GETTING STARTED

RichResults Guide

The Algorithms Inside: RichRelevance's 100+ Recommendation Strategies

richresults™
personalization team

OVERVIEW

RichRelevance embraces the individuality of every shopper by offering 100+ recommendation strategies (e.g. "people that viewed this product ultimately purchased...") and selects the most relevant recommendation type(s) for each page and customer situation. Rather than using vague language such as "May we suggest" or "You may also like," each recommendation reflects an explicit message so that shoppers understand precisely why something is being recommended.

The enRICH™ Personalization Engine selectively displays recommendation strategies based on the "wisdom of the crowds" or the shopper's own behavioral profile, leveraging what is known about his or her purchase and browsing history and where he or she is in the shopping process. As a result, the shopper trusts the recommendation because it relates directly to his or her individual needs and behaviors. Further, the use of multiple recommendation types allows for multiple placements per page, offering shoppers a choice between different clearly-defined browsing pathways. The result? Increased conversions and sales, enhanced customer confidence and engagement and reduced customer service inquiries and returns.

WHY IS CLEAR MESSAGING SO IMPORTANT?

A/B tests have demonstrated 50% greater conversion when a shopper knows why he or she is being recommended an product. Unlike "black box" platforms, the enRICH™ engine is able to preserve the "why" and share it with the shopper via explicit messaging such as "People that viewed this ultimately bought." The result is seamless navigation through the shopping experience via trusted recommendations.

CUSTOMIZED MESSAGING

Because shoppers vary across merchant sites, messaging that resonates with one retail audience may not be appropriate for another. RichRelevance enables retailers to speak to their specific audience with customizable recommendation messages.

Sample Placements with Customized Messaging:

Original	Custom
People who viewed this product also viewed:	Folks who viewed this product also viewed:
People who bought this product also bought:	This gear rides well with:
People who viewed this product also bought:	People who looked at this movie purchased:
People who viewed this product ultimately bought:	People who viewed VitaMix Turbo Blend 4500 Blender ultimately bought:

**RECOM-
MENDATION
STRATEGIES**

Below is a sample of our growing list of recommendation strategies and the contexts in which they are most effectively utilized.

Cross-Sell Strategies			
STRATEGY	**SAMPLE MESSAGE**	**DESCRIPTION**	**INSTRUMENTATION PAGE TYPES**
CategorySiloedPurchaseCP	"People who bought <this product> from <this category" also bought…"	Recommendations of product categories are generated from previous user purchases	Product, Cart, Purchase
ClickEV	"People who viewed <product name> also viewed…"	Products that other shoppers have viewed given that they viewed this product. This strategy can be biased towards recommending high-ticket products	Product
ClickCP	"People who viewed <this product> also viewed…"	Products that other users have viewed given that they viewed this product	Product
BuyTogether	"Frequently bought together"	The product that the user is currently viewing and the single product most frequently purchased in the same order	Product, Cart
CategoryEV	"People who bought products from <category name> also bought products from <category name>…"	Products from categories that are frequently purchased alongside products from this category. This strategy can be biased towards recommending high-ticket products	Category, Product
MultiItemPersonalizedPurchaseCP	"People who bought <product name> also bought…"	Products that are frequently bought with other products that the user has recently purchased in the last 75 days	Home, Purchase Complete
PurchaseCP	"People who bought <product name> also bought…"	Products that other shoppers have bought given that they purchased this product. This strategy can be biased towards recommending high-ticket products or pull out recommendations for products that the user might purchase regardless of the context.	Product, Cart
RelatedToCart	"Products related to the products in your cart"	Products frequently bought with the products in the user's cart. This can also filter out the up-sell products (products in the category that are already in the cart) or cross-browsed products.	Cart

Offer-Based Strategies			
STRATEGY	**SAMPLE MESSAGE**	**DESCRIPTION**	**INSTRUMENTATION PAGE TYPES**
CategoryTopOffers	"Top offers in <category>"	keys off one or more categories and returns the most frequently bought products with special offers in the categories	Category, Product, Search
CategoryNewArrivalTopOffers	"Top selling new arrivals with special offers"	Top selling products with special offers among new arrivals Note: The definition of "new arrival" can be configured in the RichRelevance dashboard.	Category, Product, Search
BrandTopOffers	"<Brand name> Top Offers"	Top selling products with special offers in a specific brand Note: The customer's catalog feed tells us that this product has an offer.	Product

