

# Best Practices for Product Recommendations on e-Commerce Websites

## Strands Business Services

### Increasing Revenues by Creating a Personalized Customer Experience

The main goal of any e-commerce website is to generate revenue and, ultimately, profit. Very similar to a conventional store, the owner of an e-commerce site has to find ways to draw user traffic to the website, entice a visitor to become a (repeat-) customer, to raise average order values and, ultimately, increase store revenue. In order to achieve these objectives, e-commerce websites have to provide an enticing virtual store-front, engage visitors with relevant product offerings, provide an enjoyable, hassle-free and highly personalized shopping experience, and create a warm, friendly and trustworthy atmosphere that makes clients feel welcome and motivates them to come back.

One way of increasing the quality of the customer experience and associated customer loyalty is to enhance the virtual storefront and shopping experience by providing personalized and highly relevant product recommendations. By personalizing the e-commerce site for each user, the store signals them that it cares for the interests and needs of its clients, creates an emotional connection and motivates them to make the store to be their store of choice.

Strands Labs, Inc. has been on the forefront of personalization and recommendation research and technology for more than 8 years. We started offering our products and services to commercial websites about two years ago and are currently serving product recommendations on more than 50 e-commerce and e-content sites.

We found that there is a lot of confusion in the marketplace as to which type of product recommendation is best suited to which page on the store website and how to implement it. To help and guide our clients in their implementations and to get the most of our technology, we decided to document our experience in this whitepaper. We will analyze the suitability of various types of recommendations for each major page of an e-commerce store as well as email communications. We will provide examples and, if applicable, describe potential risks. While other placement combinations are certainly possible, we found these to be the most successful across our clients and a good starting point.

### Recommendation Types and their Benefits

In the following sections, we will refer to three different types of product recommendations (see Figure 1): ***alternative***, and ***complementary*** and ***generic***. Recommendations for ***Alternative Products*** offer suggestions for products that are similar to the customer's choice and could be bought as an alternative or replacement. Recommendations for ***Complementary Products*** offer suggestions for products that would enhance, complement, complete, or go well with the selection of the users. Compared to these, ***Generic Product*** recommendations do not depend on any other product as a baseline and stand on their own. They can be generated without any knowledge of a user's past or current product preferences.

> Men's Classic Machine-Washable Varsity Blazer with Brass Buttons

**Men's Classic Machine-Washable Varsity Blazer with Brass Buttons**



+ ZOOM

Get the perfect fit, color or style.  
FREE SHIPPING On All Exchanges.



#75014 Men's Hassle-Free Houndstooth Silk Sport Coat  
ShareThis \$149.00


#75010 Men's Montecito Microsuede Sport Coat  
\$139.00


#7433 Men's Wild Blue Yonder Sport Coat  
\$149.00 - \$159.00

Product Currently of Interest to Customer

Alternative Products



#7208 Men's Classic Machine-Washable Pleated ComfortSizer® Trousers  
\$79.00



#7795 Men's Classic-Fit Pleated Twill Pant  
\$65.00



#71056 Men's No-Iron Solid Long-Sleeve Shirt  
\$65.00



# 90494 New! Men's Tamarack Reversible Leather Belt  
\$35.00

Complementary Items



# 74004 Men's Rain Parka  
**Was: \$159.00 Now: \$129.00**



# 79063 New! Men's Rieker® Perforated Travel Loafer  
**Was: \$99.00 Now: \$79.00**



# 79043 Men's Cashmink Solid Scarf  
**Was: \$29.00 Now: \$19.00**



# 74003 Men's Rain Trench  
**Was: \$169.00 Now: \$139.00**



# 79045 Men's Hush Puppies® Waterproof Lace-Up Shoe  
**Was: \$109.00 Now: \$89.00**



# 79051 Men's Cashmink Plaid Scarf  
**Was: \$29.00 Now: \$19.00**

Generic Items

FIGURE 1: SAMPLE RECOMMENDATION TYPES

## Selecting the Right Recommender for the Right Page of your E-Commerce Store

### 1. Landing Page

The landing page is the main storefront and entry point of an e-commerce site. It needs to create a good first impression, an image, a feeling, make the visitor welcome and draw him/her into the store. As a starting point, most stores display Generic (special-) offers on this page (e.g. Figure 2.) In situations where the user is known, these recommendations can be personalized (e.g. Figure 3.) Additionally, Complementary Product Recommendations can be added by using products the user has previously bought as a baseline. In situations where the store's products are perishable or consumable, alternative or even repeat product recommendations might make sense as well.

- **Suitable Recommendation Types:** Generic products, Complementary products, Alternative products
- **Typical Locations:** Depends on landing page layout. The landing page is normally heavily merchandised.
- **Risks:** The number of recommendations per page should be limited to avoid overwhelming the customer. It is better to have a few teasers on the landing page than to overwhelm the user with the entire product catalog.

Suitable Widgets	Sample Widget Title
<i>Generic Recommendations without user information:</i>	
<ul style="list-style-type: none"> <li>○ New Arrivals (new products in catalog)</li> <li>○ Occasions / Special events</li> <li>○ Popular right now</li> <li>○ Promotional or Featured Products</li> <li>○ Sales Rules / Inventory Optimization based Recommendations</li> <li>○ Top Rated Products</li> <li>○ Top Selling Products</li> </ul>	<ul style="list-style-type: none"> <li>○ New Arrivals</li> <li>○ X-Day Specials!</li> <li>○ Most Popular</li> <li>○ Featured Products, On Sale</li> <li>○ Other products of interest to you</li> <li>○ Top Rated!</li> <li>○ Top Sellers!</li> </ul>
<i>Generic Recommendations with user information:</i>	
<ul style="list-style-type: none"> <li>○ Recommendations based on declared preferences</li> <li>○ Learned User Preferences</li> <li>○ New Products for you</li> <li>○ Recently Viewed Products</li> <li>○ Products your Friends like</li> </ul>	<ul style="list-style-type: none"> <li>○ Products that you might like</li> <li>○ Products that you might like</li> <li>○ Hot products for you!</li> <li>○ Recently viewed</li> <li>○ Your friends like</li> </ul>
<i>Complementary Product Recommendations</i>	
<ul style="list-style-type: none"> <li>○ Cross-sell (rules)</li> <li>○ Up-Sell (rules)</li> <li>○ Accessorizing (rules)</li> </ul>	<ul style="list-style-type: none"> <li>○ Products that you might like</li> <li>○ Products that you might like</li> <li>○ People who bought this also bought</li> </ul>
<i>Alternative Product Recommendations</i>	
<ul style="list-style-type: none"> <li>○ Similar (alternative) products based on user history</li> </ul>	<ul style="list-style-type: none"> <li>○ You might also like</li> </ul>

