

knexus



# Knexus for Landing Page Personalization

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Knexus Visual Commerce Platform | Make Content Sell  
[www.knexus.co](http://www.knexus.co)

# Why validation & social proof is essential to buying decisions

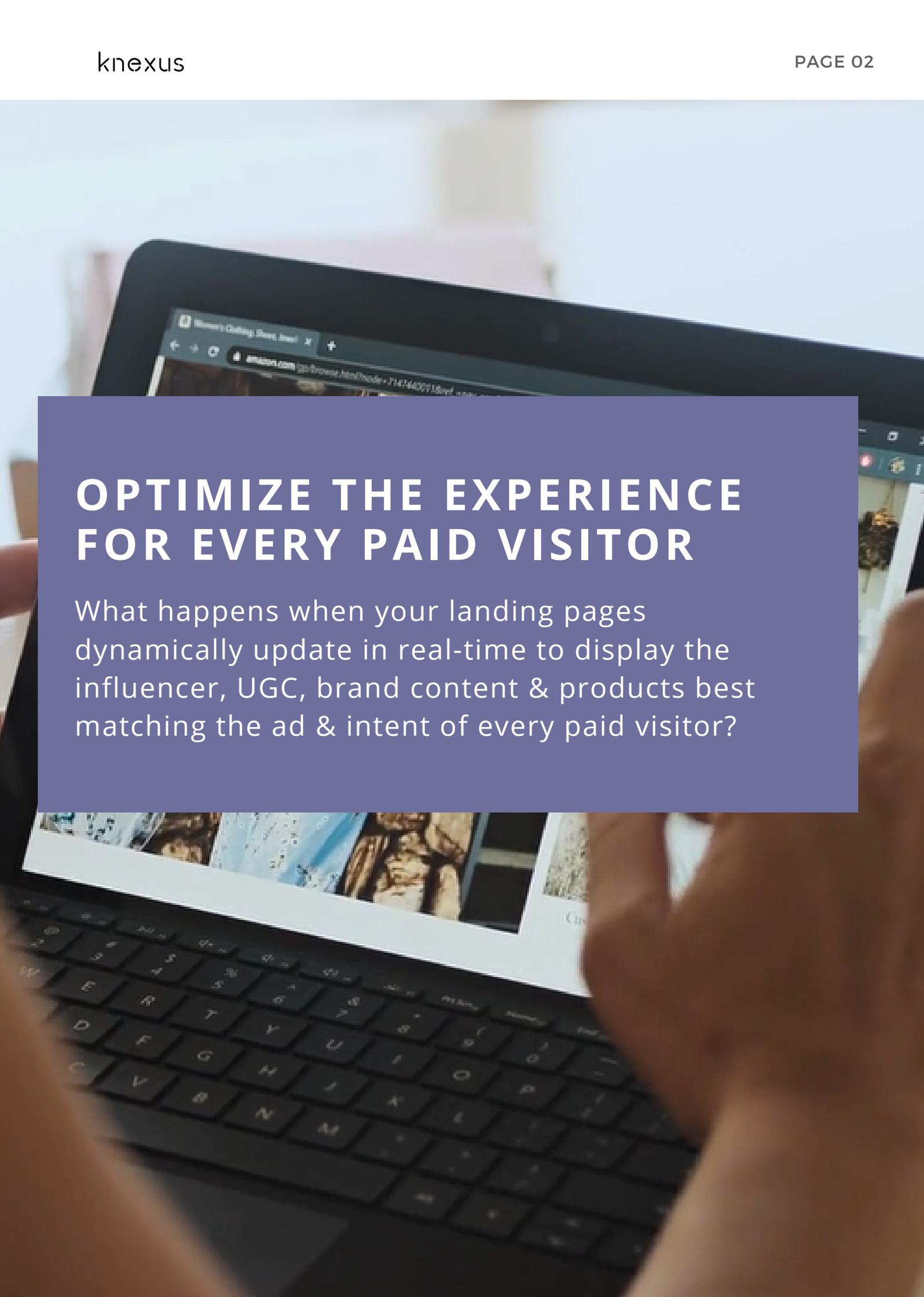
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When customers don't have confidence in a brand or product, they look for validation elsewhere.

**87% of online buying decisions begin with research before the purchase is made.** Don't allow shoppers to run into the arms of your competitors during this research. Instead, deliver influencer, UGC & brand content directly to the shopper during the buying journey to validate purchase decisions.

Validation & social proof content doesn't need to be locked away on social media. Deliver personalized & shoppable content to the right customer at the key moment giving shoppers the confidence to purchase.

- **93% of consumers find UGC to be helpful** when making a purchasing decision
- **72% of customers trust a business more** after it is recommended by an **influencer**
- **52% of shoppers are attracted to brands that stand for something bigger than the products they sell**



## OPTIMIZE THE EXPERIENCE FOR EVERY PAID VISITOR

What happens when your landing pages dynamically update in real-time to display the influencer, UGC, brand content & products best matching the ad & intent of every paid visitor?

