



Real-Time Personalization and Automation for IBM Commerce Customers

Fully integrated with IBM Marketing Cloud and IBM Commerce, Fresh Relevance provides a hyper-personalized user experience across channels so that real-time relevant content is consistent across 1-2-1 triggered email, 1-2-many emails and web pages.



Fresh Relevance can provide you with...

Real-time relevant triggered emails sent through IBM Marketing Cloud (cart and browse abandonment emails as well as other advanced triggered sends).

Hyper personalization for all marketing email sent through IBM Marketing Cloud, fully joined up across web pages and email.

Web Pages

Welcome Sophie

My Account Cart (2 items)

Home | Chocolate Bars | Individual Chocolates | Seasonal | Gift Boxes | Special Offers

Home / Gift Boxes

White, Milk and Dark Chocolate Selection Box

Qty **1** @ **£21.99**

[Add to Cart](#)

FREE DELIVERY on all UK orders. Ends in:
05 : 23 : 52 : 16
Days Hrs Mins Secs

Description

Discover the fantastic taste of our delicious white, milk and dark chocolate selection box. This large box of luxury chocolate is packed full of mouth watering sweetness. Whether it's for a birthday, an anniversary, or a treat for yourself, this chocolate selection box is sure to delight. All our chocolates are suitable for vegetarians and free from artificial colours and flavouring. WARNING: contains added nuts, milk, soya and egg.

Recommended for you

Chocolate Nut Selection Box £12.99	Chocolate Stars £8.99	Mini Chocolate Bars £10.99
View Now	View Now	View Now

About Us | Contact Us | Customer Services | Work with Us | Delivery Info | FAQ | Terms and Conditions

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Cart Abandon Emails

Can't see this email? [View in browser](#)

CHOCO STORE

Did you forget something?

Hi Sophie,

We noticed you recently left our website without making a purchase. We've saved your cart so you can come back and complete your order. If you need any help, please don't hesitate to contact our customer support team on [01234 567890](tel:01234567890).

FREE DELIVERY on all UK orders. Ends in:
05 : 23 : 52 : 16
Days Hrs Mins Secs

White, Milk and Dark Chocolate Selection Box
x1 ~~Was £24.99~~ **Now £14.99**

Subtotal: **£14.99**

[CONTINUE SHOPPING](#) [CHECKOUT](#)

Recommended for you

Chocolate Nut Selection Box £12.99	Chocolate Stars £8.99	Mini Chocolate Bars £10.99
View Now	View Now	View Now

This email was sent to customer@email.com. You are receiving this email as you have registered with Choco Store. If you no longer want to receive emails or have received our email in error, you can unsubscribe [here](#).
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Bulk Emails

Can't see this email? [View in browser](#)

CHOCO STORE

Sophie, get 20% off with code **CHOCO20**

[Shop Now](#)

Best Sellers in Easter

Easter Egg £7.99	Chocolate Bunny £2.99	Easter Gift Bag £19.99
View Now	View Now	View Now

Recommended for you

Chocolate Nut Selection Box £12.99	Chocolate Stars £8.99	Mini Chocolate Bars £10.99
View Now	View Now	View Now

