



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+

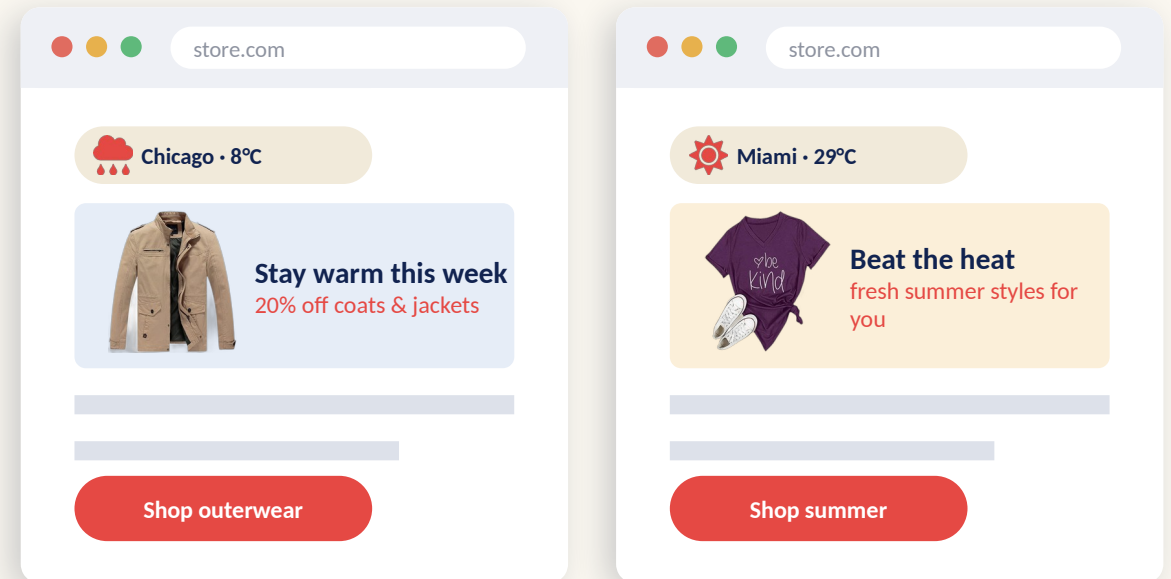
AI algorithms

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



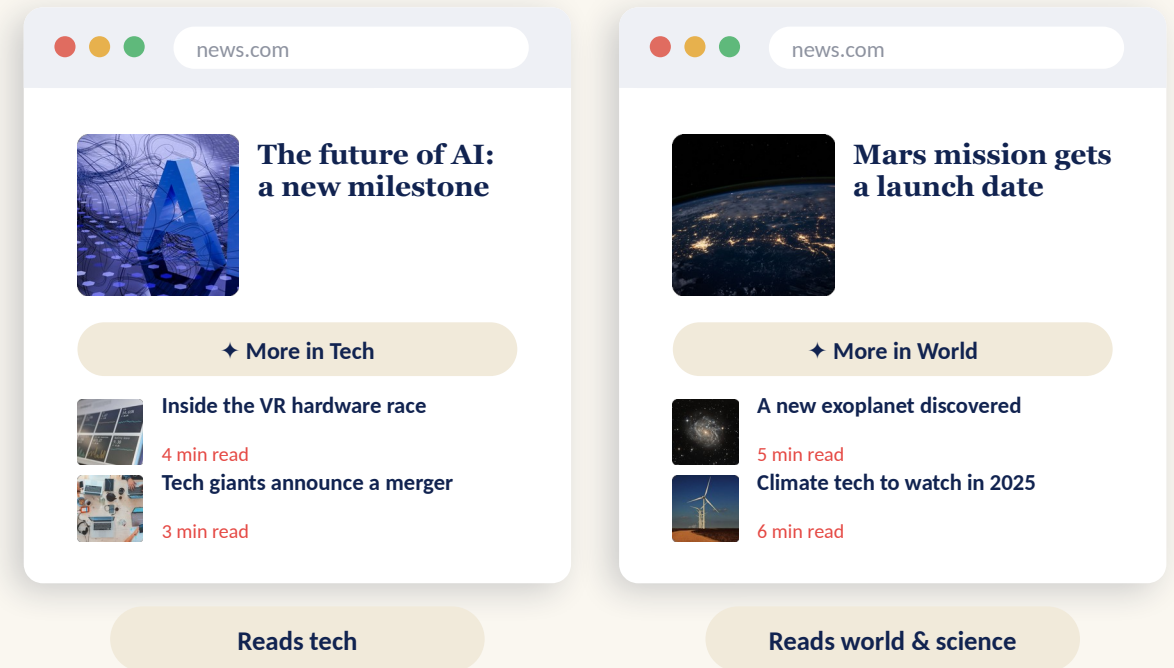
No login needed — by weather, location, device & behavior.

