EZ PERSONALIZATION

SMART E-COMMERCE FOR MERCHANTS
Welcome to eZ Personalization

eZ Personalization is a premier cloud service for building customer relationships and driving e-commerce sales. From product recommendations and targeted emails to personalized search and user analytics, our technology helps retailers optimize conversion rates while delivering customers relevant products.

Your consumers expect a personalized experience every time they visit your shop. eZ Personalization gives you the technology to adapt digital experiences to the unique preferences and behavior of your shoppers.

Increase Revenue in Four Easy Steps

1. Recommendations
Discover, build and maintain customer relationships by providing each visitor a personal shopping experience, customized with relevant product suggestions.

- Generate upsell opportunities
- Suggest complementary products
- Expand shopping carts
- Increase customer loyalty

2. Targeted Notifications
Drive revenue and increase conversion rates with relevant emails and notifications.

- Promotions and special offers
- Shopping cart reminders
- Product recommendations
- Stay in touch messages

3. Personalized Search
Provide tailored, ranked and categorized search results with the dynamic capabilities of eZ Personalization’s search engine.

- Auto complete enabled: Save time
- Error tolerant: Always find the right products
- Multilingual ready: Search in numerous languages

The Three Components of eZ Personalization

1. Recommendations
A user visits your online shop, browses some pages and buys a couple products.

The customer buys a few recommended products and keeps returning for more.
THE RECOMMENDATION JOURNEY

1. LANDING PAGES
Choose a display with sets of recommendations by category and immerse your customers in a fully personalized environment.

- Personalized dynamic banner for different user groups
- Personalized product recommendations
- Most purchased products in category
- Browsing history from previous sessions, if available

2. PRODUCT PAGES
Deliver visitors relevant recommendations based on the product in view. Offer unique suggestions to each customer, based on product and consumer preference.

- Classically: “Customers who bought this, also bought that”
- Popular recommendations of the same category or brand
- Additional equipment, if relevant

3. SHOPPING CART PAGES
Display relevant product recommendations at checkout. Give your customers multiple product options each step of the way.

- Complementary products typically bought with items currently in the shopping basket

Did you know?
Approximately 50 percent of all purchasing decisions can be predicted in advance with recommendation technology.
UNDERSTAND YOUR CUSTOMERS’ PREFERENCES

OPTIMIZE YOUR E-COMMERCE STRATEGY WITH DEEP ANALYTICS

With eZ Personalization’s simple and clean administrative interface, optimizing your e-commerce strategy is easy. From A/B testing to multi-level filters, you have the ability to evaluate nearly every shopping scenario to increase conversion rates and generate more revenue.

Events: Track key actions including purchases, product page views, clicks and sales.

Delivered recommendations: See how many recommendations were given to your web shop visitors.

Effectivity statistic: Analyze your conversion rates and evaluate the acceptance and quality of the recommendations.

A/B Testing: eZ Personalizations lets you test different recommendation approaches to optimize your shop’s performance. Experiment with contextual recommendations (ie. “Other customers also look at”) and personalized recommendations (ie. recommendations based on the visitor’s click and purchase history) in order to assess the right approach for your shop.
YOUR SUCCESS IS A PRIORITY

WHY EZ PERSONALIZATION?

eZ Personalization is the solution for online merchants who want to engage their customers, understand their buying behavior and increase conversions.

We know that businesses aim to create e-commerce experiences that are profitable, unique to their brand, and valuable to their customers. Working with over a thousand merchants internationally, and providing over one million dollars of added revenue monthly for international brands, eZ Personalization is grounded in experience, results and service.

CHOOSING EZ PERSONALIZATION MEANS:

• Adding revenue by up to 30% on average
• Increasing conversions by up to 25% on average
• Bigger shopping carts
• Performance monitoring
• Dedicated daily support
• Free trials
• Performance pricing & enterprise pricing
• No set-up fees
• No minimum contracts
• Low maintenance
• Federal Data Protection Act Compliance (Germany)

EZ PERSONALIZATION PARTNERS

We work closely with leading e-commerce platform providers to build better and more profitable shops for merchants. eZ Personalization is compatible with several e-commerce platforms including:

- Magento
- shopware
- silver.eShop
- gambio software
- plentymarkets
- OXID eSales
PERSONALIZATION FOR YOUR BRANDS

DIVERSE PRODUCT LINE? DIVERSE CUSTOMERS? REACH THEM ALL

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Browse a diverse collection of books from Haugenbok, the top bookseller in Norway, and receive personalized recommendations.

Did you know?
eZ Personalization integrates seamlessly with eZ’s content management and e-commerce software. Visit ez.no/e-commerce for more information.

RECOMMENDED FOR YOU

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de Secondo

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Product Details

Product Details

Product Details
EZ PERSONALIZATION
Deliver relevant products to your customers.

“Using eZ Personalization, we can really add revenue, and we don’t have to spend a lot of time making elaborate adjustments to the solution.”

- Chris Bauer, Senior Consultant, ETECTURE / Nestle Schöller
About eZ

eZ Systems is a global content management platform provider that is dedicated to helping businesses maximize the value of their content. Our software simplifies the way enterprises create, deliver and optimize their content in order to engage customers. Thousands of organizations rely on eZ to deliver digital experiences that foster business growth.

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eZ Facts

• eZ Systems AS was founded in 1999 in Norway
• 15+ years experience as a commercial open source provider
• Supports 500+ enterprise customers in 25+ countries
• Ecosystem contains a community of 45,000+ members and 80+ business partners
• 8 offices located throughout North America, Europe and Asia

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Resources

• Explore eZ software: www.ez.no
• Request a demo: www.ez.no/demo
• Get the latest news and insights: www.ez.no/blog
• Read success stories: www.ez.no/customers/case-studies