

RichRelevance **personalises** shopping.

Founded by the eCommerce expert who pioneered personalisation at Amazon, it's our mission to go beyond traditional personalisation to deliver and innovate a retail-specific platform that allows you to communicate and engage with today's hyper-connected, omni-channel consumer. From our heritage, to our technology, to our team, to our approach, we built RichRelevance with you—the retailer—in mind.



Our Heritage

We are led by retail and technology veterans from companies that include Amazon, Overstock, CNET, Accenture and Microsoft, who have deep experience (and hold numerous patents) in personalisation, online commerce, data analysis and web products. We're intimately acquainted with your marketing and merchandising challenges and priorities. We've been in your shoes—and know how to best partner with you for success.



Our Technology

We made unprecedented investments in our underlying technology and infrastructure, developing our foundation and perfecting our ensemble learning algorithms for two years before launching our company. Our careful, methodical approach allowed us to emerge with a solution capable of delivering and innovating for the world's largest retail brands.



Our Team

We possess the expertise, proven track record, first-hand knowledge and passion to ensure a fruitful partnership with RichRelevance. From initiating and implementing best practices across the personalisation spectrum to custom consulting for comprehensive implementations, our team is at your side to guide your personalisation and monetisation strategies.



Our Approach

Our combined heritage, technology and team culminate in an approach that remains unmatched in the market. Your partnership with us guarantees a 100% retail-centric strategy driven by innovative technology that is built on a world-class infrastructure and personally delivered by passionate experts that will *personalise* your personalisation.

PERSONALISATION MEETS MONETISATION IN EVERY SHOPPING SESSION



Personalised Product Recommendations

RichRecs® maximises the value of every customer touch-point with product recommendations that address your shoppers' demonstrated interests, your inventory needs and your merchandising preferences. Powered by the enRICH® Personalisation Engine, the RichRecs Solution Suite influences consumers at each stage of the buying cycle—from on-site recommendations to offsite activities via email, mobile, retargeting and more. And with the added benefit of CNET's Intelligent Cross-Sell, cross-sells and upsells are further enhanced by a rich database of more than five million technology and consumer electronics products.



Targeted Promotions

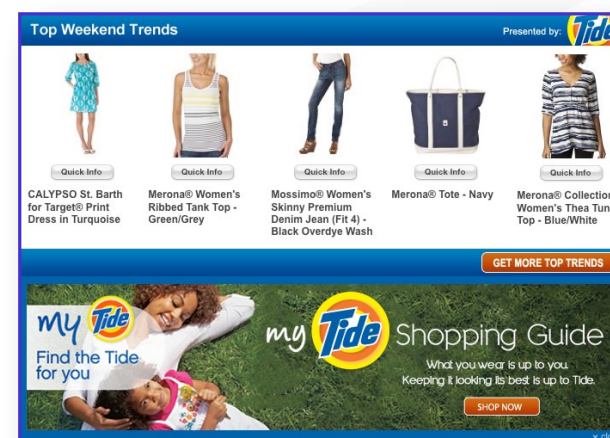
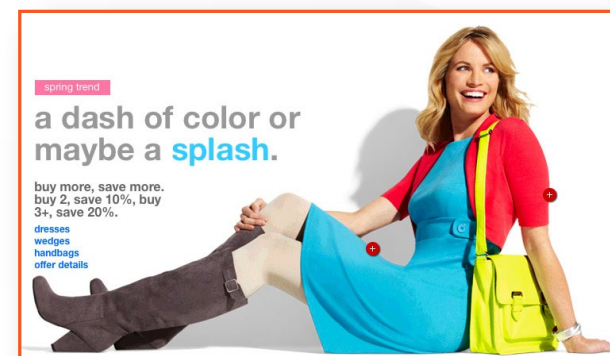
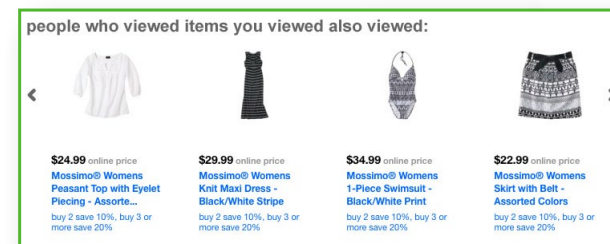
RichPromo™ automates the online promotions workflow, enabling your e-commerce team to run marketing and category-specific campaigns that ensure the most relevant promotions are being shown to each shopper. By targeting promotions to shoppers according to their behaviour (including referred marketing channel, or tendencies towards specific shopping affinities) and context (categories/departments, brands, specific products or geographic location) within the site, RichPromo dramatically improves engagement and conversion. A highly flexible solution, RichPromo can be customised to target existing user segments from internal CRM or external third party systems.



