Bring true commerce personalization from vision to reality

Sell to the right customer, at the right time by delivering them a personalized shopping experience using Crownpeak Experience Optimization Engine powered by Dynamic Yield.

Product recommendations, messaging, individualized content, triggered emails, and app personalization don't live in a vacuum. Employing several vendors for personalization traps meaningful consumer data in silos and creates a fragmented customer experience.

With Crownpeak Experience Optimization Engine powered by Dynamic Yield, you can onboard and consolidate all sources of information, from first and third-party data to CRM, mobile, email, important online transactions, and more into a unified source of truth for accuracy and precision in your personalization efforts.

Craft a cohesive experience for the modern shopper.

Crownpeak Experience Optimization Engine powered by Dynamic Yield puts the richest data set in the industry at your fingertips, allowing you to unlock the full potential of your shopper data and act on it real time, across any touchpoint.

"Dynamic Yield is a Leader. It uses predictive analytics to suggest segments and personalization opportunities, and deliver content and product recommendations. Dynamic Yield emphasizes and enables testing of multiple content variations and using machine learning to discover what works, rather than starting with human hypothesis.

Marketing leaders seeking a scalable personalization solution suitable for a variety of use cases should consider Dynamic Yield."

Jennifer Polk, VP Analyst, Gartner's Magic Quadrant for Personalization Engines

Key capabilities baked into our platform:

Content & Product Recommendations

Customer Data Management

Personalization & Targeting

A/B Testing & Optimization

Behavioral Messaging

Triggering Engine

A sampling of how leading brands use Dynamic Yield to drive results:

Transforming static content into personalized experiences

Change static content elements such as hero banners, buttons, promotional areas, and tailor it to each user.

Deploying adaptive product recommendations

Tap into user affinities, context, and real-time intent and improve revenue with journey-aware product recommendations across web, mobile apps, email, and ads.

Personalizing complete journeys, not individual touchpoints

Coordinate across independent channel interactions to create one consistent shopping experience in the multichannel ecosystem.

Continuously A/B testing and optimizing at scale

Let machine learning maximize uplifts by delivering the most relevant shopping experience, tailored to each individual user, even if user behavior changes over time.

Powering deep personalization with AI-driven targeting

Let Predictive Targeting automatically identify and match the right experience to the right visitor by scanning every variation's performance across segments.

Triggering behavioral messages to reduce cart abandonments

Extend personalization beyond the web. Win back customers with triggered abandoned cart emails and re-engage app abandoners with personalized push notications.

Dynamically restructuring page layouts or elements.

Automatically rearranging the grid, menu items, and categories to deliver customized layouts according to each visitor's preferences.

Deploying targeted overlays & notications

Target with shipping threshold calculators, social proof messages, product inventory alerts, welcome messages, countdown timers, email capture overlays, exit-intent popups, and more.

Leveraging powerful personalization APIs

Enable personalization anywhere and go beyond web, app and email, to call centers, in-store kiosks, client-telling apps, and more.

Using exible client-side or server-side implementations

Use our client-side code to instantly launch or integrate personalization deeply into your tools with true server-side personalization.

Leveraging ready-to-use personalization templates

Get inspiration from a library of dozens of out-of-the-box experience templates for gamication widgets, personalized banners, subscription offers, notifications, recommendation widgets, and more.

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dynamic yield   FAST FACTS

Customers
More than 250 leading brands globally

Employees
More than 200 worldwide

Strategic Investors
Bessemer Venture Partners, Vertex Ventures, Baidu, Deutsche Telekom Capital Partners, ProSiebenSat.1, Innovation Endeavors, The New York Times Company, Claltech, La Maison

Industry recognition
- A Leader in Gartner's 2018 Magic Quadrant for Personalization Engines
- A tech leader in the top quartile of Deloitte's Fast 500 in North America
- One of the top 100 AI companies in the world by CB INSIGHTS
- One of the leading AI vendors in NY by Applied AI
- One of the 100 best places to work in NY by Crain's

crownpeak