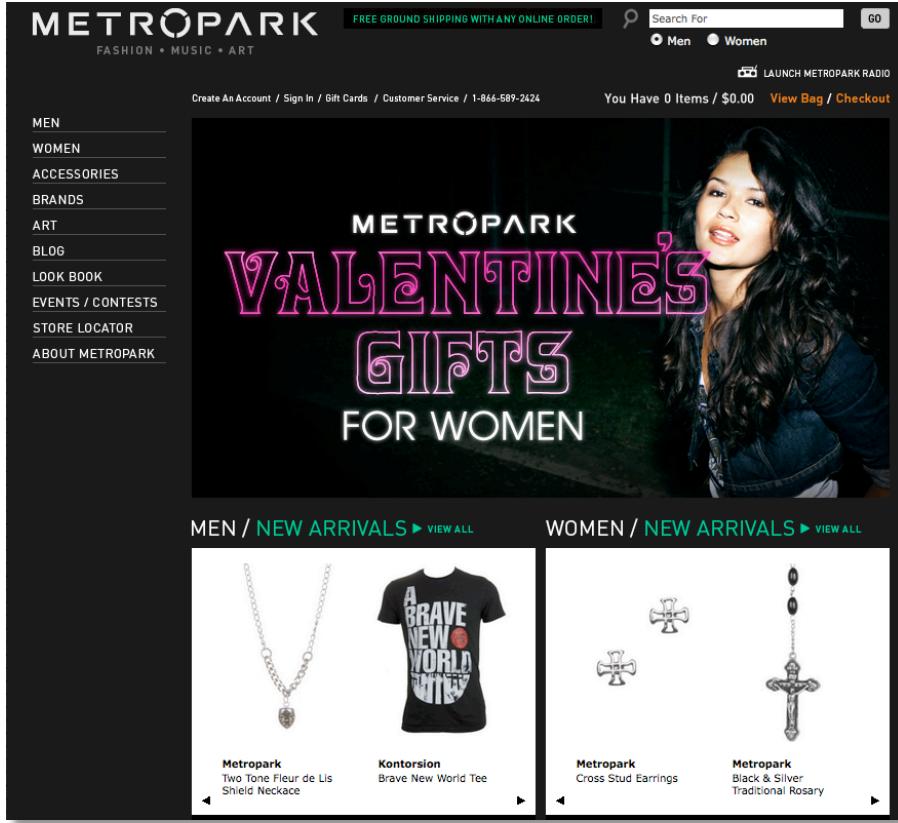


FIGURE 2: LANDING PAGE WITH GENERIC RECOMMENDATIONS

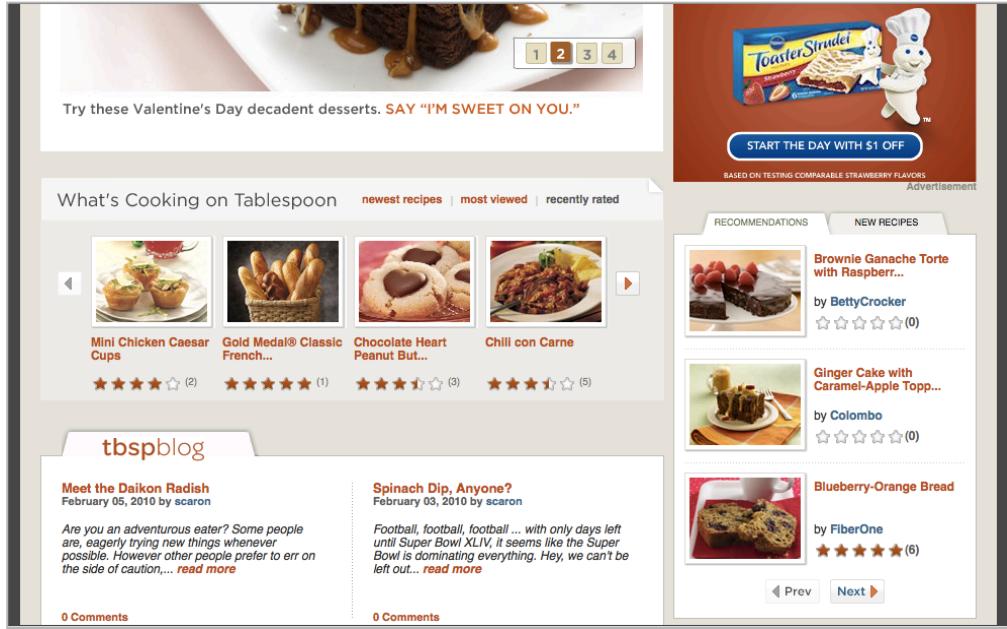


FIGURE 3: LANDING PAGE WITH PERSONALIZED RECOMMENDATIONS

## 2. Department / Category / Subcategory page

The Category page allows users to browse the e-commerce store by sections or departments (e.g. men's shirts, science fiction, running shoes - Figure 4). The pages have to be designed so that they provide enough product diversity and do not become boring, provide a good overview of the product palette and, at the same time, allow customers to find products in the store in an easy and enjoyable manner.