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



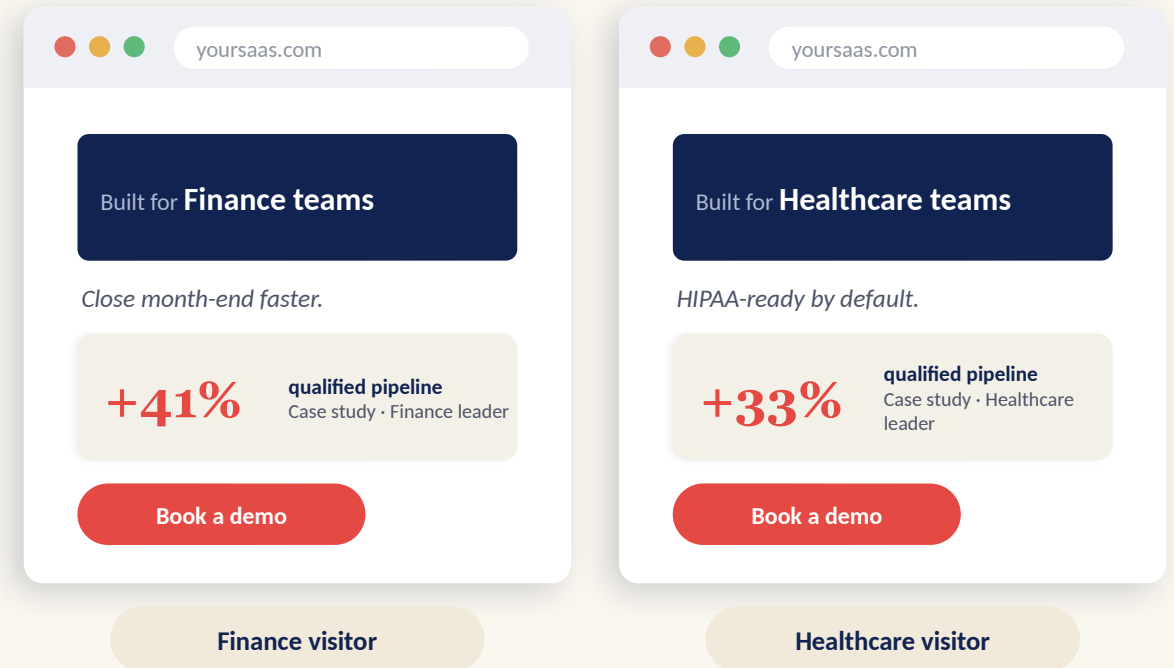
Every reader sees the stories most likely to keep them reading.

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, A/B testing, email, an AI chat agent and hosted landing pages 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



Email & SMS



Mobile apps & push

The full personalization toolkit.

Recommendations, testing, targeting, email, chat and landing pages — one engine and one visitor profile, not stitched together from point tools.



