enRICH®
personalisation engine

Personalised Product Recommendations

Targeted Promotions

Email Optimisation & Segmentation

Personalised Content

RichRelevance powers personalised experiences for the world's largest and most innovative retail brands through our innovative personalisation engine covering product recommendations, targeted promotions, automated email segmentation and content.
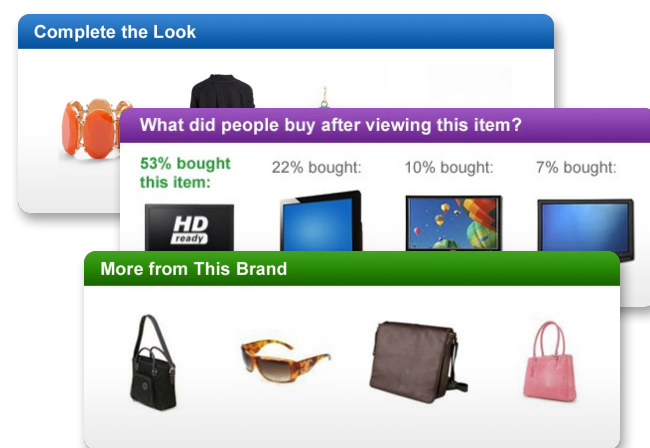
{rr} richrelevance®

richrecs®

Personalised Product Recommendations

RichRecs® maximises the value of every customer touch point across every channel with product recommendations that address your customer's demonstrated interests, your inventory needs *and* your merchandising preferences. With multivariate testing (MVT) capabilities included, it's never been easier to optimise your site.

Complete the Look

What did people buy after viewing this item?

53% bought this item: 22% bought: 10% bought: 7% bought:

HD ready

More from This Brand

richpromo®

Targeted Promotions

RichPromo® automates your onsite, email and mobile promotions workflow, enabling your e-commerce team to run marketing and category-specific campaigns that ensure each shopper sees the most relevant promotions. By targeting promotions to shoppers according to their behaviour and context, RichPromo dramatically improves engagement and conversion.

User 1
Interested in Consumer Electronics

Camera Sale

User 2
Interested in Women's Clothing

New This Season

User 3
New to site

Free Shipping!

RETAILER.com
Welcome!

Promotional Real Estate

*Best-performing promo

richcontent™
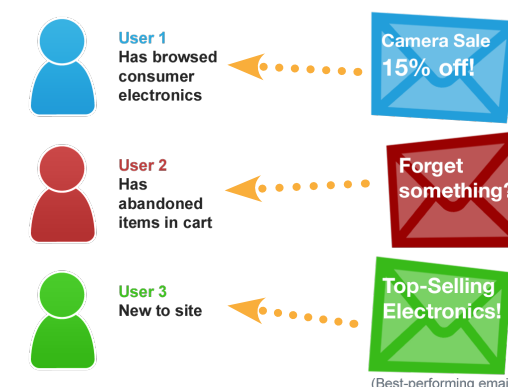
Personalised Content

RichContent™ enables consumer brands, media and hospitality sites to deliver personalised experiences by analysing real-time behaviour and re-architecting site content to reflect a consumer's true interests. This means your team can build millions of customised experiences at scale, without any manual intervention.

Relevant content is dynamically curated for each individual.

Anything.com

Irrelevant Content
Not shown

Relevant Content
Personalised

Most Relevant Content
Given prominence

richconnect™

Email Optimisation & Segmentation

Increase conversion rate and the overall productivity of your marketing team while enhancing the lifetime value of your shopper with RichConnect™. This fully automated event triggering, email optimisation, and segmentation tool delivers targeted email campaigns based on real-time shopper behaviour.

User 1
Has browsed consumer electronics

Camera Sale 15% off!

User 2
Has abandoned items in cart

Forget something?

User 3
New to site

Top-Selling Electronics!

(Best-performing email)

enRICH®
personalisation engine

Technology

Our comprehensive merchandising controls and reporting tools integrate easily with any web analytics platform.

DYNAMIC PERSONALISATION: We simultaneously deploy segmentation, product similarity and collaborative filtering across 100+ algorithms to deliver a superior personalised user experience across channels and through multiple solutions. The enRICH Personalisation Engine performs thousands of multivariate experiments to determine the most relevant products to display in each situation.

SUSTAINED RELEVANCE: Our response to real-time intent and customer micro-trends is unparalleled in the industry. Our recommendation models are rebuilt up to 12 times a day based on complex mathematical models—adjusting for the subtlest changes in shopping behaviour, inventory, pricing and more. The result is sustained relevance without manual manipulation.

SPEEDY INTEGRATION: Integration can take as little as a few weeks to complete, with a single point of integration for all RichRelevance solutions.

INTUITIVE MERCHANT CONTROLS: Merchandisers can access a full suite of tools to fine-tune our engine to optimise for revenue, conversion, or profit—easily accounting for high-margin products, excess inventory, black-outs, product pairings, etc.

USER-FRIENDLY REPORTING: Our site reporting dashboard provides precise insights into website traffic and the effectiveness of all of our personalisation solutions, offering filtering options, graphs to visually identify trends, and easy exports into Excel.

Select Customers:

MARKS & SPENCER   John Lewis   Currys PC World   Cdiscount.com

Walmart   TARGET   sears   Office DEPOT

L'ORÉAL   NORDSTROM   PRICEMINISTER   PIXmania.com

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