SendGrid Content Connector

Know user preferences across multiple sessions to personalise every SendGrid campaign with content that relates to each user’s tastes.

Mercanto’s Content Connector extends the SendGrid platform by giving marketers the ability to precisely tailor your product recommendations to each consumer’s unique tastes and interests. If you have 1,000,000 subscribers in your SendGrid database, you can send 1,000,000 unique emails.

UNLOCK THE TRUE POWER OF AI PERSONALISATION

Spotify and Netflix have strived to refine their recommendation engines to create more meaningful engagement with their customers through hyper-personalisation.

Now, retailers and travel brands can use the same class of technology to provide each individual shopper with tailored and personalised content. Mercanto's complex algorithm isn't just based on a user’s last click or purchase; it delves much deeper into their shopping tastes.

Mercanto builds a comprehensive taste profile for each shopper by analysing all your behavioural and product data. Then our algorithms rank your inventory according to each user’s current preferences and populate the best content for each person in your SendGrid campaigns.

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Mercanto + SendGrid makes it easy to add true 1:1 content to any campaign. To get started, you’ll need an account with both SendGrid and Mercanto. The only technical requirements are (1) provide access to the product feed, and (2) place a Mercanto tag in the header of your website. Mercanto’s Client Services team will guide you through the setup process. Once you are set up, adding 100% individualised content to your campaigns becomes as simple as drag-and-drop.

If you can’t execute at an individual level in real time, it means you’re not providing the customer with an interactive, personal experience. Mercanto’s AI-driven content ranking engine learns personal preferences from each individual’s interactions and dynamically adapts to each individual in real time.

Mercanto Canvas gives SendGrid clients full control over which kind of content is eligible for display in each position and how content in various positions relates to each other. At the same time, Mercanto Canvas ensures that no two customers see the same content, and no customer ever sees the same content twice.

**HOW MERCANTO + SENDGRID WORK TOGETHER**

The marketer firstly creates wireframe campaign layouts by dragging promo and product placeholders onto the Mercanto campaign canvas. The marketer then copies that campaign layout as HTML.

Finally, the marketer simply pastes the Mercanto HTML into SendGrid. The moment your customer opens your email, the ranking algorithm merchandises the best content for each individual shopper.

**ABOUT MERCANTO**

Mercanto is a personalisation platform specialising in email. We do this by:

- Building a **taste profile** of each shopper’s unique tastes and interests.
- Using a **ranking algorithm** to merchandise the best content for each shopper.

By knowing each shopper's preferences across multiple sessions and transactions, Mercanto determines the best content for each individual shopper. This maximises relevance for shoppers and boosts revenue for brands.