Recommendation Engine

300+ AI algorithms for products & content



AI Chat Agent

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



Dynamic Landing Pages

One URL, tailored to every visitor



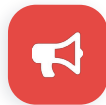
Hosted Landing Pages

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



A/B Testing

Test by audience, not just the average



Banners & Pop-Ups

Right message, moment & page



Behavioral Targeting

70+ rules on any signal



Social Proof

Trust signals that convert



Email Personalization

Triggered drips with live content



Open-Time Email

Recs rendered when they open



ABM Marketing

Recognize the company first



AI Copilot

Builds audiences & campaigns from a prompt

DISCOVER & CONVERT

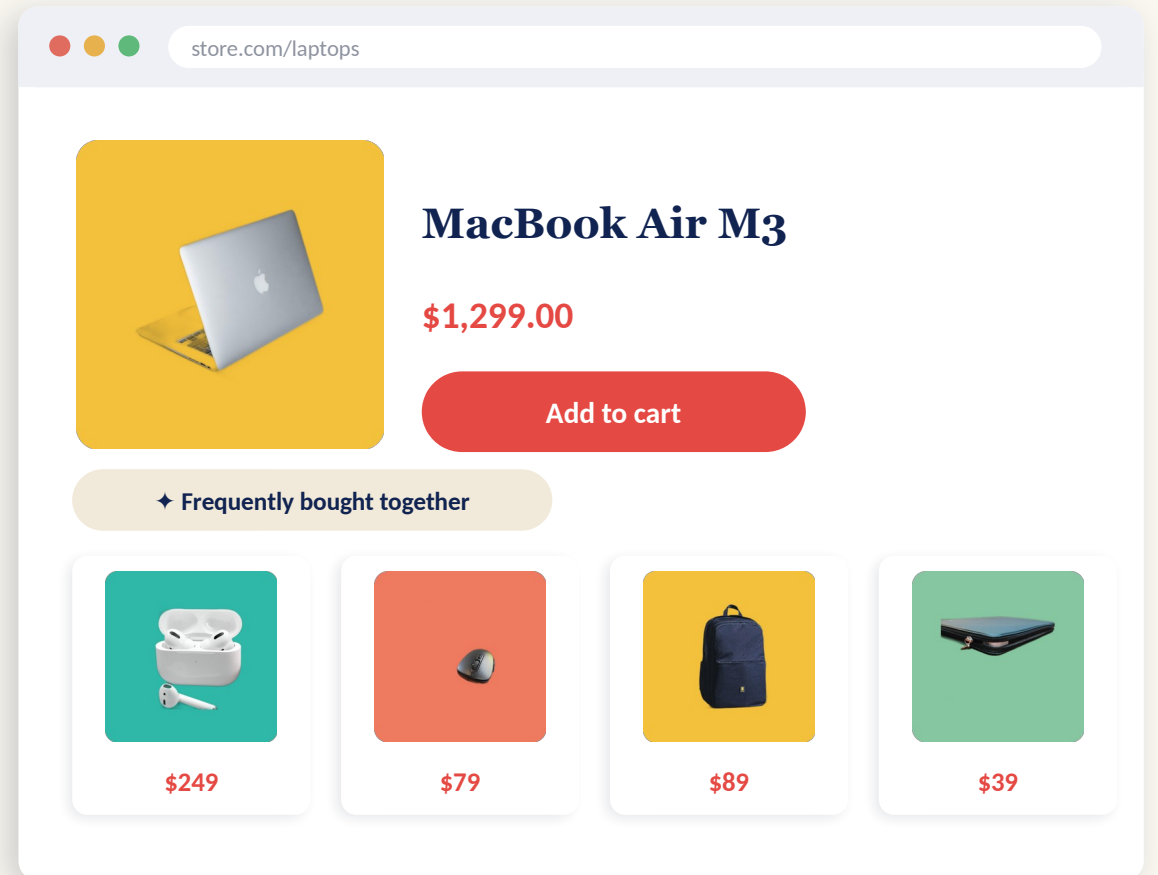
Lift AOV with AI product recommendations.

