

Make personalization your competitive advantage

Create 1:1 customer experiences that flex and adapt based on changing behavior and business needs.

Benefits



Create personalization at the contact-level, not just at the cohort level.



Create deeply contextual experiences that drive revenue and repeat purchases.



Leverage personalized dynamic content and product recommendations to increase customer lifetime value.



Build customer segments in seconds using simple and/or statements.



Streamline personalized campaign creation with Sculpt, Cordial's native drag-and-drop editor.

According to Accenture's research, nearly half of consumers have switched the brands they buy from because of poor personalization. Creating tailored customer experiences is now a market requirement to remain competitive. However, most brands continue to struggle because of rigid legacy marketing technology and a fragmented data environment. The result: Marketers are forced to "partially personalize" their messages which can be more damaging than "no personalization," as it can cause customer frustration and confusion due to disjointed or irrelevant content.

Cordial's Personalization Engine empowers you to create tailored customer experiences. The Cordial Personalization Engine does this by:

- Activating multiple real-time data feeds from anywhere in your technology stack to personalize messages at the time of send.
- Enabling the creation of hyper-specific customer segments built in seconds with no engineering support.
- Delivering highly personalized dynamic content and product recommendations that increase engagement and conversion.
- Delivering product recommendations based on business rules, such as inventory levels, new products, and revenue goals.

Using Cordial's Personalization Engine, you can deliver tailored experiences at the precise moment customers are ready to engage. You can create messages leveraging multiple real-time data feeds to draw on all previous customer touchpoints, whether they are in-store, on your website, or within your mobile app. With Cordial, you can also leverage data from other platforms, such as a CRM, CDP, inventory management system, or coupon databases. All of this data works in concert to curate deeply contextual, personalized brand experiences that build brand loyalty.





Cordial is unbelievably flexible. We've been able to achieve a deep level of personalization that simply wasn't possible with our previous ESP which has made a huge impact on our business.

Jennifer Fan
Director of Customer Retention

REVOLVE

Learn how Cordial can help you create tailored customer experiences.

Request a personalized demo at cordial.com/demo.

Cordial Personalization Engine Features

Treat your customers like people, not personas

Cordial allows you to create and save hyper-specific audience segments in seconds using simple and/or statements. Audience counts are updated in real-time based on your inputs without the need for complicated queries or development support, empowering you move faster, operate independently, and bring more campaigns to market.

Scale personalization with drag and drop efficiency

Use Sculpt, Cordial's native drag-and-drop email editor, to build personalized messages in seconds with no support from engineering. With Sculpt, you can create and save custom content blocks and message templates that can be reused, making campaign creation fast and easy.

Create dynamic product and content recommendations

Deliver dynamic content and product recommendations and personalized offers to create a tailored website experience from acquisition to conversion. Recommendations and offers can be personalized at the contact level and customized with specific business rules such as Inventory availability, new products, or revenue goals.

Cool product recommendation & offer use cases:

- Tailored discount codes & incentives by location (at the zipcode level)
- Product recommendations based on past purchase behavior
- Dynamic display of Inventory availability (suppression of Inventory SKUs not available)
- Upsell incentives for shopping cart value over a specific revenue amount
- Exit intent discount offers
- Special coupons for highly loyal or return customers
- Shopping cart abandonment prevention: dynamic offers and coupons
- Reward & loyalty offers based upon customers' program involvement

Cool content use cases:

- Exit intent messaging, content, and event invites
- Personalized content based on traffic source
- Referring traffic personalization
- Personalized "thank you" page after purchase
- Content guides and customer-facing content specific to individuals & cohort

