

Predictive Content

Take personalization to the next level through the power of AI

Engage customers with content specific to their interests. With Listrak's Predictive Content solution, you can stop relying on promotions and price and start engaging customers in automated, contextually relevant conversations.

- Boost revenue and performance metrics – predictive content leads to 3x higher results
- Engage customers in more relevant conversations
- Move customers through the sales journey more rapidly
- Maximize your content investment

Content that speaks to your audience in a relevant and personal way adds differentiation and value to your brand experience beyond product offering.

By applying natural language processing, AI, and machine learning algorithms to your website content, Predictive Content automatically interprets and understands the context of your content. Using purchase history and behavioral data to understand personal interest, Predictive Content matches personalized, one-to-one content to customers that truly care and want to read it.



3x

higher engagement rates

Use machine learning and predictive analytics to automatically put the most relevant content in front of each customer.

Predictive Content

Go beyond the publish button to maximize your content investment

Data-driven insights automatically populate messages with the right content based on each customer's behavioral data, saving you time and resources.

- Automatically recommend blogs, articles, videos, tutorials and other curated content
- Easily insert personalized content blocks using our drag-and-drop editor

Lightweight integration -- just copy/paste a simple script onto your page templates to get started and our crawler does the rest! It detects new content and saves images, titles and short descriptions automatically.

- Rapid natural language keyword extraction
- Full control of content through meta tags, if you prefer

"By employing Listrak's personalized solutions, we have not only been able to save time, but also have experienced increased traffic, engagement, and revenue. What's more, it is helping us achieve what many brands are seeing – more personal relationships with our customers."

Brittany Boykow,

Digital Marketing Manager, Yon-Ka Paris

AI in Action

Enter a URL from your site that you would like to recommend. For best results, do not enter your homepage.

Examples: recipe pages, blog posts, etc.

Page URL

e.g. <http://mysite.com/blog/post-name->

Submit

Use this discovery tool to see how your website articles, blog posts, recipes, amenity pages or other content pages would look when we recommend them to your audience. Additionally, you can see the words and phrases our Predictive Content Engine thinks are important in your content.



Title
Cleaning Products May Harm Female Workers' Lungs as Much as Smoking a Pack a Day

Description
The study, published in the American Journal of Respiratory and Critical Care Medicine, is thought to be the first to assess occupational or domestic cleaning product exposure as it relates to the decline of lung function.

Tags (Here are the tags we find to be relevant to this piece of content. You can rely on these tags, or set up your own.)

respiratory cleaning-products study cleaning-chemicals



Tip:

Discover Your Content. See how it works at www.listrak.com/pc