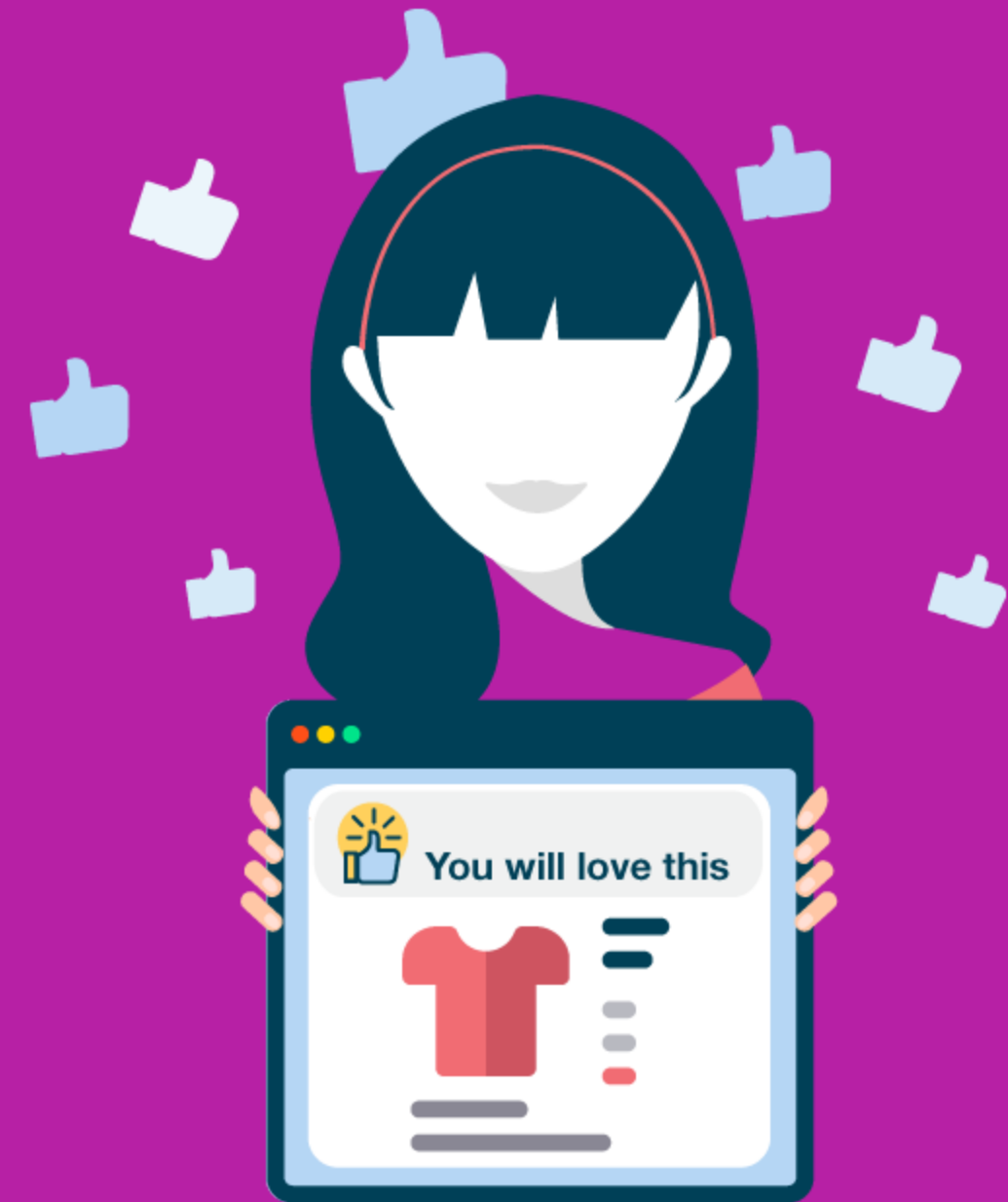


How To Master Personalized Product Recommendations



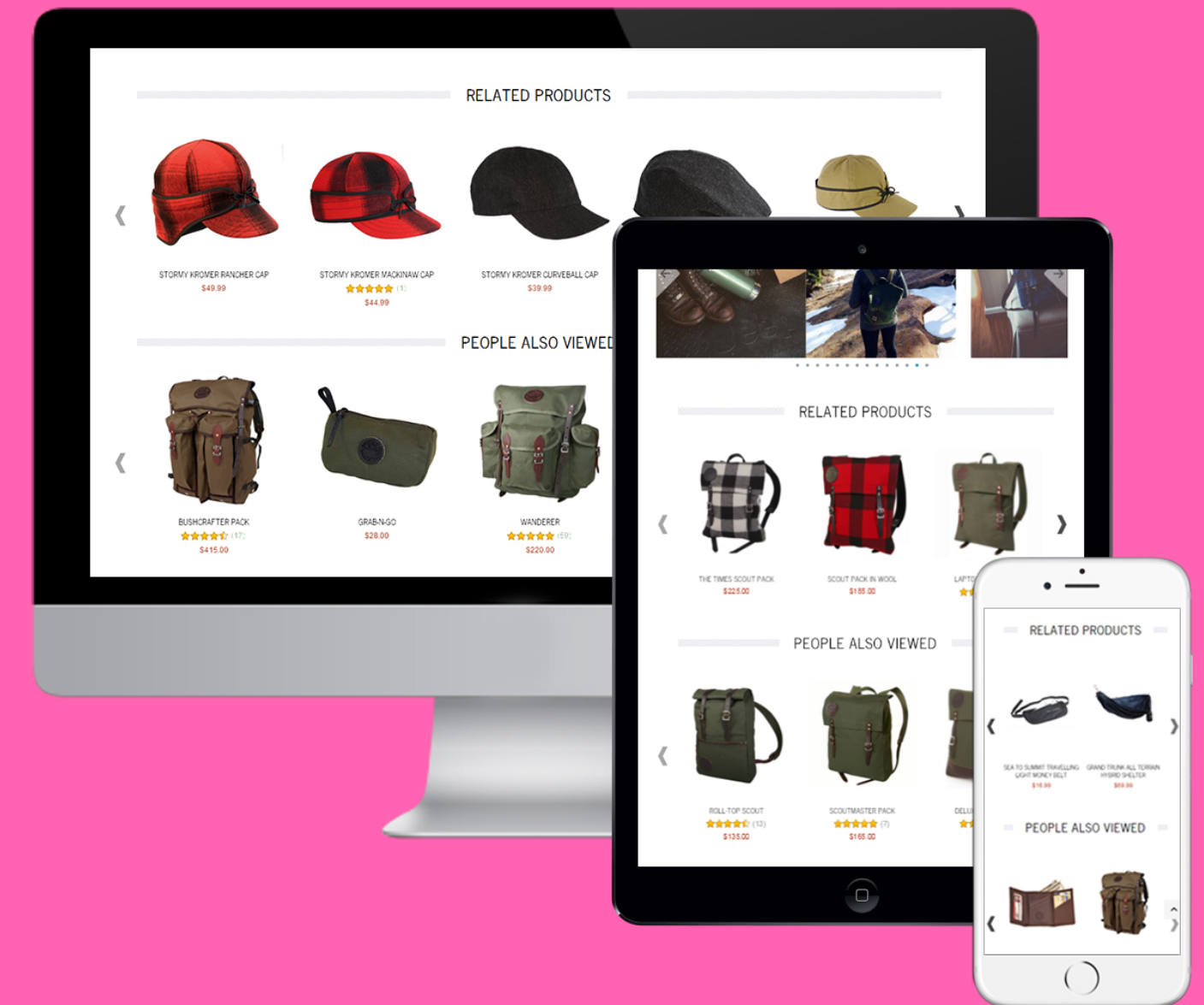
ARE BUYING DECISIONS IMPACTED BY PERSONALIZATION?



According to 86% of
consumers, their buying
decisions are impacted by
personalization.

