

Increase Personalization with Open-Time Email and Collaborative Filtering

Marketing Cloud Interaction Studio





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SIGNATURE SERIES

CHANGE OIL AT
**25,000
MILES**
OR 12 MONTHS



XCL
EXTENDED LIFE

CHANGE OIL AT
**10,000
MILES**
OR 6 MONTHS



OE
ORIGINAL EQUIPMENT

CHANGE OIL AT
**3,000+
MILES**
OR 3+ MONTHS

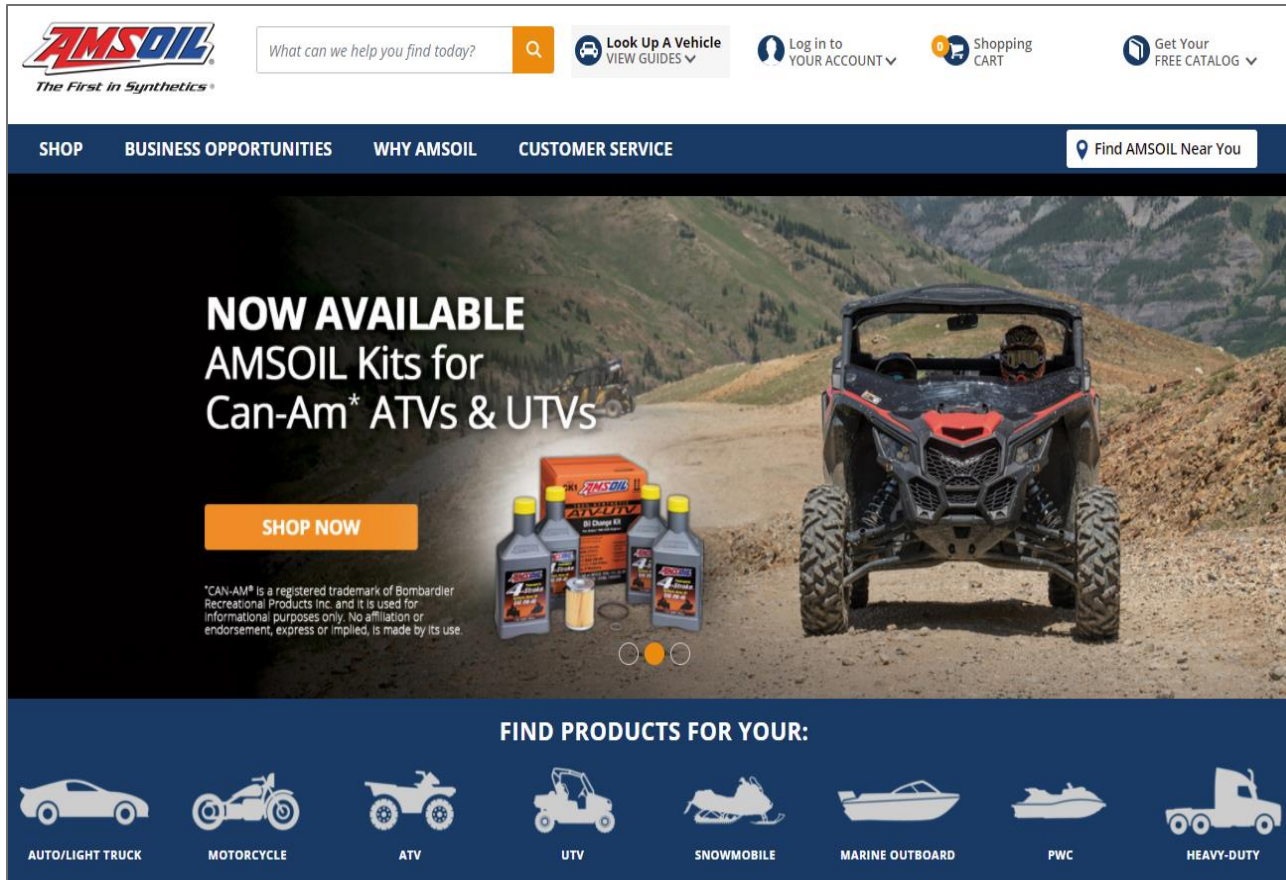
Increase Personalization with OTE & Collaborative Filtering

AMSOIL's Challenge

- Amsoil had multiple email technology platforms for different parts of their business which added complexity to their customer facing systems.
- Could they support their growing online presence and ecommerce business while looking to consolidate to a single technology solution that would support increased levels of personalization with their key online channels?



