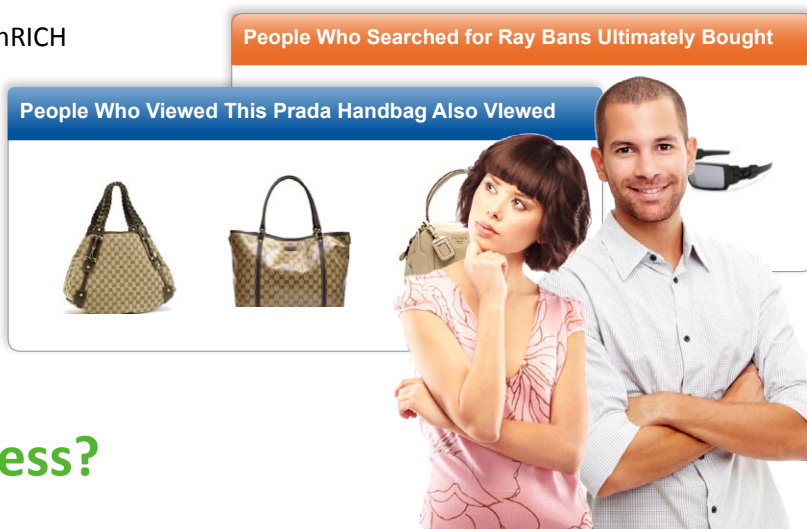


Delight your shoppers with truly personalized recommendations while simultaneously adding to your bottom line. You now have access to the leading solution used by the world's largest and most innovative retail brands, including Walmart, Sears, Overstock.com and others. There's nothing to lose with a free 60-day trial and easy implementation!

RichRecs Express™ is powered by the enRICH Personalization Engine, designed by the e-commerce experts who helped **pioneer personalization at Amazon.com** and increased Amazon's annual profit by over \$50 million. To date, RichRelevance has enabled more than **\$2 billion in attributable sales** on leading retailer web sites.



Why RichRecs Express?

Intelligent Product Discovery vs. Manual Merchandising

Don't let labor-intensive manual associations of obvious product pairing bog down your merchandising team. Save their precious time for more strategic tasks, and let the system self-optimize to uncover what your shoppers *really* want. The more a shopper explores, the more the recommendations adjust—dynamically upselling and cross-selling merchandise according to his/her demonstrated interests and the unique attributes of your inventory. You can depend on RichRelevance to deliver these intelligent recommendations with **100% uptime and an average 60ms response time** during peak shopping periods.

Dynamic vs. Fixed Recommendations

It's not personal if everyone sees the same product recommendations on the same page. With RichRecs Express, shoppers never see the same recommendation—just the right message to the right shopper at the right time. For example, Katie, who likes to browse accessories at leisure, may see the message *"People who viewed this Prada handbag also viewed..."* Her husband Tom, who likes to make quick purchase decisions, may see *"People who searched for Ray Bans ultimately bought..."*

Transparent vs. Generic Messaging

Why risk customer loyalty with questionable recommendations ("May We Suggest...") when transparent recommendations ("People who bought this also bought...") clearly explain why an item is being recommended? Just like in the offline world, customers trust recommendations when they know why they are being made. This explicit messaging has been shown to enable a higher level of customer trust and results in a **50% higher purchase conversion**.



- **25% increase** in overall sales



- **15% increase** in Average Order Value

RESULTS

Why Now?

With an easy JavaScript implementation and a 60-day free trial, you have nothing to lose. Sign up today and let RichRecs Express boost revenue and speed retail personalization on your site with a simple step-by-step process.

Which Option is Right for Me?

RichRelevance's entry level offering, **RichRecs**

Express delivers a maximum of 1 million

impressions per month. The plan is well-suited for retailers with annual sales of less than \$4M.

The **RichRecs Express Plus** plan is available to small to mid-sized retailers that require more impressions (up to 2.5 million) and/or desire an expanded choice of recommendation types and reporting options. The plan is ideal for retailers with annual sales of less than \$10 million.

RichRecs Enterprise is designed for large-scale online retailers who need unlimited impressions per month.

“After surveying the market, we found that RichRelevance offered **the most elegant—and powerful—product recommendation solution on the market.**”

– Crist Costa, Head of eCommerce Technology

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