

# Personalize Multichannel Marketing Campaigns to Boost Conversion and Sales

## Ensure Consistent Messaging, Improve Customer Acquisition

Multi-channel marketing helps online retailers touch shoppers more often with messages tailored just for them. More touches equals more opportunities to convert prospects and to cross-sell and up-sell merchandise to existing customers. But managing such multi-channel campaigns and embedding highly personalized and relevant content in promotional and transactional emails is a daunting task for most marketers.

A new partnership between MyBuys, the leading provider of personalized product recommendations, and ExactTarget, a leading provider of on-demand email marketing software solutions, now makes it possible to automate the management of such multi-channel campaigns and automatically include highly relevant content. Working together, MyBuys and ExactTarget deliver a solution that makes it possible for you to:

- Improve the relevance of every email you send and landing page you deploy by using MyBuys customer profiles to create personalized recommendations for every shopper.
- Increase conversion by automatically sending timely and relevant emails to highly targeted customer segments based on purchase, behavioral and abandonment profiles.



- Send promotional and transactional emails whose content is not rendered until they are opened, ensuring that recommendations are based on the most up-to-the-minute profiles.

## Drive Superior Results with Relevant Content

The MyBuys/ExactTarget solution enables you to improve campaign performance and optimize your nurturing process. You can drive superior campaign results by combining multiple sources of data, segmenting your customers, and sending targeted and relevant content at the right time in the buying cycle. In addition, you can leverage web analytics and CRM data to turn prospects into customers with automated programs that help move individuals through the purchase cycle and enable relevant marketing touches at any phase in the buying process.

Provide dynamic promotions and discounts to your most loyal and profitable customers and to tap into social networks—Harness the power of social channels to effectively engage your customers, and enable them to share your content easily across their social networks. Increase the reach of your content, increase the engagement of your customers, and opt new customers into your communications by making relevant and targeted content sharable to social networks like facebook, MySpace, and LinkedIn.

Quantify the results of your efforts with closed-loop reporting and determine opportunities for remarketing with behavioral targeting capabilities. Aggregate data from a wide variety of sources—including POS, e-commerce, call center, and web analytics systems—giving you a complete view of your customer and enabling you to drive relevant and targeted content.

### Creating the Deepest Profiles for the Most Relevant Recommendations

Featuring deep individual consumer profiles, a patented portfolio of algorithms, and multi-channel delivery via the Web and email, MyBuys is the leader in personalization. Your customers and prospects get a consistent, personal experience and the most relevant recommendations with MyBuys, so they buy more and come back to your site more often.

MyBuys builds a deep and complete consumer profile over repeated visits and interactions by using inputs from three key sources:

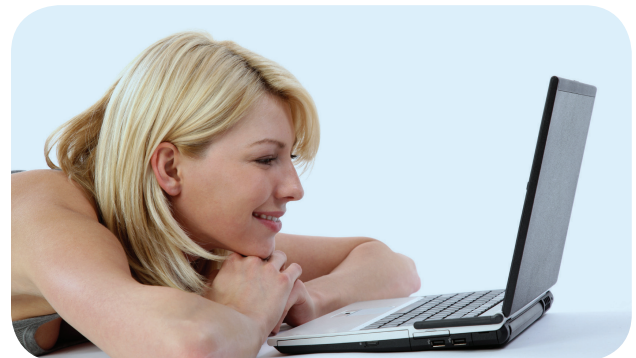
- **Transaction history**—Past transactions from the Web, your stores and previous email communications
- **Website behavior**—Information from each click and every product and price relating to those clicks
- **Personal choices**—Shoppers have a simple way to tell you their interests, such as preferred brands and product categories, and MyBuys captures them all

Recommendations embedded into emails to your existing customers can now be based on their profiles, ensuring they are always relevant and compelling. Every time a new or existing customer opens an email or clicks on a recommendation, their individual MyBuys profile becomes richer, resulting in better and more relevant recommendations.

### Simple to Use—and Risk-Free

The seamless MyBuys/ExactTarget integration lets you embed recommendations in emails quickly and automatically. From within the ExactTarget interface, marketers use a widget to select MyBuys and populate a transactional or promotional email with MyBuys recommendations.

Adding to the MyBuys value proposition is that it's risk-free—you pay for it only if it works! Web implementation, extensive data mining, and online reporting and tracking are also included as part of the services available.



## ExactTarget®

ExactTarget, Inc. is a leading provider of on-demand email marketing software solutions. The company's on-demand one-to-one marketing applications enable clients to send business-critical and event triggered communications to increase sales, optimize marketing investments and strengthen customer relationships. ExactTarget offers four editions of its on-demand software application along with integrated solutions.

20 North Meridian Street \ Indianapolis, IN 46204  
 General Inquiries: 1-866-362-4538 \ Sales: 1-866-558-9834  
 Email: [info@exacttarget.com](mailto:info@exacttarget.com) \ [www.exacttarget.com](http://www.exacttarget.com)

## MYBUYS

MyBuys is the leading provider of personalized product recommendations for online retailers. The company builds profiles based on each individual's behavior, then uses a patented portfolio of algorithms to deliver the most relevant recommendations on the web and in email, boosting online revenue 10-30%, AOV 45% and conversion rates 90%.

One Lagoon Drive, Suite 120 \ Redwood City, CA 94065  
 Main: 650-591-0210 \ Sales: 888-291-2422  
 Email: [info@mybuys.com](mailto:info@mybuys.com) \ [www.mybuys.com](http://www.mybuys.com)