

prudsys RDE | Newsletter



- ✓ High newsletter click-through rates
- ✓ Relevant recommendations
- ✓ Increased turnover

The RDE | Newsletter module automatically generates a newsletter with personalised content for each recipient (e.g. with product recommendations, personalised content, etc.). Base for these recommendations are surfing and purchasing behavior in the online shop, information about historic shopping baskets and the clicking pattern in the electronic newsletter.

The prudsys RDE | Newsletter module enables a personalised approach with each individual customer without the need for manual intervention. To this end, both profile information and historical transaction data are analysed. If this information is not available, the system switches to top seller mode, which is continuously optimised in real-time based on the customer's reaction.

So you can reduce cancellation rates, increase subscriptions and improve purchase conversion. The RDE | Newsletter module can also be used to determine personal content for conventional mailings in paper format.

Advantages

- Recommendations from real-time learning of user behavior
- Optimum use of cross- and up-selling potential
- Takes into account shelf availability
- Use of existing mailing system and processes
- Fully automatic 'Install-and-Forget' procedure

How it works

The RDE | Newsletter module contains all the functions needed to display personalised recommendations and content as an electronic newsletter and as a print mailing. The personalised recommendations are created using the same methods as the RDE | Recommendations module, i.e. by the evaluation of historic transaction data and by real-time learning. When the receiver opens the newsletter, the personalised newsletter content is displayed dynamically and in real-time. The use of intelligent newsletter templates means that you can continue to use your existing mailing system and processes.

Key features: prudsys RDE | Newsletter

Applied algorithms (Number of algorithms 34) e.g.:

- Shopping basket analysis cs cf. Amazon Item2Item Collaborative Filtering
- Sequence analysis and sequential shopping basket analysis
- Reinforcement learning

Integrated performance measurement:

- Supports A/B testing and multivariate tests
- Any number of possible control groups
- 23 statistical parameters (e.g. clicks, conversion rate, total sales, turnover through recommendations)

Output channels:

- Electronic newsletter
- Print mailings

Applications:

- Personalized product recommendations
- Personalized content recommendation



Customer Loyalty with personalized Newsletters

Increase the acceptance and conversion rates of newsletter campaigns and transactional mailings through highly personalised recommendations and content designed to match reader preferences.

- ✓ Improvement of conversions
- ✓ Increasing open rates
- ✓ Decrease in newsletter cancellation

Customer mailings are only successful with relevant content which offers real added value. Newsletters with convincing content will reduce cancellation rates, increase subscriptions and improve purchase conversion rates.

The first step in doing this is to divide recipients into interest groups and to personalize the approach to each individual recipient. Today an individual approach means more than to personalize the address. Rather, it means to offer content with a high individual relevance.

The starting point for personalising mailings is an analysis of the click, shopping basket and purchasing histories of each addressee. This information can come from any CRM system or from an on-line shop.

The prudsys RDE | Newsletter module uses this data and data from its customer behavior knowledge base to automatically prepare product and content recommendations for the recipients. Since recommendations are personalised they have the highest relevance for each recipient and therefore increase the long-term conversion rate of your mailings. In cases where no profile or transaction data is available for an individual recipient, the system switches to the top seller mode and then optimises and fine tunes recommendations as time goes on.

For this, the module RDE | Newsletter records customer reactions to the recommendations in newsletters and passes the recommendation rules in real-time to the customer behavior database. If little or no historical data is available, newsletter offers will be optimised continuously so that the reaction of each recipient to a recommendation will influence the content and recommendations of the next mailing opened.

If prudsys RDE is running in an online shop too, the recommendations will always be based current customer behavior patterns. Any changes in purchasing behavior (caused for example by changes in the weather) will automatically trigger updating of the underlying recommendation rules. If the recipient is already logged on to the online shop, the system will take into account the current interests of the customer and make sure that recommendations are not made for articles which have already been ordered.

The Newsletter Personalisation function can be used with any mailing system for HTML newsletters. Personalised offers made in newsletters can also be included subsequently in transaction mailings (e.g. invoices, order confirmations and mailings by ordinary post).

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prudsys RDE Moduls



RDE | Recommendations



RDE | Newsletter



RDE | Pricing



RDE | Scoring



RDE | Data Cleansing



RDE | Assortment Planning