



## *RoiLogix Delivers on the Promise of Personalization*

Online retailers have long recognized the promise of personalization: by identifying segments of visitors with common characteristics, and tailoring their marketing to these segments, they hope to be rewarded with higher conversion rates, lower shopping cart abandonment rates, greater customer loyalty and more sales.

RoiLogix specializes in helping e-retailers become more profitable, through personalization. With RoiLogix, marketers can generate:

### **More customers, by**

- ~ Improving conversion rates with real-time, rules-based, web personalization.
- ~ Increasing web site traffic with targeted, personalized email campaigns.
- ~ Reducing shopping cart abandonment with personalized incentives, offers and help.

### **More profit per customer, by**

- ~ Delivering personalized up-sell and cross-sell offers, and recommendations.
- ~ Delivering targeted offers to customers via email.
- ~ Improving the effectiveness of search engine marketing and other online initiatives, which reduces customer acquisition costs.

### **More customer loyalty, by**

- ~ Presenting loyal visitors and customers with personalized messages and offers.
- ~ Maintaining regular communication with customers via personalized email.

## *Key Product Features*

RoiLogix's integrated marketing automation software includes powerful tools for delivering real-time, personalized web campaigns, and personalized email campaigns. And it provides the web analytics and transaction profile data necessary to identify which segments to target, and then drive these campaigns.

***“By presenting online shoppers with an added incentive to complete their purchase, RoiLogix has enabled us to reduce shopping cart abandonment by 30%.”***

**Kim Camarella, President, Kiyonna**

## Personalized Web Campaign Management

Create personalized web campaigns without IT involvement, programming expertise, or adjusting your existing commerce software. Define business rules that trigger personalized content in the form of embedded or pop-up messages, offers and incentives. This content is then automatically presented in real-time to visitors that match these rules criteria. Run as many personalization campaigns as you like. Here are just some examples:

- ~ **Transactions:** Present special offers to visitors based on the number or value of transactions they have made with you, during a previous period of time.
- ~ **First Time Visitors:** Provide a special greeting and incentive to first time visitors.
- ~ **Geographic Targeting:** Promote in-store offers to visitors that live near your stores. Promote certain products or free shipping to visitors from selected countries, states, cities, or even to those from relevant geographic or climactic regions. Greet non-English visitors in their language of choice. Automatically provide the appropriate currency conversion.
- ~ **Up-sell/Cross-sell:** Promote or recommend additional products based on items selected or site navigation path.
- ~ **Shopping Cart Abandonment:** Provide a special offer, such as free shipping or a discount, to visitors that have left the checkout process, without completing the transaction.
- ~ **Loyalty:** Welcome loyal visitors and customers with a special offer or discount based on frequency of visit, or on the value of recent transactions.
- ~ **Referral:** Target visitors coming from selected search engines, ads or affiliate sites.
- ~ **Customer Service:** Direct visitors to a search utility or online customer service, based on depth of visit, navigation path, or time spent on the site.

Create business rules that trigger personalized messages to anonymous visitors.

Business Rule Example

**IF** first time visitor  
**THEN** present **Promo 1**



## Additional Web Personalization Features

- ~ **Scheduling:** Campaigns can be scheduled to run during specific times of the day, and for a selected date range.
- ~ **A/B Testing:** Assign multiple content files to a single campaign to test the effectiveness of each offer. By analyzing the results you can select the offer that drives the highest conversion.
- ~ **Content Optimization:** RoiLogix automatically detects the capabilities of each visitor's browser and can present messages in the appropriate format, including HTML, JPEG, GIF, QuickTime, Real-Media, Shockwave, Mpeg video and Flash.
- ~ **Tracking:** RoiLogix reports allow you to track the revenue generated from each of the campaigns, which lets you make improvements that further increase sales.

