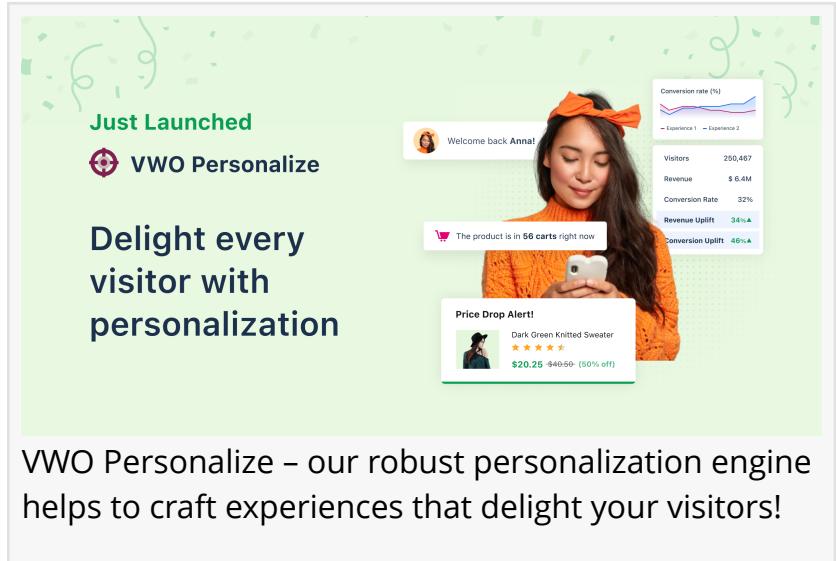


VWO Launches Its Personalization Engine

The world-leading experimentation platform VWO launches VWO Personalize

DELHI, INDIA, September 6, 2022 /EINPresswire.com/ -- Post its remarkable performance in the [G2 Summer 2022 Reports](#), VWO gained further momentum with the launch of its personalization offering. This announcement comes after VWO emerged as the overall leader in the A/B Testing, Mobile App Optimization, Personalization Engines, Personalization, and Feature Management categories based on user reviews.



VWO Personalize – our robust personalization engine helps to craft experiences that delight your visitors!

"We have purpose-built VWO Personalize for our users to deliver hyper-personalized experiences and gain deeper insights into their customer journey. This will help them make informed decisions and simplify their experimentation journey significantly", said Ankit Jain, Senior Vice President of Engineering at VWO.

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Ankit Jain, Senior Vice President of Engineering at VWO

VWO Personalize lets users utilize visitor data to draft and release personalized experiences for their visitors. It enables users to target different visitor groups for their different variations and deliver experiences that are optimized and personalized for their customers. It allows users to customize the content for their customers based on customer data such as purchase history, interests, shopping preferences, etc.

New users of VWO stand a chance to explore VWO

Personalize by signing up for a free trial or requesting a demo [here](#).

[VWO is an experimentation platform](#) that enables brands to improve their key business metrics by empowering teams to easily run their conversion optimization programs. We provide capabilities to discover customer insights, build hypotheses, run A/B tests, personalize experiences, and improve engagement across the entire customer journey.

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