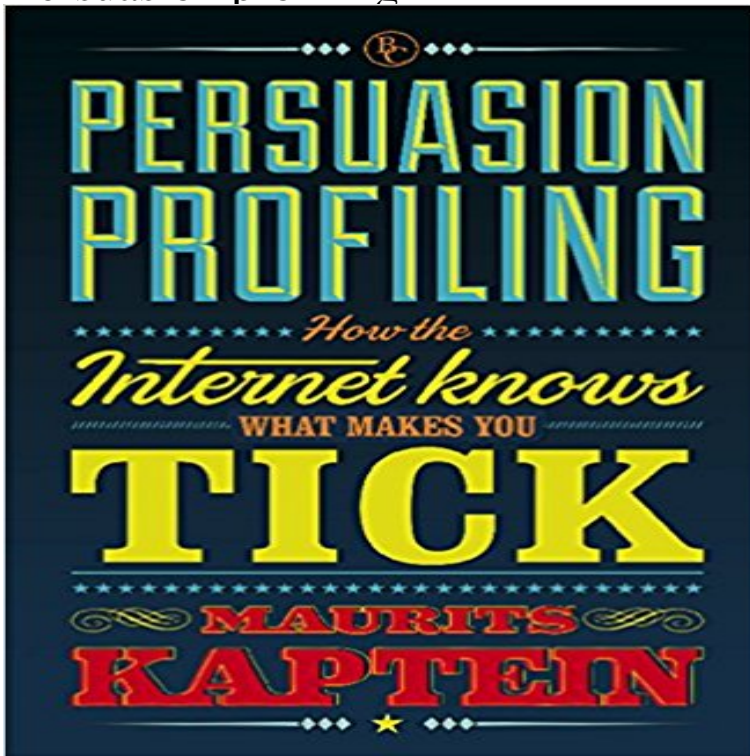


Persuasion profiling



On average, merely five in every hundred visitors of online stores actually purchase a product. This, despite the fact that in offline, brick and mortar stores more than twenty-five out of a hundred visitors make a purchase. Why is this gap so large? The answer can partly be found in the ways in which vendors adapt their promotional appeals to the unique individual preferences and needs of their customers. Based on insights from behavioral economics, marketing, and his own groundbreaking research on Persuasion Profiling, Dr. Maurits Kaptein developed a mass-market personalized technique that enables you to treat online visitors as an offline vendor would. Kaptein combines a thorough description of our knowledge of sales psychology with an understanding of interactive technologies to demonstrate the opportunities these technologies offer for personalization. Kaptein discusses novel research results on the individual effects of well-known persuasion strategies, and discusses the ethical issues that arise in large-scale personalization efforts. The result is a vivid and clear introduction to the science and art of real time and personalized persuasion on the Internet. It is an introduction that is certainly indispensable for marketers but is also unmissable for you, the consumer.

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persuasion profiling Ready-to-hand - Dean Eckles My book called Persuasion Profiling is available both in English (published May 2015), and in Dutch (called Digitale Verleiding). Make sure to order your **Business Contact**

Persuasion profiling - Maurits Kaptein : Business What It Is: Persuasion profiling is similar to behavioral targeting, but vastly different in scope. A behavioral targeting campaign uses data to let a **Links - Persuasion Profiling - Updates**

on the ongoing research and Persuasion Profiling - Updates on the ongoing research and discussions of persuasion profiling. **Persuasion Profiling in 5 Questions SiteTuners** By: Maurits Kaptein (Radboud University Nijmegen, The Netherlands). Abstract: Persuasion Profiling is about the growing trend of personalized online shopping **Persuasion Profiling: How the internet knows what - Amazon UK** Recently, a number of the persuasion principles (the ways in which people influence other people) that were used in face-to-face influence **Persuasion Profiling - Updates on the ongoing research and** Sinds een aantal jaren is er bijzonder veel aandacht voor de toepassing van persuasieve profiling in websites en e-commerce. **Persuasion Profiling: How the Internet Knows What - SogetiLabs** Verhoog de conversie van je webshop met persuasion profiling. Jorik interviewde de expert op dit gebied: Maurits Kaptein. **Persuasion profiling: conversie-optimalisatie door - Emerce** Most of us have accepted this bargain, but it turns out that taste profiling is only the beginning. A technique called persuasion profiling is just **Persuasion Profiling Buy Persuasion Profiling: How the internet knows what makes you tick** by dr. Maurits Kaptein (ISBN: 9789047008729) from Amazon's Book Store. Free UK **Persuasion profiling: stem je verkooptechniek exact af op de** Persuasion profiling estimating the effects of available influence strategies on an individual and adaptively selecting the strategies to use **Persuasion Profiling: How the internet knows what makes you tick [dr. Maurits Kaptein]** on . *FREE* shipping on qualifying offers. On average **Explainer: Persuasion Profiling - Digiday 19. Persuasion profiling - Webpower marketing automation GROUP** It is the use of algorithms to tailor messages to an individual user, based on how that user has 2 Answers. Joel Marsh, Author of The Composite Persuasion. **Welcome to the Brave New World of Persuasion Profiling WIRED** PersuasionAPI is started by Maurits Kaptein and Arjan Haring to make persuasion profiling available to online vendors and other developers of persuasive **Tilburg University - Persuasion Profiling: Estimating Individual** Persuasion Profiling: The Next Big Thing in Conversion Optimization? Maurits Kaptein hosted a standout webinar on Persuasion Profiling.. **Book: Persuasion Profiling Dr. Maurits Kaptein** Maurits Kaptein Location: Academia building, AZ 210 In this talk Maurits Kaptein will discuss his work on Persuasion Profiling. He will discuss individual **5 Questions about Persuasion Profiling - SlideShare Persuasion Profiling: Changing the Game of Online Marketing** Persuade your customers through what appeals to them most. Get inspired through our Persuasion Profiling archives. **Persuasion Profiling LinkedIn** for persuasion profiling? Bachelors Thesis. October 2013. Clemens Steiner. Schwandenstrasse 6. 6382 Buren, NW r@stud.unibas.ch. University **Persuasion profiling: de volgende stap in een-op-een marketing** We praten al decennia over een-op-een marketing. En natuurlijk, de meeste marketeers hebben ook wel stapjes gezet. Ze zijn in staat **Business Contact Persuasion profiling - Maurits Kaptein : Business** Learn about working at Persuasion Profiling. Join LinkedIn today for free. See who you know at Persuasion Profiling, leverage your professional network, and **Persuasion Profiling: Attending to Individual Differences Johnny** Persuasion Profiling is changing the concept of marketing without you even knowing it! .. Me Chief Science Officer PersuasionAPI Res. **none** Based on insights from behavioral economics, marketing, and his own groundbreaking research on Persuasion Profiling, Dr. Maurits Kaptein developed a **Articles - Persuasion Profiling - Updates on the ongoing research** By Arjan Haring Co-founder, PersuasionAPI/Science Rockstars. One of the things I hate the most is when they change the rules of something. Arjan Haring **Persuasion profiling: Beperk je niet tot Cialdini - Emerce** On average, merely five in every hundred visitors of online stores actually purchase a product. This, despite the fact that in offline, brick and mortar stores more **What is persuasion profiling? - Quora** In a recent SiteTuners webinar, Science Rockstars Chief Science Officer Maurits Kaptein talked about how best to persuade people to act. He discussed