

“Understanding what our customers are browsing on is really the next frontier. While we can analyze browsing results separately, being able to leverage the data within our marketing platform really makes it useful.”



Derrick Riley, Digital Marketing Manager, Ecommerce US



BROWSE RECOVERY

Capture your shoppers' browse behavior and automatically deliver highly effective messages based on pre-defined rules, including recently viewed products, frequently viewed categories or frequently viewed products.

QUICK, EASY SETUP

The app uses data from Bronto's Product catalog and the product ID or SKU from your website.

CONFIGURABLE RULES

You control how often customers receive these personalized messages. For instance, you could exclude recent purchasers and those currently in other workflows. You can also regulate how many and which products to highlight, enabling you to showcase the highest margin or highest priced products of those viewed, for example.

ROBUST BROWSE BEHAVIOR COLLECTION

Browse Recovery captures and stores product page views for all customers and ties that behavior to a known contact or saves the browse activity so it can later be matched to a known contact.

CENTRALIZED REPORTING

Measure the effectiveness of the entire program and then drill into specifics. Uncover the most popular products and traffic trends. The Bronto contact fields are updated with aggregated browse behavior data to help you make decisions on segmentation, dynamic content and workflows.

Need help developing and deploying your Browse Recovery strategy? Bronto Professional Services offers the Browse Recovery Strategic Sprint.

The sprint includes:

- Products catalog setup.
- Creation of messages, including dynamic message tags.
- Automation configuration and testing.
- Configuration of settings for data capture.

To learn more, contact your Bronto Account Manager, or call 888-BRONTO-1.