



REVOLUTIONIZING BUSINESSES WITH AMAZON PERSONALIZE

RELEVANT RECOMMENDER SYSTEM HELPS BUSINESSES



HIGHER VOLUMES & INCREASED CONVERSION RATE



ENHANCE CUSTOMER LOYALTY



BOOST CUSTOMER ENGAGEMENT



PERSONALIZE

A ready recommender system that harnesses the power of Hierarchical Recurrent Neural Network (HRNN)

AS EASY AS REMEMBERING YOUR FAVOURITE MOVIE



Easy & rapid implementation. **No deep expertise** in machine learning required. Allows businesses to deploy a customized personalization engine quickly.



Data Wrangler makes it quick and easy for you to prepare your data. It is a preprocessing tool with a visual interface and predefined transformations

CUSTOMIZABLE AS PER YOUR BUSINESS

Loaded with pre-trained algorithms for **video-on-demand, e-commerce** companies and further customizable options are available as per different businesses



AWS Personalize Recipes includes **Trending Now, Similar Items** and Personalizes Actions feature



Powered with **Generative AI** to provide hyper-personalized customer experiences that identifies **thematic connections between the recommended items**. Rather than just giving generic messages for all recommendations





What's Your Vibe?

aws PERSONALIZE RECOMMENDS

HOW TO USE AMAZON PERSONALIZE FOR YOUR BUSINESS?



THE AMAZON PERSONALIZE ADVANTAGE



ML Models

Azure

aws

Ease Of Use

DIFFICULT

MEDIUM

EASY

Business-Savvy Features

FEW

MEDIUM

MANY

Prior-Knowledge Required

HIGH

MEDIUM

LOW