

Bring Consumers Back to Your Site with MyBuys Alerts

What if you could build an email campaign for each individual in your house list – one at a time? You'd look at their browse history. Their recency and frequency. Their purchase behavior, and abandonment. Their affinities towards particular products, categories & brands. Their price elasticity, and offers they've responded to. Even the channels through which they engage.

Then you'd look at your catalog to identify products that match their preferences, based on all of the insights you've learned and remembered about the individual. You'd look for new arrivals, items on sale, and close outs. You'd search for interesting cross-sells, and assess top sellers. You'd meticulously go through each and every product and ask "would this be relevant to this shopper?"

Finally, you'd hand-select a basket of the most relevant products, for that one, unique individual, and you'd assemble the email, and send. That's what MyBuys does.

How Alerts Work

- The MyBuys Personalization Engine matches individual consumer profiles to current merchant events – such as seasonal goods, new items, sales, closeouts, etc. at the frequency that works best for your business.
- MyBuys then processes product catalog data feeds to select personalized recommendations and also marketing strategies such as "you may also like," for each consumer profile with a matching merchant event.
- Only individual consumers with profiles that match current merchant events will receive an Alert. Alerts campaigns are low volume and highly targeted, unlike a mass email blast.
- MyBuys Alerts are especially successful at motivating consumers to open emails with items from their abandoned shopping carts and items they've recently viewed. MyBuys personalization ensures that consumers aren't overwhelmed with meaningless emails.

Benefits of Personalized Email Alerts

- Better open and click-through rates
- More sessions from motivated buyers
- Increased revenue from personalization
- 200-300% better conversion rates than traditional email blasts

Features of Personalized Email Alerts

- Every alert is personalized to each individual shopper
- Automatically generated and delivered from MyBuys with client-store branding
- Enabled by deep 1 to 1 profiles unique to MyBuys
- Option to display star ratings, reviews and Facebook "likes"
- Subject line can be optimized for all Alerts or you can customize
- Subject lines can be tested for open/click performance

The screenshot shows an email interface for 'The Store' with a 'FREE SHIPPING' offer. It features a grid of clothing items with 'SALE' and 'NEW' tags, and a 'FALL FASHION TRENDS' section at the bottom. Blue callout lines point to various elements: 'Custom Branding' (The Store logo), 'Special Promotions' (FREE SHIPPING), 'Sale Items' (SALE tags), 'Previously Viewed Item' (AK, Anne Klein Blazer), 'Personalized Marketing Strategies' (AK, Anne Klein Blazer), 'New Items' (NEW tags), and 'Recommended Items' (AK, Anne Klein Blazer).

Contact MyBuys to learn more about boosting your bottom line!

ABOUT MYBUYS MyBuys is the leader in cross-channel personalization for retailers. We help marketers increase their marketing effectiveness by learning what individual shoppers like, then using these insights to present them with the most compelling recommendations and offers, coordinated across every channel – on e-commerce sites, through email, via display ads, on mobile devices, and on Facebook. More than 300 companies, including 75 of the Internet Retailer Top 500, use MyBuys to sell more. Visit us online at www.MyBuys.com.

MyBuys, Inc.
 411 Borel Avenue, Suite 100
 San Mateo, CA 94402
Phone: 650-544-2400
Fax: 650-544-2401
Sales: 888-291-2422
www.mybuys.com