AMSOIL Consolidated Email Platforms with Marketing Cloud, including Interaction Studio



- Implemented Marketing Cloud and Interaction Studio with real-time segments and Journey Builder integration to support their ecommerce site for abandon cart, browse & search messaging.
- Enabled Interaction Studio OTE (Open-Time Email) ensuring users see the most up-to-date message based on their current activity and purchase behavior.
- Advanced ecommerce personalization and recommendations with robust collaborative filtering capabilities of Interaction Studio.



AMSOIL Improved Personalization Relevance With Interaction Studio with Open-Time Email

Ecommerce Site

The screenshot shows the AMSOIL website's product page. On the left is a navigation menu with categories like 'BY PRODUCT', 'CLOTHING, MERCH. & PRODUCT INFO.', and 'EQUIPMENT'. The main content area displays a grid of product categories with images and labels: MOTOR OIL, ENGINE LUBRICANTS, HYDRAULIC OIL, COMPRESSOR OIL, FUEL ADDITIVES, TRANSMISSION FLUID, GEAR LUBE, BEARING & CHASSIS GREASE, FILTERS, STEERING, BRAKE & SUSPENSION FLUID, ANTIFREEZE & COOLANT, and CLEANERS & PROTECTANTS. A banner at the top of the main content area states: 'Your order may take longer than normal to arrive. We are experiencing extremely high demand and freight carriers are experiencing delays nationwide.'

Abandon Cart Email

The screenshot shows an abandon cart email. At the top is the AMSOIL logo and navigation links: SHOP, LOOK UP A VEHICLE, WHY AMSOIL. The main message says 'STILL INTERESTED? Add it to your cart.' with a 'GET IT NOW' button. Below this is a product image of 'SEVERE GEAR® 75W-90'. The text 'STILL THINKING? We thought you might like these items.' is followed by a 'BROWSE PRODUCTS' button and three product images: 'P.i. Performance Improver Gasoline Additive', 'Signature Series 0W-20 Synthetic Motor Oil', and 'XL 5W-30 Synthetic Motor Oil'.

Changes based on current activity

Marketing with Real-Time Opens

The screenshot shows an email section titled 'Top-Selling Products!' enclosed in a dashed orange box. It features three product images: '20W-50 Synthetic V-Twin Motorcycle Oil', 'Signature Series 5W-30 Synthetic Motor Oil', and 'Signature Series 5W-30 Synthetic Motor Oil'. Below this is a blue banner for 'FREE SHIPPING ON ORDERS OF \$100 OR MORE'. The footer includes a 'View in browser' link, a privacy policy link, and contact information for AMSOIL INC.



Collaborative Filtering Recipe



Item in focus (i.e. viewing, cart, purchase)

Recipe
Collaborative-OTE
Recipe State UNPUBLISHED LIVE

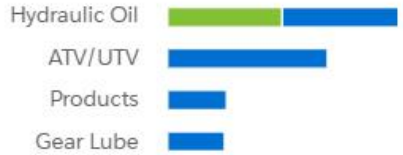
Anchor Item



Formula 4-Stroke® Powersports Synthetic Motor Oil
SKU: AFF30-EA

Simulation

Random User (1f60...) \$196.48 9 Segments: Test_PostPurchase



Unique selections for each visitor / customer A.



Random User (4c60...) \$437.33 1 18 Segments: Test_PostPurchase



Unique selections for each visitor / customer B.



How We Did It

Real Time Open and Smart Recipes



Einstein Recipes



Use Einstein Recipes algorithms to deliver 1:1 experiences in an easy and scalable way. Set the parameters of your recipes and let the model identify the content and products that match users' interest best on a 1:1 basis.

Base algorithms
(AKA Ingredient)
+
Filters
+
Boosters
+
Variations

Interaction Studio Capabilities

- **Co-buy:** other items bought by users who bought current items.
- **Co-Browse:** recommend based on how things are consumed or viewed together.
- **SmartBundle:** Returns products purchased together with in SmartBundle linked categories.
- **Similar items:** items similar to the one being viewed.
- **Collaborative Filtering:** Search for the best combination of items based on clusters of behavior.
 - Alternating least squares (ALS) algorithm
- **Trending:** top Items for today based on Views, Time Spent Viewing, Purchases, or Revenue
- **Most recently published**
- **Soon to Expire**

Co-Occurrence

Machine Learning

Catalog based