

# Embed Recs Automatically To Boost Email Click-Through and Conversion Rates



## Marketers Can Now Use Self-Service Solution to Add Personalized Content

To execute targeted and integrated email campaigns, marketers need quick and easy access to customer and transactional data. Leveraging that data can increase relevance, improve the overall customer experience, and maximize results. While organizations have been capturing and storing that data for some time, accessing it has been problematic. Marketers have had to rely on their IT departments to develop procedures to embed the relevant content, thus delaying time-to-value and making it harder for marketers to manage the process.

A new partnership between MyBuys, the leading provider of personalized product recommendations, and Responsys, a global provider of on-demand email and marketing automation solutions, solves the problem. The MyBuys/Responsys solution makes it fast, easy and automatic to embed highly relevant recommendations in promotional and transactional emails.

Interact® Connect™, an easy-to-use integration tool from Responsys, now allows marketers to define, schedule and automate data transfers between external systems and the Responsys Interact campaign management platform. By using a web-based user interface, Interact Connect eliminates the need for scripting and reliance on IT resources, giving marketers increased transparency and control over how customer data can be utilized to build timely, relevant and automated campaigns that include MyBuys-generated personalized product recommendations with high conversion rates.

With just a few clicks, marketers can use the integrated MyBuys/Responsys solution to dynamically embed contextual, behavior-driven, personalized product recommendations, based on deep individual profiles, into emails. The new solution offers significant time savings for marketers and a huge lift to campaign ROI.

## Creating the Deepest Profiles for the Most Relevant Recommendations

Featuring deep 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 activity**—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, his or her individual MyBuys profile becomes richer, resulting in better and better recommendations.

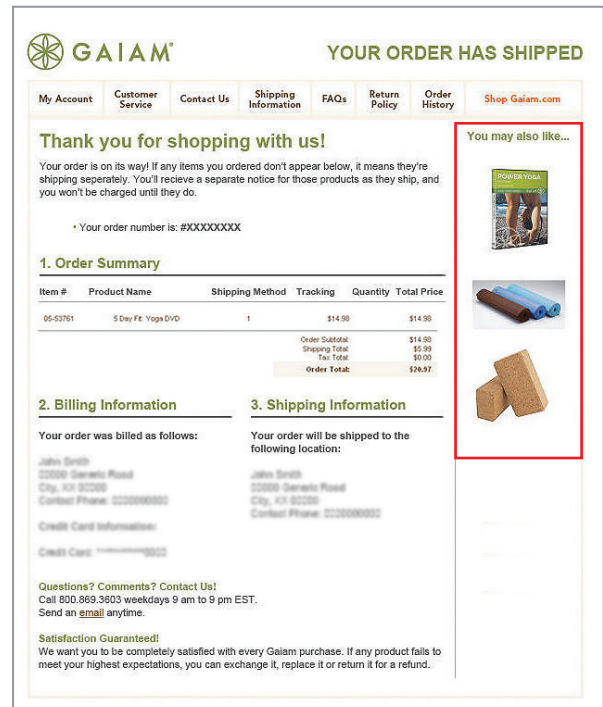
**Embed Recs Quickly and Automatically**

The seamless MyBuys/Responsys integration lets you embed recommendations in emails quickly and automatically. From within the Responsys interface, marketers use a drop-down menu 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 service.

**“When our customers see recommendations on our site and in our emails that are personalized just for them, it strengthens their connection to the company and results in repeat visits and additional purchases.”**

— Jason Marshall, Vice President & General Manager, Gaiam Direct



Research by MyBuys and the e-tailing group found that more than 1 in 3 consumers expects personalized post-order communication. Embedding personalized recommendations in **transactional emails**, which are almost always opened by customers, can bring customers back to your site and boost online revenue.

**Responsys®**

Responsys is the leading provider of on-demand software and services that enable companies to increase revenue and customer loyalty through successful email and cross-channel marketing. The Responsys Interact® suite of integrated applications offers marketers a single platform to plan, execute, optimize and manage automated, dialogue-based programs that keep customers engaged and buying.

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**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%.

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