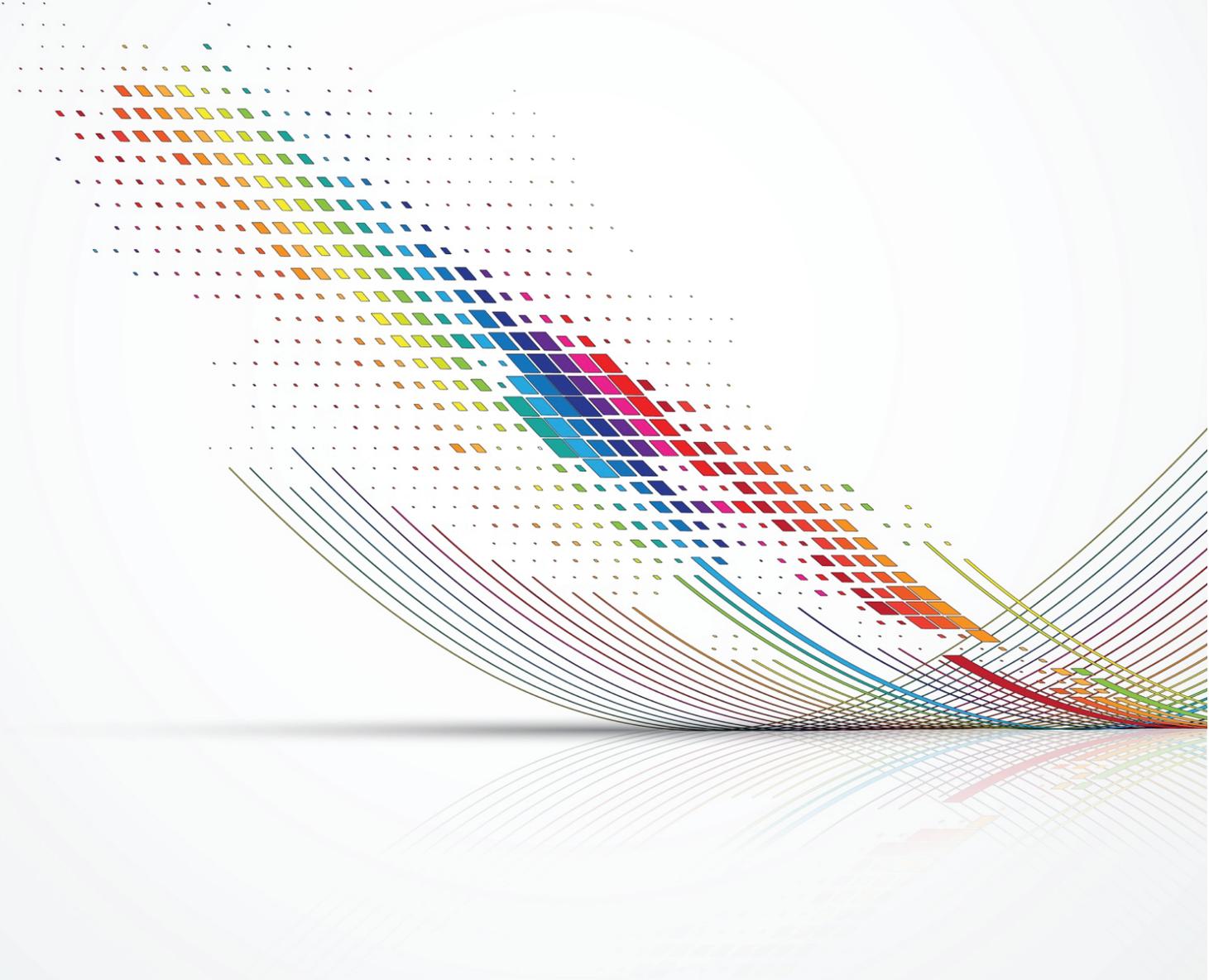


Marketer's Playbook: Category, Brand & Price Affinities



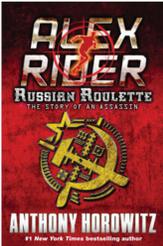
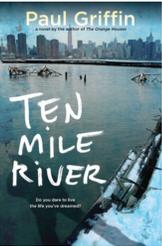
Marketer's Playbook: Category, Brand & Price Affinities

E-commerce & media companies often have a large catalog of products or content, spanning multiple categories, brands, authors, artists etc. By tracking user interaction with these different sections of the catalog, you can learn **user preferences (affinities) for various categories, brands, authors, artists, price-points** and more. Savvy marketers use these affinities to tailor marketing messages to every user, on every channel. In the process they end up driving 3-10X higher response rates.

