Barilliance

MEET BARILLIANCE

AI eCommerce Personalization

Barilliance offers a complete suite of AI-powered personalization solutions for e-commerce, designed to increase sales and dramatically enhance the shopping experience.

Its tools integrate easily into any online store and enable you to engage each visitor with relevant, real-time content.

Among its most notable solutions are AI Product Expert, an AI-powered assistant that accurately answers shoppers' questions directly on product or category pages, and AI Product Finder, an interactive guide that helps users find the ideal product through a brief sequence of personalized questions.

Barilliance also enables personalized product recommendations throughout the site, optimizing both **upselling** and **cross-selling**.

Personalization extends to **emails**, with dynamic content based on user behavior, and to the **website**, through banners, messages, and pop-ups tailored to each visitor's profile and behavior.

The platform includes tools for automated **email retargeting and loyalty campaigns, real-time social proof messages (Live!), 360° customer profiles** for advanced segmentation, and a **smart wishlist** that remembers saved products even if the user hasn't logged in - helping to drive conversions.

ONBOARDING PROCESS & SUPPORT

Barilliance provides a fully managed onboarding experience focused on speed and simplicity. Each client is assigned a **dedicated account manager** who oversees the entire implementation process from start to finish.

Barilliance handles all aspects of **design, customization, and catalog integration**, requiring no involvement from the client's development team. Installation is as simple as adding a single code snippet to the website.

Once the design is ready, it's shared with the client for review and approval. Upon validation, Barilliance activates the solution directly. This seamless process ensures a quick launch and ongoing optimization, keeping the solution aligned with the client's goals without adding complexity or internal overhead.

SOLUTIONS & SERVICES

AI Product Expert

An AI-powered assistant implemented directly on your product or category pages. It provides clear and accurate answers to real shopper questions, just like a smart salesperson would.

AI Product Finder

An interactive, AI-driven guide that helps shoppers find the right product. It supports undecided users by quickly identifying what they really need through a short series of simple, visual questions.

Intent Insights

Using the rich behavioral data collected through Barilliance's AI tools, merchants gain deep insights into what shoppers are looking for. Includes aggregated question trends, product discovery challenges, missed opportunities, and more. These insights uncover aggregated question trends, discovery challenges, and missed opportunities. Use these insights to enhance product content, navigation, category structure, cross-sell strategies, FAQ coverage, and on-site messaging.

Personalized Product Recommendations

Customers see the most relevant product suggestions in real time on every section of the site, supporting both **Up Selling** and **Cross- Selling** strategies.

Email Personalization

Email content is dynamically personalized with product recommendations based on each visitor's most recent activity on the website. Personalization occurs at the moment the email is opened.

Onsite Personalization

Shoppers are engaged with relevant and dynamic content such as banners, pop-ups, messages, discount coupons, surveys, and lead capture. Segmented by user origin, device, real-time browsing behavior, exit intent, and more.

Automated Email Campaigns

Email sequences are set up to recover cart abandonment at any stage of the buying process and to retain customers post-purchase. Barilliance offers multiple tools to capture email addresses - even from non-registered users.

Live!

Real-time notifications showing activity from other users and shoppers on the website as social proof to build trust and create a sense of urgency.

Retention

Creation of 360° user profiles by collecting behavior data from both the website and mobile devices - including viewed products, abandoned carts, and past purchases, by activity date and custom attributes. Offline purchases can also be included. This segmentation enables personalized actions across the site, email, and Facebook audiences.

Wishlist

An advanced feature that allows users to save products for later, even without logging in. Reminder emails are sent to users with the content of their wishlist to encourage return visits and complete the purchase.

ABOUT US

Founded in 2009, Barilliance brings over 15 years of extensive hands-on experience in eCommerce personalization and optimization. Throughout this time, we have built a deep understanding of shopper behavior, online sales dynamics, and the technology required to influence purchasing decisions in real time.

Barilliance's solutions have been implemented by over 500 brands and retailers worldwide, ranging from high-growth D2C stores to established enterprise-level companies. This experience enables us to continuously refine our tools and deliver proven strategies that drive engagement, boost conversions, and enhance the overall shopping experience.

As the eCommerce landscape evolves, Barilliance remains at the forefront, combining innovation, stability, and scale.



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