How do you achieve web personalization?

Today's B2C enterprises are facing their biggest marketing challenge to date.

The question of how to turn generic web and marketing strategies into personalized applications which target the individual consumer is a daunting one.

Thanks to companies like Google and Pinterest, consumers expect corporations to know and understand them.

They expect to find what they are looking for quickly and easily, using contextual guides.

They expect e-commerce platforms to remember who they are, what they've purchased, and what they're interested in.

Yet, to provide this type of experience, corporations are finding that their traditional marketing partners simply don't have the answers.

Its not that they don't want to support this space, they simply don't have the skills and experience.

"Consumers expect corporations to know and understand them."

This is where technology companies like IES come into play.

Why is web personalization important?

People stay **4-5x longer** on sites that allow **personal curation**.

Remembering your customers, and getting them back to your site can achieve up to **20% conversion**.

Over **40%** of **consumers** read **reviews** generated by **bloggers & expert buyers** and **value this input 4x** more than anything a company says.

Peronsalization can deliver **5–8x ROI** on marketing spend, and **lift sales 10%** or more.

50% of consumers desire personal, mobile shopping apps.

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Learn more about IES Group

IES started in business over 18 years ago, performing large systems integration for companies like Ford and Daimler.

We were amongst the first companies in the country that were performing big data analytics to solve complex business problems.

"IES created powerful applications that match content to consumers in real time."

As we grew and expanded our skillset, IES branched out into developing applications for government agencies that wanted to match people with social services based on their location and specialized needs. With this experience under our belt, IES was contracted by private entrepreneurs to build social media applications. Our first was for the video game industry, curating high quality, user generated content.

Recently, we have completed the development of a social media application based on geo-location. In the course of these projects, IES began pioneering a technology we call categorization programming.

With the economics of elastic cloud networks, and deeply skilled programmers, IES created powerful applications that match content to consumers in real time.

In this regard, we are consulting with large consumer facing organizations to help them make the shift to personalized web strategies.

"With IES's direction and expertise, they developed a platform that has exceeded my expectations... I would highly recommend IES to any organization that is looking for deeply skilled web application implementation and development."

Dani Cardoso
VP ABC Cork, CEO Koopz

Key features of our applications include:

- The collection of data from social networks and multiple customer touch points to create digital profiles of individual consumers, which enables deep customer segmentation

- Powerful, real-time matching of content to these consumers based on their areas of personal interest

- Curating content to bring consumers back to websites based on areas they have expressed interest in

- Mass, automated re-categorization and tag-injection of existing websites to align with how consumers search

- Complex systems integration, cloud migration, elastic cloud economics

- Support for desktop and mobile environments — based on apps which enable immersive experiences

How does it work?
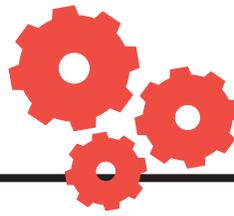
STEP 1

IES analyzes your web systems. We look at categories, tags, scalability, integration and your 1 – 2 year strategy.

TAGS CATEGORIES ANALYSIS
SCALA BILITY 1-2 YEAR STRATEGY
INTE GRATION CONTENT
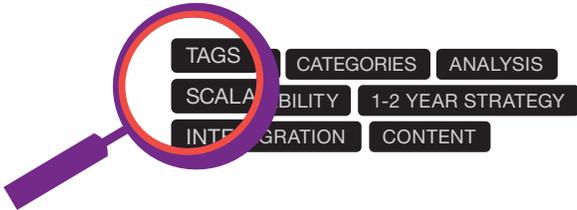
STEP 2

We run powerful software programs to scour the web for categories and tags. From this we prove statistically how consumers and search engines search for goods, services & topics.
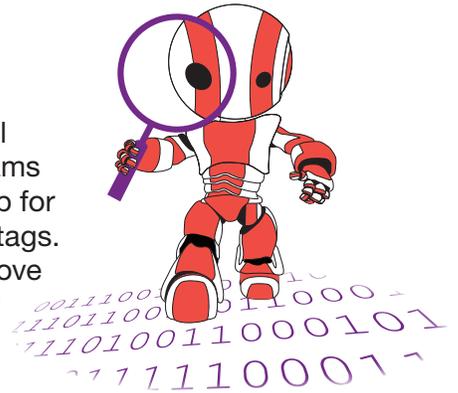
STEP 3

We use proven tag-injection software to provide contextual depth and richness to your site, enabling the type of returns you would get from Google.

STEP 4

We create business specific workflows to allow consumers to follow *anything* on your site, and receive personalized, automated notifications when new content matching these interests is added to your site.

STEP 5

Software is invoked to collect and curate high quality digital media (images, blogs, videos, reviews etc.) that align with your business to provide your customers with relevant, immersive content.
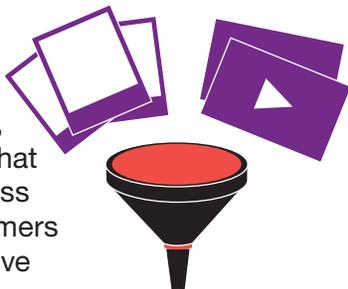
STEP 6

We take it all a step further by offering our patent-pending solution that aligns consumers with content based on their geo-location (whether fixed or mobile).

THE RESULT: *Loyalty, conversion, competitive differentiation, and a stable, futureproof environment.*