Pulse Personalization App

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Pulse Personalization App

Provides a simple way to extend Visitor Groups so you can instantly classify your visitors by their lifestyle, demographics, and social interests based on the characteristics of the neighborhood they are coming from.

Features & Benefits:

- Pinpoint the location your visitor is coming from
- Shine a spotlight on their surroundings using social listening
- Analyze the ethnographic makeup of the neighborhood
- Meaningfully personalize your site for each visitor in real time

Use Cases:

- Speak to your anonymous visitors like you know them using real-time personalizations
- Collect actionable data you can use to paint a more complete picture of your customers and prospects

You Get Lots of Anonymous Web Traffic

Pulse gives you actionable info on visitors you've never even met

Who are these Mysterious People?

Pulse delivers real-time insights based on the neighborhoods your traffic is coming from

01

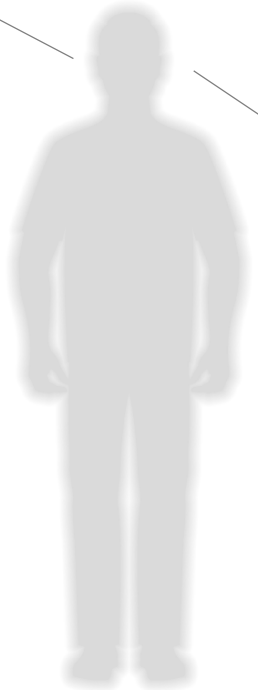
Physical Location

Pulse pinpoints the location your visitor is coming from

02

Social Listening

Pulse shines a spotlight on your visitor's most-likely surroundings



03

Demographics

Pulse analyzes the ethnographic makeup of the neighborhood

Anonymous Visitor #1

Pulse uses geo-tagged social listening to cluster populations by lifestyle and interest

01

38.3004° N, 76.5075° W

California, Maryland
USA

02

Social Listening

Trend Tracker, Smart Chic, Civic Attentiveness, Coffee Connoisseur, Deal Seekers

03

Demographics

51% Female
71% White
Median Age: **33 Years Old**
72% Home Ownership
Median Household Income: **$83,760**

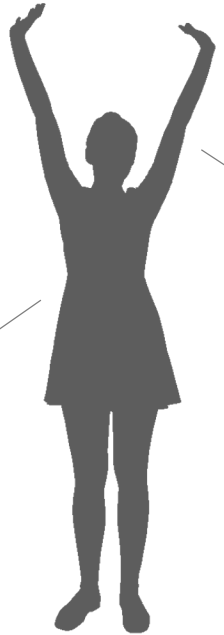
Anonymous Visitor #2

Pulse provides additional context using a variety of ethnographic data sources

01

38.5733° N, 109.5498° W

Moab, Utah
USA



02

Social Listening

Outdoor Adventures,
Wanderlust, Natural Beauty,
Mindfulness & Spirituality

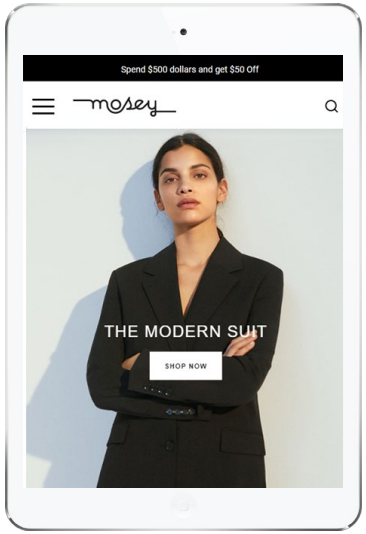
03

Demographics

51% Female
90% White
Median Age: **36 Years Old**
53% Home Ownership
Median Household Income: **$48,879**

Deliver the Right Message

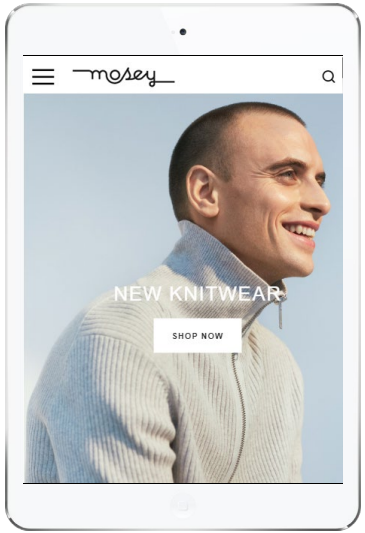
Pulse lets you meaningfully personalize your site in minutes