The key to detecting user affinities is to not only look at the individual user's behavior, but also to **normalize the behavior relative to other users**. For instance, if you sell groceries, you might not classify a customer as having a strong affinity to milk simply because they purchased milk; this behavior does not stand out compared to other users, most of whom buy milk as well.



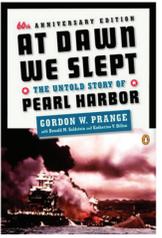
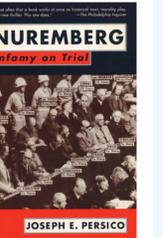
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Email for Amy, who likes to
read History

Marketer's Playbook:

7 Steps to Personalizing based on User Affinities

Here is how you can start personalizing your marketing with users' affinities:

- 1. Track views/searches/cart-updates/conversion events etc. :** In addition to users' buying behavior, you would want to start tracking and storing every page view, category view, product/content view by each user
- 2. Determine the type of affinities you want to compute:** Depending on your catalog you might want to compute affinities with different attributes of the catalog, like "category affinity", "brand affinity" etc.
- 3. Normalize across users:** If a particular user spends, say, 3X the time on a particular category compared to the average of all users, you might infer that this user has a strong affinity towards the category. You can look at various metrics like purchase amounts, time spent, or number of pages viewed, along with frequency and recency data to compute affinities.
- 4. Learn Cross-Category/Brand Affinities:** By observing all users, you might also infer that people who have a strong affinity with Category X also prefer Category Y. These cross-category (or cross-brand) affinities are very useful in making recommendations for users who have only purchased or browsed a few items.
- 5. Segment users by affinities:** Create buckets of users based on affinities
- 6. Personalize with affinity-based content:** For each segment, personalize your marketing content (e.g. your emails), with content from the relevant category, brand etc. You can also introduce users to related categories using cross-category affinities.
- 7. Automate and scale:** Once you have the basics in place, automate your personalized marketing across every channel.

Target User Affinities With Blueshift

Blueshift makes it extremely easy to launch various forms of personalized campaigns targeting user affinities, on multiple channels including emails and push notifications.

First, create a dynamic segment of users you would like to target:

Edit Segment: Abandoned Browse, High Intent, Category Affinity Fashion

Recent activity: Filter users by recent activity in past 90 days

Lifetime activity: AND

Catalog Activity: Select Event

Demographic: Select Timeline

Predictive scores: + ADD FREQUENCY

Category Affinity: + ADD EVENT ATTRIBUTE (OPTIONAL)

Traffic source: Reset Save

User attributes

Custom lists

Messaging

Matching Users

| Total | Email | Display | Push | SMS |
|---------|--------|---------|-------|-------|
| 103,912 | 27,486 | 61,249 | 6,934 | 6,832 |

Applied Filters

- Recent Activity: Event is equal to pageload within past 3 Months
- AND NOT: Event is equal to purchase

Completed

Then, customize your marketing templates using one of Blueshift's several personalization options, including user affinities:

