



PERSONALIZATION PLATFORM • SINCE 2008

Experience the power of *true personalization.*

Harness machine learning, experimentation, and targeting to deliver the right products, content, and offers at every touchpoint — no developer required.

Book a Demo

Start Free

1,500+

marketing teams

4.8★

rating on G2

300+

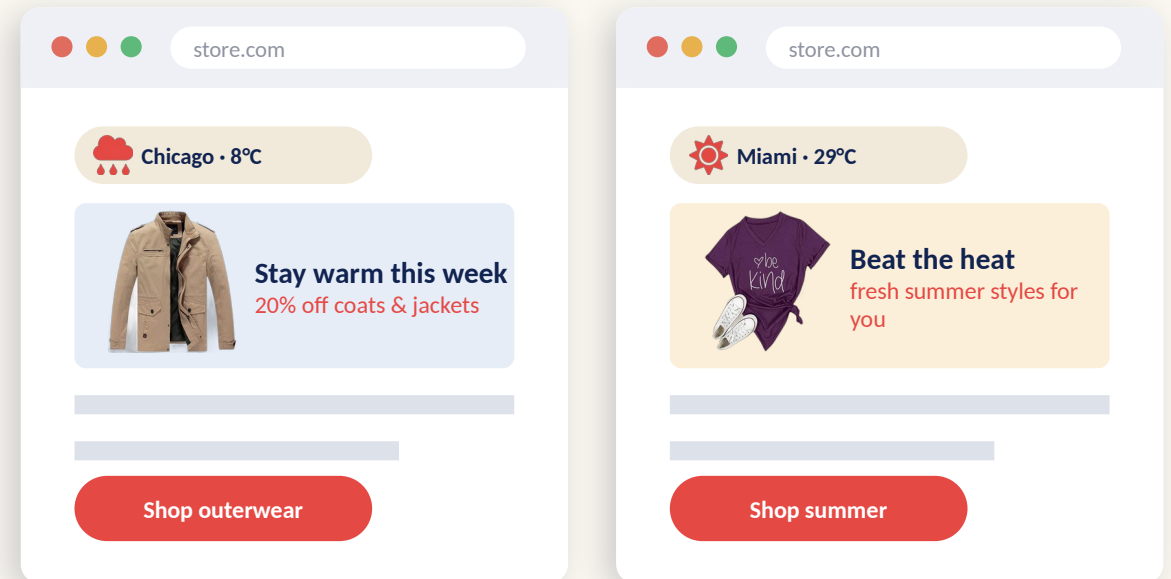
AI algorithms

Show every shopper a store made for them.

Every visitor arrives with different intent — and your store can meet each one with the right product, offer, and urgency in real time. More relevance means more revenue per visit.

- ✓ Recommend what each shopper buys next
- ✓ Trigger offers by behavior, geo & weather
- ✓ Personalize email beyond first-name tokens
- ✓ Win back carts with timely nudges

ONE STORE • TAILORED IN REAL TIME



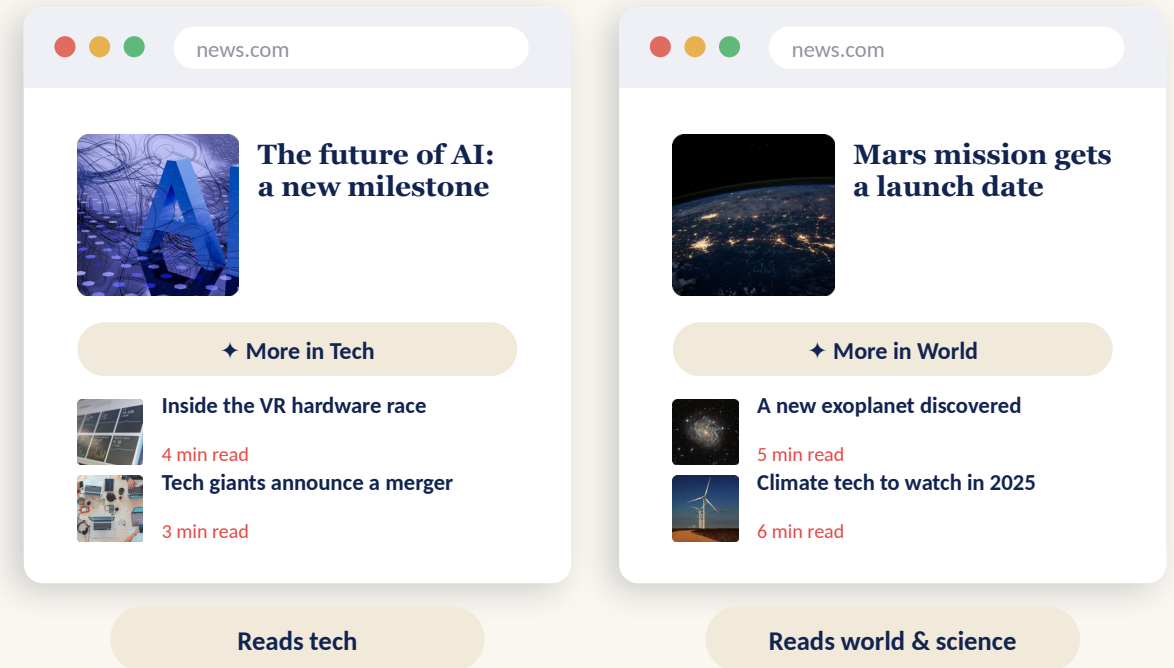
No login needed — by weather, location, device & behavior.

Keep every reader on the page.

Surface the next article, video, or resource each reader actually wants — matched to interests, reading history, and on-page behavior. More pages per session, more return visits, more revenue.

- ✓ Recommend the next article or video
- ✓ Match content to each reader's interests
- ✓ Re-engage readers with personalized email
- ✓ Grow subscriptions with targeted prompts

