Create a delightful retail experience

Surprise and delight shoppers with AI-driven personalisation based on their unique tastes and interests.

Spotify and Netflix have refined their recommendation engines to create meaningful 1:1 engagement through hyper-personalisation. Now, retailers can use the same class of technology to provide each individual shopper with tailored and personalised content.

Mercanto Canvas makes it easy for marketing teams to tailor the content of every email to the tastes of each individual consumer. Mercanto isn’t just based on a user’s last click or purchase - by knowing each shopper’s preferences across multiple sessions and transactions, Mercanto determines the best content for each individual shopper.

LEARN CONSUMER TASTES AND PREFERENCES FROM CUSTOMER BEHAVIOUR

Meranto enables you to build a taste profile of each shopper’s unique tastes and interests.

Taste profiles are the foundation of personalisation: they aid retailers in recommending new products as they’re added to the catalogue. At the end of the day, it’s about understanding each consumer’s personal tastes and making recommendations accordingly.
HOW IT WORKS

Mercanto makes it easy to add genuine 1:1 content to any email directly within your ESP or Marketing Automation platform:

Marketing teams create wireframe campaign layouts in Mercanto that contain content placeholders (-bricks). You then paste the corresponding HTML into your ESP.

Emily likes slim-fit clothing and linen. Her recent browse behaviour in dresses causes Mercanto to uprank the dresses promo and feature slim-fit dresses more prominently.

Charlotte’s behavioural history points to an interest in handbags, which is upranked. A fresh set of handbags is displayed because Charlotte did not click on the handbags shown previously.

RANK YOUR ENTIRE INVENTORY ACCORDING TO EACH SHOPPER’S CURRENT PREFERENCES

The moment your customer opens your email, we recognise the user’s identity. Our ranking engine then selects and populates content that relates directly to each individual’s tastes. Furthermore, content dynamically changes based on what was previously displayed - so the shopper is continuously engaged and does not get saturated with repetitive content.

- Increase revenue and engagement with individually tailored emails to every person, every time.
- Get back time you never knew you had by using machine learning to create 1:1 content on a level no human could accomplish alone.
- Control what type of content is eligible for display in each position and how content in different positions relates to each other.

GET MORE INFORMATION: REQUEST A DEMO:
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mercanto.app/blog
twitter.com/MercantoCRM
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