richrecs ENTERPRISE

RichRecs product recommendations are powered by the enRICH Personalization Engine, designed by the e-commerce experts who helped **pioneer personalization at Amazon** 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 including:

Adaptive Learning & Optimization

RichRecs' response time to real-time customer behavior and site-wide purchase trends is unparalleled in the industry. As customers interact with recommended products, the enRICH Engine's built-in feedback loops inform the system about the performance of products and recommendation types. The Engine then rebuilds its models every other hour—adjusting for the most subtle changes in shopping behavior, inventory, pricing, and more. The result of this built-in, real-time adaptation is sustained relevance without manual manipulation.

Dynamic vs. Fixed Recommendations

It's not personal if everyone sees the same product recommendations on the same page. In contrast to most recommendation systems, which deliver the same recommendation type on limited numbers of pages, RichRecs employs a suite of 60+ algorithms to support numerous recommendation types, each with a unique value proposition that corresponds with a specific shopping behavior—e.g. "People that Viewed This Item Ultimately Bought" and "Top selling accessories for this Item" and so on. With RichRecs, shoppers never see the same recommendation—just the right message to the right shopper at the right time.

FEATURES

Global Dashboard Access

In-page Reporting & Analytics: evaluate RichRecs performance and discover rich insights into customer behavior.

Merchant Controls: align RichRecs with business objectives targeting margin, manufacturer agreement, excess inventory, etc.

Enterprise-class IT

100% server uptime: deliver blazing fast recommendations, even during peak traffic.

Global failover, redundancy, and load balancing via seven data centers

Account Management

Dedicated Relationship Manager and Client Services Engineer

24/7 hotline and email service

ADD-ON

INTELLIGENT CROSS–SELL
POWERED BY RICHRELEVANCE

Retailers in the technology, consumer electronics and office products categories can pair RichRecs best-in-class behavioral recommendations with the industry's most comprehensive database of product attributes and compatibility data.

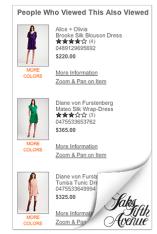## Transparent vs. Generic Messaging

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.**

Our recommendation types are based on numerous attributes as highlighted in this sampling.
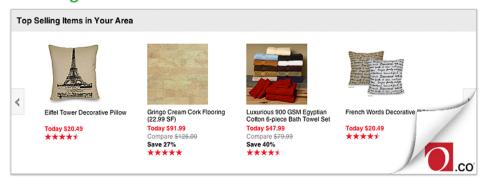
Percent Purchased by Item

Also Viewed

Price Specific

Geo-Targeted

Top Sellers

Search Related

powered by the

enRICH™
personalization engine

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