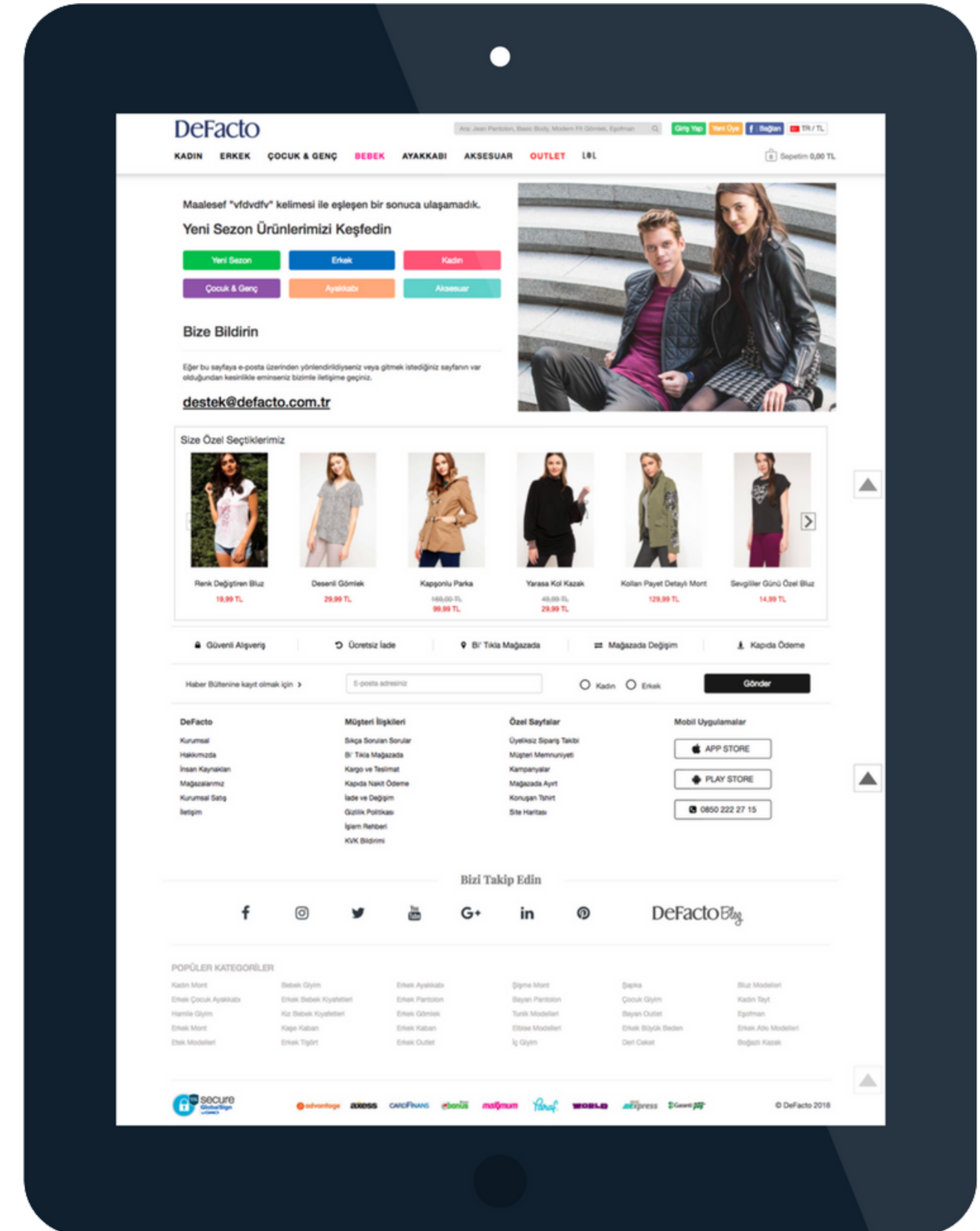
IT IS NOT WISE TO IGNORE PERSONALIZED PRODUCT RECOMMENDATIONS BECAUSE –

- 80% of consumers prefer emails with product recommendations based on previous purchases
- Personalization can deliver an ROI five to eight times on marketing spend and boosts sales by at least 10%.



WHAT IS THE BENEFIT OF RECOMMENDING PRODUCTS BY USER HISTORY?

By displaying history aware product recommendations according to the customers' recent history, you are actually reducing bounce rates on pages like “no search results”, “404” and “out of stock”.