ONE SITE • TAILORED TO EACH READER



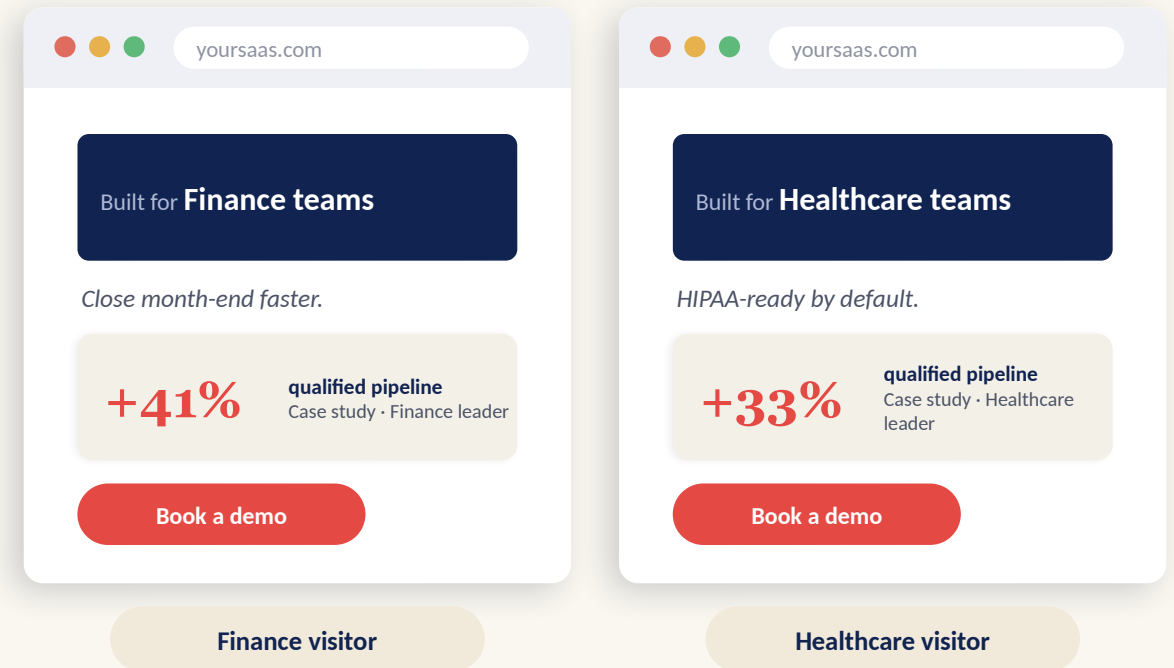
Every reader sees the stories most likely to keep them reading.

Greet every account by name.

Detect the company behind the visit by reverse-IP or CRM match, then tailor your homepage messaging, social proof, and CTAs to their industry — turning anonymous traffic into pipeline.

- ✓ Detect target accounts by reverse-IP
- ✓ Tailor messaging by industry & segment
- ✓ Show the logos & proof that resonate
- ✓ Route hot accounts to sales instantly

ONE HOMEPAGE • TAILORED BY ACCOUNT



Detected by reverse-IP or CRM — every account sees messaging for its industry.

WHY IT MATTERS

Relevance is the new baseline.

Shoppers and readers now expect every visit to feel made for them. When the experience adapts, they buy more, stay longer, and come back — and the gap between personalized and generic keeps widening.

①

Right product

Recommendations tuned to live intent lift average order value.

②

Right message

Targeted offers convert better than a one-size-fits-all banner.

③

Right moment

Behavior-triggered email and on-site nudges re-engage at the peak of intent.

Personyze turns that expectation into measurable revenue.

MEET PERSONYZE

The no-code personalization & A/B testing platform built for marketers.

Personyze unifies website personalization, recommendations, AI-managed promotions, A/B testing, reviews and surveys, an AI chat agent, hosted landing pages and email in one platform — powerful enough for enterprise teams, simple enough to launch in hours without engineering.

Since 2008

evolving the platform for 18 years

1,500+ teams

from mid-market to global enterprise

No-code

marketers ship without dev tickets

One platform

web, email, chat & recs on one profile

ONE ENGINE, EVERY TOUCHPOINT



Website



AI chat agent



Hosted landing pages



Mobile apps & push



Email & SMS

The full personalization toolkit.

Recommendations, AI finders, promotions, testing, targeting, reviews, chat, landing pages and email — one engine, one visitor profile.



Recommendation Engine

300+ AI algorithms for products & content



AI Promotion Manager

Add-on • the offer each visitor is likeliest to take



AI Chat Agent

Add-on • answers from your site and knows who's asking



AI Product & Content Finder

Add-on • visitors ask in their own words, get picks



Dynamic Landing Pages

One URL, tailored to every visitor



Hosted Landing Pages

Add-on • whole pages we serve, on your domain or ours



A/B Testing

Winners by audience; Auto-pick deploys them



Pop-Ups & Banners

Targeted: you choose who, where & when



Reviews & Surveys

Add-on • reviews, NPS & surveys that personalize



Behavioral Targeting

70+ rules on any signal



Audience Discovery

Add-on • high-converting audiences found in your data



Social Proof

Trust signals that convert



ABM Marketing

Recognize the company first



AI Copilot

Builds audiences & campaigns from a prompt



Email Personalization

Triggered emails; recs rendered at open

DISCOVER & CONVERT

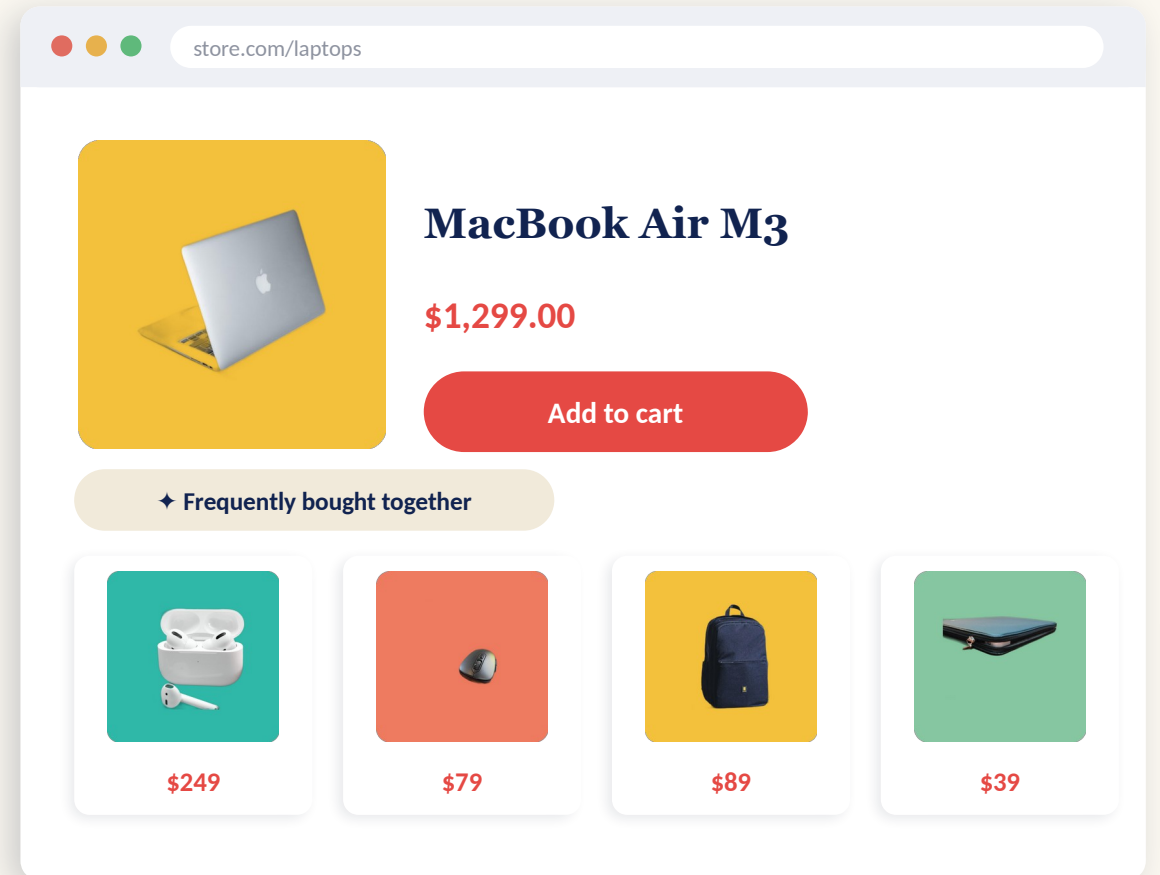
Lift AOV with AI product recommendations.

