{rr} richrelevance®

bestbuyeyeglasses
.com

Retail Segment
Apparel & Accessories

Requirements
- Provide customers with a more efficient, relevant shopping experience
- Deploy in a matter of weeks

Solution
RichRecs™ personalized product recommendations implemented site-wide on BestBuyEyeglasses.com

richrecs®

Results
- Integrated merchandiser controls in the RichRelevance dashboard give BestBuyEyeglasses.com the ability to fine-tune personalized recommendations to match business strategy
- Real-time site analytics provide BestBuyEyeglasses.com with metrics that translate into profitable business decisions
- Implementation in two weeks

For additional reference, please visit:

"BestBuyEyeglasses.com boosts order value by tweaking recommendations"
Internet Retailer, April 2009

"Nailed It: DMNews speaks with BestBuyEyeglasses.com"
DM News, June 2009

Customer Case Study:
BestBuyEyeglasses.com

" **Sales increased 21%** during the first quarter for Dolce & Gabbana eyewear, which we chose to merchandise via RichRecs™ because it has a slightly higher price point and wasn't getting as much visibility as some of our other brands. "

— Eyal Gutentag, Principal

BestBuyEyeglasses.com (BBE) is an online retailer with eye care professionals on staff to assist shoppers with their optical needs. Whereas a typical retail store might carry between 300 and 500 frames; BBE offers 30,000 frames. The company—which has had an e-commerce presence for almost a decade—made a decision to utilize product recommendations two years ago due to this extensive product portfolio. "The sheer size of the catalog makes it far trickier for customers to find products that are of interest to them. Recommendations from other shoppers allow shoppers to quickly and efficiently pull out items that are relevant to them," says Eyal Gutentag, principal at BestBuyEyeglasses.com.

RichRelevance's Merchandiser Controls Provide Seamless Unity of Business Objectives with Online Personalization Strategies

In the past, BestBuyEyeglasses.com simply presented customers with recommendations of popular products. Last summer, BBE integrated

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RichRecs, which personalized those recommendations based upon browsing and purchase history. A few months after, BBE began utilizing recommendations as a way to inform shoppers about products they would otherwise not know about, and to do so in a manner that was tightly aligned with business objectives, via enRICH merchandising tools.

Gutentag selected RichRelevance® because the company's integrated merchaniser controls enable him to unify business objectives with personalization strategy. For example, he was able to boost sales on his high margin Dolce & Gabbana product line by manually increasing the amount that D&G frames were presented in recommendations by 5-10%. Letting buyers know that "customers who viewed this, also viewed this" was enough to catalyze a 21% increase in sales for this particular line.

Gutentag appreciates the flexibility that RichRelevance's merchandiser controls provide. "The merchandiser controls enable us to tell shoppers about products that are in our interest to move, either because we have an amount of inventory, or they have a higher margin than what the shopper is looking at," he says.

Personalization Still Inspires Merchant's "Gut Instinct" via RichRelevance Merchandiser Tools

Balancing recommendations and business strategy also requires the merchant to rely upon intuition, timing and suitability. Gutentag never loses sight of the importance of relevance in his recommendations. "If we were to use the space too much to merchandise what we want them to see, it becomes less about the natural shopping patterns." He's also careful not to tweak recommendations too much. "Say you had a product on which you'd built up a significant amount of inventory. You might look at over-representing it not by 5% to 10%, but 25% to 30% in the recommendations. But you have to be careful because if you skew too far in that direction, you lose relevance and you've shot yourself in the foot. It's a fine balancing act," he says.

By partnering with RichRelevance, Gutentag can take comfort in allowing the recommendation engine to take care of BestBuyEyeglasses.com's routine personalization elements, while still taking advantage of sophisticated merchandiser controls to fine-tune his personalization program to match business strategy. Managing this delicate balance leads to the results he's looking for.

"I think it works because the recommendations engine has a lot of impact on shoppers. There is a delicate balance you have to strike between offering something of value to the shopping experience while also creating something that offers value to the retailer."

Learn More

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powered by the
enRICH™
personalization engine