



NSITE TECH
Studios, Inc.
From Vision to Digital Reality



Website Personalization

Increase Conversions with Customized Experiences

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Site Personalizations Work

What is Website Personalization?

Personalization is accomplished by changing site messaging, content and some design aspects based on:



Time of
day



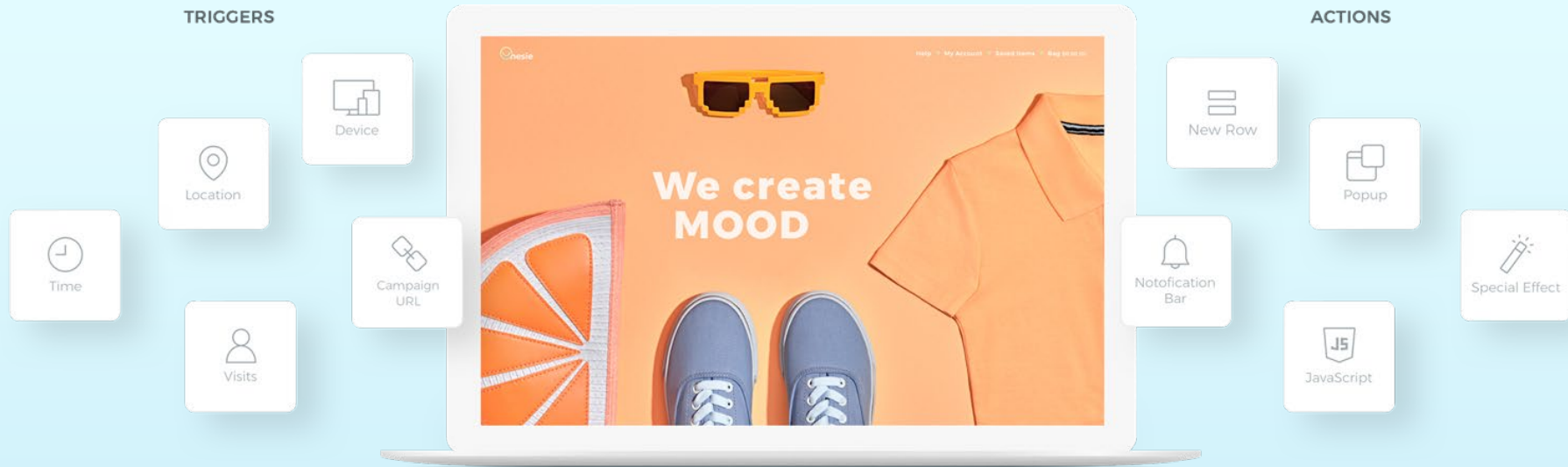
Number of
previous visits



