INDUSTRIES

Fresh Relevance for Fashion

Provide 1-2-1 personalization to turn browsers into shoppers and first-time buyers into repeat customers

Drive online growth

Deliver personalized experiences to not just meet, but exceed customer expectations along their path to purchase while driving online growth. Fresh Relevance helps fashion retailers drive online business in three key areas:

Combat bounce rate

Popovers

Support your acquisition marketing with targeted popovers once a shopper lands on your online store, incl. data capture popovers and exit intent pop-ups.

Contextual images

Reduce bounce rates by tailoring messaging and product content to the context of each customer, such as their geolocation, device, the time of day or local weather.

Foster customer loyalty

Email & onsite personalization

Provide an experience that encourages repeat purchases by personalizing any element of your web store and emails, based on customer behavior, context and their stage in the customer lifecycle.

Behavioral targeting

Create granular segments to give shoppers the VIP experience they deserve, e.g. lapsed shoppers, high-spenders, or customers interested in a certain brand or specific product category.

Unified customer data

Craft a cohesive experience by collecting behavioral data from online and offline sources, such as your ESP and POS system, and unifying it to fuel your ecommerce personalization.

Increase ecommerce revenue

Triggered emails

Convert more carts and recover abandoned sales with browse and cart abandonment messages that are customized for each shopper, e.g. based on carted brands.

Product recommendations

Use AI to tailor recommendations to each customer and increase average order value (AOV) while meeting your business goals.

Dynamic content

Remove friction with content that's always up-to-date. Show the latest product information, including live prices and discounts, and never promote sold-out items.

Social proof

Recreate the person-to-person experience with cross-channel user-generated content, product ratings and reviews, product scarcity and popularity messaging.

Join hundreds of other businesses using Fresh Relevance

TWINSET   PEACOCKS   Zee & Co

Vivienne Westwood   JIMMY CHOO   COUNTRY ATTIRE

TOAST   NELLY.COM   Ann Summers