# knexus



**+350**

## Increased online sales

Deliver every paid visitor the relevant influencer, UGC & brand content needed to make confident purchases throughout the buying journey

## Improvement in CTR

Knexus understands the search query, intent, where the visitor came from & uses these insights to deliver the content that will engage, inspire & ultimately match their intent - increasing CTR & engagement from content



**+290**



**-74%**

## Decrease in bounce rate

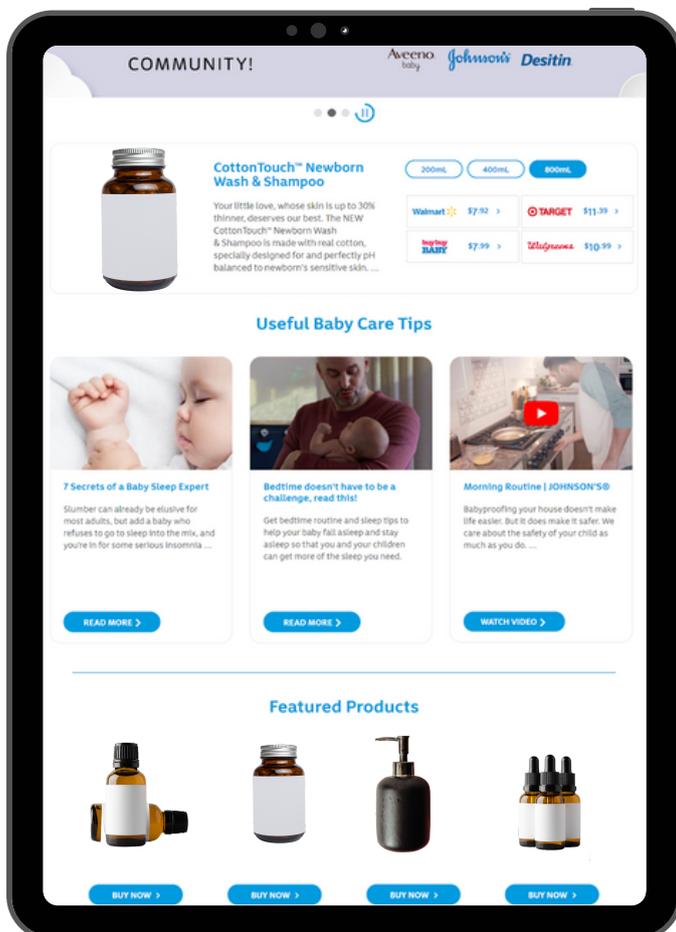
Optimize the experience for every paid visitor by creating dynamic landing pages matching their intent. Keep each visitor engaged, ensuring they don't immediately bounce & abandon the journey

# ABOUT KNEXUS

Knexus is a fully automated visual commerce platform based on machine learning & AI. Knexus automatically delivers personalized & shoppable influencer, UGC & brand content to the right customer at the key moment – giving shoppers the confidence to purchase wherever they are.

# How Knexus for Landing Page Personalization works for paid search campaigns

1. Consumer searches 'best lotion for newborn skin'
2. PPC ad displays (linking to your homepage)
3. Knexus automatically populates the landing page with relevant influencer, UGC, brand content & product recommendation best matching the intent of each visitor

