The Next Generation AI Growth Cloud
Synerise is an Official Partner of Microsoft and Orange

“They are able to track every event, across every channel, for the customer - whether it’s mobile, it’s web, it’s retail physical presence.”

- Satya Nadella, Microsoft CEO
Your customers constantly send signals about what they like and what they’re looking for. Are you listening?

Synerise combines data from multiple touchpoints to form a 360° customer profile, updated in real time. Every interaction with an email or website automatically updates your marketing message. Each transaction, in-store visit and online customer action helps to further refine the content you share and the offers you make.
One customer database
Millions of different conversion paths

Turn marketing monologues into conversations
Your customers are divided among an ever-increasing number of platforms, devices and channels. Synerise consolidates the data you collect from various channels and uses it to shape your communication into a perfectly personalized and consistent customer experience.

Speed up your reaction time
Respond to real-time updates with real-time decisions. Synerise lets you move at the speed of e-commerce.
Personalize customer journeys at scale

Synerise lets you respond immediately to customer actions and send the right message in the right medium at the right time.
The Synerise competitive edge

Manage all the elements of complex marketing campaigns in one interface and use 360° customer profiles to create custom conversion paths at scale.
Predictions based on Machine Learning
Use data to predict customer preferences

Real-time data from online & offline
Get instant updates on customer actions

Intelligent segmentation
Target your messages for maximum effect

Personalized dynamic content
Customized online experiences

Consistency across platforms
Create a unified sales funnel

Complete customer profiles
All customer information in one place
From data points to higher conversions

Create your own automated customer journeys using all the elements of a successful marketing campaign.
Collect the right data
Build and update customer profiles
Create targeted segments in real time
Keep customers engaged
Send perfectly personalized communications

Data from a long list of platforms, touchpoints and devices integrated into a single management tool.
Today’s consumer expects a personalized online shopping experience. Failure to meet these expectations means losing customers to competitors that use advanced marketing tools. New and existing customers benefit from customized content and recommendations:

- Products and content match demonstrated customer preferences and interests
- Presenting similar or substitute products expands choices and increases the likelihood of satisfying needs
- Customers appreciate learning about items that complement their purchase histories
Personalizing your customer communication is an absolute must in the competitive world of e-commerce. Doing it well means turning visitors into customers but customizing your content with Synerise means bringing them back again and again:

- Relevant content keeps customers engaged
- Customers return to your store more often, knowing they will find content they like
- Personalization leads to an increased conversion rate and average cart value
Case Study - Omnichannel

Customer story

Customers aren’t tied to any one device or platform and can move between several different ones in the same day. Using an omnichannel approach to marketing means customers enjoy the benefits of:

- A consistent shopping experience across every brand touchpoint
- Freedom to start a search or purchase on one device or platform and complete it on another
- An easy, unified transaction process
Customers move between an increasing number of channels and your marketing strategy needs to keep up or you will be left behind. Every interaction with your brand is a small piece of a larger puzzle that can be assembled only through the capabilities of omnichannel marketing:

- Collect data from any number of customer touchpoints
- Create a more precise picture of customer needs and wants
- Reach customers on the devices they use on the platforms they prefer
Synerise in numbers

20+
AI ready-to-go products

150+
experienced and passionate developers and other experts

$1.25b
worth of analyzed transactions
Let’s talk about putting your customer data to work!

Contact us today

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More on
facebook.com/synerise

www.synerise.com

$85m
market valuation

800+
features, with 250 more still to come

40m
data points analyzed on average per client