Syntasa's In-Session Marketing: Real-Time Personalization for Enhanced Conversions

The Anonymous Visit Gap:

Many marketing efforts focus on customer acquisition and retargeting, often overlooking the crucial opportunity to engage with users in the moment while they are actively browsing your website. Most website visits are short, lasting less than 5 minutes, making it vital to capture user intent and personalize their experience in real-time. Additionally, many companies strive to personalize experiences of known customers based on their past purchases but fail to account for short term behavior exhibited by their customers.

The Solution:

Syntasa's in-session marketing leverages real-time data collection, machine learning, and personalization to identify user intent and provide targeted experiences, significantly improving conversion rates. By analyzing user behavior within a browsing session, Syntasa can identify where users are in their customer journey, and deliver personalized content in the moment.

Key Features:

Real-Time Data Collection: Syntasa captures user behavior, such as clicks, page views, and time spent on pages, in real-time. This data is then used to identify intent and personalize experiences.

Machine Learning-Powered Segmentation: Syntasa uses machine learning to segment users based on their likelihood to transact. This allows for targeted marketing actions based on user behavior and helps identify:

"On-the-Fence" Users:
These users are identified through a machine learning model, typically within 5 clicks or 60 seconds of browsing. Syntasa provides a personalized experience to these users to encourage conversion.

Users Likely to Transact:
These users are already likely to make a purchase.

Users Not Likely to Transact:
These users are unlikely to convert in their current session.

"On the Fence" Detection:
Syntasa's technology specifically focuses on identifying "on the fence" users who are undecided about making a purchase. This allows for targeted interventions designed to convert these users.

Data-Driven Optimization:
Syntasa uses a customer intelligence hub that collects data and features derived from user interactions. This provides a feedback loop for continuous improvement through measurement, testing, and learning. This data driven approach also allows for a constant improvement of the ML models driving the personalization.

Seamless Integration:
Syntasa integrates with existing web CMS and personalization engines using a JavaScript implementation.

Personalized Experiences:

Based on user segmentation, Syntasa delivers tailored experiences. These can include:

Real-Time Offers:
Providing discounts, promotions, and coupons at key moments.

Upselling:
Recommending product upgrades or complementary items.

Personalized Discounts:
Offering exclusive discounts

Personalized Offers:
Highlighting existing discounts, bundles, or accessory offers.

Social Proofing:
Showcasing reviews, ratings, views, and purchase information to build trust and interest.

Product Nudges:
Reminding users of products they've shown interest in.

Content Personalization:
Re-targeting users with email or paid media showing content related to existing deals, social proofing ideas, and third-party reviews.

Cart Nudges:
Encouraging users to complete purchases by reminding them of items in their cart.

Urgency Boosting:
Creating a sense of urgency to encourage immediate action.

The Proof is in the Numbers:

$20M	$2.3M+	$2.4M+	$100K+
Social Proofing across all product categories	In session marketing for On-The-Fence Visitors in Real-time	Pick up where you left off – continue shopping nudges for registered users	Nudge returning customers for products left in cart

(The numbers reflect the incremental revenue generated across multiple markets in a single quarter)

The Transformation:

By implementing Syntasa's in-session marketing, you can:

Increase Conversions:
Convert a larger portion of website visitors into customers.

Improve User Engagement:
Provide a more personalized experience that caters to individual needs.

Optimize Marketing Spend:
Focus on in-session opportunities to make the most of marketing dollars.

Leverage Short-Term Behavior:
Use real-time insights to provide immediate personalized experiences.

Test and Learn:
Use the feedback loop to improve personalization strategies.

Conclusion:

Syntasa's in-session marketing goes beyond standard retargeting by providing a dynamic and personalized website experience. Through real-time data analysis, machine learning, and targeted content, you can convert more browsers into buyers and maximize the potential of each user visit.