Visitor's physical
location



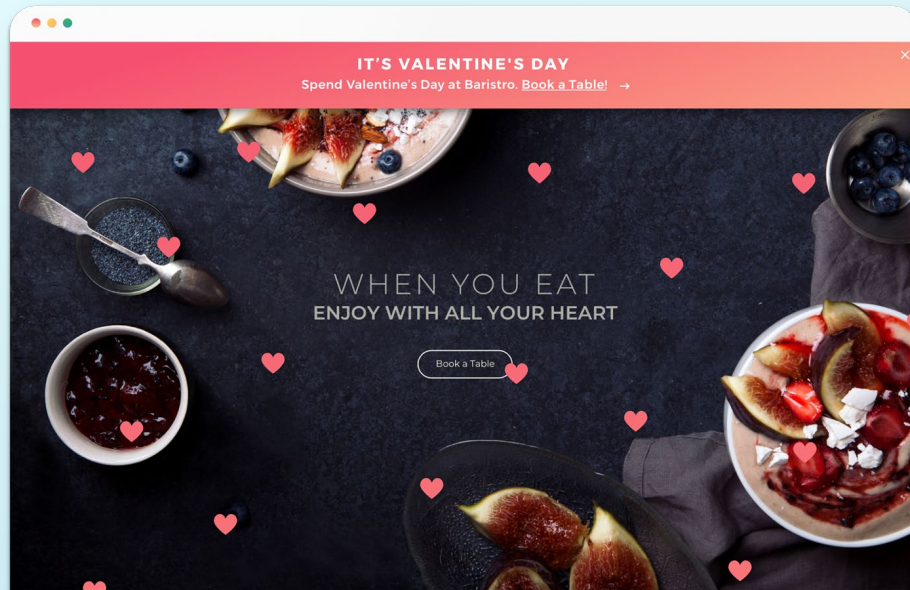
And more



Website Personalization creates an experience that relates directly to a visitor's unique situation.

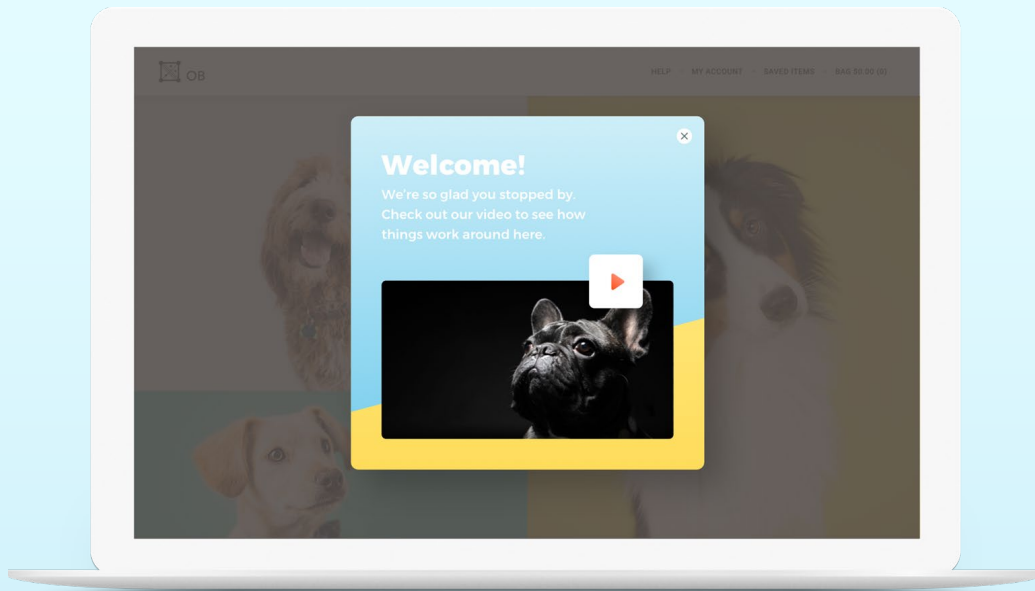


Examples of Real-World Customizations that Work



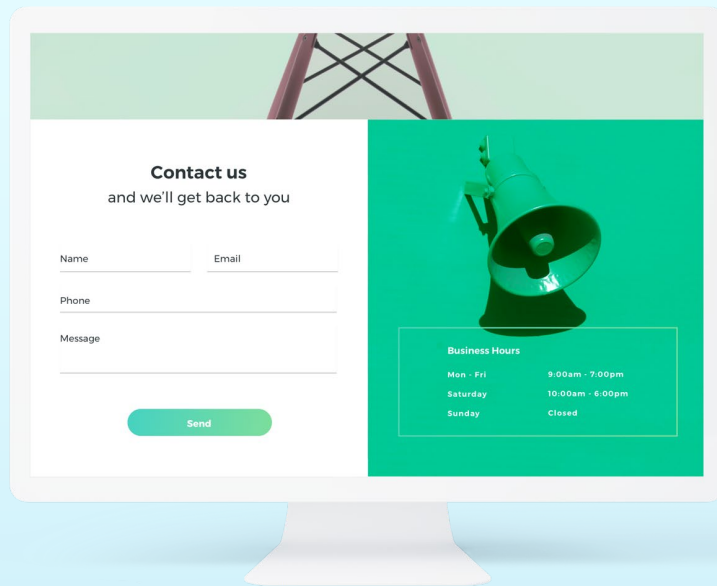
Holiday customizations

A restaurant sprinkles its site with special effects for different holidays.