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

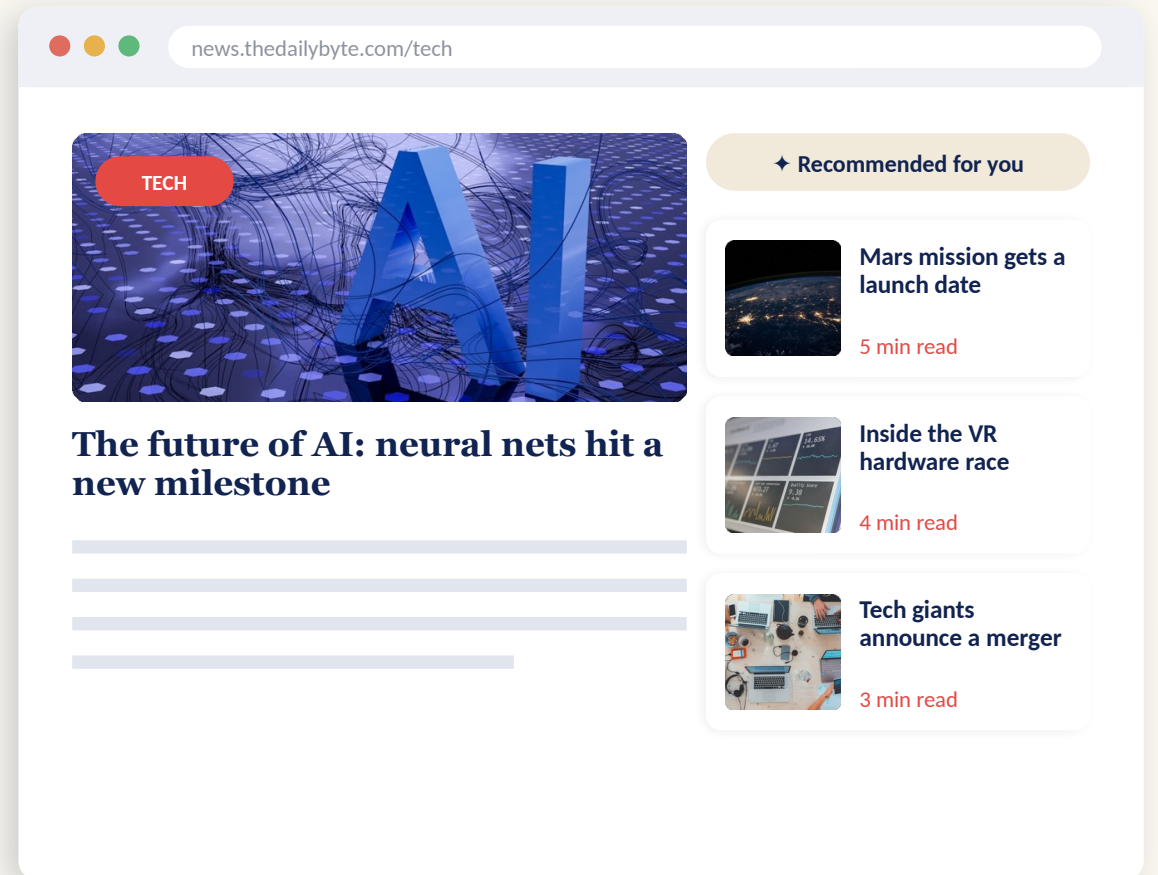
Keep readers on-site with relevant content.