Since the category browse page already contains many alternatives, most companies prefer not to add additional recommendations. However, if required, one could add generic recommendations to highlight things such as "top sellers in this category", "most recommended" etc. Complementary items can be used to highlight options to accessorize the products in question. Alternatives should not be recommended.

- **Suitable Recommendation Types:** Generic products, Complementary products
- **Typical Locations:** Complementary recommendations are usually shown at the bottom of the page and generic recommendations on the right.
- **Risks:** The category page is geared towards helping the user to find what he/she needs and already contains many alternatives. Helping a customer to focus on the search and provide arguments (e.g. ideas for accessorizing or similar complementary items) is a good idea. Providing too many distractions is certainly not.

Suitable Widgets	Sample Widget Title
<i>Generic Recommendations without user information:</i>	
<ul style="list-style-type: none"> <li>○ New Arrivals (new products in catalog)</li> <li>○ Occasions / Special events</li> <li>○ Popular right now</li> <li>○ Promotional or Featured Products</li> <li>○ Top Rated Products</li> <li>○ Top Selling Products</li> </ul>	<ul style="list-style-type: none"> <li>○ New Arrivals in this category</li> <li>○ X-Day Specials!</li> <li>○ Most Popular</li> <li>○ Featured Products, On Sale</li> <li>○ Top Rated!</li> <li>○ Top Sellers!</li> </ul>
<i>Generic Recommendations with user information:</i>	
<ul style="list-style-type: none"> <li>○ Recommendations based on declared preferences</li> <li>○ Learned User Preferences</li> <li>○ Recently Viewed Products</li> <li>○ Demographic Based Recommendations</li> </ul>	<ul style="list-style-type: none"> <li>○ Products that you might like</li> <li>○ Products that you might like</li> <li>○ Recently viewed</li> <li>○ Products that you might like</li> </ul>
<i>Complementary Product Recommendations</i>	
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**TRAVELSMITH**  
CLOTHING, GEAR, AND ADVICE TO GO

SIGN IN | MY ORDERS | TRAVEL CENTER | CALL 24HRS 800.770.3387 | Keyword or Item# | SEARCH | VIEW CART | CHECK OUT

WHAT'S NEW | WOMEN | MEN | SHOES | LUGGAGE & BAGS | TRAVEL ACCESSORIES | OUTLET

HOME | WHAT'S NEW | SHOP BY OUTFIT | WOMEN | annual rainwear sale | what's new | best sellers | tops & shirts | sweaters & wraps | dresses | sets | jackets & blazers | outerwear | pants & shorts | skirts | intimates & sleepwear | swimwear | accessories | plus sizes | petite sizes | MEN | SHOES | LUGGAGE & BAGS | TRAVEL ACCESSORIES | SHOP BY FABRIC | CIETS

Home > Women > Dresses  
**Dresses**

See More Styles: Dresses | Sort By: Favorites | Show: View 12 Per Page

Page 1 of 3 | next >

#	Product Name	Price
#35202	New! Women's Voyager Faux-Wrap Dress	\$89.00
#35172	New! Women's Piped Twist-Front Travel Dress	\$99.00
#35186	New! Women's 3/4-Sleeved Jewel-Neck Travel Dress	\$99.00
#35184	New! Women's 3/4-Sleeved Faux-Wrap Travel Dress	\$99.00
#35196	New! Women's Knit Shirtdress	\$79.00
#35200	New! Women's Short-Sleeved Scoopneck Travel Dress	\$89.00
#35192	New! Women's Ottoman Empire-Waist Comfort Dress	\$89.00
#35188	New! Women's Voyager Gathered Scooped Dress	\$89.00

**FIGURE 4: CATEGORY PAGE**

### 3. Search results page

Based on the search query entered by the user, the search results page displays relevant products. The key in designing the search results page is to provide sufficient product diversity in the results so that the customers are able to find what they are looking for and feels that they were able to see a good overview of the products in store. At the same time, diversity should not reach a level where the search results appear unfocussed and distract the customer from making a purchase (see Figure 5).

The page can be enhanced by providing recommendations based on similar search patterns ("people who searched for this ultimately bought") as well as the characteristics of the products and recorded preferences of the user. If the search does not provide any results, it can make sense to suggest alternative search terms based on subsets of the terms in the query or the purchase history of the user (or comparable users.)

- **Suitable Recommendation Types:** Generic products, Alternative Products
- **Typical Locations:** Generic or Alternative products can be shown below the search results (or replace the search results if no results are found).
- **Risks:** It is advisable to balance diversity and the risk of distracting the user from the path to checkout.

