dynamic yield   **crownpeak**

Enhance your digital experiences with the power of personalization

Help your marketers and product managers create, launch, and optimize experiences in the right channel, at the right time with Crownpeak Experience Optimization powered by Dynamic Yield.

Delivering a great customer experience starts with a deep understanding of how individuals interact with your brand. Ultimately, that information is the key to unlocking growth for your business. But without being able to access and action your data, tailoring custom experiences is simply out of reach, as are the customers with which you wish to connect.

With Crownpeak Experience Optimization powered by Dynamic Yield, you can create and personalize your digital experiences in one unified platform. Move confidently knowing you can reach each customer with the right experience, at the right moment, in the right context, across every touchpoint.

The age of manual experience delivery is over.

Let advanced algorithms continuously optimize and serve the best experience to each user. Drive personalization based on clicks, conversions, purchases, or any other KPI you choose.

"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

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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 tailoring it to each user.

Personalizing journeys, not individual touchpoints

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

Leveraging powerful personalization API's

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

Defining event-based triggered messages on apps & email

Automatically trigger personalized emails and push notifications to reach customers when they most expect it through rule-based triggers.

Automating content personalization at scale

Use machine learning algorithms to dynamically select the most relevant content for each user in carousels, and banners, and more.

Leveraging ready-to-use personalization templates

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

Dynamically restructuring page layouts or elements.

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

Continuously testing at scale

Testing is the foundation of personalization. We have powerful testing capabilities that are built into the platform and will help you test any element on the page.

Use flexible client-side or server-side implementations

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

Deploying adaptive recommendations

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

Deploying targeted overlays & notifications

Tap into real-time behavioral and contextual data and surface messages across web or mobile. Target with welcome messages, countdown timers, email capture overlays, exit-intent popups, social proof messages, and more.

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FAST FACTS

Customers
More than 250 leading brands globally

Employees
More than 200 worldwide

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

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