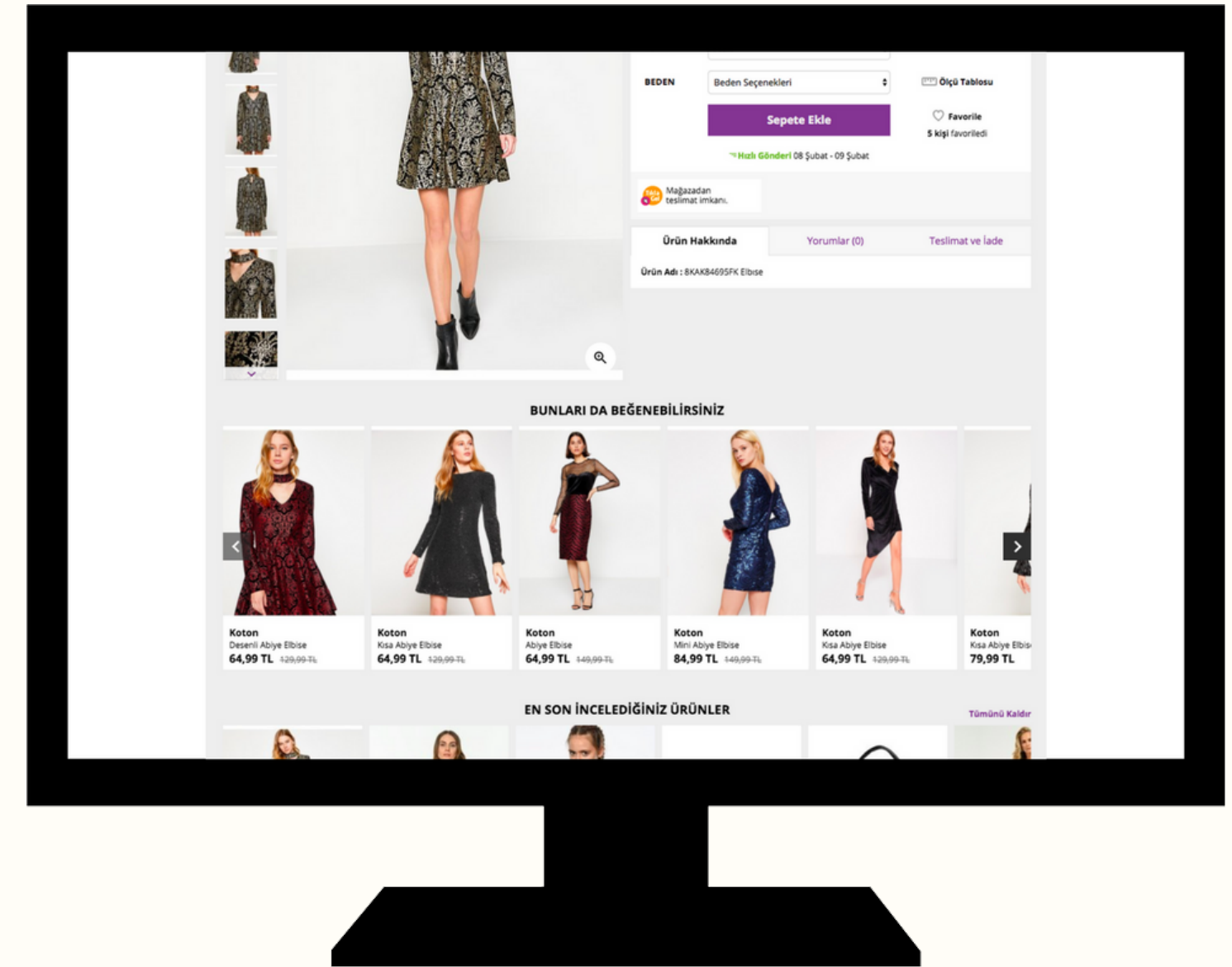
WHY DO CUSTOMERS LIKE IT WHEN YOU RECOMMEND PRODUCTS ACCORDING TO THEIR TASTE?

