

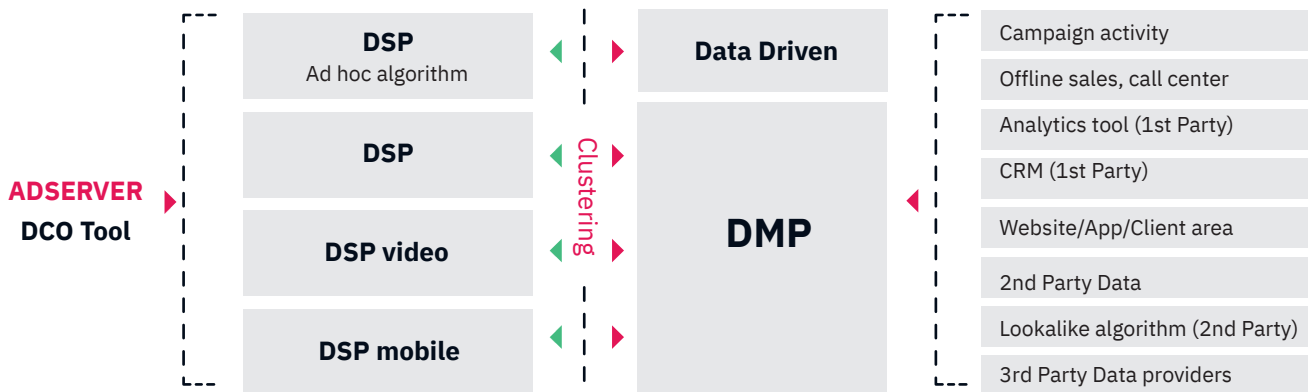
# Customization

Personalized one-to-one communication for each user

We customize each impact, adapting it in real time to each consumer’s individual context, tastes, interests and needs, thus multiplying their interest in the brand or product and increasing the campaign’s conversion rate and ROI.

## How?

- › With an advanced DCO strategy, Rebold customizes the campaign message in real time to each user.
- › We customize each impact according to the individual user’s customer journey, activating them in the different digital marketing channels.
- › Improving the efficiency and response of each impact.
- › Establishing dynamic pricing, message, creative and product strategies in real time according to each client’s needs and the results obtained.



- › **CRO:** We implement web optimization products and multivariant tests through content dynamization tools in order to optimize digital conversion rates.

