

Shopping Made Easy with CanisHub's Personalization Suite Application on Shopify



canishub

Mumbai, Apr 3, 2020 ([Issuewire.com](https://www.issuewire.com)) - CanisHub launches the [Personalization Suite Shopify](#) application that uses click-stream data to identify shopping patterns and behaviors of visitors to individualize or customize a unique shopping experience for them. The objective of such an application is to lead the shopper to a product line that adheres to their shopping and search history so that the rate of purchasing, and thus sales, can go up.

This application developed by [CanisHub](#) is a DIY tool that is aimed at improving the conversion rates and average order value for values e-commerce companies and retail stores. The technology of the app works by integrating internet-based [personalized recommendations](#) from search histories and a dynamic audience library. This translates to providing store owners and retail businesses with various insights regarding individual customer shopping trends and consecutively setting up personalized campaigns that help them collect higher conversion rates within their business module. Studies have shown that such personalised abstraction can help stores a whopping 10-15% increase in revenue along with a conversion rate upliftment by as much as 8-12%.

This application makes use of the ML algorithm and collects data from each click. Each customer as an entity has hundreds of data points that are then analyzed by the system to create the personalised shopping experience for each visitor. Shopping is one of the most uncertain areas of everyday decision-making processes. CanisHub is hitting the right spot with the conversion rate optimization app for Shopify by designing a customized shopping experience for customers with an machine learning based technological process that understand behavioural data and does not improves one's shopping experience. Their systems are KPI-driven which means that each visitor's history will be integrated with relevant content from the store and provide them with shopping recommendations as per their overall liking.

With a response rate of 100ms and query size of less than 1KB, the system is an optimized super light and fast system. They help product and retail companies to target the right stream of audiences by weaving network of relevant communication delivered by their system in real-time. There is no use of third-party analytics tools since their dashboard is comprehensive enough to collect and show data in real-time.

The [smart push notification](#) features of the application include automatic migration of push subscribers, product view recovery, abandoned cart recovery, and no restriction on subscriber count.

CanisHub conducts free personalization consulting sessions and is also available for customer support over email and phone. Get your list integrated by the dynamic features of your new app and thoroughly enjoy shopping within a safe and customized system.

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Source : CanisHub

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