

The Fanplayr platform with its analytic insight and targeting capabilities has helped our team develop engaging campaigns that have demonstrated a meaningful lift to our conversion rate and a profound bottom-line impact.

Chris Seahorn | Sr. Director of Marketing, **eBags.Com**

Analyze → **Segment** → **Target** → **Optimize**

brings retailers the power to precisely target shoppers in real time, driving incremental revenue and profits by ensuring the most timely, relevant user experience for each of your shoppers. Personalized content, banners, messaging or offers are built and edited in Fanplayr's Creative Builder, satisfying your meticulous design standards.

How do we do it? First, by uniquely identifying each site visitor, Fanplayr combines shopping and purchase history with onsite behavioral attributes in the most robust rules engine in the business. Vary your content to each segment and measure the results with Fanplayr's powerful analytics tools, AB Testing and Offer Testing.

Top and Bottom Line will shine with Fanplayr's approach to personalized content.

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