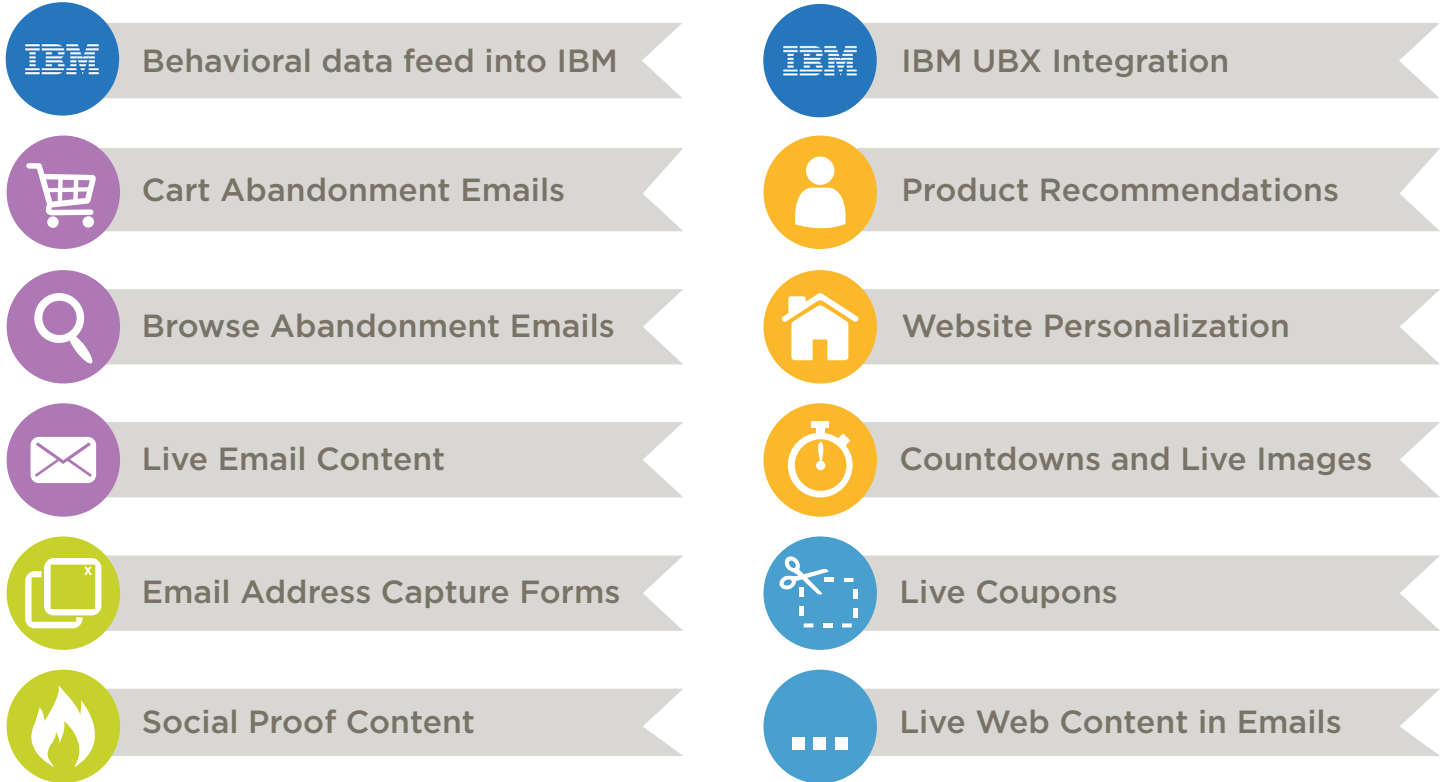
FREE DELIVERY on all UK orders. Ends in:
05 : 23 : 52 : 16
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NEW DARK CHOCOLATE RANGE
[SHOP NOW](#)

This email was sent to customer@email.com. You are receiving this email as you have registered with Choco Store. If you no longer want to receive emails or have received our email in error, you can unsubscribe [here](#).
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Fresh Relevance Features

Is your customer experience consistent across email and web? Fresh Relevance can help you with this, with features such as real-time personalized content across email and web, live behavioral data feed into IBM Marketing Cloud and triggered emails such as cart and browse abandonment.



Fresh Relevance Admin Site

Beautiful User Interface



Real-Time Product Library Created Automatically



Real-Time Data Collection from your eCommerce platform as people browse



The screenshot shows the 'Products' page in the Fresh Relevance Admin Site. The page title is 'Products' with a subtitle 'View a list of products known to the system.' The user is logged in as 'Fresh Relevance Marketing Demo Data'. The page includes a search bar with the placeholder 'Search String Enter Product ID or SKU' and a 'Search' button. Below the search bar is a pagination control showing 'Previous', '1', '2', '3', '4', '5', and 'Next', with 'Showing 1 to 25 of 108 entries' and '25 per page'. The main content is a table with columns: Image, Name, Price, Currency Code, Site Brand, and Language. The table contains three rows of product data:

