONE CXP captures and synchronizes their data across devices. This singular customer experience profile allows for seamless, personal experiences across all of their devices.

Across Touchpoints

BaynoteONE observes real-time, online information and connects it with offline sources, like in-store purchases or CRM data. This complete picture of the customer experience allows for seamless personalization across your touchpoints, includes sites, apps, stores and call centers.

Creating Actionable Outputs

BaynoteONE's unique machine learning engine and patented algorithms use all available information about a customer to figure out what content, promotions or products they are most likely to be interested in in-the-moment, turning your data into actions that drive revenue and build brand loyalty.

Online, Real-time Data

Through the BaynoteONE observation technology, real-time data is collected and passed into the CXP for use in real-time personalization and to be stored for modeling and future reference including:

Clickstream Behavior - Real-time customer behavior including products or content a customer clicks on and engages with and what they buy.

Search Terms - Search terms that the customer enters into onsite search or keywords information that passed from paid search ads or other sources.

Technographics - The customer's browser environment, the type of device they are using and any other information which the device provides.

User Entered or Session Data – Data entered into your site and apps, Information such as a traveler's destination, a search term or a rating of an item.

Social Profile Data - As your customer's login to your site using social network sign-on some information may be shared with your site and with BaynoteONE including demographics or interests.

Geo-location - A customer's current geo-location is known to your site or available through lookup services.

Offline & Third Party Data

Through periodic data feeds, offline data or information from third party systems can be passed into BaynoteONE and added to the CXP including:

Store Purchases- Purchases from retail stores including the store location and items purchased in a basket provide critical insight and allow for better attribution and drive better online experiences.



CRM - Customer relationship management (CRM) systems can provide useful information about customer demographics, segment membership, equipment ownership and more.

Preferences and Interests

BaynoteONE uses machine learning algorithms to mine online behavior and purchases to automatically determine a customer's preferences and interests including:

Categories or Genres - What categories of items do they typically browse or purchase

Brand – What brands does the customer prefer based on their browsing and purchase behavior.

Style - What styles does the customer typically engage with, e.g., modern, traditional, etc.

Preferences are automatically adjusted based on recency of behavior and frequency of interest to make sure that you have the most accurate picture.

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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