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



HIGHER AD ROI

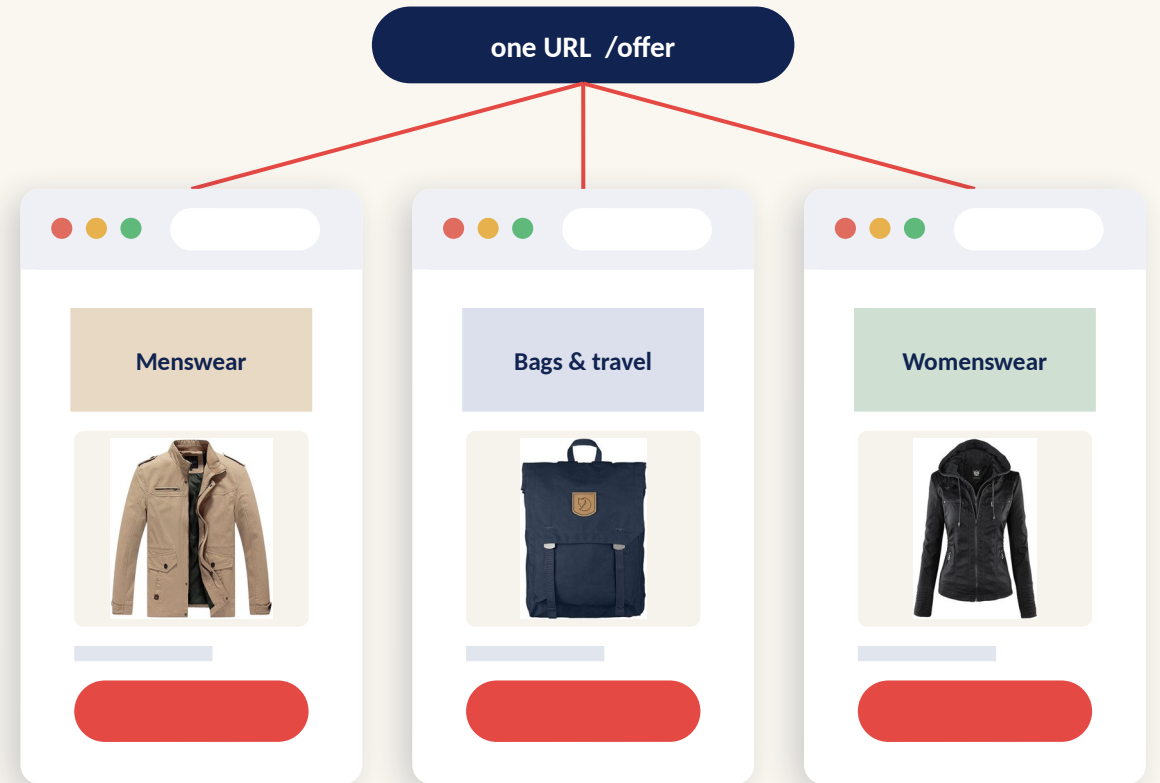
One landing page, tailored to every visitor.