Show every visitor the products they're most likely to buy next — bigger carts and more repeat orders, powered by 300+ tunable algorithms that learn from real behavior.

- Cross-sell, upsell, similar & recently viewed
- Live on PDPs, cart, checkout, home & email
- Real-time scoring as visitor intent shifts

+18%

average AOV lift on product pages



ENGAGE & RETAIN

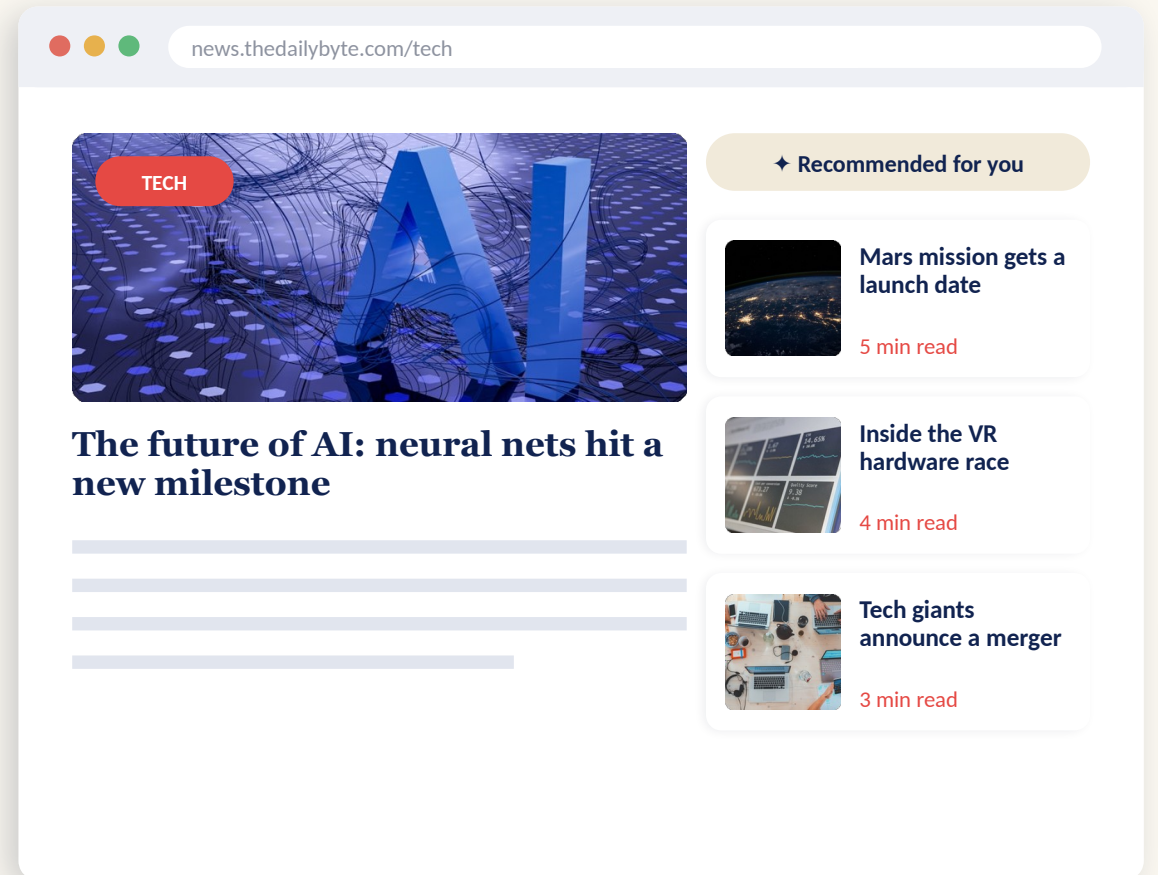
Keep readers on-site with relevant content.

Surface the next article, video, or resource each visitor is most likely to engage with — matched to interests, reading history, and on-page behavior, and refreshed in real time as they browse.

- Article, video & resource matching
- Behavioral, interest & reading-history signals
- Inline widgets, carousels & overlays — 20+ display types

1.6×

more pages per session



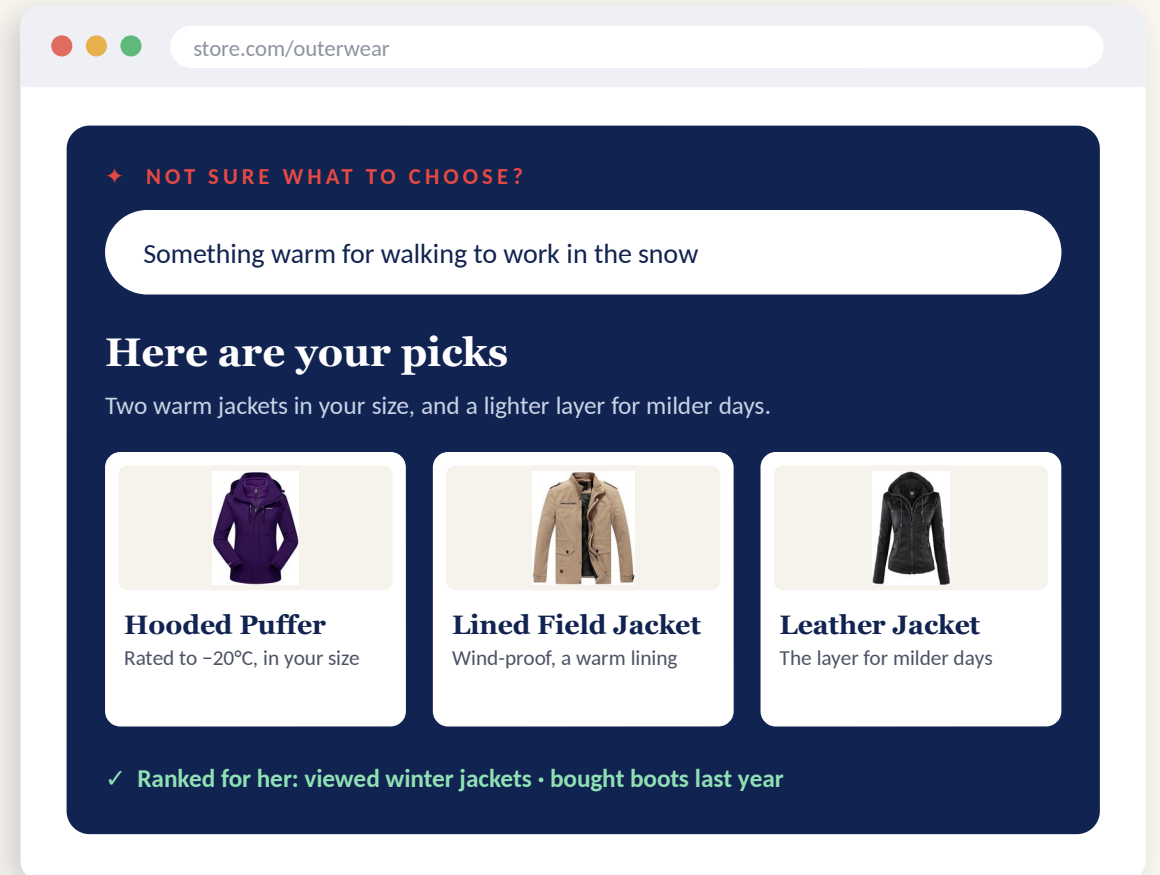
Shoppers say what they need. The finder picks.

