

Increasing Onsite Engagement with Sailthru

We've said it before and we'll say it again: to maximize customer value, you must ensure that no two users experience your brand in the same way. As a marketer, you should be crafting unique user experiences throughout the customer journey, regardless of the channel (onsite, email, mobile and even offline/in stores). Personalization is the "silver bullet" to effective customer retention and has proven to boost lifetime revenue per user.

Sailthru has many product features designed to make 1:1 personalization both achievable and scalable. Here we'll take you through a few best practices for how clients have specifically improved engagement across the onsite channel.

Onsite personalization tactics have proven extremely worthwhile to clients across all verticals:

- Business Insider: 2x improvement in clickthrough rates for recommended content
- American Lawyer Media (ALM): 58% improvement in visits through improved customer experiences
- Amaro (Brazilian retailer): 21.1% lift in purchase/visit conversion, 2.3% lift in AOV after implementing Sailthru-powered onsite recommendations
- Celebuzz: 3x improvement in PVs/visit

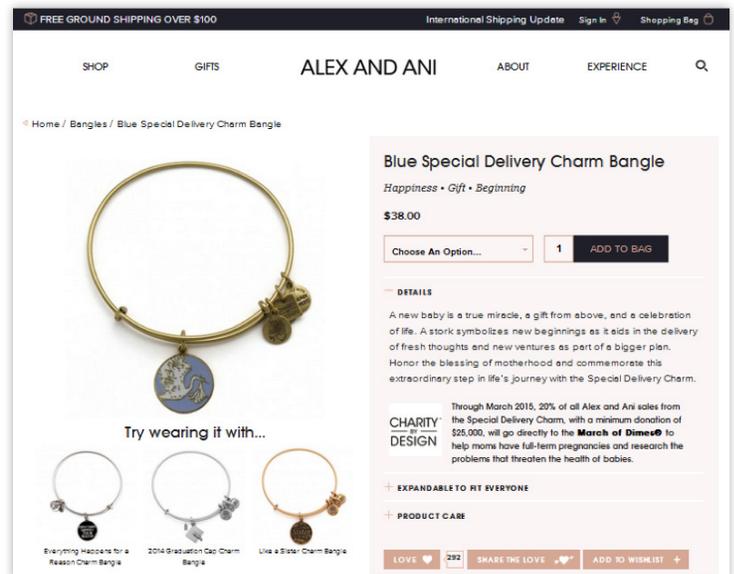
Personalized Browsing Experiences

As soon as you've implemented Horizon, Sailthru will start building a unique interest graph on each individual user. Armed with that intelligence, you can automatically populate dynamic content onsite (just as you can in email) to ensure that the each user sees the content or products most likely to resonate with her unique interest profile (vs. her as part of a broader segment).

Because we know that most clients have some tried and true editorial or merchandising tactics, we ensure you always maintain full control over how much of the site experience is personalized; you can elect to just have a "recommended for you" module below an article or product or alternatively, you can have Sailthru power entire pages.

Scout

Scout is the onsite recommendation tool that displays personalized content on either all or part of a page. Similar to how emails are personalized, Scout looks at a user's interest profile (if one exists) to display a filtered list of spidered content that is most likely to appeal to that unique user. When a user's interest data is not available (i.e. an anonymous browser), the users most recent browsing history is used to dynamically generate recommendations. In general, recommended content is weighted by browsing history, email click history and general popularity of site content.



Example: Alex & Ani (cross-sell recommendation module)

Example: Business Insider (show full “Your News” page)

The screenshot shows the Business Insider website interface. At the top is a dark navigation bar with the 'BUSINESS INSIDER' logo on the left and 'BI INTELLIGENCE' and 'EVENTS' on the right. Below the logo are several category tabs: Tech, Finance, Politics, Strategy, Life, Entertainment, and All. A banner advertisement for the HP Officejet Pro X printer is displayed, featuring a photo of the printer and the text 'Meet the HP Officejet Pro X. Get printing as sharp as laser at up to twice the speed* and half the cost.?' with a 'Find yours now' button and the CDW logo. Below the banner is the 'Your News' section. It includes a sub-header 'Your News' and a link 'Recommendations for you. Sign in or register for better recommendations.' Two article recommendations are shown: 1. 'Uber And Lyft Drivers In Tampa Are Being Threatened With \$800 Fines' by Paul Szoldra, dated Apr. 25, 10:03 PM, with 5,566 likes. 2. 'Last Year, RadiumOne CEO's Assistant Told The Board He Was 'Pushing The Line With

Concierge

Concierge is Sailthru’s second onsite recommendation tool, powering a small “slider” that appears in the user’s browser window as the user scrolls down the page. The slider unit is most often used to suggest another product or story. Clients have full control over the look and feel of the slider as well as when and where onsite it appears - i.e. after x number of pageviews, on certain pages vs. others to preclude the risk of purchase cannibalization, etc.

Example- Business Insider’s Concierge Slider

The screenshot shows a Concierge Slider recommendation box. It features a small portrait of Shakespeare on the left. The text reads: 'RECOMMENDED FOR YOU' followed by '13 Everyday Phrases That Actually Came From Shakespeare'. At the bottom right of the box, it says 'Powered by Sailthru'. There is a close button (X) in the top right corner of the slider.