Personalized Strategies			
STRATEGY	**SAMPLE MESSAGE**	**DESCRIPTION**	**INSTRUMENTATION PAGE TYPES**
PersonalizedCategoryTopOffers	"Offers on products from your favorite Clothing"	Products with offers, special deals, or discounts from a category that the current user has most affinity towards	Home, Category
PersonalizedCategoryTopSellers	"Top Selling Products from your favorite categories"	Best-selling products from a category that the current user has the most affinity towards	Category , Home
PersonalizedClickEV	"People who viewed <product name> also viewed..."	Products that are frequently viewed with other products that the user has recently viewed, in either the current session or in previous sessions. This strategy can be biased towards recommending high-ticket products	Home, Purchase Complete
PersonalizedClickCPInCategory	"People who liked <this product> also viewed products in <this category> "	Products from this category that are frequently viewed with products that the user has currently viewed in a previous or current session	Category, Search
PersonalizedPurchaseCP	"People who bought <product name> also bought..."	Products that are frequently bought with other products that the user has recently purchased in the last 75 days	Home, Purchase Complete
PersonalizedPurchaseCPInCategory	"People who bought products in <this category> also bought products in <this category>"	Products that are bought based on previous similar purchase histories in the last 75 days	Category, Home, Search
PersonalizedViewPurchaseCPInCategory	"People who viewed <this product> in <this category> ultimately bought <this product>"	Products that are frequently bought with other products that user has recently viewed (based on recent history)	Category, Search
PersonalizedTopOffersInBrandAndCategory	"<Brand name> offers from <this category>"	Top selling products based on user's affinity for specific brands within specific categories Note: Affinity towards a brand and category is determined using an algorithm that bases affinity on products people have viewed and purchased.	Category, Home
PreviousVisitItems	"Products viewed during previous visits"	Products that the user has viewed during a previous session	Home
RecentHistoricalItems	"Recently Viewed Products"	Products that the user has viewed during the current and/or previous sessions	All page types

Replenishment Strategies			
STRATEGY	**SAMPLE MESSAGE**	**DESCRIPTION**	**INSTRUMENTATION PAGE TYPES**
CategoryBasedReplenishment	"Products in <category name> that the user has bought in past orders..."	Products that the user has purchased in the past that are from the current category, which has been identified as a consumable/replenishable category	Category, Product
Replenishment	"Products the user has bought in past orders"	Products that the user has bought multiple times in the past	All page types

Note: For replenishment strategies, the categories and replenishment intervals must be configured in the RichRelevance dashboard. Without this step, the strategy will not work.

Search Optimization Strategies			
STRATEGY	**SAMPLE MESSAGE**	**DESCRIPTION**	**INSTRUMENTATION PAGE TYPES**
SolrRecentSearchToPurchaseStrategy	"Products related to your recent search: '<keyword/phrase>'"	Products most frequently purchased, given that the shopper has searched the same terms that the user has recently searched	Search
SolrSearchToProductStrategy	"People who searched '<keyword/phrase>' ultimately bought…"	Products most frequently purchased by shoppers that have searched the current terms	Search
SolrSearchToPurchasePercentStrategy	"What Was Ultimately Purchased By People Who Searched for '<keyword/phrase>'?"	Products most frequently purchased (in percentage form) by shoppers who searched the same terms the user has recently searched	Search
SolrSearchToViewStrategy	"People who searched for '<keyword/phrase>' also browsed…"	Based off the current search context, products are generated based on products which have been ultimately viewed by people who have searched for one or more of the keywords that make up the current search	Search
SolrSearchToViewCategory	"People who searched for '<keyword/phrase>' also browsed these categories"	Keys off of the current search context and finds categories which have been browsed by people who have searched for one or more of the keywords that make up the current search. It then aggregates all the purchased products by the categories that they belong to and then recommends those categories	Search

Top Ratings and Review Strategies			
STRATEGY	**SAMPLE MESSAGE**	**DESCRIPTION**	**INSTRUMENTATION PAGE TYPES**
TopRatedProducts	"<Merchant name>'s Top Rated Products"	Recommends products that have a high rating score	Home, Other
TopRatedProductsInCategory	"Top Rated Products in <category>"	Recommends products that have a high rating score in a given category	Category, Product
TopRatedProductsInGenre	"Top Rated Products in <genre>"	Recommends products that have a high rating score in a given genre	Home, Category, Product

