



Recommend™

Make every interaction personal

Drive conversions with the most relevant product recommendations.

Most recommendation engines have trouble understanding context, resulting in generic options that don't make sense for the customers' needs, choice of channel, or point on the journey. RichRelevance Recommend™ is engineered to consider the real-time context of each individual, giving you completely personalized, onbrand product recommendations at every stop along the customer journey, wherever and however customers interact with your brand.

Combine Human and Artificial Intelligence for Better Results

RichRelevance's open personalization AI puts business users in the driver's seat. Leverage algorithmic experimentation to optimize placements in real time, extend your data science with the Data Science Workbench™ and promote your brand and specific products or bundles via advanced merchandising controls.

DELIVER BUSINESS-DRIVEN, ON-BRAND PRODUCT RECOMMENDATIONS

Purpose built for commerce, Recommend makes it easy to maintain brand consistency while maximizing revenue uplift. Use the controls to quickly brand your placements and the dynamic bundling to serve up complementary cross and upsell offers. Better manage your inventory and achieve your margin targets with powerful rules that allow you to boost or bury items at will.

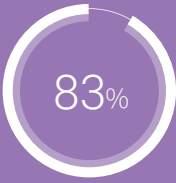
LEARN AND RESPOND IN REAL-TIME

Use Recommend to learn customer behavior, affinities, and activities, building a comprehensive behavior-based profile of each user in real-time and leverages Xen AI to serve up progressively relevant results with every recommendation.

DELIGHT AND INSPIRE YOUR CUSTOMERS WITH AI-DRIVEN RECOMMENDATIONS

Take advantage of ensemble machine learning technology pioneered by Netflix and Google. Use our AI to continually test and evaluate the performance of every recommendation, identifying and selecting the best combination of algorithms among the 150+ in the library for every customer interaction. Our ensemble-based approach allows you to serve up a unique and engaging recommendation with every refresh, based on real customer preferences, crowd wisdom and trends, and your specific business KPIs.

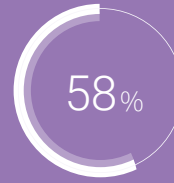
PERSONALIZATION MATTERS



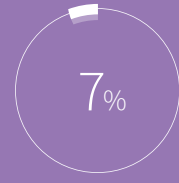
of retailers believe personal experiences differentiate them



of companies say they lack the technology to personalize



of customers more likely to buy using past purchase history



Average annual sales uplift from Recommend

Go Beyond Simple Recommendations

RichRelevance's combination of Xen AI and powerful business controls allow you to continuously optimize each placement and provide the customer with an increasingly relevant experience over time.



ADVANCED MERCHANDISING

Add-on advanced merchandising tools allow you to easily create and customize complementary bundles and take advantage of cross-sell opportunities across categories and touchpoints.



MOBILE-OPTIMIZATION

Deliver recommendations optimized for limited screen sizes to drive maximum conversion for your mobile experience.



DASHBOARDS & REPORTING

Gain a complete view of your customers and how you're performing across multiple dimensions and use the agile controls to adjust recommendations and decisions on the fly.



THIRD-PARTY INTEGRATION

Enhance ensemble recommendations by leveraging product attribute and compatibility data from trusted third-party sources such as CNET DataSource™ and BazaarVoice.



A/B TESTING

Test and preview rules and strategies with our A/B multivariate testing (MVT) capabilities to determine which strategies and placements outperform the others.



PREFERENCE CENTER

Give your customers the power to specify their preferences and use that data to tailor their individual recommendations.

ABOUT RICHRELEVANCE

RichRelevance is the global leader in experience personalization, driving digital growth and brand loyalty for more than 200 of the world's largest B2C and B2B brands and retailers.



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