



INTELLIGENT CROSS-SELL POWERED BY RICHRELEVANCE

Cross-sells and upsells driven by a rich database of more than five million technology and consumer electronics products

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. Utilizing deep product profiles from the proprietary CNET DataSource™ database, Intelligent Cross-Sell comes preloaded with customizable best practices merchandising rules that match products by specific product attributes such as key selling features, price points, technical compatibilities, and brand affinity.

Product Knowledge is Power

With a built-in database of five million products and more than 100 million attributes, Intelligent Cross-Sell knows the details of each product—such as brand, dimensions, compatibility, technical specifications, pre-installed software, and manufacturer warranty information.

Cross-Sell Accessories

The system's wealth of data ensures recommendation of an appropriate variety of accessories, matched intelligently to

the base product's characteristics.

In the example below, the system identified:



Accessories for this Laptop



- A perfectly sized carrying case for the 15" laptop
- Microsoft Office Professional, matched to the presence of Windows 7 Professional in the base product
- The manufacturer's recommended warranty

Upsell/Offer Alternatives

When upselling, Intelligent Cross-Sell can select compelling alternatives within retailer-specified parameters as well as

communicate detailed feature comparisons to the consumer.

For example, upsells for



Related Products

Only \$100 More



Larger Screen
Faster Pixel Response
Greater Resolution

Only \$50 More



Larger Screen
Faster Pixel Response
Greater Resolution

Only \$35 More



Larger Screen
Faster Pixel Response
Greater Resolution

a television can be programmed to include only televisions with higher-grade feature sets but with prices within 20% of the base product. The automatically generated recommendation-specific selling text is then correspondingly customized: ***“Only \$100 more! Larger Screen, Faster Pixel Response, and Greater Resolution.”***

Merchant Controls

As with every RichRelevance product, Intelligent Cross-Sell provides a hands-on dashboard to access performance data as well as customization controls essential to online retailers. Intelligent Cross-Sell automates product matching and recommendation-specific selling text so that retailers need only make simple adjustments to rules to help achieve their business objectives. For example, retailers can adjust rules to change or support brand affinity, product assortment, user experience and partnering. Using the point-and-click interface, retailers can extend or override individual best-practice rules or create custom rules to be applied at any level: for a particular product SKU, across a product category, or even catalog-wide. The dashboard even enables immediate preview of changes.

Intelligent Cross-Sell + RichRelevance

Intelligent Cross-Sell adds a unique, extra layer of intelligence and product knowledge to RichRelevance's RichRecs solution, which already utilizes personalization, wisdom of the crowds, and adaptive learning to power and optimize its 60+ algorithms such as "People Who Looked at This Ultimately Purchased." Together, RichRecs and Intelligent Cross-Sell enable a superior personalization experience for the technology, consumer electronics, and office verticals—combining best-in-class behavioral recommendations with the industry's most comprehensive database of product attributes and compatibility data.

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