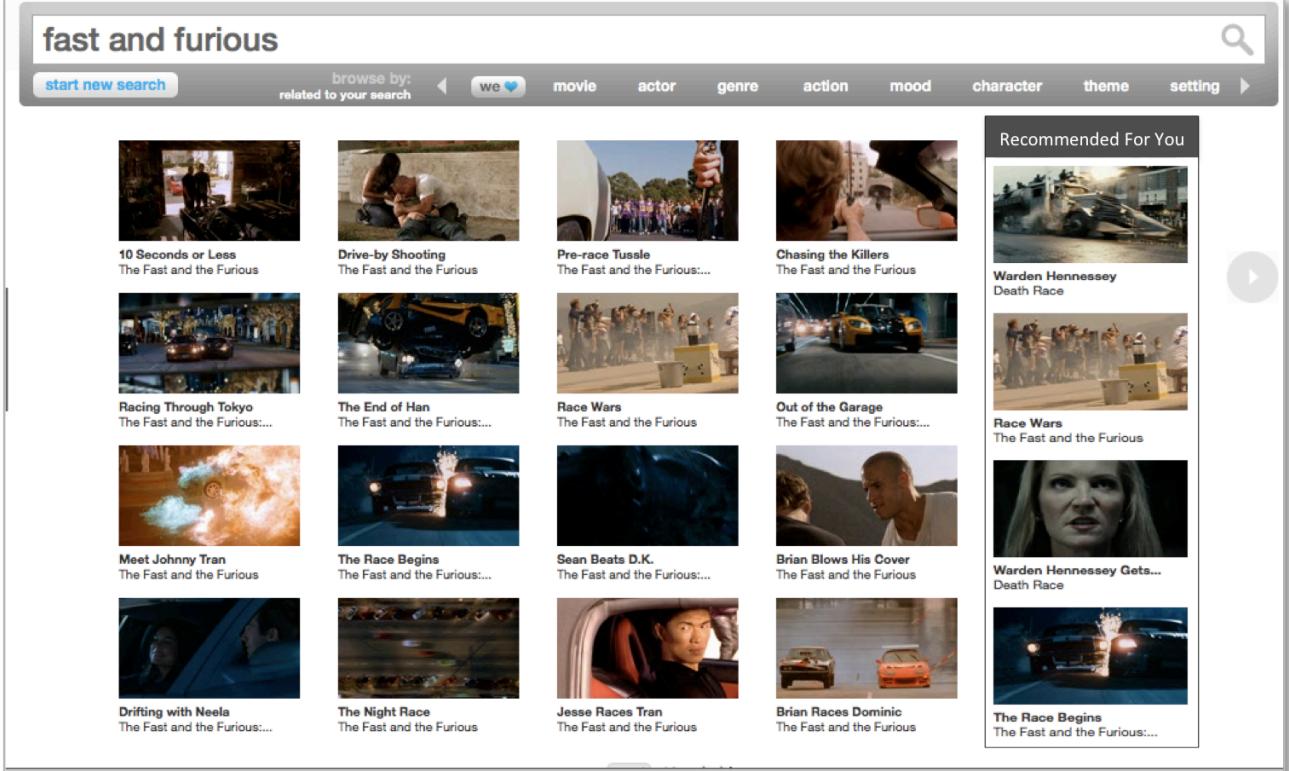
Suitable Widgets	Sample Widget Title																																																								
<p><i>Generic Recommendations with user information:</i></p> <ul style="list-style-type: none"> <li>○ Recommendations based on Search History</li> </ul>	<ul style="list-style-type: none"> <li>○ You were looking for products like</li> </ul>																																																								
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 <p>The screenshot shows a search results page for the query "fast and furious". At the top, there's a navigation bar with a search input field containing "fast and furious", a magnifying glass icon, and several filter buttons: "start new search", "related to your search", "we ❤️", "movie", "actor", "genre", "action", "mood", "character", "theme", and "setting". Below the search bar, the main content area displays a grid of 18 video thumbnail cards. Each card includes a title, a subtitle, and a small image. To the right of the grid, there's a sidebar titled "Recommended For You" which lists three more video thumbnails.</p> <table border="1"> <thead> <tr> <th>Thumbnail</th> <th>Title</th> <th>Subtitles</th> </tr> </thead> <tbody> <tr> <td></td> <td>10 Seconds or Less</td> <td>The Fast and the Furious</td> </tr> <tr> <td></td> <td>Drive-by Shooting</td> <td>The Fast and the Furious</td> </tr> <tr> <td></td> <td>Pre-race Tussle</td> <td>The Fast and the Furious</td> </tr> <tr> <td></td> <td>Chasing the Killers</td> <td>The Fast and the Furious</td> </tr> <tr> <td></td> <td>Racing Through Tokyo</td> <td>The Fast and the Furious</td> </tr> <tr> <td></td> <td>The End of Han</td> <td>The Fast and the Furious</td> </tr> <tr> <td></td> <td>Race Wars</td> <td>The Fast and the Furious</td> </tr> <tr> <td></td> <td>Out of the Garage</td> <td>The Fast and the Furious</td> </tr> <tr> <td></td> <td>Meet Johnny Tran</td> <td>The Fast and the Furious</td> </tr> <tr> <td></td> <td>The Race Begins</td> <td>The Fast and the Furious</td> </tr> <tr> <td></td> <td>Sean Beats D.K.</td> <td>The Fast and the Furious</td> </tr> <tr> <td></td> <td>Brian Blows His Cover</td> <td>The Fast and the Furious</td> </tr> <tr> <td></td> <td>Drifting with Neela</td> <td>The Fast and the Furious</td> </tr> <tr> <td></td> <td>The Night Race</td> <td>The Fast and the Furious</td> </tr> <tr> <td></td> <td>Jesse Races Tran</td> <td>The Fast and the Furious</td> </tr> <tr> <td></td> <td>Brian Races Dominic</td> <td>The Fast and the Furious</td> </tr> <tr> <td></td> <td>Warden Hennessey Gets...</td> <td>Death Race</td> </tr> <tr> <td></td> <td>The Race Begins</td> <td>The Fast and the Furious</td> </tr> </tbody> </table>	Thumbnail	Title	Subtitles		10 Seconds or Less	The Fast and the Furious		Drive-by Shooting	The Fast and the Furious		Pre-race Tussle	The Fast and the Furious		Chasing the Killers	The Fast and the Furious		Racing Through Tokyo	The Fast and the Furious		The End of Han	The Fast and the Furious		Race Wars	The Fast and the Furious		Out of the Garage	The Fast and the Furious		Meet Johnny Tran	The Fast and the Furious		The Race Begins	The Fast and the Furious		Sean Beats D.K.	The Fast and the Furious		Brian Blows His Cover	The Fast and the Furious		Drifting with Neela	The Fast and the Furious		The Night Race	The Fast and the Furious		Jesse Races Tran	The Fast and the Furious		Brian Races Dominic	The Fast and the Furious		Warden Hennessey Gets...	Death Race		The Race Begins	The Fast and the Furious
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FIGURE 5: RECOMMENDATIONS ON THE SEARCH RESULTS PAGE

## 4. Product Details page

The product detail page displays information about a specific product to customers and entices them to purchase. This page is a good location to place generic recommendations that are derived from store rules (e.g. up-sell, cross-sell or inventory optimization), to add information about potential alternatives (similar products) and how to complement or accessorize the product. Complementary products can serve both as arguments supporting the purchase as well as opportunities for cross-selling (Figure 7). The classic setup is to have one widget displaying alternative products to the right and one that displays complementary products at the bottom of the page.

