

Active User Personalization



Deliver multiple experiences to different user segments, enabling a differentiated experience for high LTV users, low usage users, or based on time of day, availability or any measurable business dimension:

Build highly dynamic apps and websites by

- Continuously monitoring individual product usage
- Capture anonymous user details for tailored offers to convert to purchasing customers.
- Segmenting users into actionable groups
- Converting fixed business rules and systems into flexible paths.
- Quickly changing price, availability, quality, support, and offers.

Integration with full DECC support from unknown user to actively engaged customer.



Segment Users based on web and app behavior/status:

- **Subscription status:** Anonymous, Registered, Trial, Member, Cancelled
 - **Usage:** New, Repeat, Regular, Frequent, Heavy
 - **Buyer stage:** Visitor, Shopper, Checkout, Customer
-
- Rules-based evaluation of content and offers based on user segmentation
 - Personalized offers
-
- **Onboarding:** Increase feature adoption with 1-click guidance to anonymous users
 - **Up Sell:** Target Engaged active users with relevant add ons and opportunities
 - **Win Back:** Proactively guide and incentivize At Risk users with rewarding actions