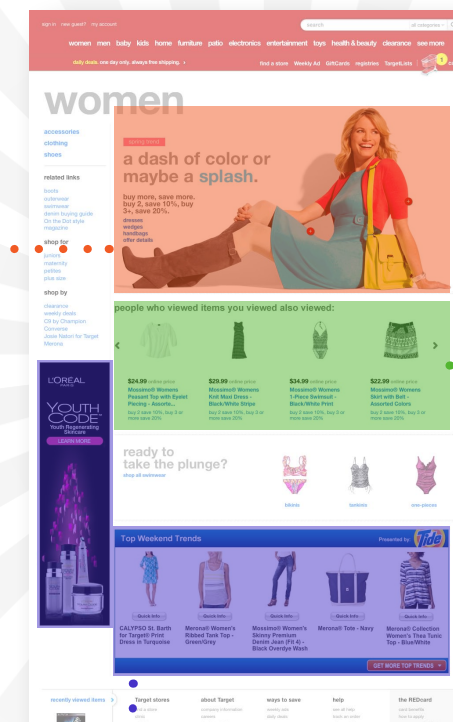
Relevant Brand Advertising

RichAds™ utilises advanced retail targeting to deliver relevant brand messages on major retail sites—filling a gap for retailers, advertisers and consumers. Retailers gain a new channel to monetise 100% of site traffic—not just the 3% who convert—adding to the bottom line through the introduction of brand advertising that enhances, instead of detracts from, their shoppers' experience.

In addition to standard IAB units, RichRelevance offers innovative ad units such as RichPlacement, a branded recommendations module that expands to include dynamic brand content such as video, images, coupons, etc. Our Searchandise offering enables retailers to monetise search and category pages for brands that wish to improve their position on virtual shelf space—all at no cost to the retailer or the consumer's overall shopping experience.



Powered by the
enRICH™
personalisation engine



Technology

Our comprehensive merchandising controls and reporting tools integrate easily with any web analytics platform.

Dynamic Personalisation: We simultaneously deploy segmentation, product similarity and collaborative filtering across 100+ algorithms to deliver a superior personalised user experience across channels and through multiple solutions. The enRICH Personalisation Engine performs thousands of multivariate experiments to determine the most relevant products to display in each multi-channel solution.

Sustained Relevance: Our response to real-time intent and customer micro-trends is unparalleled in the industry. Our recommendation models are rebuilt up to 12 times a day based on complex mathematical models—adjusting for the subtlest changes in shopping behaviour, inventory, pricing, and more. The result is sustained relevance without manual manipulation.

Speedy Integration: Integration can take as little as a few weeks to complete, with a single point of integration for all RichRelevance solutions.

Intuitive Merchant Controls: Merchandisers can access a full suite of tools to fine-tune our Engine to optimise for revenue, conversion, or profit—easily accounting for high margin products, excess inventory, blackouts, product pairings, etc.

User-Friendly Reporting: Our site reporting dashboard provides precise insights into website traffic and the effectiveness of all of our personalisation solutions, offering filtering options, graphs to visually identify trends, and easy exports into Excel format.



We are personally dedicated to helping you put the customer at the center of your retail strategy. Our retail-specific enRICH Personalisation Engine boosts sales and conversion rates, delivers relevant promotions and builds loyalty by providing a more intimate shopping experience, helping you to maximise customer lifetime value by providing the right mix of personalisation tools and success metrics.

About RichRelevance

RichRelevance delivers over 850 million product recommendations daily, powering the personalised shopping experiences for consumers shopping the world's largest and most innovative retail brands like Walmart, Sears, Target, Marks & Spencer and John Lewis. Founded and led by the e-commerce expert who helped pioneer personalisation at Amazon.com, RichRelevance helps retailers increase sales and customer engagement by recommending the most relevant products to consumers regardless of the channel they are shopping. RichRelevance has delivered more than £3.5 billion in attributable sales for its retail clients to date, and is accelerating these results with the introduction of a new form of digital advertising called Shopping Media which allows brands to engage consumers where it matters most—in the digital aisles on the largest retail sites in world. RichRelevance is headquartered in San Francisco, with offices in London, New York, Seattle and Boston.

For more information, please visit www.richrelevance.co.uk.

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