- **Suitable Recommendation Types:** Generic products, Complementary Products, Alternative Products
- **Typical Locations:** Alternative products are normally shown on the right side of the product. Complementary or Generic recommendations are generally placed below the product.
- **Risks:** As always, one has to balance the amount of additional products shown to the customers as to not distract them.

Suitable Widgets	Sample Widget Title
<i>Generic Recommendations without user information:</i>	
<ul style="list-style-type: none"> <li>○ Occasions / Special events</li> <li>○ Popular right now</li> <li>○ Promotional or Featured Products</li> <li>○ Sales Rules / Inventory Optimization based Recommendations</li> <li>○ Top Rated Products</li> <li>○ Top Selling Products</li> <li>○ Small Products</li> </ul>	<ul style="list-style-type: none"> <li>○ X-Day Specials!</li> <li>○ Most Popular</li> <li>○ Featured Products</li> <li>○ Other products of interest to you</li> <li>○ Top Rated!</li> <li>○ Top Sellers!</li> <li>○ By the way...</li> </ul>
<i>Generic Recommendations with user information:</i>	
<ul style="list-style-type: none"> <li>○ Recently Viewed Products</li> </ul>	<ul style="list-style-type: none"> <li>○ Recently viewed</li> </ul>
<i>Complementary Product Recommendations</i>	
<ul style="list-style-type: none"> <li>○ People who bought this also bought</li> <li>○ Cross-sell (rules)</li> <li>○ Up-Sell (rules)</li> <li>○ Accessorizing (rules)</li> <li>○ User created product collections</li> </ul>	<ul style="list-style-type: none"> <li>○ People who bought this also bought</li> <li>○ Products that you might like</li> <li>○ Products that you might like</li> <li>○ People who bought this also bought</li> <li>○ Community "Collections, Lists, Outfits"</li> </ul>
<i>Alternative Product Recommendations</i>	
<ul style="list-style-type: none"> <li>○ Similar (alternative) products based on user history</li> <li>○ Other products on same shelf</li> <li>○ Other relevant products (tag based – pushed)</li> <li>○ People who viewed this bought</li> <li>○ Tag cloud</li> <li>○ Up-Sell Rules</li> </ul>	<ul style="list-style-type: none"> <li>○ You might also like</li> <li>○ You might also like</li> <li>○ You might also like</li> <li>○ People who viewed this bought</li> <li>○ Tag Cloud</li> <li>○ You might also like</li> </ul>

← GO BACK TO YOUR SELECTION      images      | video

# GUESS

**HEELS.COM / PARTY / GRANGE - DARK BROWN CROCO**

**GUESS SHOES : GRANGE - DARK BROWN CROCO** \$134.99  
SKU: ZGS279

SIZES AVAILABLE:  
5 5.5 6 6.5 7 7.5 8 8.5 9 9.5 10 11 12

SIZE SELECTED: **NONE**

ADD TO WISHLIST  
 SIZE CHART  
 DON'T SEE YOUR SIZE IN STOCK?

**ADD TO CART**      IN STOCK AND READY TO SHIP!

Dance all night long in these fabulous knee boots from Guess. Grange is a sexy knee boot in a dark brown shiny crocodile pattern from knee to squared off toe. A 4 1/2 inch stiletto heel, 1/2 inch hidden platform, and bronze Guess detail at the ankle perfect these sultry knee boots.

Shoe Details:

- Man Made Upper
- Man Made Sole
- Made In China
- This shoe fits true to size.

OTHER COLORS

**RECOMMENDED PRODUCTS**

SHAUNA BOOT 112.99	PAST ELLA BOOT 134.99 166.49	CHAR LOT 79.99

FIGURE 6: PRODUCT DETAIL PAGE WITH ALTERNATIVE PRODUCT RECOMMENDATIONS

**TRAVELSMITH**  
CLOTHING, GEAR, AND ADVICE TO GO

SIGN IN | MY ORDERS | TRAVEL CENTER | CALL 24HRS 800.770.3387 | Keyword or item# | SEARCH | VIEW CART | CHECK OUT

WHAT'S NEW WOMEN MEN SHOES LUGGAGE & BAGS TRAVEL ACCESSORIES OUTLET

HOME Home > Women > Pants & Shorts > New! Women's Stretch Denim 5-Pocket Jeans

WHAT'S NEW  
SHOP BY OUTFIT  
WOMEN  
annual rainwear sale  
what's new  
best sellers  
tops & shirts  
sweaters & wraps  
dresses  
sets  
jackets & blazers  
outerwear  
pants & shorts  
shorts  
cropped & gauchos  
casual pants  
dress pants  
jeans  
skirts  
intimates & sleepwear  
swimwear  
accessories  
plus sizes  
petite sizes  
MEN  
SHOES  
LUGGAGE & BAGS  
TRAVEL ACCESSORIES  
SHOP BY FABRIC  
GIFTS  
OUTLET

**New! Women's Stretch Denim 5-Pocket Jeans**



Click swatch to view another color  
 Black     Indigo

ITEM NO: 22282  
**New! Women's Stretch Denim 5-Pocket Jeans**  
PRICE: \$79.00  
[view Sizing Chart](#)  
STEP 1 First, Select a Size  
STEP 2 Then, Select a Color  
STEP 3 Quantity 1

**Customers Also Viewed**

-   
#2333 Women's One-Size-Slimmer Skinny Jeans  
Was: \$59.00  
Now: \$29.98
-   
#2392 Women's Ottoman Knit Bootcut Pants  
Was: \$69.00  
Now: \$54.98
-   
#32118 Women's Skinny-Leg Pants  
\$69.00

+ ZOOM Get the perfect fit, color or style.  
FREE SHIPPING On All Exchanges.

