



Optimized Promotions

Deliver relevant, optimized promotional content on your homepage and across your site to increase engagement and conversion from every customer.

One Customer. One Experience.

Static Content, Static Results

You know that putting the targeted promotional content in front of each customer will drive higher engagement and conversion. Customer's needs and interests are constantly shifting, so static content, segments and rules most often miss the mark. With existing manual systems the workload to create rules and manage content is just too much to handle. You want to dynamically target promotional content including hero images and promotion boxes throughout your site to each customer, but your current systems make that impossible to deliver.

Dynamic, relevant content is proven to increase engagement and conversions by as much as 6 times when compared to static content.

Optimized Promotions

BaynoteONE Optimized Promotions delivers the dynamic, optimized content to each customer on your homepage and through your site, using your existing CMS and ecommerce system. Using the BaynoteONE engine, promotional content is dynamically targeted to each customer based on real-time segments, behavior and context. The result is a relevant, personal experience for each customer from first-time visitors to loyalists that drives increased engagement and conversion each time they interact with you.

Increase Engagement & Conversion

Dynamic, relevant content is proven to increase engagement and conversion as much as 6 times when compared to static content. BaynoteONE Optimized Promotions dynamically targets content to each customer by first selecting from a pool of eligible content and then optimizing within that content to return the items which a customer is most likely to engage with.

On Existing Platforms

BaynoteONE Optimized Promotions works with existing CMS and ecommerce systems. Simply add promotional zones on pages and the BaynoteONE engine tells your existing systems what content to display. You can even use existing audience segments from advertising and CRM systems. With BaynoteONE Optimized Promotions you can have dynamic, relevant promotions on your existing site in weeks.

Easy Setup and Management

BaynoteONE Optimized Promotions are driven by the BaynoteONE VUE self-service console. With VUE marketers can easily manage promotional zones and even run A/B tests to determine the best kinds of content per zone without asking IT or specialized teams for help. BaynoteONE also makes it easy for marketers to update and manage new promotional campaigns with a simple content feed from existing offer management systems or via a simple spreadsheet.

Innovative Capabilities

BaynoteONE Optimized Promotions delivers innovative capabilities that marketers are looking for.

More Promotions

With BaynoteONE Optimized Promotions, there is no limit on the number of promotions you can setup or target for a particular area on the site. A given customer may qualify for multiple promotions and the BaynoteONE engine returns an ordered list of the best promotions given the customer's real-time information, context and intent. In addition, promotional content can be re-used in multiple promotion areas and have multiple layouts, so promotions can follow the customer as they navigate.

Testing & Optimization

BaynoteONE VUE includes self-service A/B testing for up to four variants within a given location for marketers who want to test messaging or creative treatment as they roll out new promotional campaigns. However, once the best treatment is added to the system, the BaynoteONE engine will continuously optimize display which actually reduces the need for manual testing between promotions.

Real-time Intelligence

Many content and promotional systems attempt to "hard code" targeting rules based on marketer insight and static segments. This prescriptive approach means that they system can only ever be as good as the marketer's rules or limited segment definitions. As rules age or conflict or customers leave their segment behind, the promotional system becomes severely limited in its ability to drive value. BaynoteONE uses machine learning and real-time customer data to understand which promotions will be most effective with a particular customer at that moment which is more scalable and takes fewer resources to maintain.

Getting Started with Promotions

BaynoteONE Optimized Promotions is easy to setup and manage.

Step 1 - Promotion Catalog – BaynoteONE's simple promotional content catalog allows marketers to share the attributes of each promotion. Promotion information can be provided in multiple formats including as an excel spreadsheet. When marketers introduce or retire promotions, they simply update the promotion catalog and BaynoteONE handles the rest.

Step 2 – Manage Eligibility – With BaynoteONE Optimized Promotions marketers don't need to target each promotion or promotional area individually. They simply configure the system with the types of attributes to use to match customers with promotions. The engine then uses these "guardrails" to make sure that customers don't see promotions that they are not entitled to.

Step 3 –Optimize – With promotional content and guardrails setup for the system, BaynoteONE can automatically optimize which content items are shown to each customer. As new content items are introduced, the system automatically tests these items against current options to learn where and when they should be displayed.

Make More, Less Effort

Delivering relevant, dynamic and impactful promotional content has never been easier. With BaynoteONE Optimized Promotions you can have the experience you have been looking for that drives engagement 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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