

RichRelevance powers personalized experiences for the world's largest and most innovative retail brands through our innovative personalization platform covering product recommendations, targeted promotions, advertising and content.

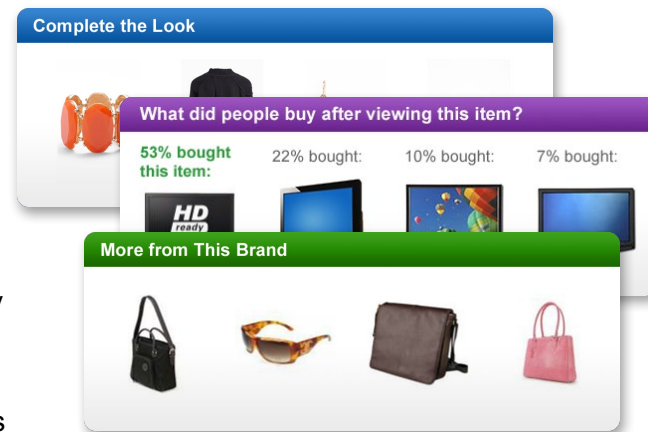
Peek inside to learn how the enRICH platform powers these solutions and more...

# PERSONALIZATION MEETS MONETIZATION IN EVERY SHOPPING SESSION



## Personalized Product Recommendations

RichRecs® maximizes the value of every customer touch point with product recommendations that address your customer's demonstrated interests, inventory needs and your merchandising preferences. Influence consumers at each stage of the buying cycle—from on-site recommendations to offsite activities via email, mobile, retargeting, and more. With multivariate testing (MVT) capabilities included, it's never been easier to optimize your site. Additionally, through our Intelligent Cross-Sell product, we're driving more value for our customers in the electronics, office supply and fashion retail verticals than ever before.



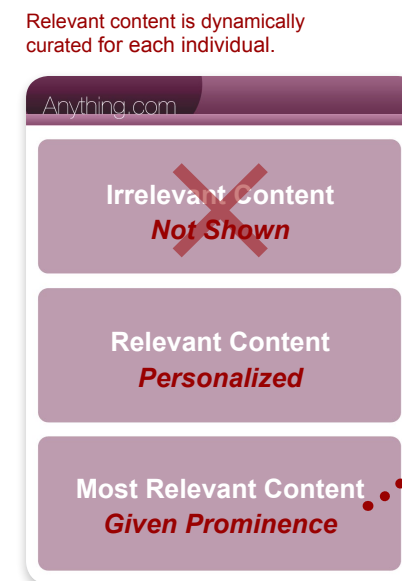
## Targeted Promotions

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 behavior and context, RichPromo dramatically improves engagement and conversion.



## Personalized Content

RichContent™ enables consumer brands, media and hospitality sites to deliver personalized experiences by analyzing real-time behavior and re-architecting site content to reflect a consumer's true interests. With RichContent, your site visitors receive the right information at the right time in fewer clicks. This means your team can build millions of customized experiences at scale, without any manual intervention.



## Relevant Brand Advertising

RichAds® utilizes 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 monetize 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.



## Technology

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

**DYNAMIC PERSONALIZATION:** We simultaneously deploy segmentation, product similarity and collaborative filtering across 100+ algorithms to deliver a superior personalized user experience across channels and through multiple solutions. The enRICH Personalization 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 behavior, 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 optimize 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 personalization solutions, offering filtering options, graphs to visually identify trends, and easy exports into Excel format.

### Select Customers:



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