



Contextual Recommendations



Real-time Promotions



Packages & Bundles



Personalized Advertisements



Personal Dialogue

Contextual Recommendations with the Pontis Integrated Marketing System™

Pontis Contextual Recommendations provide relevant suggestions to customers at the most effective time to impact purchasing behavior. Using advanced algorithms, the Pontis system supports customer recommendations both online and via customer support representatives, as well as recommendations to marketers during the offer design process.

Improving the Shopping Experience with Recommendations

Recommendations are a time-tested means of improving the purchasing experience for customers while driving sales.

In the world of digital media, the recommendation engine takes the place of an experienced online sales representative, interacting with customers, learning their preferences, and responding with relevant information and personalized recommendations. Since many customers find it difficult to

Pontis Integrated Marketing System™

The Pontis Integrated Marketing System™ is a comprehensive solution for definition, execution and analysis of targeted marketing offers. By automating marketing and sales processes across multiple platforms and channels, the Pontis system enables service providers to target customers with personalized offers based on their profiles, preferences, and real-time behavior.

browse online catalogs, recommendations are a welcome opportunity to proactively offer content and services that match customer preferences. Customers also accept recommendations from Customer Service representatives when they are relevant to current issues or behavior patterns.

Proven Business Benefits

Recommendation engines make a proven impact on the bottom line.

Increased revenues: As one of the most effective means of cross-selling and up-selling, recommendations increase average purchase size, including sales of “long-tail” items.

Conversion ratio: By increasing exposure to interesting products, recommendations increase conversion of browsers to shoppers.

New service adoption: Recommendations are an effective tool for introducing customers to new services; for example, a mobile customer that views highlights of a sports match can receive a recommendation for personalized Sports news.

Retention: Satisfied customers, who quickly find what they want and are pleased with their purchases, come back for more.

contextual recommendations



Pontis Recommendations for Customers

Pontis automates sales and marketing processes across platforms and channels, to provide intelligent recommendations in the context of current and past behavior. For example, Pontis can recommend a movie to a customer who is browsing the Video on Demand listings based on pictures he downloaded to his phone.

Pontis leverages accumulated usage data, profiles, preferences, and real-time behavioral triggers as well as CSR and provisioning events to maximize the relevancy of each recommendation. This process is based on advanced methodologies and algorithms to provide marketers with a rich toolkit:

- People who bought this, also bought that
- Popularity indicators
- Item-based rules
- Manually defined rules

Manually defined rules are an important means of promoting new or underperforming products and services. For example, a marketer can select a new song to be recommended whenever customers make a purchase in a specific category.

Pontis Recommendations for Marketers

Pontis Contextual Recommendations work throughout the offer design and creation process, helping marketers to create compelling propositions for customers. For example:

Bundles and packages: Recommend a content package or service bundle based on past and current usage.

Cross-sell offers: Recommend good candidates for an additional product or service to purchase, based on the selected purchase item and indicators such as popularity, likelihood to buy, etc.

Buy One Get One offers: Provide online usage information such as rankings to assist marketers in designing promotions that increase sales while promoting less-popular items.

Target segments: Recommend the most likely segment to respond to an offer, based on usage analysis of the content or service.

Pontis Recommendations for Customer Service

Interactions with Customer Service are an important opportunity to make recommendations. Pontis Contextual Recommendations provide Customer Service Representatives with relevant recommendations based on analysis of the customer, his current issue, and past behavior.

Pontis Contextual Recommendations

- Personalized and highly relevant to each customer
- Communicated in response to behavioral triggers to ensure optimal timing
- Builds customer satisfaction and increases revenues
- Supports a wide variety of marketing objectives including new service adoption and product lifespan extension
- Leverages advanced recommendation algorithms and an extensive body of data
- Supports customers, marketers, and customer support representatives