myrecs™

A personalized set of recommendations for each shopper
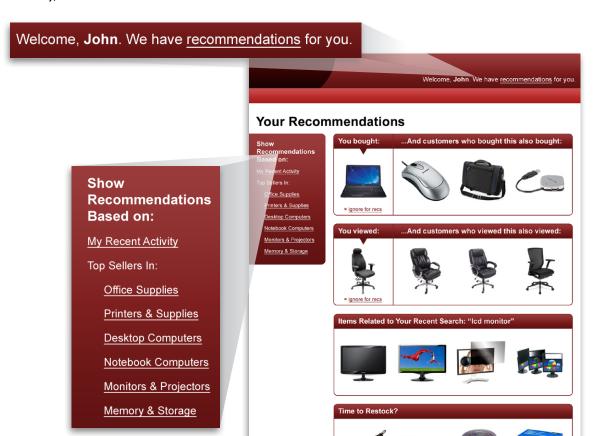
Ensure conversion of your most loyal shoppers with a personalized page of relevant product recommendations customized to their unique activity. MyRecs™ dynamically builds a profile of each customer's activities and displays multiple pages of recommendations that contain likely products and categories of interest—based on past viewing, search and purchase history, and other customer information.

Welcome, **John**. We have recommendations for you.

Show Recommendations Based on:

My Recent Activity

Top Sellers In:

Office Supplies

Printers & Supplies

Desktop Computers

Notebook Computers

Monitors & Projectors

Memory & Storage

Features

Drives Discovery: MyRecs creates entirely new pages for your website, delivering on the promise of 100% personalized shopping by providing a shortcut to new merchandise associated with shoppers' activity and history, thereby offering an additional route to navigate the site.

Interactive Shopper Controls: Shoppers are in charge of the data used to generate their recommendations. They have the ability to remove products from being considered and to customize their profile's entire product catalog (among other preferences).

CASE STUDY: A large retailer with more than $2.5 billion in online sales saw these results with MyRecs.

- 55-85% increase in AOV
- 2-3x higher conversion
- Higher engagement with the top 20% of its customer base.

RESULTS

Increases Customer Loyalty: MyRecs incentivizes shoppers to return to a site and browse recommended items related to items they have purchased and browsed, promoting return site visits and brand loyalty.

Always Relevant: Powered by the enRICH Personalization Engine, MyRecs builds on data collected from all RichRecs solutions live on your site and leverages the enRICH Engine's closed-loop, self-optimizing framework to display the most relevant products to shoppers.

Merchant Controls: Our proprietary suite of merchant controls enables you to align MyRecs to business objectives related to margin, manufacturer agreement or excess inventory. Boost, limit, blacklist or isolate display of certain products, brands, and specific product categories.

MyRecs leverages existing RichRecs integrations, driving down integration time to hours. Distinguish your site and brand by offering your customers a personalized page of relevant product recommendations with MyRecs.

CONTACT

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powered by the

enRICH™
personalization engine