Description

**Stretch Denim Jeans with a Hidden Agenda — Your Comfort**  
Try on these jeans and you'll understand how they got their name. Just a little bit of stretch makes all the comfortable difference. They sport a contoured waistband for a flattering fit, contrast stitching and classic five-pocket, boot-leg styling. Cottonspandex. Machine wash. Imported.  
**Stretch Denim 5-Pocket Jeans**  
Sizes S(6-8), M(10-12), L(14-16), XL(18-20). 33" inseam.

TELL A FRIEND | SIZING CHART

**You Might Also Like**

 #10513 <b>New!</b> Echo® Polka-Dot Silk Scarf \$39.00	 #10523 <b>New!</b> Madera Adjustable Leather Belt \$69.00	 #10540 <b>New!</b> Sea Santorini Bauble Necklace \$69.00
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FIGURE 7: PRODUCT DETAIL PAGE WITH ALTERNATIVE AND COMPLEMENTARY RECOMMENDATIONS

## 5. Shopping Cart

The shopping cart page displays information about the products the customer is interested in buying. The page needs to keep the customer engaged. The goal is to motivate the customer to complete the purchase or to continue shopping. Since the customer has already made up his/her mind about specific products, displaying alternatives to these would be counter-productive. Adding generic recommendations (featured items, small items) or complementary items for accessorizing is more likely to deliver results (Figure 8).

- **Suitable Recommendation Types:** Generic products, Complementary Products
- **Risks:** As always, one has to balance the amount of additional products shown to the customers as to not distract them.

Typical Widgets	Typical Widget Title
<i>Generic Recommendations without user information:</i>	
<ul style="list-style-type: none"> <li>○ Occasions / Special events</li> <li>○ Popular right now</li> <li>○ Promotional or Featured Products</li> <li>○ Sales Rules / Inventory Optimization based Recommendations</li> <li>○ Top Rated Products</li> <li>○ Top Selling Products</li> <li>○ Small Products</li> </ul>	<ul style="list-style-type: none"> <li>○ X-Day Specials!</li> <li>○ Most Popular</li> <li>○ Featured Products</li> <li>○ Other products of interest to you</li>   <li>○ Top Rated!</li> <li>○ Top Sellers!</li> <li>○ By the way...</li> </ul>
<i>Generic Recommendations with user information:</i>	
<ul style="list-style-type: none"> <li>○ Recommendations of products in wish-list</li> <li>○ Recommendations of products from abandoned cart</li> <li>○ Recommendations based on declared preferences</li> <li>○ Learned User Preferences</li> <li>○ New Products for you</li> <li>○ Recently Viewed Products</li> <li>○ Demographic Based Recommendations</li> <li>○ Recommendations based on Search History</li> <li>○ Today's Recommendations for you</li> <li>○ Products your Friends like</li> </ul>	<ul style="list-style-type: none"> <li>○ You wanted....</li> <li>○ You were interested in....</li> <li>○ Products that you might like</li> <li>○ Products that you might like</li> <li>○ Hot products for you!</li> <li>○ Recently viewed</li> <li>○ Products that you might like</li> <li>○ You were looking for products like</li> <li>○ Recommendation of the day</li> <li>○ Your friends like</li> </ul>
<i>Complementary Product Recommendations</i>	
<ul style="list-style-type: none"> <li>○ People who bought this also bought</li> <li>○ Cross-sell (rules)</li> <li>○ Up-Sell (rules)</li> <li>○ Accessorizing (rules)</li> <li>○ User created product collections</li> </ul>	<ul style="list-style-type: none"> <li>○ People who bought this also bought</li> <li>○ Products that you might like</li> <li>○ Products that you might like</li> <li>○ People who bought this also bought</li> <li>○ Community "Collections, Lists, Outfits"</li> </ul>

The screenshot shows a shopping cart page with the following details:

- Cart Contents:**

Remove	Product(s)	Qty.	Price Per.	Total
<input type="checkbox"/>	"I am Love" Black Women's California Fleece Pants - Symbol Color : Grey - Size : XS	1	\$45.00	\$45.00
- Recommended Products:**
  - "I am Free" Charitable Foundation Black Unisex Eco-Heather Hoodie \$67.00
  - "3 Symbols" Black Unisex Fine Jersey Short Sleeve V-Neck Tee \$65.00
  - "I am Happiness" White Women's Sheer Rib Racerback Tank \$35.00
- Buttons:** Updates, Continue Shopping, Checkout
- Shipping Options:**
  - Please [Log In](#), to display your personal shipping costs.
  - ITEM:1 - Weight:1lbs
  - Country:
  - Zip Code:  Recalculate
  - Shipping Methods:
- Security:** McAfee SECURE TESTED 08-FEB
- Total:** \$45.00

FIGURE 8: RECOMMENDATIONS FOR COMPLEMENTARY PRODUCTS ON THE SHOPPING CART PAGE

## 6. Checkout Process

The checkout process is a sequence of screens where the sale of the products in the shopping cart is finalized. The customers enter the credit card and address information, and select marketing preferences. The experience on these screens should be as streamlined as possible and customers should not be distracted by anything that could cause them to lose their chain of thought and abandon the cart. No recommendations should be displayed.

## 7. Order Confirmation Page

Once the checkout process is complete and the customer has placed a firm order, the checkout confirmation page displays a summary of the order and gives the client an order number. This is a great opportunity to recommend additional products to customers and to motivate them to purchase by giving incentives like rebates and free shipping. For most e-commerce websites, both generic and complementary product recommendations can be displayed. For websites that sell consumables, additional quantities of the same product or alternative products may also be viable recommendation options.

