

Drive Email Sales Conversion with Personalized Recommendations

Maximize your sales by leveraging the Bronto/MyBuys integration

Personalized product recommendations are necessary to stay competitive in ecommerce today - shoppers not only want them, they expect them. Bronto and MyBuys have partnered to provide online retailers with a quick and seamless integration of Bronto's robust marketing automation platform and MyBuys' highly relevant, cross-channel personalization. Through this integration, mutual customers of Bronto and MyBuys can incorporate intelligent, personalized product recommendations into emails via a simple click.

Convert existing prospects with individualized alerts

Why spend additional resources acquiring new customers when you could engage and convert those who have already expressed interest in your products? Forrester reports that as a result of effectively executing remarketing emails in 2010, 47% of Web retailers saw a rise in repeat shopper revenue and 47% saw an increase in repeat shoppers.

Key Integration Benefits:

- **Convert shoppers** with personalized alerts
- **Engage visitors** with highly relevant promotional messages
- **Cross-promote products** in activity-based triggered messages
- **Drive revenue** through recommendations in transactional messages
- **Increase average order size** and repeat purchases

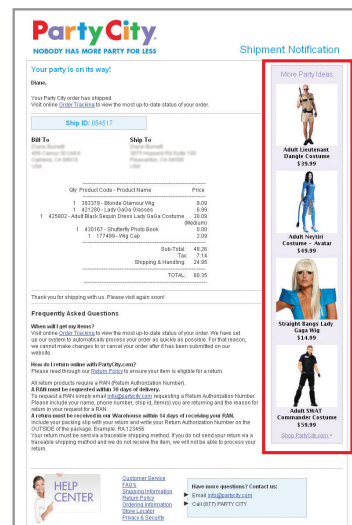
Email has consistently proven to be one of the most effective means of connecting with your customers. However, most of us struggle with overloaded inboxes and need help cutting through all the clutter to find the messages that really matter to us.



Product Alert

MyBuys Predictive Shopping Alerts consider browsing behavior, price sensitivity, purchase activity, individual preferences, inventory changes, merchant events and more to determine which highly relevant products to show and when is the right time to reach out to those who want to know more about your products on an individual basis.

Drive revenue with transactional messages



Transactional Email

Transactional messages are one of the most underutilized revenue opportunities for online retailers. It's a commonly accepted fact that transactional emails perform at an astronomically higher rate than promotional emails. Many customers are so interested in their order and shipping confirmation emails that they even open the same emails more than once!

Open up a new revenue stream with the Bronto/MyBuys integration. Take advantage of transactional emails' historically high open rate by inserting personalized recommendations related to customers' purchases.

Maximize existing marketing campaigns and automated messages

Every smart retailer looks to reap the highest return possible from processes and investments already in place. Adding product recommendations to existing newsletters and campaigns is a simple way to do that.

Automated messages like refill reminders or subscription renewals are another example of a tactic employed by many retailers. Increase the power of automated messages with the addition of personalized up-sell or cross-sell recommendations.

Why the Bronto/ MyBuys integration drives revenue

Combining Bronto's advanced segmentation capabilities and overall power with MyBuys' personalized product recommendations allows you to "microtarget" with your customer communications. MyBuys builds a deep

Forrester reports that 19% of consumers convert to purchase from emails that contain a product they were already considering, making inclusion of customized product content the highest purchase motivator next to discounted price or shipping.

consumer profile over repeated visits and interactions by using inputs from four key sources:

- **Transaction history** – Past transactions from your website, your catalog, and your stores
- **Product catalog** – Full index of all product details from your standard product data feed
- **Website activity** – Shoppers' searches, browsing activity, items purchased and abandoned in the shopping cart
- **Personal choices** – Shoppers' products and categories of interest

Activate the Bronto/MyBuys integration in 4 simple steps

1. Enable MyBuys recommendations in your Bronto account by entering the required data on the Integrations Settings Page.
2. Use the Bronto WYSIWYG Message Editor to compose your message.
3. Use the MyBuys button in the editor to place product recommendations in your message. The recommendation will include a recommended product image as well as details about the product.
4. Send your message either as a part of a regular marketing campaign or triggered based on a particular event.



Bronto Software provides the leading marketing platform for retailers and other commerce-focused businesses to drive revenue through email, mobile, and social campaigns. Over 1000 organizations including Party City, Etsy, Timex, Samsonite, and Trek Bikes rely on Bronto to increase revenue through interactive marketing. The company won the Stevie Award for Best Customer Service in 2009 and 2010, was named a CODiE Award Finalist for Best Marketing Solution in 2011 and is one of Inc Magazine's top 100 fastest growing software companies.

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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.

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