richrecs®

Personalized Product Recommendations

Deliver relevance throughout the customer lifecycle by leveraging RichRecs® to engage, convert, and re-engage your customers through any channel.
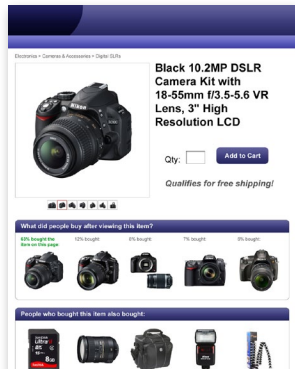
RichRecs maximizes the value of every touchpoint with product recommendations that play to your customer's demonstrated interests, the unique attributes of your inventory and your merchandising preferences. Powered by the enRICH® Personalization Engine, the RichRecs Solution Suite has the ability to influence consumers at each stage of the buying cycle—from on-site recommendations to offsite activities via email, mobile, and personalized advertising. With CNET's Intelligent Cross-Sell built into the enRICH Personalization Engine, cross-sells and upsells can be driven by a rich database of more than five million technology and consumer electronics products.

Items Frequently Bought With This Item

Top Sellers in San Francisco
Items Related to Your Recent Search
Top Sellers in Women's Shoes
Recently Viewed Items
People Who Viewed This Item Also Viewed
Items Related to Recent Searches
Items Still in Your Cart

Compact Photo Printer (17) $67
Accessory Kit 4 (1) $15.45
4GB Memory Card (41) $44.95

Single Point of Integration

RELEVANCE THROUGHOUT THE CUSTOMER LIFECYCLE

richrecs

Re-engage

Engage

enRICH™
personalization engine

Convert

Offsite Ads

Onsite

Email

Mobile

richrecs + onsite

ENHANCE PRODUCT DISCOVERY

Engage your customer from the moment they arrive on your site and keep engaging them on key pages of your site—all the way to purchase completion. The more your customer shops and explores, the more recommendations adjust—dynamically upselling and cross-selling merchandise. In contrast to most recommendation systems, which deliver the same recommendation type on limited numbers of pages, RichRecs+Onsite employs numerous recommendation types and multiple placements on any site page. Instead of saying "We suggest" or "You might also like," RichRecs clearly explains why products are being recommended to a shopper (e.g. "People that viewed this ultimately bought" and "Top selling accessories for this item"). This explicit messaging has been shown to enable a higher level of customer trust and results in a 50% higher purchase conversion.
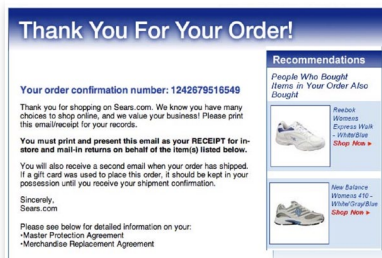
richrecs + email

RE-ENGAGE YOUR CUSTOMERS WITH RECOMMENDATIONS IN EMAIL

RichRecs+Email accelerates the customer lifecycle from checkout to order confirmations, sale notification campaigns, post-sale incentives and any other customer communication. Unlike ordinary batch emails, RichMail personalizes each email with product recommendations based on the customer's unique shopping activity. RichRecs+Email has been found to increase likelihood of purchase by 11x, as compared to manually merchandised items (static images placed into emails). RichRecs+Email is not an email service provider but rather a dynamic, personalized content provider that harmonizes with an existing email platform.

richrecs + mobile

DELIVER PERSONALIZED RECOMMENDATIONS

RichRecs+Mobile motivates shoppers to purchase with personalized product recommendations based on past browsing and shopping behavior. 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.

richrecs + offsite ads

TRANSLATE INTEREST INTO ACTION WITH PERSONALIZED ADS

RichRecs+Offsite Ads takes the "retargeting" method of advertising—proven to increase click through rate by 3x—to the next level by personalizing each ad impression to the customer. By featuring products relevant to a customer's onsite behavior, RichRecs+Offsite Ads re-engages shoppers of every type from first time browsers to high value, loyal customers—turning abandoned shopping interest into actionable sales.

