

NATURAL LANGUAGE PROCESSING (NLP) ENABLED PRODUCT RECOMMENDATIONS

Promote New & Long-Tail Products Immediately, Increase Relevance Across the Funnel

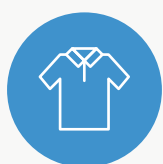
Only RichRelevance NLP for RECOMMEND™ can personalize products from day one.

Personalization traditionally works best when you have tons of user behavioral data for each product. But, how do you personalize for new products or niche ones? Until now, it wasn't possible.

With the release of our new NLP for RECOMMEND™, personalizing for new and long-tail catalog items happens immediately. This is a gamechanger for retailers/brands that regularly introduce or quickly cycle through new styles or seasonal catalogs, making it possible to personalize and expose shoppers to relevant products through cross-sell offers from the start. It's also a great way to increase relevance as the shopper moves through the purchase funnel. And it's only available from RichRelevance.

3 WAYS IN WHICH NLP FOR RECOMMEND SUPERCHARGES YOUR PERSONALIZATION

PERSONALIZE FOR NEW PRODUCTS



NEW PRODUCT

NLP for RECOMMEND gives you a deeper understanding of your products and how they relate to each other, allowing you to add new products to your recommendation strategies from the start.

PROMOTE THE LONG-TAIL



LONG-TAIL PRODUCT

Long-tail products rarely generate enough events to trigger complementary recommendations. NLP infers similarities across the catalog, making it possible to return personalized recommendations for products with little to no view or purchase data.

BOOST IN-SESSION RELEVANCY

You May Also Like



RECOMMENDATION RE-RANKING

By adding NLP to behavioral strategies we're able to draw stronger correlations between your customers and the products, categories, and brands they love -- returning richer recommendations that better reflect their in-the-moment preferences.



PRODUCT GRAPH

PRODUCT GRAPH - NLP INFERS PRODUCT RELATIONSHIPS AUTOMATICALLY

Between your product catalog and data sources lie a wealth of textual information about each product such as product descriptions, reviews, ratings, features, brand affinities and more.

RichRelevance is the only one with NLP/deep learning technology capable of converting that text to consumable characteristics -- allowing you to leverage the enriched product graph in creating memorable, shoppable experiences.

Contact RichRelevance to learn more



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