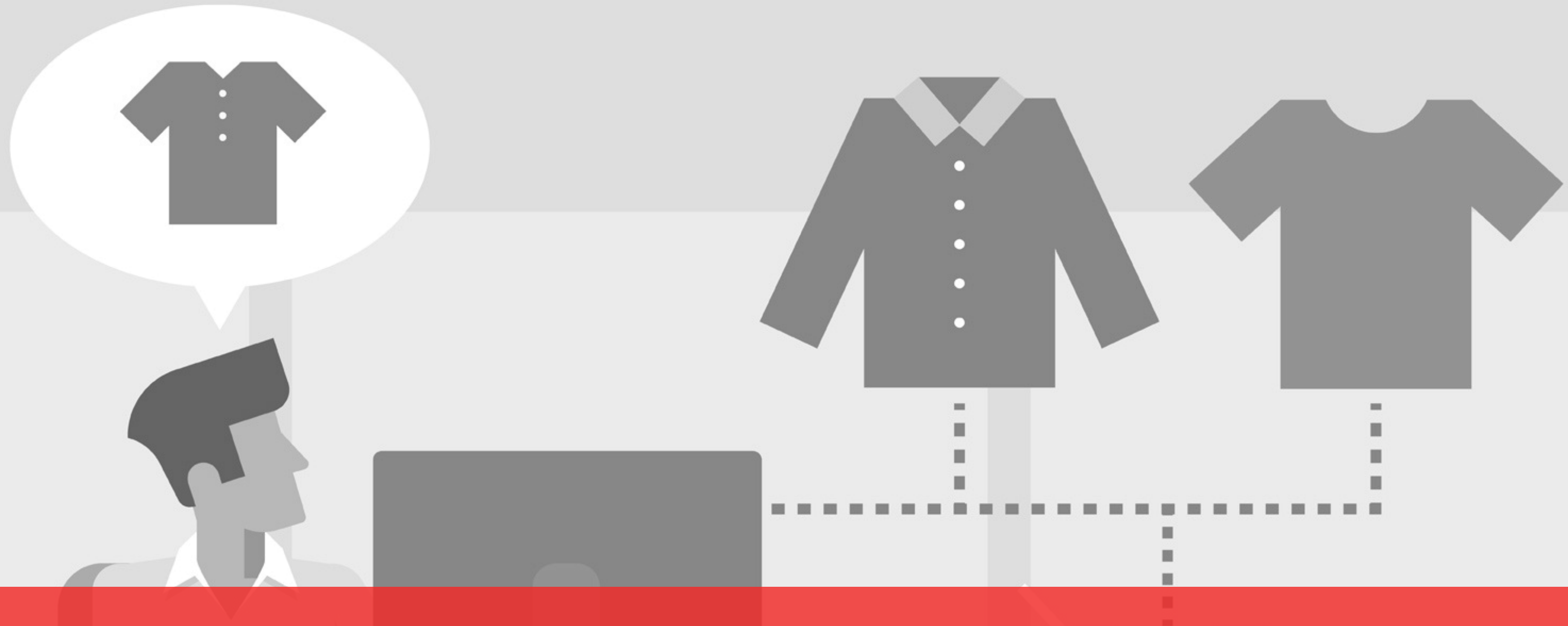


When your recommended products reflect the tastes and preferences of your customers, they feel understood and want to come back to your site.

WHY SHOULD AN ECOMMERCE STORE RECOMMEND SIMILAR PRODUCTS TO CUSTOMERS?

Recommending similar products helps your customers find relevant alternatives, which matches their predictive intentions and goes on to increase your conversions.



