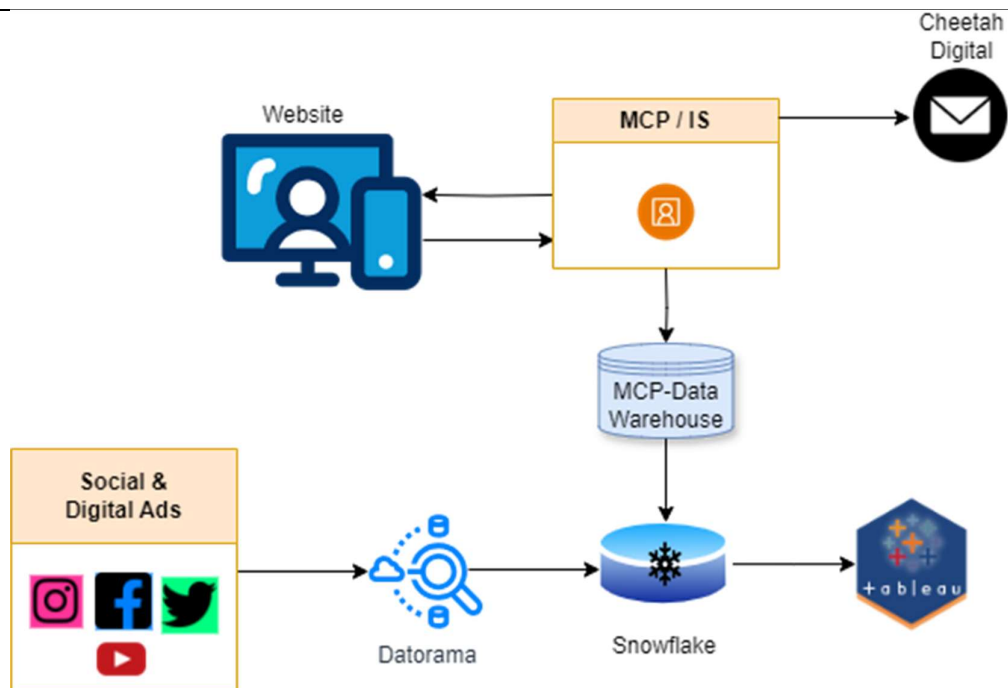


Client: Tailored B####s

Project Description:

The Client had a retail holding company for various men's apparel stores in US & Canada. It had 3 subsidiary brands & as many websites, under one roof. Therefore, they had 3 datasets in MCP(IS) connected to the 3 respective Websites. The Client wanted Personalization across the Web & Email channel only. However the complication was, they didn't want to send Emails using SFMC. They wanted it to be done through Cheetah Mail. Hence a Custom Activity in Journey Builder had to be integrated to Cheetah Mail. Moreover, they had one unique feature i.e. BOPIS(Buy Online Purchase in Store). This meant there was a lot of offline data which had to be synced with the ETL feeds.

Basic Requirements: The Client was mainly keen to leverage the AI features of MCP. Therefore, they wanted to replace their ongoing Google ads placeholders with Recommendations from Einstein Recipes. They wanted Personalization across Web & Email Channel only. There was also a great level of emphasis on Data Analytics. Therefore, they had an intricately designed architecture with digital ads' data getting into Datorama & then into Snowflake & alongwith the data from MCP to Tableau



USECASES:

1. Others Have Also Bought Carousel - Product Recommendations	
Channel	Web
Page	CART
Content Zone	5*3 Horizontal Image Carousel Below Add-to- Cart Section
Use Case Details	5x3 Product Recommendations in the Image Carousel. Recommend based on products bought frequently with the product in the CART using MCP Co-Buy Strategy. While Recommendations are restricted for a given category, recipe can use below Related catalog objects to refine recommendations shown on pages: • Brand • Fit • Pattern • Material • Occasion

2. Recommended for You – Product Details Page – Product Recommendations	
Channel	Web
Page	Product Details Page
Content Zone	5*3 Horizontal Image Carousel below the Product Details
Use Case Details	5x3 Product Recommendations in the Image Carousel. Recommended for you based on similar visitors' browsing and purchase history + recently viewed products; not limited to current product the user is viewing, which leverages the MCP Co-Browse Strategy. Below Related Catalog objects can be used to filter any specific recommendations based on the Attributes: • Is on sale • Is New • Color Family • Is Big and Tall

3. You may also Like – Product Details Page – Product Recommendations	
Channel	Web
Page	Product Details Page
Content Zone	5*3 Horizontal Image Carousel below RFY
Use Case Details	Product conversion based on a given customer's cluster, which is defined by their behavior and interests using Collaborative Filtering Algorithm. Recommendations to be Shown in selected Category. • If shown at Category level filtering will happen for: Suits, Sport Coats, Shirts, Pants, Sweaters, Outwear, Shoes, Accessories. • If shown at Parent Category level filtering will happen for: Pants>jeans; Shoes>Sneakers; Shirts>DressShirts

4. Best Seller Sidebar-Carousel Recommendations	
Channel	Web
Page	Products Category Page
Content Zone	Vertical Sidebar for 3x3 Recommendations
Use Case Details	Product Recommendation based on current product and visitor's history; limited to same category & similar items alongwith heavy weightage to the Trending Ingredient Recipe Design: - Relationship = Variant - Inventory >= 1 - Category = Current Category being Viewed - Ingredients – Trending strategy with Most revenue generated - Boosters – NA - Exclusions – NA

5. Trigger Email Campaign -Store Locator	
Channel	Email
Trigger	Abandoned Cart
Content	Dynamic Content created using Open Time Email for Recommendations
Use Case	A user abandons a Product in the Cart. This is captured as an Event in a Segment. And it Invokes a Triggered Campaign to a Journey in SFMC. Based on the visitors' Recently viewed history. Products are Recommended using Recipes alongwith the related stores nearest to the User. The Location Attribute is leveraged to Filter in Stores in vicinity of the User. And the Stores' information is read from a DE in SFMC.