

# Strive personalized experiences in web, app, ads and emails

## About Adobe Target

Personalized customer experiences can drive double-digit revenue growth for your business. However, poor personalization can hurt your bottom line, as consumers switch from companies that fail to meet expectations to those that do



## Challenges

Website owners are facing problems, such as:

- Update/fix web content on time
- Personalise content for different audience
- Optimise page for better experience
- Recommend products

## Our Approach

We will aid you in gathering and identifying the KPIs and goals that you need to achieve. Additionally, we work together with you to set up the experiments, variants, and metrics and build up a dashboard so you can see a comparison. Our goal is to help you understand and make decisions based on the results.

# Optimise and personalise experience

## Our Solutions

- 🔘 End to end setup
- 🔘 Foundation setup
- 🔘 GDPR Compliance
- 🔘 User policy setup
- 🔘 Strategy define
- 🔘 Usecase
- 🔘 Report design and Analysis

## KPIs

- 🔘 CTR
- 🔘 Form start
- 🔘 Form submit
- 🔘 Purchase
- 🔘 Conversion
- 🔘 Avg. time spent
- 🔘 Bounce rate



## Our Netcentric standards

Our Netcentric standards Using our Netcentric standards and default implementation of 4 weeks, you get better personalized experiences for YOUR customers. Launch instantly the successful version of your website from an experiment.

Start now with delivering excellent customer experience.

Let's talk



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