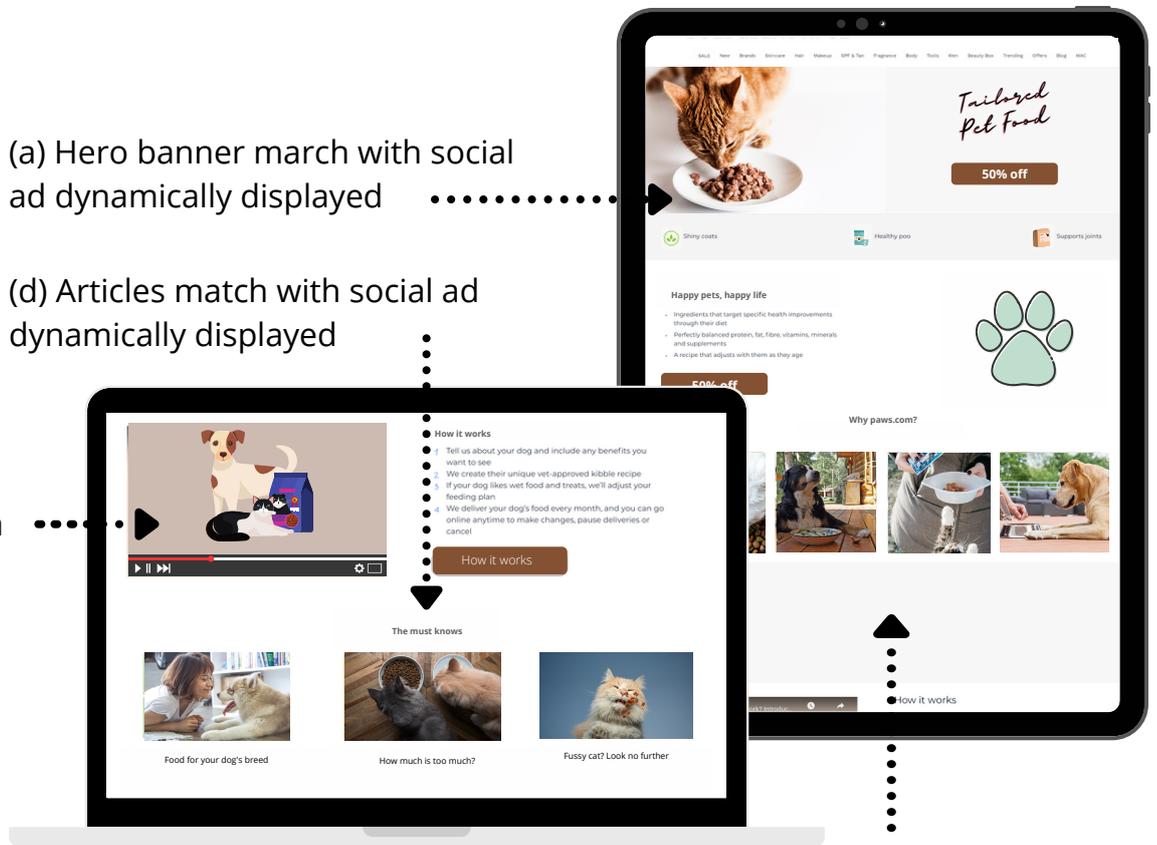


Personalized product recommendation aligned with the visitors intent

Dynamic widgets which update to display personalized content aligned with the visitor's intent

# How Knexus for Landing Page Personalization works for paid social campaigns

1. Consumer clicks '50% off a month's supply of tailored pet food with free delivery' display ad on Facebook (or another social channel)
2. Ad links to your homepage
3. Hero banner, content and product dynamically displayed aligned with the social ad on Facebook



(b) Instagram posts match with social ad dynamically displayed

# A few reasons why marketers love Knexus for Landing Page Personalization

1

## **Optimized landing pages for quality score**

A high quality score is Google's way of saying your ad meets the needs of the visitor & in turn rewards you with a lower cost per conversion & better ad placement. Brands are able to automatically deliver personalized landing pages which dynamically update to reflect the intent of each visitor - lowering your cost per conversion, increasing your ROI from ads & improving your quality score.

2

## **Lower bounce rates from paid campaigns**

The last thing you want is to watch hard earned visitors bounce & abandon the journey because the content isn't relevant. Knexus understands the intent & where each visitor came from & uses these data driven insights to decide which content best matches the intent of each paid visitor - automatically integrating it into the landing page & optimizing the experience for each paid visitor.

3

## **Automate the entire process**

Save time & resource on the manual creation of multiple landing pages for different audiences & ad groups. Knexus uses custom widgets which dynamically update behind the scenes, to automatically display the most relevant content for every paid visitor, in the milliseconds it takes for the page to load.

4

## **Improve conversion rate & increase ecommerce sales**

Optimize the performance of paid traffic by not only ensuring the influencer, UGC & brand content is personalized to every visitor but also that the products displayed match the content they see. Fuel product discovery, validate purchase decisions & accelerate the path to purchase.

## What Knexus does

- 1 Uses AI to automatically identify, tag & index influencer, UGC & brand content
- 2 Matches the most relevant content to each shopper using machine learning
- 3 Matches content to the most relevant product - a seamless transition to customized products
- 4 Scalable across digital advertising campaigns, mobile app, CRM campaigns & website
- 5 Continually optimizes content for optimal results
- 6 Generates unique insights & first party data



## ○ Testimonial



"333% increase in sales exits to e-retailers kind of blew my mind. It was a higher than I was expecting & I was being optimistic"

**ZYRTEC®**



## ○ Testimonial



"One of the reasons we like working with Knexus is how seamless it is from setup and integration to launch and management. There is no manual resource required to manage the platform once live, everything is automated which saves our team time so they can focus on output."

**Johnson's Baby**



# ○ Testimonial



"Within a few months of putting Knexus live, we'd seen a 162% year on year sales exits from our website."

**ZYRTEC®**

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## Book a demo

Book a demo with Knexus to discover how your brand can deliver personalized & shoppable influencer, UGC & brand content to the right customer at the key moment - giving shoppers the confidence to purchase.

[BOOK A DEMO](#)



## Need more information?

Feel free to reach out to the team if you require more information.

[EMAIL US](#)