Top Seller Strategies			
STRATEGY	**SAMPLE MESSAGE**	**DESCRIPTION**	**INSTRUMENTATION PAGE TYPES**
BrandTopSellers	"<Brand name> Top Sellers"	Products within this brand that have sold the most units	Category, Product, Brand
CategoryTopSellers	"<Category name> Top Sellers"	Products within this category that have sold the most units	Category, Product, Search
GenreTopSellers	"<Department name> Top Sellers"	Products within this department that have sold the most units	Category, Home
MerchandisedCategoryPopularProducts	"Featured Popular Products in <category name>"	Popular products from manually configured categories, backfilled with category popular products	Category
MoversandShakers **(4 types)**	"Today's Hot Products"	Products that have gained sales/click momentum in varying degrees of the most recent history (4 different periods available), conceptually parallel to products increasing in sales rank	All page types

Top Seller Strategies (cont'd)			
STRATEGY	**SAMPLE MESSAGE**	**DESCRIPTION**	**INSTRUMENTATION PAGE TYPES**
NewArrivalsInCategory	"New Arrivals in <category name>"	Returns top selling products among new arrivals in the category Note: The definition of "new arrival" can be configured in the RichRelevance dashboard.	Home, All page types
NonGenreCategoryTopSellers	"<Category name> Top Sellers"	Top-selling products from within the same category that may come from different departments/genres. Example: Levi's 501 listed under Work Pants, Fashion Pants—popular in multiple genres	Category, Product
PopularProducts	"Popular Products from <Merchant name>"	Site-wide top sellers emphasizing higher priced products	All page types
PopularProductsInCategory	"Popular Products in <category name>"	Products within this category emphasizing higher priced products	Category, Product, Search
PopularProductsInGenre	"Popular Products in <department name>"	Products within this department that have the highest score based on sales activity, emphasizing higher priced products	Category, Home
ShuffledCategoryTopSellers	"<Category name> Top Sellers"	Top-selling products from child nodes of the current category, with limitations configured on the maximum number of representatives from the same category	Category, Home
TopSellers	"<Merchant name>'s Top Sellers"	Site-wide top sellers in order of units sold	All page types

Upsell Strategies			
STRATEGY	**SAMPLE MESSAGE**	**DESCRIPTION**	**INSTRUMENTATION PAGE TYPES**
CategorySiloedViewCP	"People who viewed <this product> also viewed…"	Recommendations of products that are related to the user's most frequently viewed or purchased product; informs the customer of suitable products for comparison shopping	Product
CategorySiloedViewPurchaseCP	"People who viewed <this product> ultimately bought these products from this category" (category is variable)	Products that are likely to be purchased by viewers who looked at similar products	Product
MultiItemViewCP	"People who viewed these products also bought…"	Uses multiple seed products in the current context and merges the products from each seed into one result	Product, Cart, Add-to-Cart
ViewPurchased	"People who viewed <product name> ultimately bought…"	Products that other shoppers have purchased given that they viewed this product	Product, Cart
ViewPurchasedPercent	"What did people who viewed <product name> ultimately buy?"	The percentage of shoppers that have purchased other products given that they have viewed this product	Product, Cart

Segment-Based Strategies			
STRATEGY	**SAMPLE MESSAGE**	**DESCRIPTION**	**INSTRUMENTATION PAGE TYPES**
BrandTopSellersInSegments	"<Brand name> Top Sellers in "	Returns the top selling brands among users in a given segment	Product, any other pages that have brand instrumented
CategoryTopSellersinSegment	"<Category name> Top Sellers in "	Keys off one or more categories and returns the most frequently bought products in the categories for the given segment	Category, Product
ClickCPInSegments	"People in who viewed <this product> also viewed"	Products that other users have viewed given that they viewed this product	Product
PurchaseCPinSegments	"People in who bought this product also bought"	Keys off a seed product and given segment, returns products that users who bought the seed product also purchased (from the same merchant) in the past	Product, Cart, Purchase
TopSellersInSegment	"Shop <merchant name> top sellers in "	Returns a list of the top selling products for a given merchant for a given segment	Home
ViewedPurchasedCPInSegments	"People in < segment> who viewed <this product> ultimately purchased"	Keys off a product and a given segment and returns products likely to be purchased by viewers of the product in the same segment	Product

For more guidance on best practices and getting the most out of your enRICH™ recommendations, contact your Relationship Manager.