Personalization -

360

:
Cross/Up Selling

(Personalization)

-         e-Business
-
-     ,   ,   ,
                  ,
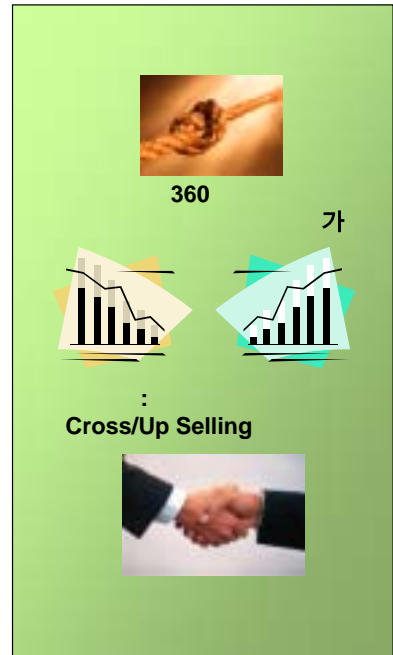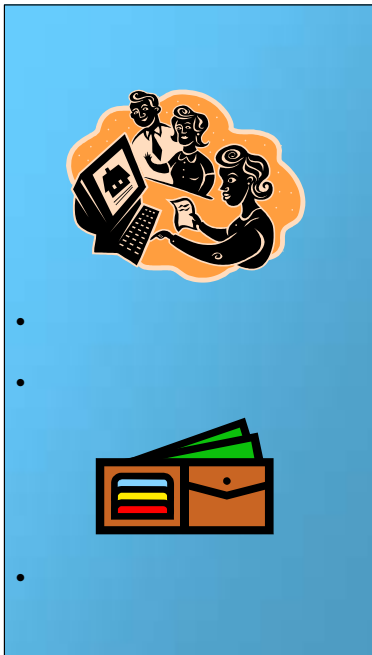
-           (Web Contents Personalization)

-                          (Real-time Recommendation)
                                                          ,

-                          (Campaign Management)
                                          ,

Web Sales and Personalization
   -                      ,   ,

   -                                      ,
   -

Web Configurator
   -   PC,   Custom-Assembled   .
       Ex) cozone.com
   -   .
       Ex) chipshot.com
   -   B2B

Web Service
   -   Self-Service Packages, E-mail
   -

Web Analysis and Marketing
   -
   -                                      ,

Andersen Consulting

-            S/W   10%
-   $1B Business $40M to $50M

Jupiter Communications

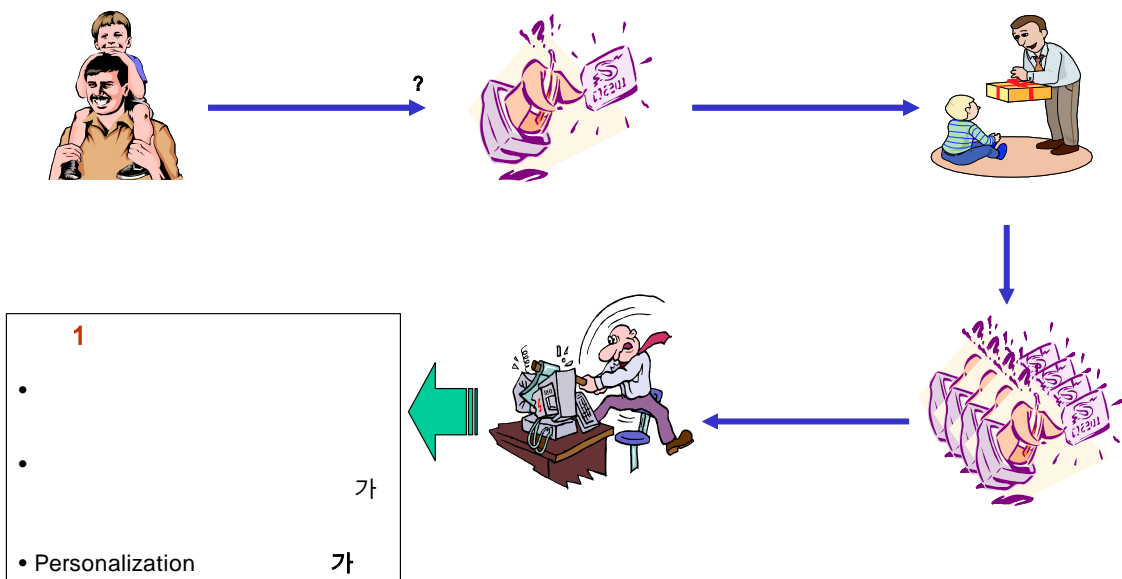-   Personalization Tool   39%

Hotwired

-               targeting
-

Roland Massenet, President, GetCUSTOM.com

-   "

                         7 ~ 8   "

1   Personalization

1
-
-

• Personalization

Personalization Players

Lazy Personalizers	Smart Personalizers
NetGenesis	WISE i TECH
Trivial Personalizers	**Overeager Personalizers**
	NET PERCEPTIONS