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

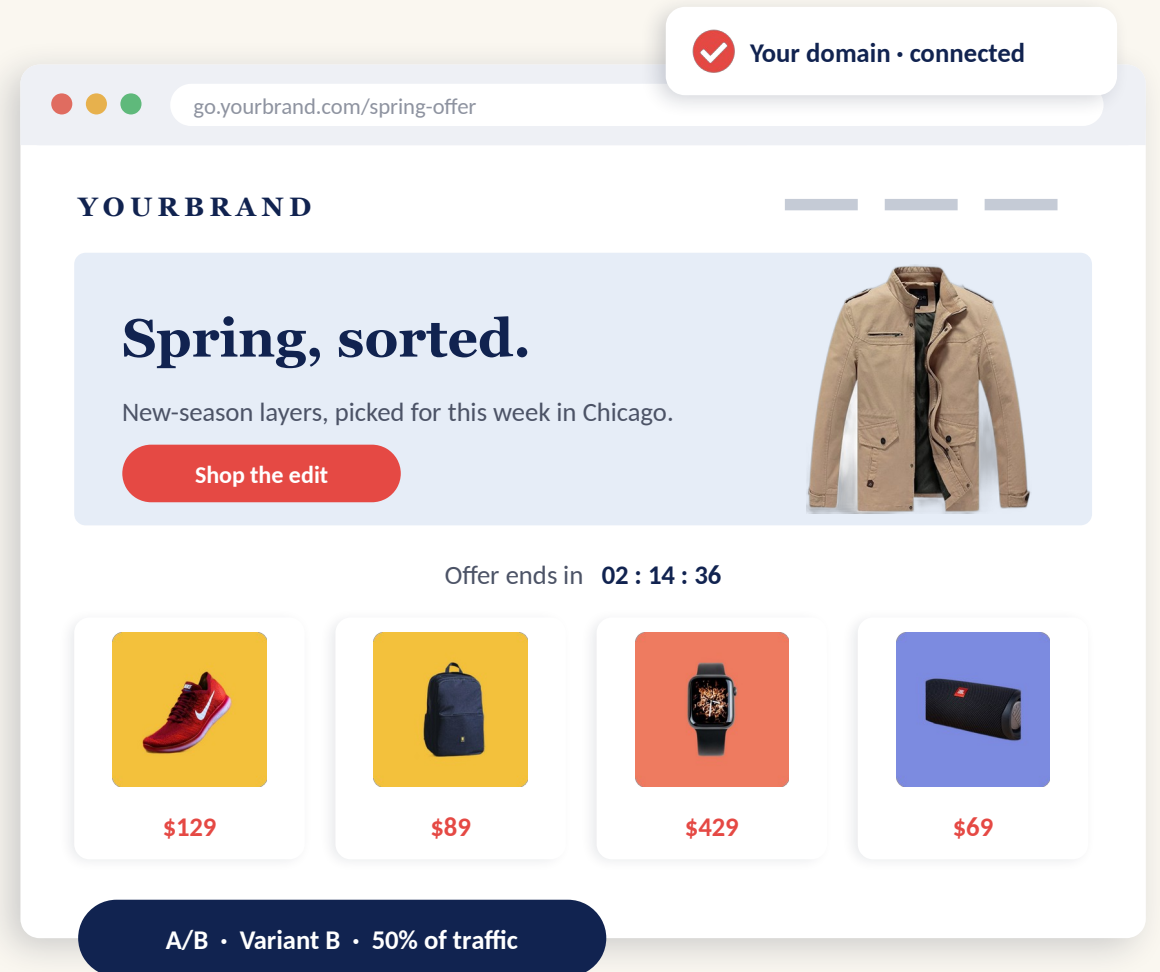
Launch a landing page without a web team.

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

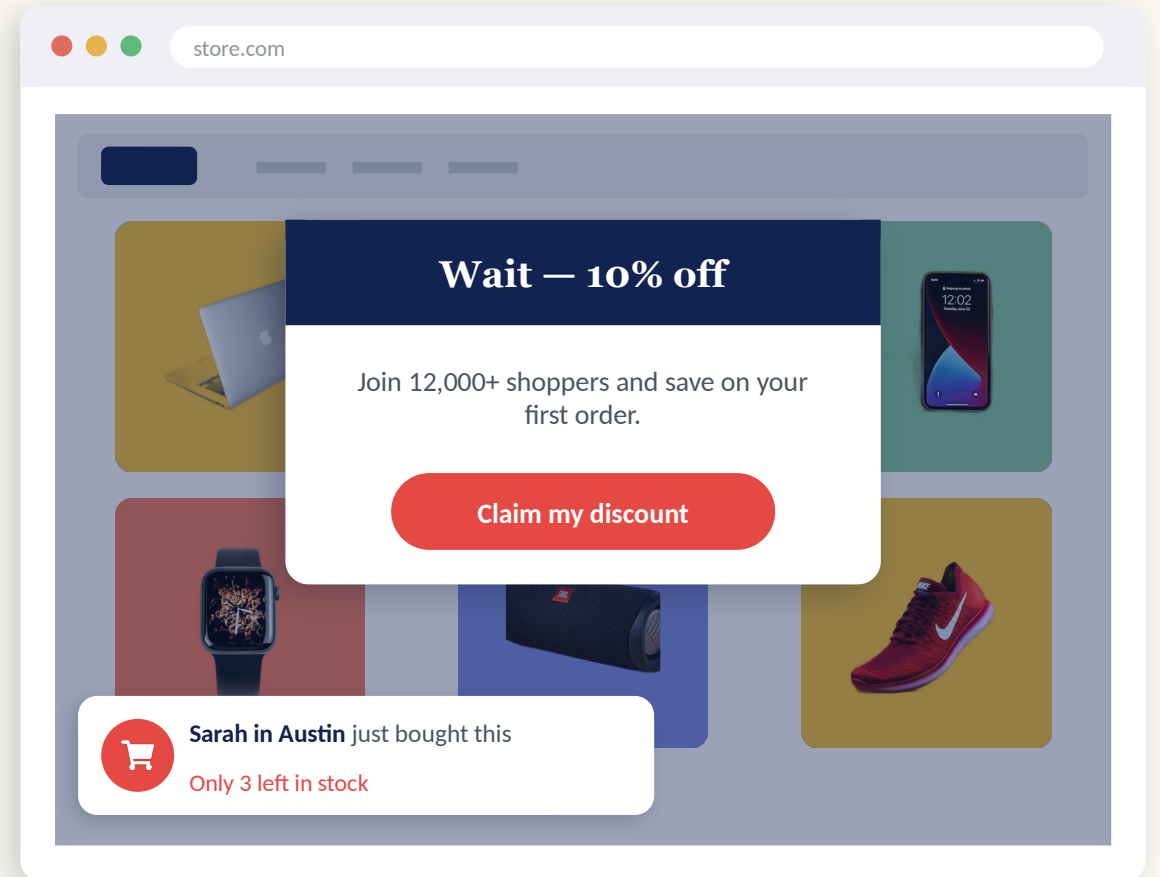
Banners, pop-ups & social proof that convert.

