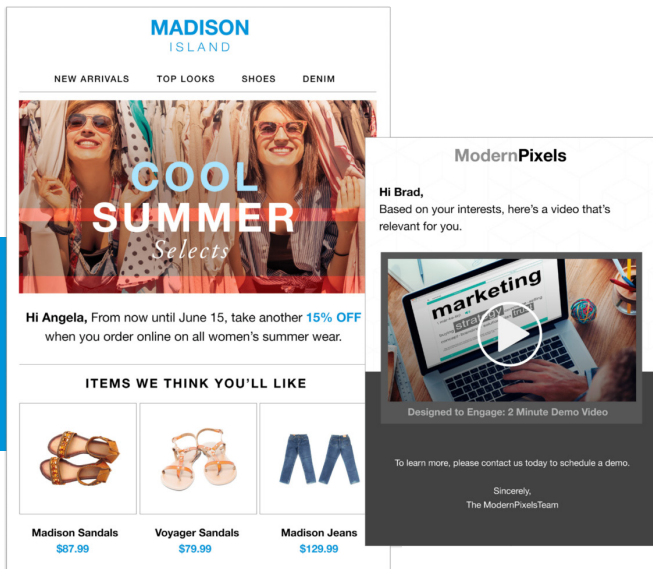


Deliver personalized promotions, content and recommendations in your email campaigns – updated at open time

The open-time personalization capability of **Evergage for Email™** provides a straightforward way for marketers to personalize email campaigns for each and every user based on his or her unique interests and preferences. Because personalization is delivered when the email is opened – rather than when it was sent – content and recommendations can take into account a recipient’s latest actions (e.g., visited certain pages, purchased an item, registered for an event, downloaded an eBook, etc.), offer expiration dates, or even a company’s product inventory levels.



B2C and B2B companies use Evergage to insert 1:1 personalized messages, promotions, banners and product or content recommendations into existing email campaigns. The content is determined and rendered at open time.

Content Blocks

With the Evergage platform, marketers define, build and customize personalized content, which is then rendered as HTML blocks and placed into emails. The content blocks can be customized to match a company’s style and brand guidelines.

Dynamic Recommendations

When delivering 1:1 product or content recommendations into an email, marketers select which items and related metadata (e.g., image, title, description, price, etc.) to display within a content block and which recommendation strategy to use.

Dynamic Content

Personalized content can be adjusted in real time. If a product is no longer available or a promotion is no longer valid at the time a recipient opens an email, the personalized content will be automatically updated to ensure relevancy.

Message Types

Email personalization can be used in both B2C and B2B environments to include static promotional banners/images, product recommendations, abandoned cart reminders, relevant eBooks, blog content, targeted cross-sell messages, discount offers, and more.

Multi-Channel Experiences

Evergage for Email allows companies to leverage the deep behavioral tracking capabilities of the Evergage platform to capture true customer intent across web and/or mobile app interactions and insert related content into email communications.

Works with Any Provider

Evergage for Email delivers personalized content or recommendations within any email marketing or marketing automation system. No integrations are required. Just copy and paste the HTML code for the Evergage campaign into any email campaign template.

Combine with Triggered Email

Open-time personalization can be combined with Evergage’s triggered email capability, which enables business professionals to deliver maximally relevant and time-sensitive messages to specific prospects or customers.