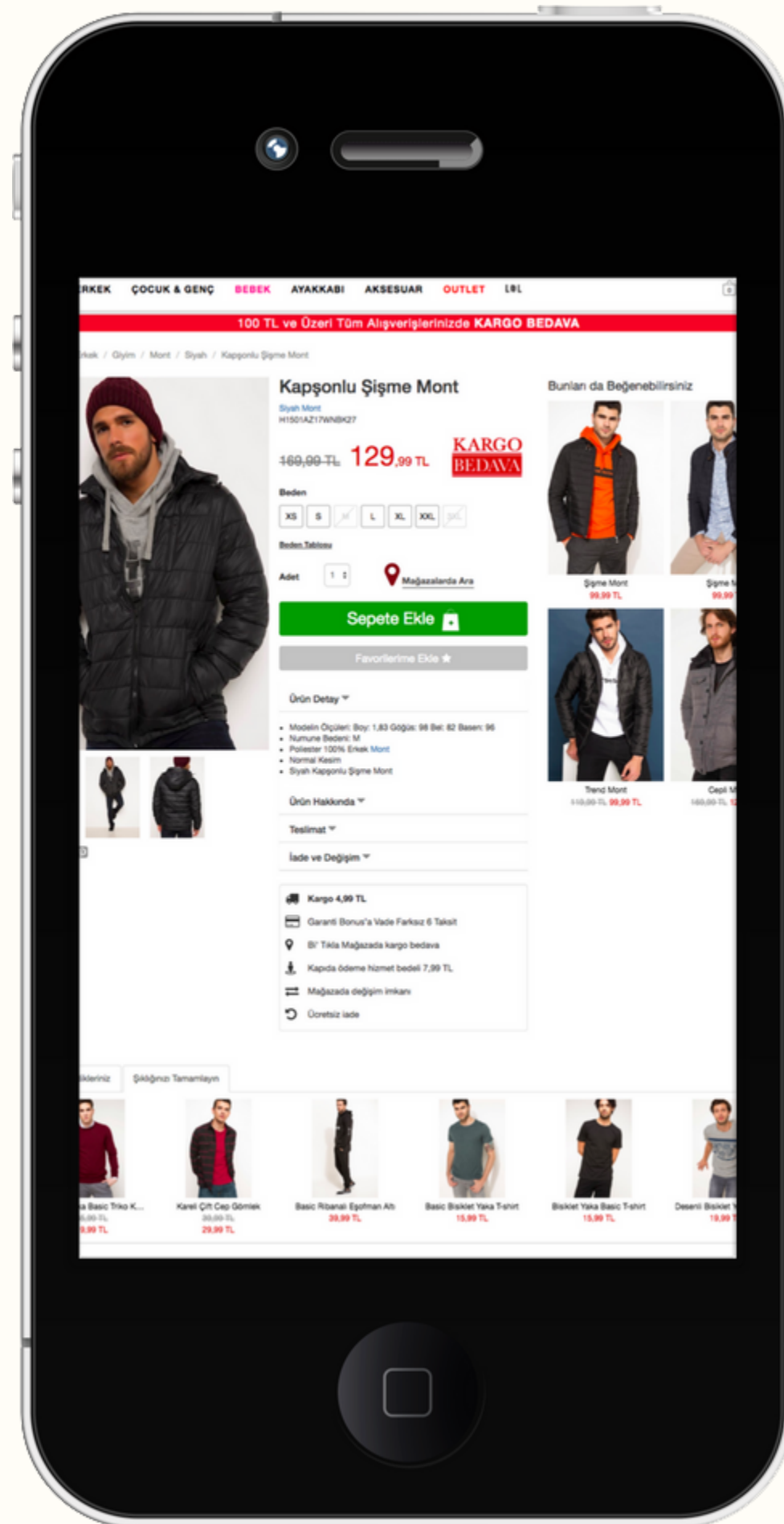


WHEN CUSTOMERS FIND SIMILAR PRODUCTS RECOMMENDED TO THEM –

When customers find similar products, they are more likely to continue with their sales journey – even when they are about to leave your site.