ACME

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\$ 23.00

Guadalcanal
\$ 25.00

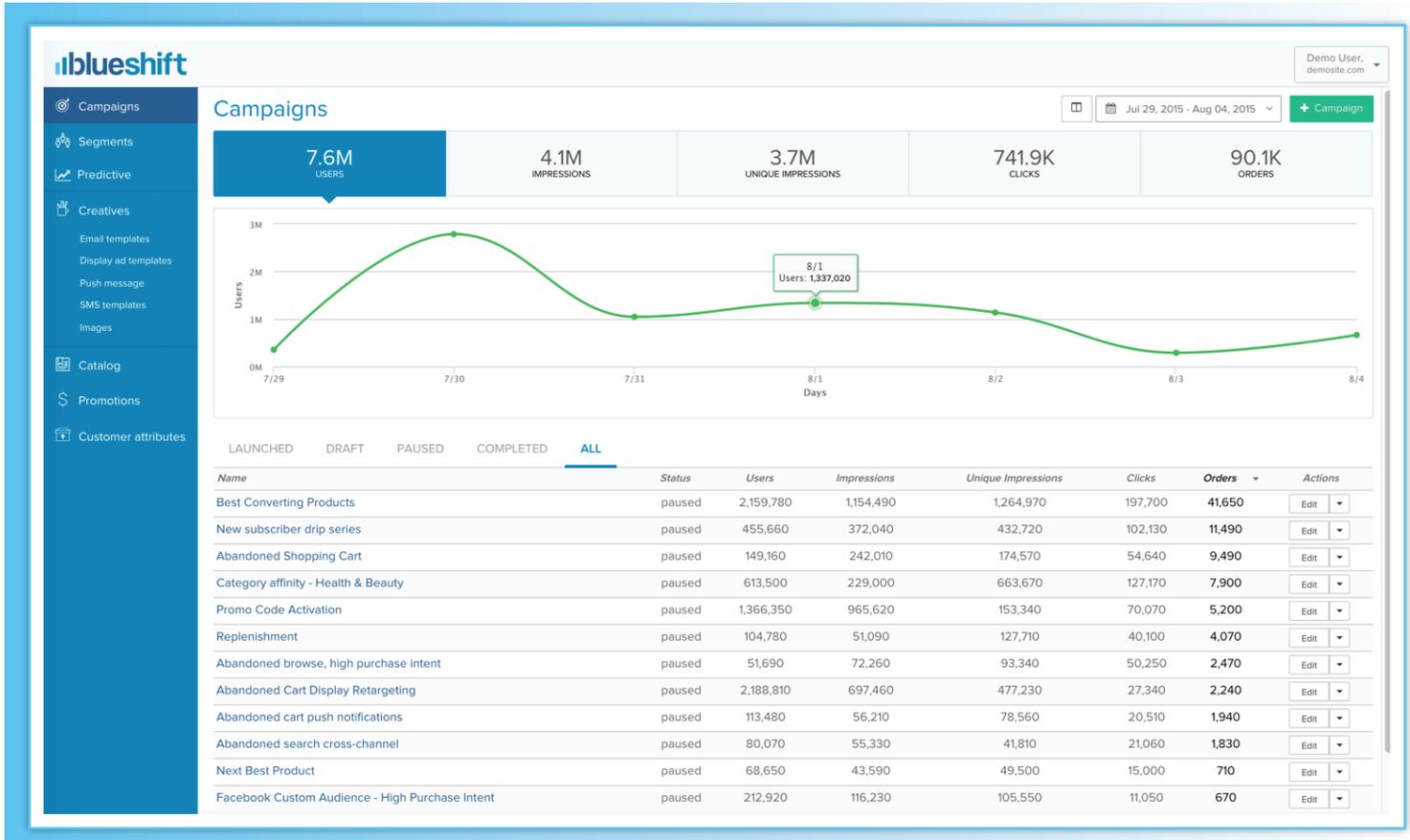
Nuremberg
\$ 17.00

Top products
User category affinity
Custom products
Add to Wishlist
Favorite author
Next best product
✓ Favorite category
View to purchase collaborative filtering

AT DAWN WE SLEPT
GUADALCANAL
NUREMBERG
STALINGRAD
DOWNFALL
FIRST HEROES
THE FALL OF BERLIN 1945

Launch & Measure Campaigns In Real Time

With Blueshift, you can launch & test Category Affinity and other automated campaigns instantly, and track real-time results:



Blueshift is already integrated with your favorite marketing tools: tag managers, ESPs, push notification providers & more:

Selected Data Integrations



Segment

Selected Delivery Integrations