First-time visitor customizations

A kennel shows first-time visitors a video of their facilities.



After-hours customizations

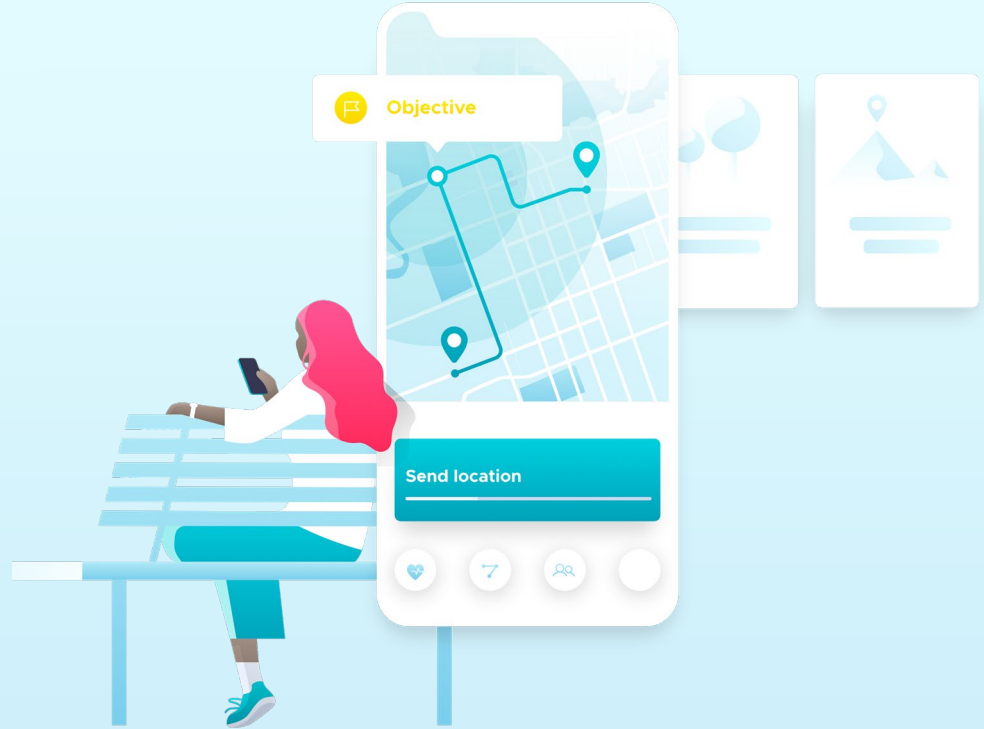
A photographer's site displays a contact form to visitors who arrive after 5 pm so they can leave contact information.

Why Personalization Matters

- Site visitors have short attention spans

- Attracting their attention quickly is important

- Visitors want the information they are looking for right away





Site Personalization Works

80% of people say they are more likely to do business with companies that offer personalized experiences⁽¹⁾

59% of companies plan to use personalization (but aren't using it yet!)⁽²⁾

Personalized Calls-to-Action (CTAs) perform **202%** better than other CTAs⁽³⁾

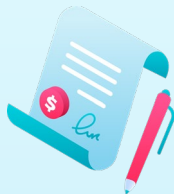
1. [Epsilon 2018](#) 2. [Econsultancy 2017](#) 3. [Hubspot 2018](#)

And Gives You a Competitive Edge

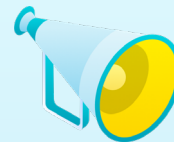
With personalization, you can push highly relevant products and offers front and center.



Boost conversions among site visitors that are on your site



Give yourself an edge with highly relevant offers



Make sales and promotions more dynamic and engaging

Ready to Skyrocket Your ROI?

We'll work with you to create a comprehensive personalization strategy to maximize conversions.

- Track personalization successes
- Revise & optimize





Ready to start?

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