- **Suitable Recommendation Types:** Generic products, Complementary Products, for consumables: Alternative Recommendations
- **Risks:** N/A

Typical Widgets	Typical Widget Title
<i>Generic Recommendations without user information:</i>	
<ul style="list-style-type: none"> <li>○ Occasions / Special events</li> <li>○ Popular right now</li> <li>○ Promotional or Featured Products</li> <li>○ Sales Rules / Inventory Optimization based Recommendations</li> <li>○ Small Products</li> </ul>	<ul style="list-style-type: none"> <li>○ X-Day Specials!</li> <li>○ Most Popular</li> <li>○ Featured Products</li> <li>○ Other products of interest to you</li> <li>○ By the way...</li> </ul>
<i>Generic Recommendations with user information:</i>	
<ul style="list-style-type: none"> <li>○ Recommendations of products in wish-list</li> <li>○ Recommendations of products from abandoned cart</li> <li>○ Recommendations based on declared preferences</li> <li>○ Learned User Preferences</li> <li>○ Today's Recommendations for you</li> </ul>	<ul style="list-style-type: none"> <li>○ You wanted....</li> <li>○ You were interested in....</li> <li>○ Products that you might like</li> <li>○ Products that you might like</li> <li>○ Recommendation of the day</li> </ul>
<i>Complementary Product Recommendations</i>	
<ul style="list-style-type: none"> <li>○ People who bought this also bought</li> <li>○ Cross-sell (rules)</li> <li>○ Up-Sell (rules)</li> <li>○ Accessorizing (rules)</li> </ul>	<ul style="list-style-type: none"> <li>○ People who bought this also bought</li> <li>○ Products that you might like</li> <li>○ Products that you might like</li> <li>○ People who bought this also bought</li> </ul>
<i>Alternative Product Recommendations</i>	
<ul style="list-style-type: none"> <li>○ Similar (alternative) products based on user history</li> <li>○ Other products on same shelf</li> <li>○ Other relevant products (tag based – pushed)</li> <li>○ Up-Sell Rules</li> </ul>	<ul style="list-style-type: none"> <li>○ You might also like</li> </ul>

## 8. Order / Shipping confirmation email

The shipping confirmation email is very similar to the order confirmation page of the website. It contains a summary of the order, gives the client an order number and provides shipping information. Similar to the confirmation page of the website, this is a great opportunity to recommend additional products to the customer and to motivate them to come back by giving incentives and pointing out products of interest (Figure 9).

- Suitable Recommendation Types:** Generic products, Complementary Products, for consumables: Alternative Recommendations
- Risks:** N/A

Typical Widgets	Typical Widget Title
<i>Generic Recommendations without user information:</i>	
<ul style="list-style-type: none"> <li>○ New Arrivals (new products in catalog)</li> <li>○ Coming Soon (not in catalog yet)</li> <li>○ Occasions / Special events</li> <li>○ Popular right now</li> <li>○ Promotional or Featured Products</li> <li>○ Sales Rules / Inventory Optimization based Recommendations</li> <li>○ Top Rated Products</li> <li>○ Top Selling Products</li> </ul>	<ul style="list-style-type: none"> <li>○ New Arrivals</li> <li>○ Coming Soon</li> <li>○ X-Day Specials!</li> <li>○ Most Popular</li> <li>○ Featured Products</li> <li>○ Other products of interest to you</li> </ul> <ul style="list-style-type: none"> <li>○ Top Rated!</li> <li>○ Top Sellers!</li> </ul>
<i>Generic Recommendations with user information:</i>	
<ul style="list-style-type: none"> <li>○ Recommendations of products in wish-list</li> <li>○ Recommendations of products from abandoned cart</li> <li>○ Recommendations based on declared preferences</li> <li>○ Learned User Preferences</li> <li>○ New Products for you</li> <li>○ Recently Viewed Products</li> <li>○ Demographic Based Recommendations</li> <li>○ Recommendations based on Search History</li> <li>○ Today's Recommendations for you</li> <li>○ Products your Friends like</li> </ul>	<ul style="list-style-type: none"> <li>○ You wanted....</li> <li>○ You were interested in....</li> <li>○ Products that you might like</li> <li>○ Products that you might like</li> <li>○ Hot products for you!</li> <li>○ Recently viewed</li> <li>○ Products that you might like</li> <li>○ You were looking for products like</li> <li>○ Recommendation of the day</li> <li>○ Your friends like</li> </ul>
<i>Complementary Product Recommendations</i>	
<ul style="list-style-type: none"> <li>○ People who bought this also bought</li> <li>○ Cross-sell (rules)</li> <li>○ Up-Sell (rules)</li> <li>○ Accessorizing (rules)</li> <li>○ User created product collections</li> </ul>	<ul style="list-style-type: none"> <li>○ People who bought this also bought</li> <li>○ Products that you might like</li> <li>○ Products that you might like</li> <li>○ People who bought this also bought</li> <li>○ Community "Collections, Lists, Outfits"</li> </ul>
<i>Alternative Product Recommendations</i>	
<ul style="list-style-type: none"> <li>○ Similar (alternative) products based on user history</li> <li>○ Other products on same shelf</li> <li>○ Other relevant products (tag based – pushed)</li> <li>○ People who viewed this bought</li> <li>○ Up-Sell Rules</li> </ul>	<ul style="list-style-type: none"> <li>○ You might also like</li> <li>○ You might also like</li> <li>○ You might also like</li> <li>○ People who viewed this bought</li> <li>○ You might also like</li> </ul>

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Dear Valued Customer,

Thank you for your recent purchase from Frontgate. We thought you would like to know that we have shipped the following in-stock product(s) to:

SHIPMENT CONFIRMATION		JENNIFER REYNOSO
Order Number:	R1362830	77 WINDSTONE DR
Ship Date:	02-14-08	SAN RAFAEL, CA 94903
		USA
PRODUCT	QTY	SHIPPING DETAILS
ORIGINAL MAHOGANY CHARGING STATION	1	TWO-BUSINESS DAY DELIVERY Track Package #: <a href="#">J25FA2440211171723</a>

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**ORDER SUMMARY**

What follows is an overall recap of your complete order's shipping status, including the shipment(s) listed above.