A search bar that understands a sentence. Visitors type what they need in their own words, and the finder answers with a short list from your catalogue, each pick explained and ranked for this visitor. The Content Finder does the same for articles, guides and case studies.

- One question, in their own words — no quiz, no filters
- Picks ranked for this visitor: viewed, bought, likely to buy
- Products for stores; articles & resources for content sites

1

question in their own words — then the picks that fit, each one explained



HIGHER AD ROI

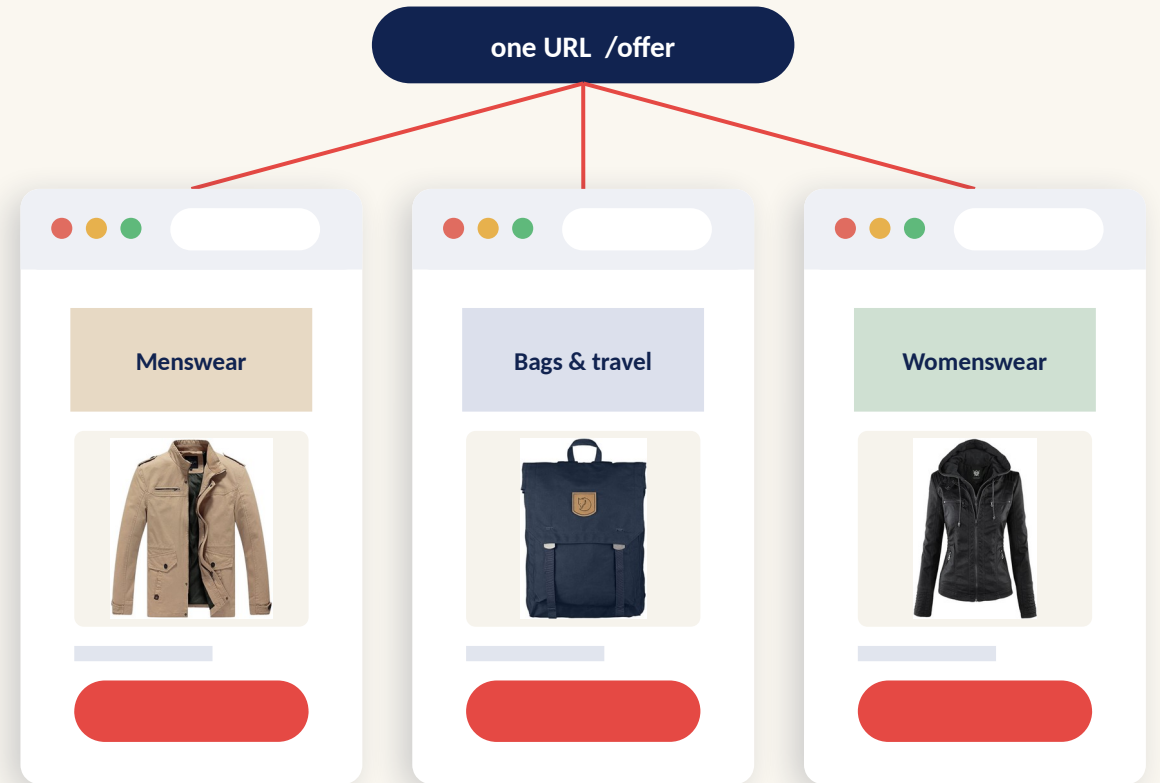
One landing page, tailored to every visitor.

Match every ad, campaign, and audience without building duplicate pages. Swap headlines, images, CTAs, and offers in real time based on source, industry, or behavior.

- Source, industry & account-based variants
- Swap headline, image & CTA in real time
- No duplicate page builds — one URL serves all

