

Social Proof Messaging

by ALGONOMY

Nudge Your Shoppers Down the Purchase Funnel

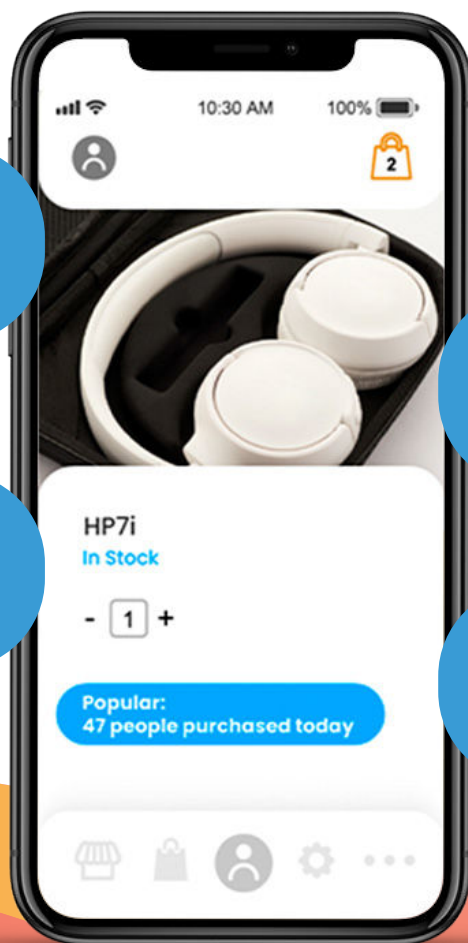
Convert real-time data about your shoppers and products into social proof. Social proof messages are a surefire way to build trust, create urgency, and accelerate conversions in the cold commerce environment.

Product ratings and reviews do only so much – complete your social proof strategy with real-time messages about other shopper activity to help your visitors validate their decision and buy with confidence.



57 people
are viewing
this right now

Bought 6
times since
your last visit



16 people
purchased in
the last hour

Selling fast
Only 2 left
in stock!

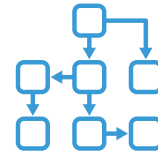
Do It Yourself, Target and Customize as Desired, Without Waiting on Developers

Algonomy's real-time catalog and shopper data, combined with a self-serve UI, empowers marketers and merchandisers to control and scale social proof messaging with ease. Our enterprise-grade infrastructure ensures there is no impact on page load speeds or limits on number of views.



Drive Universal or Targeted Social Proof Messaging

Deliver social proof messages to all visitors or target certain customer segments or contexts such as product attribute, cart value, geo-location, and more. Specify desired product categories and engage across the commerce journey.



Customize the Look and Feel and Placement In a Few Clicks

Built for marketers and merchandisers, our pre-built templates and controls allow you to customize the design, select the page types — list page, item page, quick-view page, or add-to-cart page — and choose the placement without waiting on a scrum team or knowing how to code.



Suppress Weak or Unwanted Messages and Set Priorities

Take advantage of threshold controls to guide when to activate social proof messaging, for metrics such as views, purchases, adds-to-cart and inventory levels. Set priority for different messages that should play, and customize the text to reflect your brand voice.



Easily A/B Test Variants

Eliminate guesswork — test and preview social proof variants to determine which are outperforming the others and driving your business metrics. Experiment with different designs, messages, and placements with easy test and control options.



Contact Us

To learn more about Algonomy social proof messaging or to see a demo, write to us at hello@algonomy.com

ALGONOMY

Algonomy (previously Manthan-RichRelevance) is a global leader in algorithmic customer engagement powering digital first strategies for retailers and brands. With industry-leading retail expertise connecting demand to supply with a real-time customer data platform as the foundation, Algonomy enables 1:1 omnichannel personalization, customer journey orchestration and customer analytics. Headquartered in San Francisco and Bangalore, our global presence spans over 20 countries. To learn more, please visit algonomy.com.