richrecs®
+ mobile

An innovative mobile shopping experience from

{rr} richrelevance® & Sprella

Consumers are increasingly using mobile devices to shop and make purchase decisions. Personalized recommendations are a vital element of consumers making purchasing decision on the web and are similarly effective for consumers on mobile devices. RichRelevance and Sprella have integrated their services to enable product recommendations as an integral part of retail mobile applications.

Personalized Recommendations in Retailer Mobile Applications

RichRecs enables retailers to make timely and relevant product recommendations to customers shopping their eCommerce web sites. The RichRelevance-Sprella integration for mobile—**RichRecs+Mobile**—enables retailers to present shoppers with the same great recommendations that they see on the web, in a mobile application. With access to product recommendations on their mobile phones, shoppers can experience an enhanced experience in-store or anywhere they choose to use the application.

Features

Recommendations Anywhere: With RichRecs+Mobile, shoppers are presented with the design and interaction quality that they expect from an iPhone application. We've streamlined ease of use by enabling fast product look-up using mobile phone cameras as a product barcode scanners. When shoppers scan a barcode, they are immediately presented with not only product information but RichRelevance recommendations based on demonstrated preferences. These cross-sells or up sells may be complementary products available in-store, or additional products that can be purchased via the mobile phone application.

Location-Aware Recommendations: The geo-location capabilities offered by most mobile devices can be used to enhance product recommendations. Retailers can identify purchase and viewing patterns of shoppers in a particular location and recommend products best suited them. For example, a clothing retailer may present more rain-friendly products to customers in Seattle, and more warm weather clothing to customers in Florida.

Benefits

Mobile applications have the opportunity to create more intimate user experiences, used in a wide variety of life situations: applications are used at home, traveling, commuting, and while waiting for friends. By enabling a multi-channel conversation and creating a consistent personalized experience, RichRecs+Mobile re-engages customers, builds loyalty and minimizes time between shopping experiences—whether online or offline.

Capture Mobile Revenue: Mobile shoppers currently generate less than three percent of overall site traffic and only two percent of ecommerce revenue for retailers, but they represent significant incremental opportunity and are expected to account for 8.5 percent of online revenues by 2015 (Forrester, "The State of Retailing Online 2010").

Differentiate with Mobile: Mobile applications differentiate online retailers, since only 25% have mobile sites enabled for ecommerce. Additionally, only 28% of retailers have iPhone apps and only 35% of those apps allow consumers to buy.

About Sprella

www.sprella.com

Sprella creates engaging applications for retailers on modern mobile platforms; iPhone, iPad and Android. The Sprella Catalyst platform enables retailers to reach customers with commerce-enabled mobile applications with a rich set of features that serve both marketing and commerce goals.

Engage your customers with a spectacular product presentation, with image zooming, 360-degree views and product videos; all designed for mobile. Enhance the in-store experience with barcode scanner integration to enable the delivery of additional product information, and simplify the creation of gift registries. Deliver targeted promotions to customers using location-based promotions. Allow customers to share products using integrated social sharing capabilities. We package the perfect set of features in a design that your customers will enjoy.

About RichRelevance

www.richrelevance.com

RichRelevance is the leading provider of dynamic e-commerce personalization for the world's largest retailers, including Wal-Mart, Overstock.com and Sears. Founded and led by the e-commerce expert who pioneered personalization R&D at Amazon.com, RichRelevance helps retailers increase revenues (over $1B in attributable sales since June 2008) by powering relevant experiences throughout the customer lifecycle and across multiple sales channels. The company stands apart for its dedicated team of personalization experts, integrated product suite, and award-winning personalization engine, whichenables twice as many consumer touchpoints as the industry average. RichRelevance is located in San Francisco, with offices in Seattle and London.

powered by the
enRICH
personalization engine