+22%

conversion vs. building duplicate pages



HOSTED LANDING PAGES

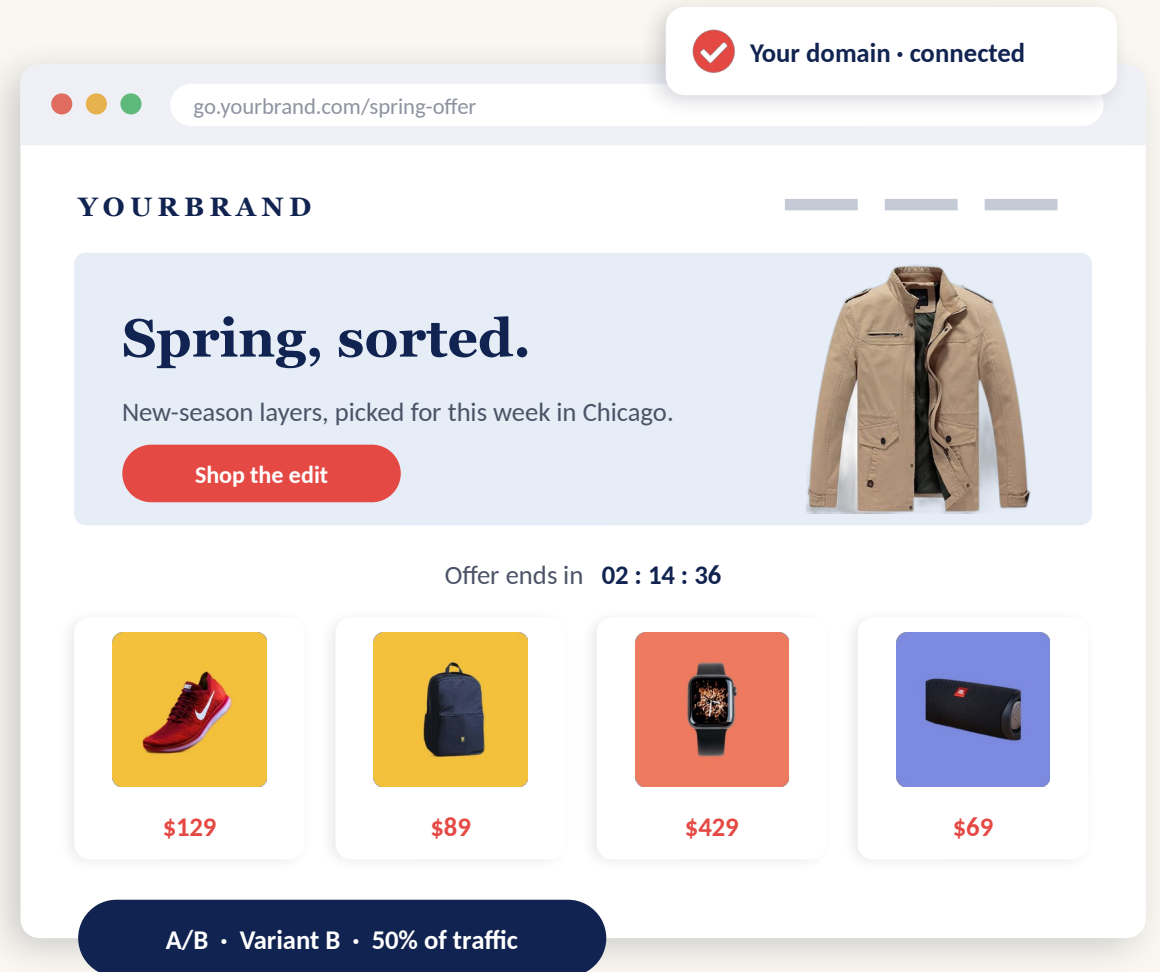
Launch a landing page without a web team.

Build a whole page in the same editor as your campaigns and Personyze serves it — on your own domain or a Personyze URL. Nothing to deploy, nobody to ask.

- Your own domain, or a Personyze URL
- Personalized on the server by geo, source & time of day
- Same blocks, targeting & reporting as every campaign

1 URL

two pages behind it — add a second page and it becomes an A/B test



CAPTURE & PERSUADE

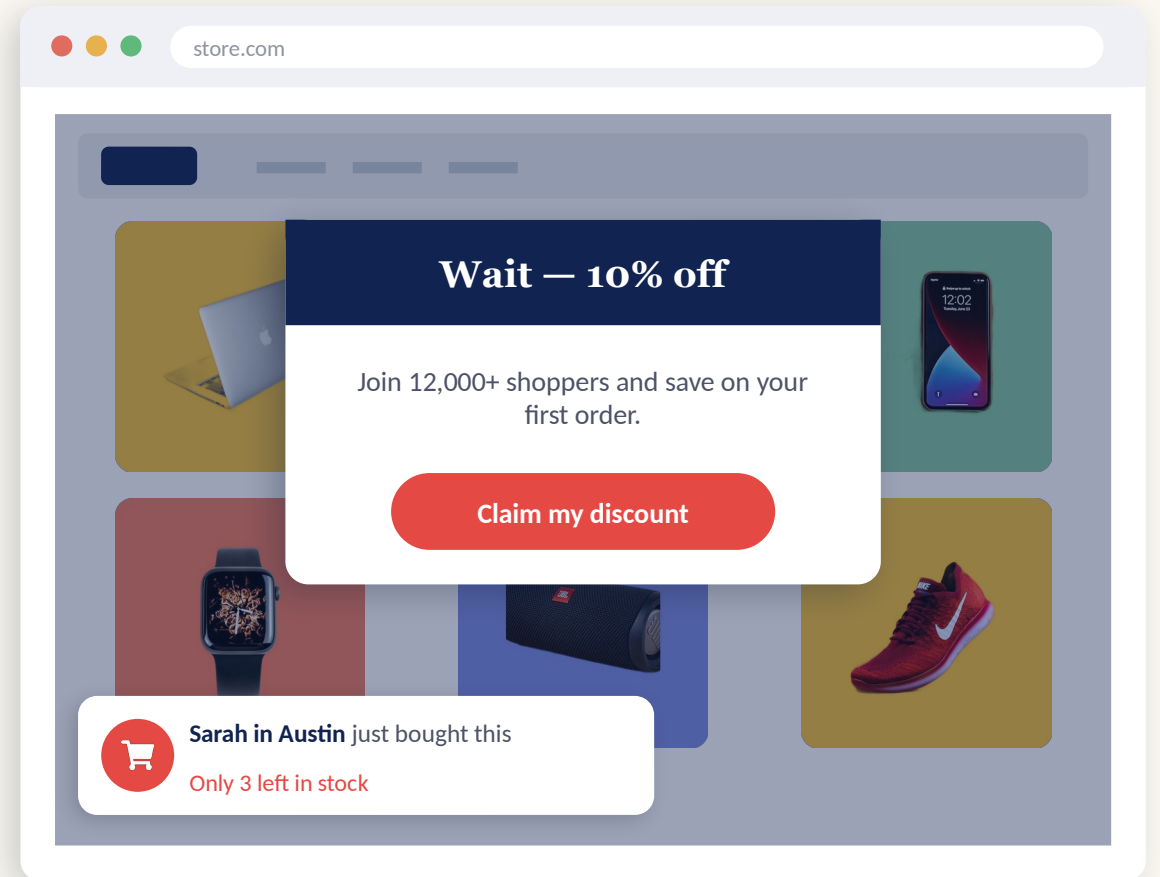
Banners, pop-ups & social proof that convert.

Trigger overlays by behavior, intent, geo, or referrer — then back them with live stock counts, recent purchases, and urgency pulled automatically from your store.

- 100+ pre-built, responsive campaign templates
- Exit-intent, scroll, dwell & cart-value triggers
- Live, auto-updating social proof — never stale

+28%

capture-rate on exit-intent offers



AI picks the right promotion for every visitor.

List banners, text promotions and coupons once. For each visitor, Personyze picks the one most likely to convert — learned from what visitors like them bought — and keeps learning.