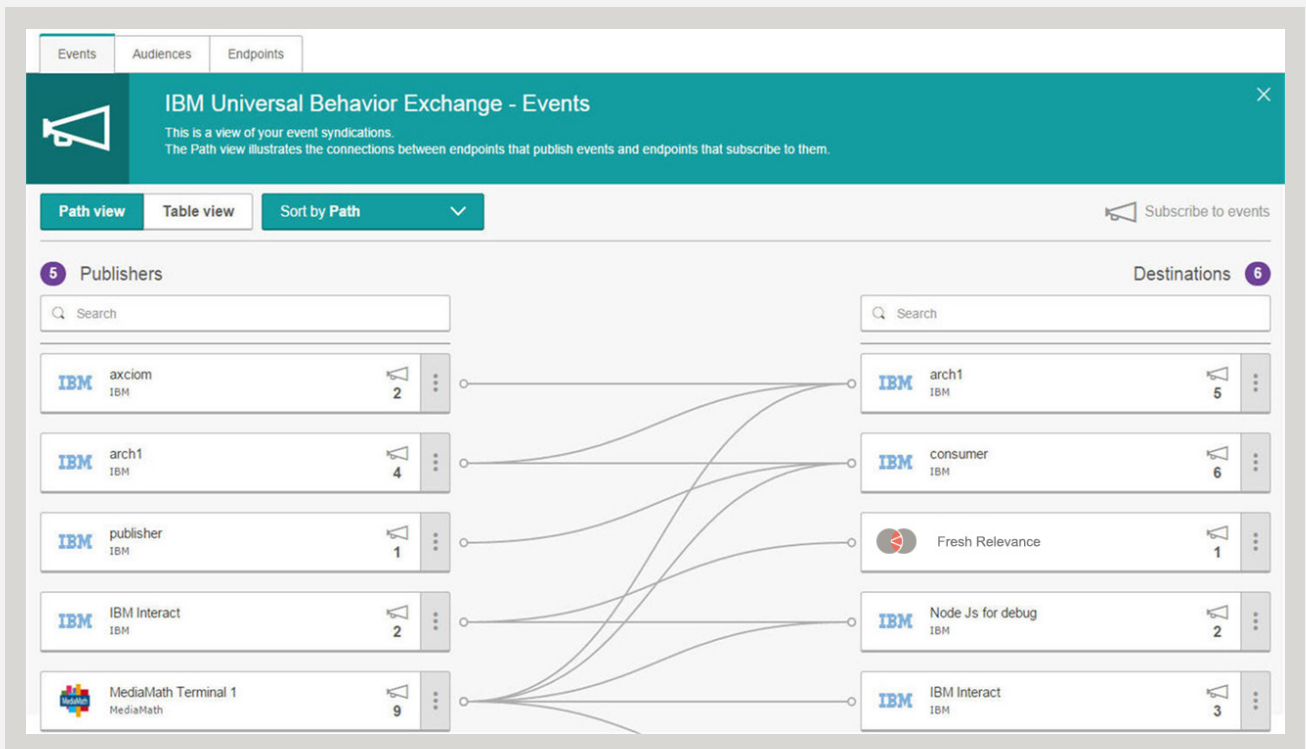
Image	Name	Price	Currency Code	Site Brand	Language
	Olympus Stylus 750 7.1MP Digital Camera	\$161.94	USD	DEMO	en_us
	Nzxt Lexa Silver Aluminum Atx Mid-Tower Case (DEFAULT)	\$199.99	USD	DEMO	en_us
	3 Archery Arrows	\$8.99	USD	DEMO	en_us

IBM Universal Behavior Exchange

Fresh Relevance makes behavioral and transactional data available in IBM Marketing Cloud.

Any data stored in IBM Marketing Cloud can be used by Fresh Relevance for real-time personalization in any email or web page.

All email creative is set up and managed in IBM Marketing Cloud.



Real-Time Behavioral Data



Real-Time Transactional Data



Real-Time Content



Real-Time Triggered Sends