Technology

The RichRecs Solution Suite is powered by the enRICH Personalization Engine, designed expressly for retailers by the former architect of Amazon's personalization strategy. Every client integration of the enRICH Personalization Engine is supported by comprehensive merchandiser controls and reporting tools that integrate easily with any web analytics platform.

DYNAMIC PERSONALIZATION

The enRICH Personalization Engine simultaneously deploys segmentation, product similarity and collaborative filtering to deliver a superior personalized user experience across channels and through multiple solutions. The Engine leverages a rich amount of data in thousands of multivariate experiments to determine the most relevant products to display via each multi-channel solution.

ADAPTIVE LEARNING & OPTIMIZATION FOR SUSTAINED RELEVANCE

The Engine's response time to real-time intent and customer microtrends is unparalleled in the industry. As customers interact with recommended products, the enRICH Engine's built-in feedback loops inform the system about the performance of products and recommendation types. The Engine then rebuilds its models every other hour or so—adjusting for the most subtle changes in shopping behavior, inventory, pricing, and more. The result of this built-in, real-time adaptation is sustained relevance without manual manipulation.

Proven Results

A FASTER CUSTOMER LIFECYCLE

With delivery via multiple channels and a self-optimizing system that adapts to customer responsiveness, RichRecs increases conversion, visit duration, site retention, and repeat visits. This versatile solution impacts a wide range of core KPIs: AOV, conversion, sales lift, revenue per visit, click-thrus and repeat purchases (a key measure of customer loyalty and customer LTV).

REDUCE LABOR EXPENSES WITHOUT SACRIFICING MERCHANT CONTROL

Not only does RichRecs remove the time and labor costs associated with manual merchandising across channels, it creates a new level of access for merchandisers (non-existent in manually merchandised systems or many automated systems) to instantly act upon key intuitions about customer trends or to align merchandising strategy with business objectives such as margin, manufacturer agreement, excess inventory, etc. In addition, our enterprise-class site analytics tools enable rich insights into customer behavior and RichRecs performance.

Integration

Integration takes only a few weeks to complete, with a single point of integration for all RichRecs solutions.

cnet Intelligent Cross-Sell Powered by RichRelevance

PRODUCT KNOWLEDGE IS POWER

Add a unique, extra layer of intelligence and product knowledge to the RichRecs solution by pairing it with the tech industry's most comprehensive database of product attributes and compatibility data.

Specialized for companies in the technology, consumer electronics and office products categories, CNET Intelligent Cross-Sell delivers unprecedented compatibility and product affinity in its accessory cross-sells and product upsells.

MERCHANT CONTROLS

A full suite of tools enables merchandisers to "tune" our Engine to optimize for revenue, conversion, or profit. For example, retailers can easily account for high margin products, excess inventory, blackouts, product pairings, etc.

FULL REPORTING

Our enterprise-class site reporting tools provide precise insights into website traffic and the effectiveness of RichRecs solutions on a retailer's site. The user-friendly panel offers filtering options, graphs to visually identify trends, and easy export of reports in Excel format.

" After surveying the market, we found that RichRelevance offered **the most elegant—and powerful—product recommendation solution on the market.** Their team and technology have expertly delivered a personalized online experience that lives up to our customers' expectations while blending seamlessly with our site and trusted brand. "

– Crist Costa, Head of e-Commerce Technology

patagonia®

" With recommendations already **driving a 15% increase in average order value on Wine. com**—and as much as a 26% increase in recent weeks—we're very pleased with the results of personalization. "

– Amy Kennedy, VP of Marketing

wine.com™

" RichRelevance delivers with a team that is **100% dedicated to our success**. They've delivered an outstanding product that has made our site better. We're excited to leverage our single point of integration to add and customize their capabilities across our site. "

– Patrick Byrne, CEO

overstock.com®

" RichRelevance has cultivated a reputation as **one of the most innovative players in the space** with unique offerings ranging from virtual closet functions to ad serving tools. "

– Sucharita Mulpuru, VP and Principal Analyst

FORRESTER®

powered by the

enRICH®
personalization engine

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