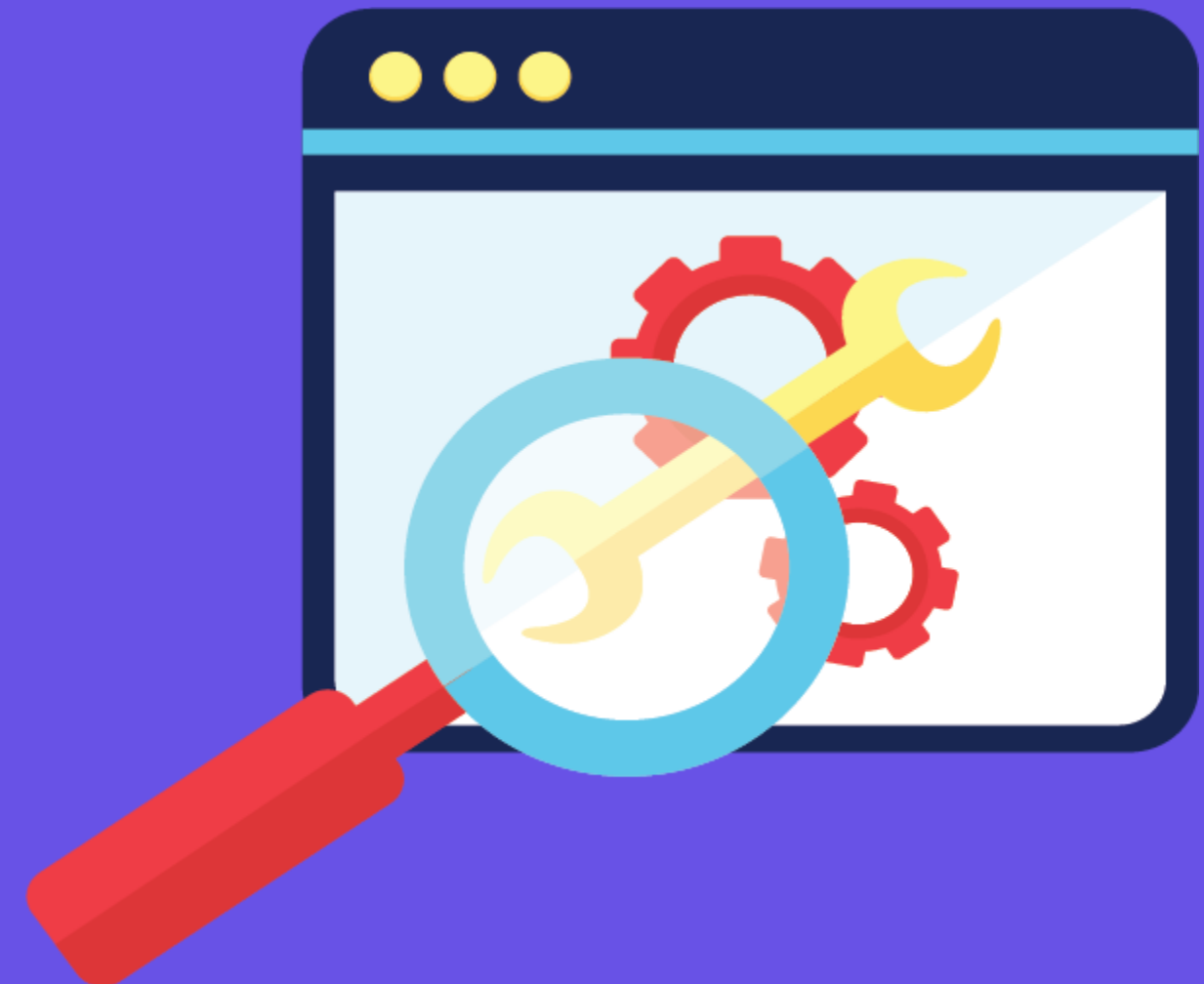
WHAT IS THE BENEFIT OF UPSELLING/CROSS-SELLING PRODUCTS?

Upselling or cross-selling products have a chance of increasing your revenue as they often suggest higher priced items to customers. This also simplifies the discovery of similar products, which customers often appreciate.



YOU CAN SIMPLIFY SEARCH PROCESS FOR YOUR CUSTOMER BY-

Optimizing landing pages to contain widgets tailored for targeted search items. This will allow you to recommend those products at the time they enter your site.



WHY DO CUSTOMERS LOVE A PERSONAL TOUCH TO THEIR SHOPPING?

Customers love that personal touch and personalized product recommendations give them the convenience to find the products of their preference without putting too much effort.

THANK YOU

**L O O K I N G F O R M O R E C O N T E N T
O N E C O M M E R C E ?**

CLICK TO DISCOVER