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 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
- Hands the whole thread to a person when it should
- Books meetings, and reports what it couldn't answer

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 tan parka with the title **Alpine Parka** and a price of **\$248**. Below the product is an **Add to cart** button. To the right, a chat interface is active. The chat header says **Ask us anything** with the subtext *AI assistant · hands over to our team*. A red message bubble from the user asks: "Will the Alpine keep me warm this week?". A light blue response bubble from the AI assistant says: "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 chat, a dark blue button labeled **WINTER20** is visible. At the bottom of the chat area, there is a product card for the **Alpine Parka** with the price **\$248 · in stock** and a **View** button. A search bar with the placeholder text "Ask a question..." and a red paper plane icon is at the bottom right of the chat interface. A white tooltip box titled **ALREADY KNOWS** is positioned over the bottom left of the chat area, containing three items: a location pin icon for "New York · -3°C this week", a refresh icon for "3rd visit · came from email", and an eye icon for "Viewed parkas & boots".

AUDIENCE-FIRST TESTING

Run smarter A/B tests on any audience.

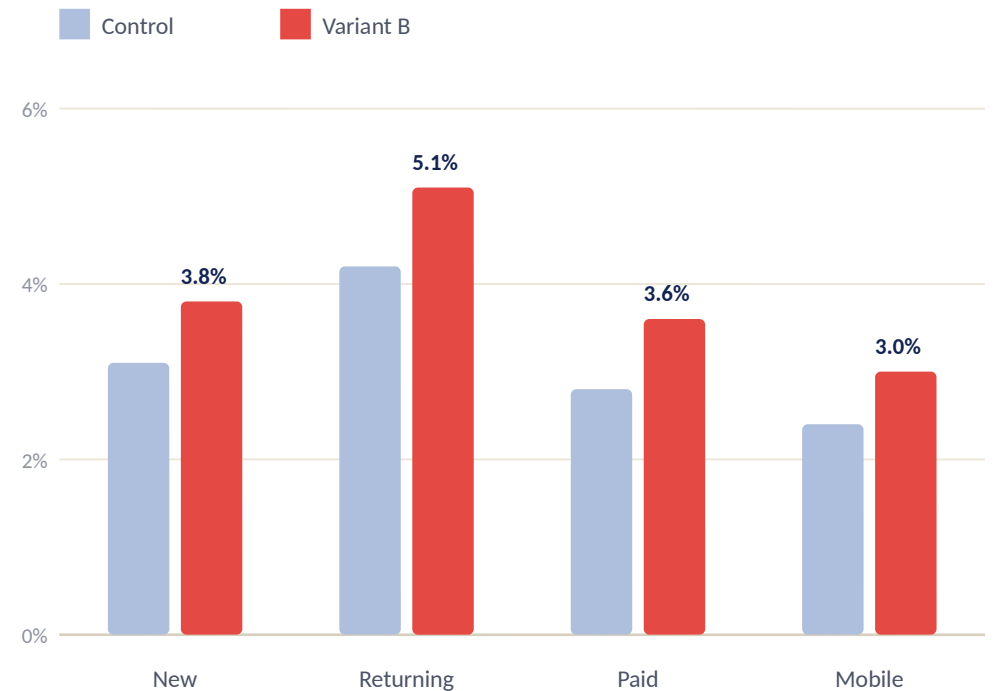
Test headlines, layouts, CTAs, and full journeys — then slice results by segment, source, or behavior to see what actually moves each audience, not just the average.

