



Personalization and experimentation capabilities, together in one platform

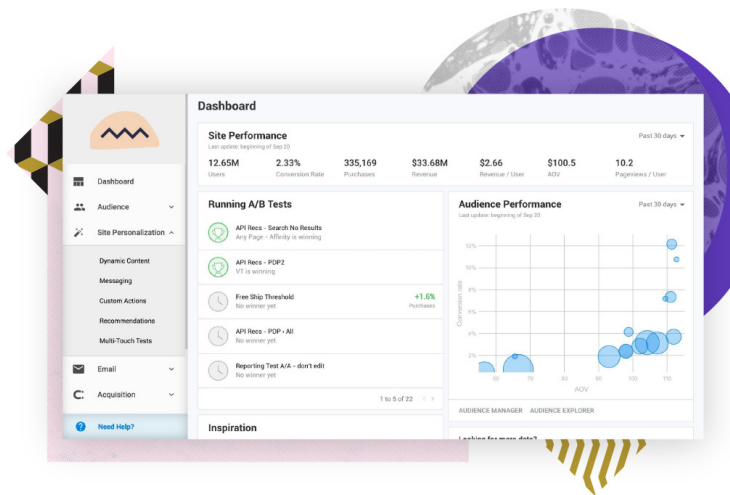
Personalize every interaction to deliver an optimal customer experience at scale across web, mobile, email, and ads

Delivering a great customer experience starts with a deep understanding of how individuals interact with your brand. Ultimately, that information is the key to unlocking growth for your business. But without being able to access and action your data, tailoring custom experiences is simply out of reach, as are the customers with which you wish to connect.

With Dynamic Yield, the power to personalize at the right moment, in the right context, and across every touchpoint lives in one, unified platform.

The age of manual experience delivery is over.

Let advanced algorithms continuously optimize and serve the best experience to each user. Drive personalization based on clicks, conversions, purchases, or any other KPI you choose.



Segment
Build, analyze, and target audiences

Personalize
Target customers with relevant content

Trigger
Trigger emails and push notifications

Recommend
Deliver human-like recommendations

Test
Experiment anywhere in your tech stack

An overview of how leading brands use Dynamic Yield to drive results:



Fast facts

Founded

2011

Corporate Headquarters

New York, USA

R&D Center

Tel Aviv, Israel

(More than 150 employees)

Additional Offices

Berlin, London, Paris, Barcelona,

San Francisco, Moscow, Japan

280 employees and growing

Customers

Over 400 leading brands globally

Partners

Over 60 certified partners

Industry recognition

- A Leader in Gartner's 2021 Magic Quadrant for Personalization Engines for four consecutive years

- A Strong Performer in Forrester's 2020 Wave report for Experience Optimization Platforms

- A Visionary Innovation Leader in Global Personalization Engines market according to Frost & Sullivan, 2020

- Top Rated eCommerce personalization and A/B testing software by TrustRadius from 2019 to 2021

- Recipient of 2021 "Best of" Awards for Best Feature Set and Customer Support by TrustRadius

- A tech leader in the top quartile of Deloitte's Fast 500 in North America

- One of the top 100 AI companies in the world by CB Insights

- One of the leading AI vendors in NY by Applied AI

- Ranked 13 on Crain's 2021 list of Best Places to Work in NYC



Transforming static content into personalized experiences

Change static content elements such as hero banners, buttons, promotional areas, and tailor it to each user.



Dynamically restructuring page layouts or elements

Automatically rearrange the grid, menu items, and categories to deliver customized layouts according to each visitor's preferences.



Personalize complete journeys, not individual touchpoints

Coordinate across independent channel interactions to create one consistent experience in the multichannel ecosystem.



Optimizing continuously, and at scale

Testing is the foundation of personalization. We have powerful testing capabilities that are built into the platform and will help you test any element on the page.



Leveraging powerful personalization APIs

Enable personalization anywhere and going beyond web, app and email, to call centers, kiosks, client-telling apps, and more.



Using flexible client-side or server-side implementations

Use our client-side code to instantly launch or integrate personalization deeply into your tools with true server-side personalization.



Defining event-based triggered messages on apps & email

Automatically trigger personalized emails and push notifications to reach customers when they most expect it through rule-based triggers.



Deploying adaptive recommendations

Tap into user affinities, context, and real-time intent and improve revenue with journey-aware content and product recommendations across web, mobile apps, email, and ads.



Automating content personalization at scale

Use machine learning algorithms to dynamically select the most relevant content for each user in carousels, banners, and more.



Deploying targeted overlays & notifications

Tap into real-time behavioral and contextual data and surface messages across web or mobile. Target with welcome messages, countdown timers, email capture overlays, exit-intent popups, social proof messages, and more.



Accelerating velocity with ready-to-use personalization templates

Get inspiration from a library of dozens of out-of-the-box experience templates for recommendation widgets, personalized banners, subscription offers, notifications, and more.