Visitor #1 Message

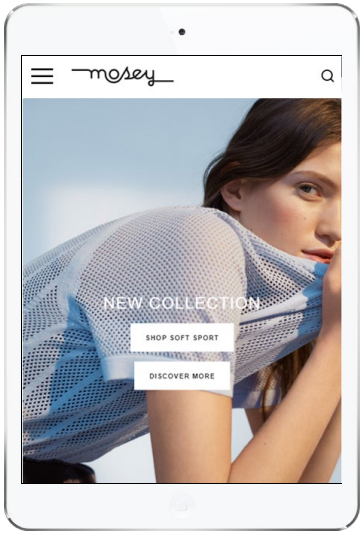
Trend Tracker: Targeted Hero

Deal Seekers: Top Offer Banner



Default Message

No personalization



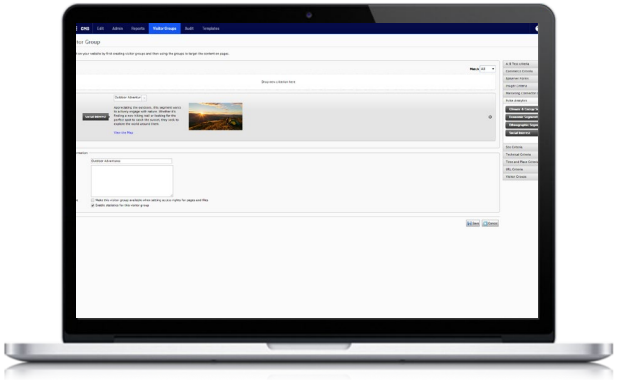
Visitor #2 Message

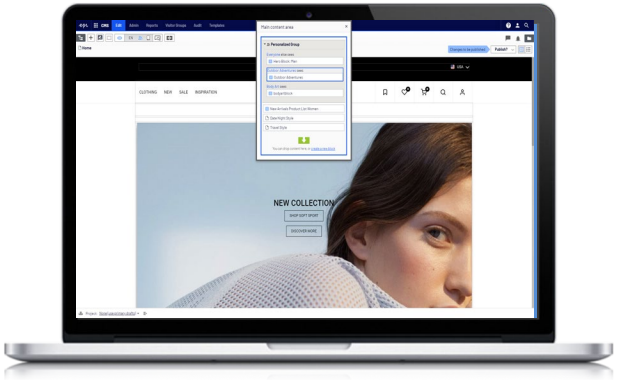
Outdoor Adventures:

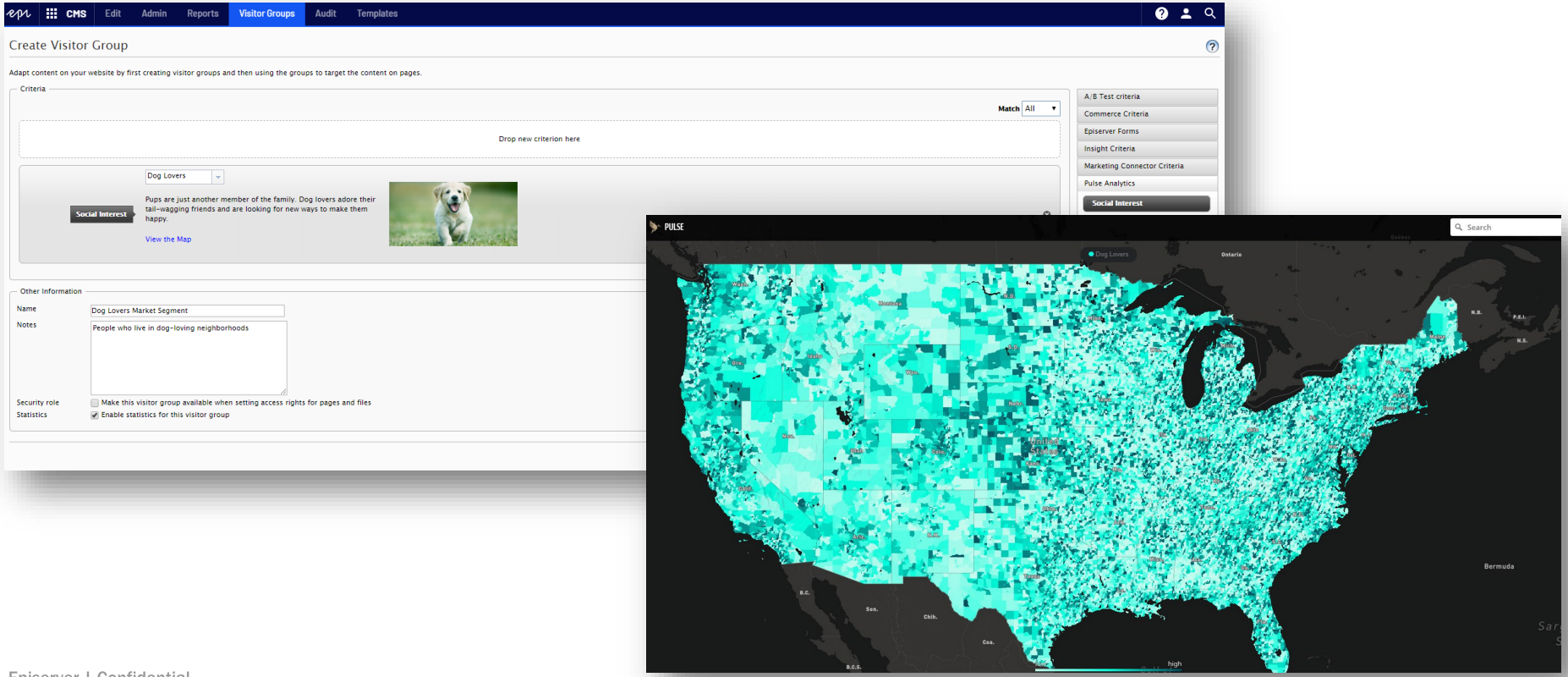
Targeted Hero

Simple Setup in Your CMS

Pulse instantly returns top market segment matches from right inside Episerver





Try it Now

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