- One list: dates, pages, audience, language & code
- Personal coupon codes from a pool — no leaks
- Lift over a held-out group, audience by audience

9

ways to choose each visitor's promotion
— Optimize learns live

The screenshot shows a web browser window with the address bar displaying 'store.com/outerwear'. The main content area features a promotional banner for 'PARKA WEEK' with the text '20% off the Alpine and the Sherpa' and a 'Shop parkas' button. To the right of the text is an image of a tan parka. Below the banner is a dark blue section titled 'PERSONYZE AI • PROMOTIONS THAT FIT HER' with a 'bought' label on the right. This section contains a table of three promotions with progress bars and conversion percentages.

PERSONYZE AI • PROMOTIONS THAT FIT HER		bought
Parka week - 20% off	<div><div></div></div>	6.8%
15% off parkas, with a code	<div><div></div></div>	4.1%
Free returns for 60 days	<div><div></div></div>	2.3%

✓ Shows the one most likely to convert

HEAR FROM THEM

Reviews, feedback & surveys that personalize.

Show each visitor the reviews and customer logos that match them, ask for an NPS score or a short survey at the right moment, and keep every answer on their profile.

- Reviews & testimonials matched to each visitor
- NPS, feedback & surveys with logic, in any language
- Answers become targeting rules — and reach your CRM

4

ways to hear from visitors: reviews, logos, NPS and surveys

How likely are you to recommend us to a colleague?

0 1 2 3 4 5 6 7 8 9 10

Then: What made the difference for you?

Saved to her profile → targeting

★★★★★

Matched: she viewed parkas

“Great fit, and warm enough for a Chicago winter.”

Verified buyer · Alpine Parka

CUSTOMER LOGOS • PICKED FOR RETAIL

RefrigiWear

PalmBeach
JEWELRY By SETA
So fashionable. So affordable.

X-cite. Bench

Illustration

AI CHAT AGENT

A chat agent that knows who's asking.

Answers from your own pages, files and catalogue — and already knows the visitor it's talking to. The chat is a campaign action, so targeting decides who gets which assistant.

- Answers with products, ranked for this visitor
- AI Product & Content Finder: a shortlist, each pick explained
- Hands the thread to a person, and books meetings

Zero

extra code — it runs as a campaign on the Personyze tag you already have

The screenshot shows a web browser window with the URL `store.com/winter-coats`. The main content area displays a product page for the "Alpine Parka", featuring a tan jacket image, the product name, a price of \$248, and an "Add to cart" button. To the right, a chat widget is active. The chat header says "Ask us anything" with a subtext "AI assistant · hands over to our team". A red input box contains the question "Will the Alpine keep me warm this week?". A light blue response bubble states: "It's going below freezing in New York this week — the Alpine is made for it. Full-price winter coats are 20% off until Sunday." Below the response is a dark blue button labeled "WINTER20". At the bottom of the chat, there is a product recommendation for the "Alpine Parka" with a "View" button. A small "ALREADY KNOWS" section on the left of the chat widget lists: "New York · -3°C this week", "3rd visit · came from email", and "Viewed parkas & boots". The chat input field at the bottom says "Ask a question..." and has a red send button.

AUDIENCE-FIRST TESTING

Run smarter A/B tests on any audience.

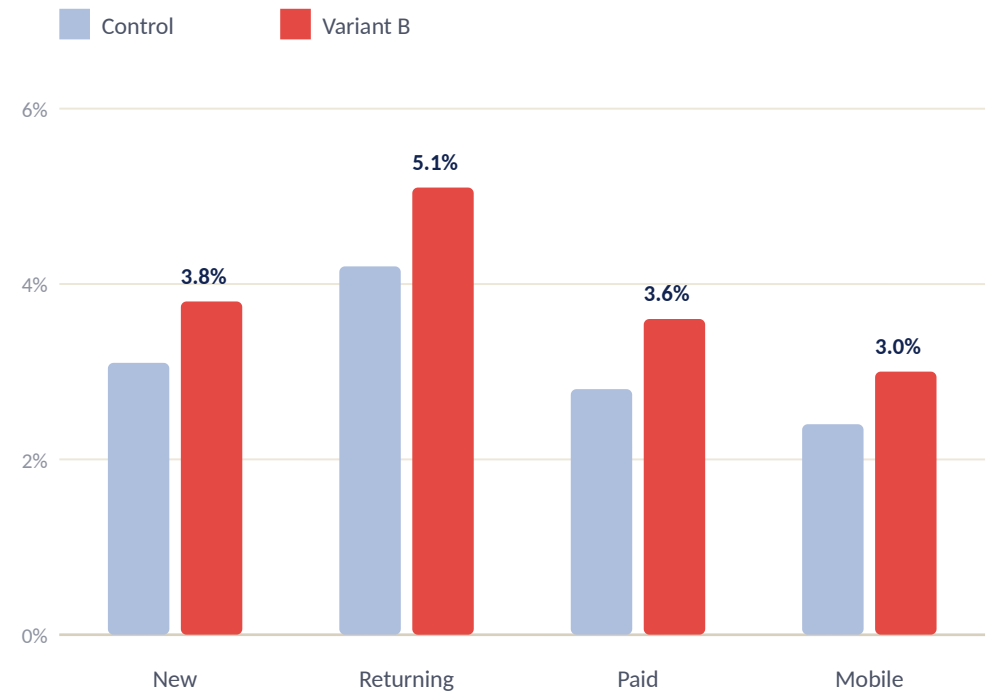
Test headlines, layouts, CTAs, and full journeys — then slice results by segment, source, or behavior to see what actually moves each audience, not just the average.

- Built-in significance & sample sizing
- Holdout groups for true incremental lift
- A winner for each audience, applied in a click

+22%

average lift across active experiments

Conversion lift by audience segment



MEASURE & OPTIMIZE

Track performance. Prove the lift.

Every campaign doubles as an experiment — a built-in A/B engine splits traffic against a control group and reports clicks, conversions, and revenue per variant in real time.

- Live dashboards per campaign, variant & segment
- Conversion goals, funnels & revenue attribution
- Auto-pick declares and deploys the winner for you

24/7

live reporting on every campaign and variant

Live results — exit-intent offer

LIVE

Click-through

8.4% +1.2 pts

Conversion

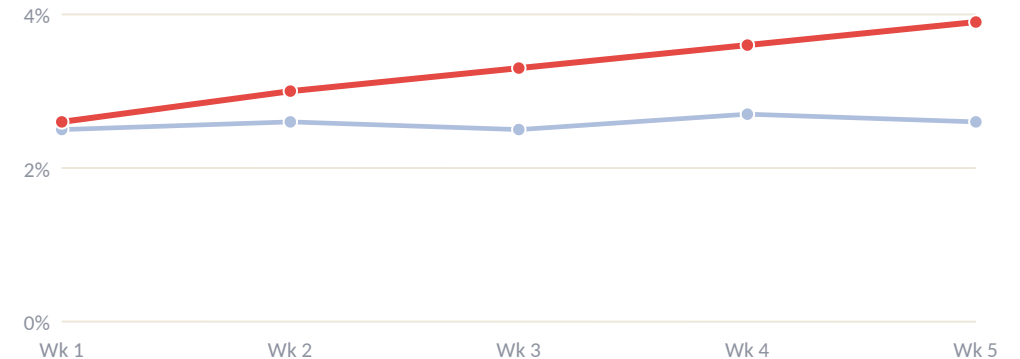
3.9% +24%

Revenue / visitor

\$3.10 +18%

Conversion rate

Control Personalized



✦ 95% significance reached

Winner can go live for all traffic in one click

OMNICHANNEL

Emails that fire on real behavior.

