



Evergage Overview

Deliver Personalized Experiences to Boost Engagement and Conversions

Only Evergage’s real-time personalization platform delivers The Power of 1, enabling digital marketers to transform the dream of 1:1 customer engagement into reality.

Combining in-depth behavioral analytics with customer data, Evergage provides the one platform you need to systematically understand and interact with each person that visits your site or uses your app – one at a time, “in the moment” and at scale – to deliver a maximally relevant, individualized experience.

Personalization is the future of digital marketing, and we believe it should be easy for marketers – without the need for developers or IT – to understand their audiences and respond in real time with the most engaging experiences and the most relevant recommendations. Our customers delight their visitors, prospects and customers every day, building valuable relationships that lead to greater revenues and customer loyalty.

Evergage has delivered personalized experiences to more than 1 billion web visitors and users of over 150 organizations, including Endurance International Group, Gardener’s Supply Company, Intuit, Publishers Clearing House, Rue La La, Zumiez and more.

Founded in 2010 and based in Somerville, MA, Evergage is a two-time winner in the Golden Bridge Awards, Stevie American Business Awards, Best in Biz Awards and MITX Awards; a two-time BostInno “50 on Fire” finalist; and a TechCrunch Disrupt finalist.



KNOW YOUR AUDIENCE

Advanced analytics capabilities let you track the source, behavior and intent of every visitor on your site or user of your application. Segment and understand your audience in real time.



RESPOND IN REAL TIME

Timing is everything! Deliver highly relevant, personalized experiences, messages and offers to your audiences in real time. Conduct targeted A/B and multivariate testing to optimize success.



GET RESULTS FAST

Evergage’s cloud-based personalization platform requires no coding or help from IT. Managing campaigns and measuring results, including conversion and revenue lift, is a snap for marketers.

I am a huge advocate of Evergage and recommend the platform to my colleagues regularly. Not only does it enable us to discover valuable information about our millions of subscribers, it also lets us immediately use that information to generate incremental revenue.

- Michael Kesselman, EVP of Innovation & Strategy,
Endurance International Group

Partnering with Evergage has been a very positive experience, from implementation to website optimization. It has enabled us to interact on a more personal level with new visitors as well as those who are already engaged with us, leading to a sizable increase in conversions and a great ROI.

- Sal Tripi, Associate VP of Digital Operations,
Publishers Clearing House



Evergage Core Features



BEHAVIORAL TRACKING

Measure the true intent of a visitor, user or account by combining click tracking with tracking of time spent, inactivity, mouse movement, scrolling, hovering and more.



SEGMENTATION

Leverage insights from current and past session behavior along with internal and external data sources to segment visitors, users and accounts in real time.



TARGETING

Deliver personalized messages, content and experiences based on real-time segmentation – anywhere in a page, app or email – all without flicker.



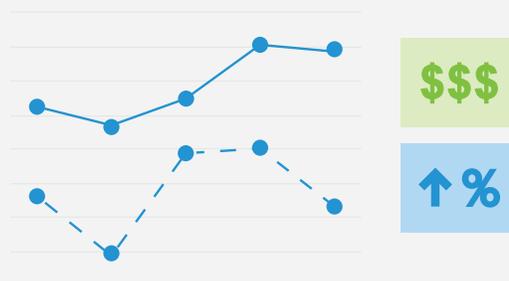
RECOMMENDATIONS

Display content and product recommendations based on an individual's preferences, social groups, browsing and buying patterns, favorites and history – anywhere on the site.



TESTING

Deploy A/B and multivariate tests to different, targeted audiences to ensure web experiences are optimized for effectiveness.



ANALYTICS & ATTRIBUTION

Access customer analytics and campaign statistics in real time. Monitor segment membership, and attribute results to personalization and external campaign sources.