

# THE REVENUE ENGINE FOR ONLINE RETAIL

## Product Recommendation



### GENERIC WHEN USER INFORMATION IS UNKNOWN

- New arrivals
- Occasions/ special events
- Popular right now
- Promotional or featured products
- Sales rules/ inventory optimization based
- Top rated products or brands
- Top selling products or brands
- Products with best margins
- Clearance & low stock, last call items



### ALTERNATIVE

- Similar (alternative) products based on user history
- Cross-sell rules
- Higher margin alternatives
- Promotional brand co-op initiatives



### COMPLEMENTARY

- Up-sell rules
- Accessorizing (right-fit & complete the look)
- User created product collection



### GENERIC WITH USER INFORMATION

- Based on declared preferences
- Learned user preference
- New products for you
- Recently viewed (browsed) products

### PRODUCT RECOMMENDATIONS FEATURES



Recommendations on Home Page



Recommendations on Category Page



Recommendations on Product Detail Page



Recommendations on Shopping Cart/Wishlist

# TURN PERSONALIZATION INTO YOUR BIGGEST REVENUE CENTER

## Advanced Merchandising



### UP-SELL CAMPAIGNS

- Similar products with better margin
- Similar products from new brand
- Similar products with higher order value



### CROSS-SELL CAMPAIGNS

- Must-have accessories
- Perfect complements
- Complete the look
- Match components
- Product warranties & insurance



### LOSS LEADER CAMPAIGNS

- Keep customers browsing
- Introduce new items
- Sell high margin accessories
- Increase cart sizes

# UNLOCK THE POWER OF BETTER MARKETING COMMUNICATION

## Email Solutions



### MARKETING TOOLS

- Targeted email newsletter
- Rating email (popular products)
- Browse & cart abandonment emails
- Best sellers this week/month
- New releases this week/month
- Trending products emails
- Segmentation emails based on any product or user behaviour segment criteria

### EMAIL SOLUTIONS FEATURES



Increase open rates by **40%**



Increase email sales conversion by **20%**



Generate on average **6X** more revenue than non-personalized email

# GET CLOSER TO YOUR CUSTOMER

## Customer & Product Segmentation



### CUSTOMER SEGMENTATION

- Visitor tiers
  - Logged in vs. guest users
  - VIP status
  - Repeat shoppers vs. first-time visitors
- Lifecycle segmentation
- Users that have (or have not) completed an order in the last 30 days
- Best customers:
  - Highest AOV
  - Most frequent buyers
  - Highest total spend per month/year



### PRODUCT SEGMENTATION

- Most visited SKU
- Best selling SKU
- Most often left in cart
- Most visited brand
- Best selling brand

TEST. LEARN.  
IMPLEMENT. REPEAT

## AB Testing



### WIDGETS

- Logic configuration
- Location on page
- Carousel vs. static
- Buy button vs. none
- # of products in widget
- Size
- Color

## Reporting & Analytics



### REPORTING & ANALYTICS

- Strands overall impact on retailer website as a whole
- Individual widget contribution analysis and comparison - impressions, clicks, sales
- Individual shopper browse and purchase statistics