



Retail Segment

E-Commerce platform dedicated to mail-order catalog companies who derive 30-60% of total company sales through their web sites.

Requirements

Provide improved navigation for online shoppers to relevant product in fewer clicks.

Solution



Offer RichRelevance personalized product recommendations to customer sites including:

Garrett Wade



Results

- Real-time site analytics provide D.M.insite clients with metrics that translate into profitable business decisions.
- Merchant tools in the richrelevance dashboard provide precise, immediate control over merchandising decisions.

Customer Case Study: D.M.insite

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— Larry Kavanagh, CEO, D.M.insite

With deep background in catalog marketing, data analysis and web development, D.M.insite is the managed ecommerce services provider for more than 60 websites selling everything from garden goods to equestrian gear to scientific supplies. Clients include Breck's, Edmund's Scientific, Fabulous Furs, Home Trends, Garrett Wade, Abbey Press. In 2005, Inc. Magazine recognized D.M.insite in its Inc. 500 as one of the nation's fastest-growing privately held companies.

RichRecs Increases Sales for D.M.insite Clients

Sales per visitor always goes up whenever we help a shopper navigate to a relevant product with fewer clicks. RichRelevance proved to us, in a split test, that their methodology for creating personalized recommendations adds sales dollars.

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The sales increase was even more impressive given that the control side of the test already had collaborative filtering-based recommendations (“People Who Bought This Also Bought That”) and gave shoppers quick links back to products they had viewed previously.

RichRelevance chooses from over 40 different strategies to determine the type of recommendation and content most likely to convert on a given page for a particular customer. In effect, they create personalized navigation for every shopper.

I’ve seen many sophisticated-sounding, slick-looking e-commerce products fail to produce results in the field. RichRelevance stands out because they not only use advanced marketing and modeling techniques, but they produce real world results.

– **statement from Larry Kavanagh, CEO, D.M.insite**

Learn More



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personalization engine