Trigger personalized sends on cart abandonment, browse events, or price drops — with subject lines unique to each recipient. Then paste one snippet into any ESP for recs that render fresh at open-time.

- Cart abandonment, browse, price-drop & inactivity
- Open-time recs: latest behavior, stock & price

WORKS NATIVELY WITH ANY ESP



2x

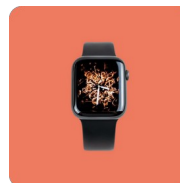
revenue per send vs. batch broadcasts



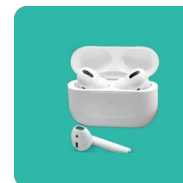
Still thinking it over, Alex?

Your cart misses you — and prices just dropped.

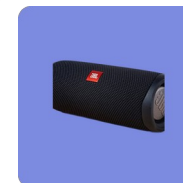
PICKED FOR YOU · live at open



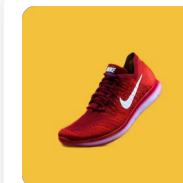
\$429



\$249



\$69



\$129

Complete my order

KNOW EVERY VISITOR

A living 360° profile of every visitor.

Every experience starts with data. Personyze merges on-site behavior, context, and your own customer data — CRM, email, purchases — into one unified profile per visitor, anonymous or known.

- Behavioral, contextual & first-party data in one view
- Anonymous visitors profiled from their very first click
- Synced across sessions, devices & channels

360°

single view of each visitor, powering every campaign



On-site behavior



Purchase history



Geo, time & weather



CRM & email data



Device & session



Company / ABM



Alex Morgan

Known visitor • CRM-matched

Location **Austin, TX • 78° sunny**

Device **iPhone • Safari**

Behavior **12 pages • 3rd visit**

Interests **Laptops, audio**

Cart **\$129 • 2 items**

Intent score **High • 87/100**

✦ Updates live with every click

TARGETING ENGINE

Right message. Right visitor. Right moment.

70+ targeting rules combine any signal you have — and for B2B, Personyze detects target accounts by reverse-IP or CRM match to serve one-to-one experiences at scale.



Account-Based Marketing

- Reverse-IP detection + CRM match
- Native Salesforce, HubSpot, 6sense & Segment
- Company data from Leadinfo, Leadfeeder, Albacross & ZoomInfo
- Industry-specific messaging, logos & offers
- Account-specific landing pages at scale

ANY SIGNAL → THE RIGHT AUDIENCE



Geo



Device



Behavior



Referrer



CRM data



Time



Weather



Intent

70+ rules combine into precise, real-time audiences

DETECTS ACCOUNTS VIA YOUR STACK



CONNECTS TO YOUR STACK

Every signal — already integrated.

Plug-and-play with the platforms you already run — no data engineering required. Or roll your own with our REST API.



HubSpot



Salesforce



Segment



Google Analytics



Mailchimp



Braze



Shopify



WooCommerce



Magento



BigCommerce



WordPress



Tag Manager

+ Klaviyo, Demandbase, Eloqua, 6sense, Snitcher, Tealium, Zoho & more • Shopify and Magento also sync catalog, orders & customers by API.

BUILT FOR ANY STACK

Personalize anywhere — your way.

Personyze runs on top of your existing site and stack — no replatforming. Reach every channel through one engine, and lean on our team as much (or as little) as you need.



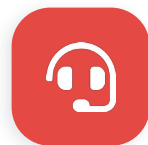
Works on any platform

One JavaScript snippet runs on any CMS, framework, or headless stack — Shopify, WordPress, Magento, React, Vue, or custom. No replatforming, no database changes.



API & mobile SDKs

Server- and client-side REST & GraphQL APIs, plus native iOS & Android libraries — personalize web, mobile apps, email, and ads from one engine.



Managed service, if you want it

Optional white-glove implementation: our experts build, QA, and launch your campaigns — with managed-service hours included on every paid plan.

PERSONALIZATION, INCLUDED

More than software. People, process, integrations.

A real personalization platform isn't just code. Every plan includes our in-house experts and an AI assistant that builds whole campaigns for you — onboarding, strategy, and campaign builds on a flexible pay-as-you-go model.



AI Assistant

Describe the goal; it builds the whole campaign — audience, design, placement — for you to approve, then reports.



White-Glove Service

Onboarding, training & campaign setup with a dedicated success manager.



AI Chat Agent

Answers visitors from your own pages and catalogue, and hands over to a person when it should.



Wizards & Templates

Step-by-step guidance and stunning, responsive templates — no design needed.



Performance Analytics

A dashboard of default metrics plus your own custom KPI tracking.



CRM & User Data

360° user profiles with plug-and-play CRM, CDP & ABM integration.



API & Integrations

Server- and client-side APIs that work on any platform, any channel.



Quality Control

Safe preview environments, shareable links, SSO & granular permissions.

Personalization that shows up in the metrics.

+18%

AOV lift on product pages

2×

email revenue per send

+22%

landing-page conversion

+28%

open-time email CTR

Trusted by 1,500+ marketing teams

From mid-market retailers to global enterprises — turning visitor intent into measurable revenue since 2008.

4.8★

G2

4.6★

Capterra

18 yrs

in business

CUSTOMERS

Trusted by leading brands since 2008.



What customers say about Personyze.



With Personyze, our teams around the globe can deliver new targeted promotions and messages within hours instead of weeks.

Trey Ogier
Vrbo / HomeAway



We use Personyze for product recommendation emails and get really good conversion rates. Users love seeing recently viewed items.

Jackie Heller
PalmBeach Jewelry



Easy to use — we could train other regions to use it thanks to that. Support played a big role in our success.

Karen Delgado
Cemex

Enterprise-grade power, at mid-market speed.

Basic popup & overlay tools

- ✗ Lead capture only
- ✗ No real targeting depth
- ✗ No recommendations
- ✗ No A/B at audience level

RECOMMENDED

Personyze

- ✓ Web, email, AI chat & hosted pages
- ✓ 70+ targeting rules
- ✓ 300+ AI rec algorithms
- ✓ Audience-first A/B testing
- ✓ Live in hours • experts included

Enterprise suites (Optimizely, etc.)

