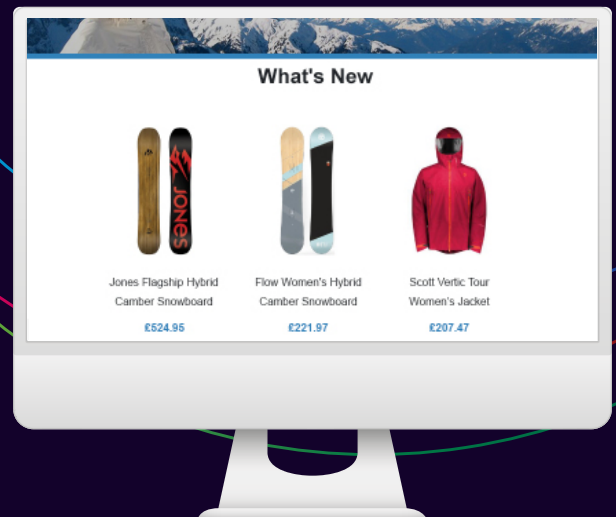


Product Recommendations

Boost your bottom-line with product recommendations.



Product recommendations are a great way to save time and create personalized content at scale. A personalization-centric strategy can have profound benefits for businesses – from increased engagements to higher AOV.

Start simple with these fail-safe recommendations

Show your audience what others are already buying, viewing or both with best-seller, most-viewed, and trending recommendation types. Bestsellers make the list for a reason, so it's a great way to put your best foot forward, while most-viewed and trending could display classics in the making.

AI-powered recommendations

Our machine-learning model looks at huge data sets, identifies patterns, and makes predictive recommendations based on what customers are most-likely to purchase next. AI enriches your product data, giving you even more ways to refine your recommendations to different variables. For example, with bad weather coming, you could resurface outerwear tagged as waterproof.

Segment your products and audience with ease

We make it easy to personalize, target and gain greater ROI. Leverage global rules re-target with laser focus. For example, you could exclude lines such as gift vouchers, and send a campaign to customers who have purchased something complementary in the last 90 days.

Product recommendations and personalized experiences can increase your

+300%
revenue

+150%
conversions

+50%
AOV

Source: BigCommerce

3 steps to creating product recommendations

1. To get started, sync your product catalog, orders or web behavior insights with us.

2. Select a recommendation type and apply filters to meet your campaign objectives. Include a product type, like 'jackets' or exclude products with a low stock count.

3. Apply your newly created recommendations to emails, landing pages and more, displaying up to eight per type. Hit preview to check your recs against individual contacts in real-time.

Know what good looks like

With ROI reporting for product recommendations, you'll soon know what good looks like. Find the perfect formula to drive more clicks and on-site conversions.