- Built-in significance & sample sizing
- Holdout groups for true incremental lift
- Segment-level winners, not blended averages

+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
- Promote the winner to all traffic in one click

24/7

live reporting on every campaign and variant

Live results — exit-intent offer

LIVE

Click-through

8.4% +1.2 pts

Conversion

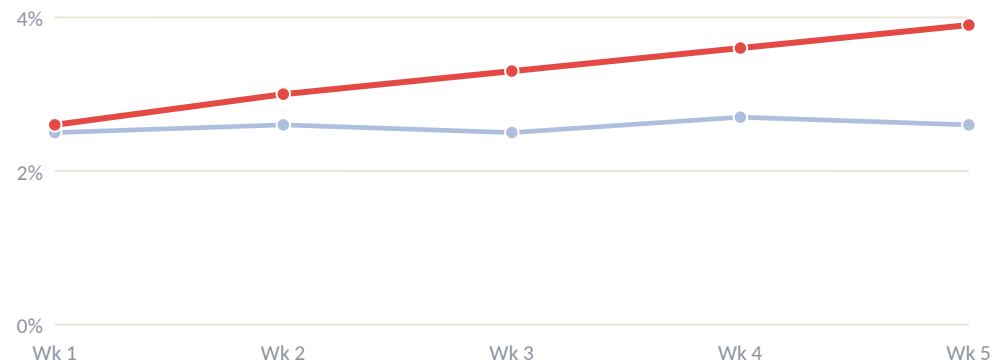
3.9% +24%

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

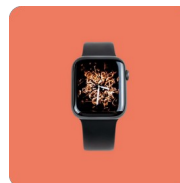
revenue per send vs. batch broadcasts



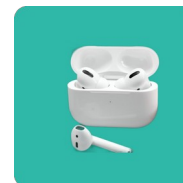
Still thinking it over, Alex?

Your cart misses you — and prices just dropped.

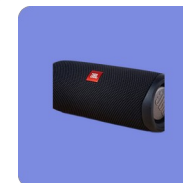
PICKED FOR YOU · live at open



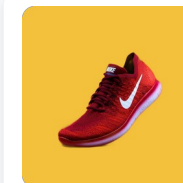
\$429



\$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



BigCommerce



WordPress



Tag Manager



Zoho

+ Klaviyo, 6sense, Tealium, Leadinfo, Clearbit, ZoomInfo, Magento, Iterable & more — or connect anything with our REST 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.



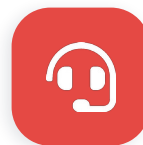
Works on any platform

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.

More than software. People, process, integrations.

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



White-Glove Service

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



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

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

OPTIONAL ADD-ONS On any plan. Nothing is billed unless you switch one on.	AI Chat Agent \$99/mo 50–1,250 conversations a month by plan, then \$0.10–\$0.065 each · no base fee from Power	Hosted Landing Pages \$49/mo 25k page views a month, then \$1.60–\$0.32 per extra 1k · no base fee from Growth	Audience Discovery \$49/mo 1M page views a month, then \$8 per extra million · no base fee on Enterprise
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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