***“The automated personalized campaigns really set RoiLogix apart from the analytics-only vendors.”***

**Doug Williams, Director of Marketing, Sierra Trading Post**

## Personalized Email Campaign Management

RoiLogix gives you everything you need to create and deliver personalized email campaigns:

~ **List Management:** Develop your list by capturing subscriber information from a web form, or import a list. Then filter the list to target specific segments.

~ **Campaign Creation:** Create plain text and html messages. HTML templates can be imported, and content and design can be edited in a WYSIWYG HTML editor.

~ **Delivery:** Test and deliver campaigns to the selected list. “Unsubscribes” are managed automatically.

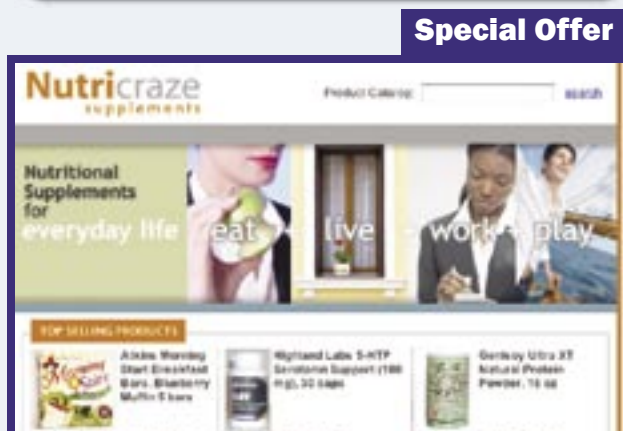
~ **Tracking:** Track the results of each campaign including the revenue associated with it. This transaction data can be used to create more targeted, personalized follow-on campaigns that can dramatically increase sales. So for example, recipients that clicked on product ‘A’, but did not buy, could be sent a second email with a special offer that results in a higher conversion rate.

Create targeted email campaigns based your first email results.

Email Segmentation Example

**IF** Recipient clicked on Product ‘A’, but did not buy

**THEN** Send second email **“Special Offer”**



## Web Analytics

SiteBrand collects detailed, real-time web analytics on over 50 key metrics to help you understand who your anonymous web site visitors are, where they're coming from, and where they're going on your site. Use this data to identify segments to target with personalized web campaigns. The data is also used to trigger the business rules that define the personalization campaigns, and can be used to make more informed decisions about site usability, navigation and features that will further improve the shopping experience.

## Transaction Profiles

SiteBrand captures detailed, transaction-related information such as product, SKU, price, payment type, and registrations. This valuable information can be used to identify segments to be targeted with personalized web and email campaigns, and to measure the effectiveness of each campaign. SiteBrand's deferred revenue feature lets you measure sales that were generated during initial and subsequent visits to your site so you can more accurately assess the impact of each campaign.

~ **Search Engine Marketing:** Transaction Profiles also give you the power to track the revenue generated by visitors from search engines. This lets you identify the most cost-effective sources of revenue, and make better decisions about how to allocate your marketing budget. More importantly, personalized web campaigns can then be run to target visitors that have arrived from each search engine, to further increase conversion rates and sales.

ReportsSiteBrand automatically generates summary reports for quick analysis, as well as an OLAP data cube for multi-dimensional analysis. It lets you view, explore and analyze data in interactive charts, graphs and tables. Compare data categories, perform calculations, and use tools to sort, filter, hide, and highlight the data. SiteBrand reports give you the flexibility to analyze the data your way, gain deeper insights, and help accelerate the process of making better decisions.



## *Rapid Time-To-Results*

RoiLogix's marketing automation software is offered as a web-based, subscription service. There is no software or hardware to buy or install. RoiLogix takes care of all system upgrades, maintenance and support, and ensures secure data hosting.

## *About RoiLogix*

RoiLogix specializes in helping online retailers become more profitable through personalization. RoiLogix was founded in 2000, is privately held, and serves companies in a range of e-commerce categories, including apparel, consumer goods, computers and electronics, health and beauty, and sporting goods.

~ Integration and training can be completed in hours.~

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