- ✗ 6-figure contracts
- ✗ Months to implement
- ✗ Dedicated dev team needed
- ✗ Overkill for most teams

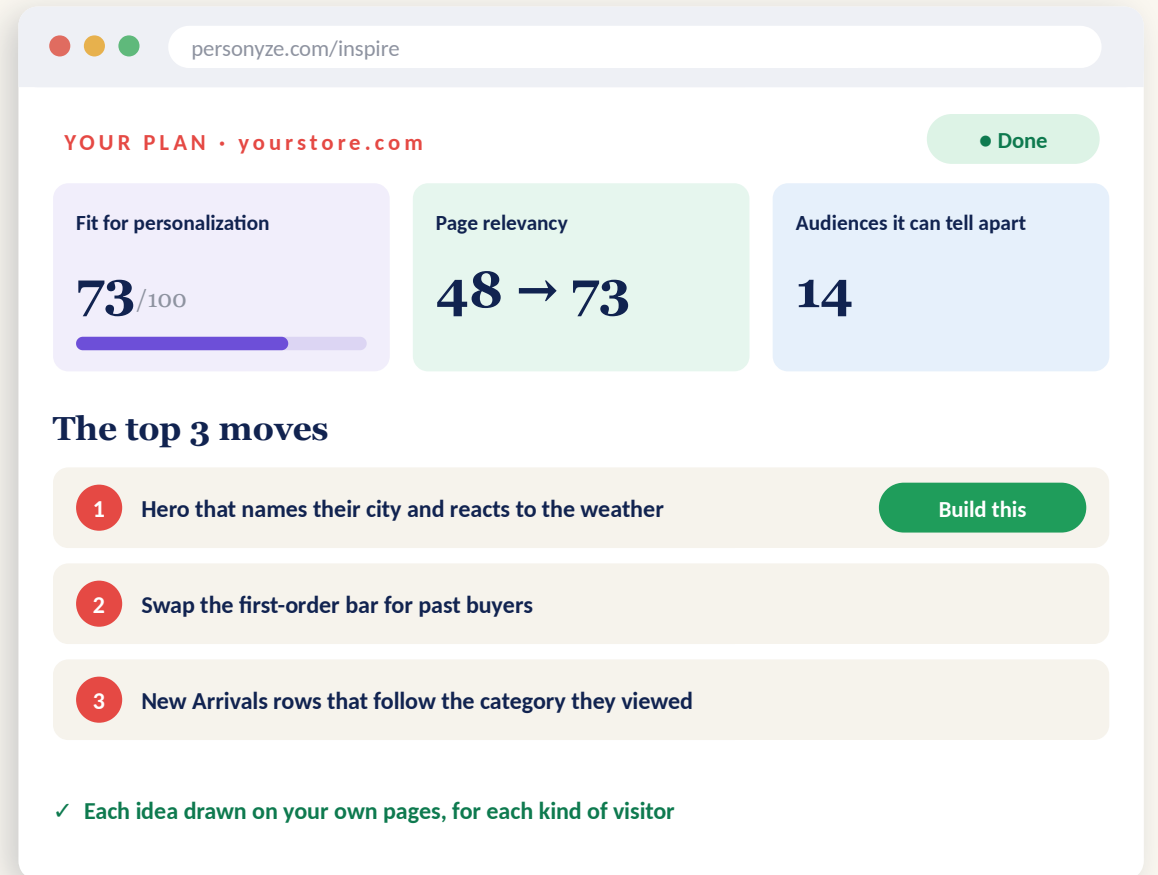
Start with an AI plan for your own site.

Inspire me reads your site, finds the audiences it serves and the ideas worth running for each — and draws the best ones on your own pages. In your Personyze account it goes deeper: your whole site, your real traffic, and one click from an idea to a campaign.

- Free from our website: no install, no email needed
- In your account: up to 40 pages, real traffic & Audience Discovery
- Build this: a drawn idea becomes campaigns in staging

~4

minutes to a free plan for your site, from
personyze.com/inspire



PRICING

Flexible plans that scale with you.

Priced by pageviews, from free to enterprise — AI tasks and hands-on support in every tier, 30-day money-back guarantee.

MOST POPULAR				
<div>Free</div> <div>\$0/mo</div> <div>5k pageviews · 1 domain 3 active campaigns 8 AI tasks a month</div> <div><div>No-code personalization</div><div>A/B testing</div><div>Web recommendations</div><div>AI copilot & page-level AI</div><div>Email support</div></div>	<div>Starter</div> <div>\$149/mo</div> <div>50k pageviews · +\$40/100k 1 domain · basic support 12 AI tasks a month</div> <div><div>Everything in Free</div><div>Dynamic landing pages</div><div>Social proof & messaging</div><div>Account-based marketing</div><div>24/7 phone, chat & email</div></div>	<div>Growth</div> <div>\$250/mo</div> <div>100k pageviews · +\$40/100k 2 domains · basic support 16 AI tasks a month</div> <div><div>Everything in Starter</div><div>Open-time email (your ESP)</div><div>Build help, 2 hrs a month</div><div>Priority chat support</div></div>	<div>Power</div> <div>\$450/mo</div> <div>1M pageviews · +\$100/1M 5 domains · account manager 26 AI tasks a month</div> <div><div>Everything in Growth</div><div>Broadcast email & SMS</div><div>Named account manager</div><div>Build help, 5 hrs a month</div></div>	<div>Enterprise</div> <div>from \$1,450/mo</div> <div>10M pageviews · +\$80/1M 10 domains · enterprise support 44 AI tasks a month</div> <div><div>Everything in Power</div><div>iOS & Android SDKs</div><div>Headless API</div><div>Push notifications</div><div>Custom SLAs & contracts</div></div>

<div>OPTIONAL ADD-ONS</div> <div>On any plan. Nothing is billed unless you switch one on.</div>	<div>AI Chat Agent</div> <div>\$99/mo</div> <div>conversations included by plan</div>	<div>Promotions</div> <div>\$99/mo</div> <div>included in Power & Enterprise</div>	<div>Reviews & Surveys</div> <div>\$49/mo</div> <div>included in Power & Enterprise</div>	<div>Hosted Pages</div> <div>\$49/mo</div> <div>25k views a month included</div>	<div>Audience Discovery</div> <div>\$49/mo</div> <div>1M views included · free on Enterprise</div>
---	---	--	---	--	--



LET'S TALK

If your homepage looks the same to *every visitor*, we should talk.

30 minutes with a personalization expert. Bring your site, your goals, your skepticism — we'll show you what changes when every visit feels like the only one.

Book a Demo

Start Free

Get started



personyze.com



Free trial — no card



No annual contract

30-day money-back guarantee