TOTAL ORDER RECAP						
ITEM #	PRODUCT	QTY	STATUS	SHIP DATE	SHIP METHOD	SHIP ADDRESS
30208	ORIGINAL MAHOGANY	1	SHIPPED	02-14-08	TWO-BUSINESS DAY DELIVERY	JENNIFER REYNOSO 77 WINDSTONE DR SAN RAFAEL, CA 94903
30867	CHARGING STATION	1	SHIPPED	02-14-08	TWO-BUSINESS DAY DELIVERY	JENNIFER REYNOSO 60 Leveroni Court, Novato, CA 94949

If you have any questions or comments about your order, please contact our Customer Service representatives via email at [customerservice@frontgate.com](mailto:customerservice@frontgate.com), or by calling 1-888-263-9860, 24 hours a day, every day.

Thank you again for thinking of Frontgate. We look forward to serving you again in the future.

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FIGURE 9: RECOMMENDATIONS ON AN ORDER CONFIRMATION EMAIL

## 9. Targeted email newsletter

The targeted email newsletter provides personalized updates to clients of the store. The goal is to motivate the customer to return to the store by giving incentives and pointing out products of potential interest (Figure 10.) Highlighting new and updated products, ways to enhance or complement the clients existing products or, for consumables, reminders to replenish supplies are some ways to entice clients to return to the store.

- **Suitable Recommendation Types:** Generic products, Complementary Products, for consumables: Alternative Recommendations
- **Risks:** N/A

Typical Widgets	Typical Widget Title
<i>Generic Recommendations without user information:</i>	
<ul style="list-style-type: none"> <li>○ New Arrivals (new products in catalog)</li> <li>○ Occasions / Special events</li> <li>○ Most added to Wish-List</li> <li>○ Most searched for</li> <li>○ Popular right now</li> <li>○ Promotional or Featured Products</li> <li>○ Sales Rules / Inventory Optimization based Recommendations</li> <li>○ Top Rated Products</li> <li>○ Top Selling Products</li> </ul>	<ul style="list-style-type: none"> <li>○ New Arrivals</li> <li>○ X-Day Specials!</li> <li>○ Most Desired</li> <li>○ Most Looked for</li> <li>○ Most Popular</li> <li>○ Featured Products</li> <li>○ Other products of interest to you</li> </ul>
<i>Generic Recommendations with user information:</i>	
<ul style="list-style-type: none"> <li>○ Recommendations of products in wish-list</li> <li>○ Recommendations of products from abandoned cart</li> <li>○ Recommendations based on declared preferences</li> <li>○ Learned User Preferences</li> <li>○ New Products for you</li> <li>○ Demographic Based Recommendations</li> <li>○ Today's Recommendations for you</li> <li>○ Products your Friends like</li> </ul>	<ul style="list-style-type: none"> <li>○ You wanted....</li> <li>○ You were interested in....</li> <li>○ Products that you might like</li> <li>○ Products that you might like</li> <li>○ Hot products for you!</li> <li>○ Products that you might like</li> <li>○ Recommendation of the day</li> <li>○ Your friends like</li> </ul>
<i>Complementary Product Recommendations</i>	
<ul style="list-style-type: none"> <li>○ Cross-sell (rules)</li> <li>○ Accessorizing (rules)</li> </ul>	<ul style="list-style-type: none"> <li>○ Products that you might like</li> <li>○ People who bought this also bought</li> </ul>
<i>Alternative Product Recommendations</i>	
<ul style="list-style-type: none"> <li>○ Similar (alternative) products based on user history</li> <li>○ Other products on same shelf</li> <li>○ Other relevant products (tag based - pushed)</li> <li>○ Up-Sell Rules</li> </ul>	<ul style="list-style-type: none"> <li>○ You might also like</li> </ul>

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**MEK Denim**  
Glastonbury Bootcut  
Denim

**Alternative Apparel**  
Rocky Eco Fleece Zip  
Hoodie

**OBHEY**  
Oil Rigged Tee

### We Think You'll Like

**Rock Icon**  
Coast Line V-neck Tee

**Two In The Shirt**  
Wifey 3 V-neck Tee

**OBHEY**  
Poison Garden Tri-blend  
Tee

**Rock Icon**  
Rock & Roll Wifey Tee

### Perfect For The Club This Weekend

**Monarchy Collection**  
Tage Western Military  
Woven

**Rock Revival Jeans**  
Andy 04 5 Pocket  
Straight Denim

**OBHEY**  
The Kane Jacket

**Metropark**  
Pinstripe Tie

FIGURE 10: RECOMMENDATIONS ON A TARGETED EMAIL NEWSLETTER

## 10. Rating email

Rating emails are similar in nature to order confirmation emails. They are sent out a specific time after a customer has purchased the product and ask them to provide feedback (Figure 11.) They are a good location to provide recommendations for related products as well as generic, featured items. The feedback process can be linked to an incentive program to motivate customers to return to the store.

- **Suitable Recommendation Types:** Generic products, Complementary Products, for consumables: Alternative Recommendations
- **Risks:** N/A

Typical Widgets	Typical Widget Title
<i>Generic Recommendations without user information:</i>	
<ul style="list-style-type: none"> <li>○ New Arrivals (new products in catalog)</li> <li>○ Occasions / Special events</li> <li>○ Popular right now</li> <li>○ Promotional or Featured Products</li> <li>○ Sales Rules / Inventory Optimization based Recommendations</li> <li>○ Top Rated Products</li> <li>○ Top Selling Products</li> </ul>	<ul style="list-style-type: none"> <li>○ New Arrivals</li> <li>○ X-Day Specials!</li> <li>○ Most Popular</li> <li>○ Featured Products</li> <li>○ Other products of interest to you</li> <li>○ Top Rated!</li> <li>○ Top Sellers!</li> </ul>
<i>Generic Recommendations with user information:</i>	
<ul style="list-style-type: none"> <li>○ Recommendations of products from abandoned cart</li> <li>○ Recommendations based on declared preferences</li> <li>○ Learned User Preferences</li> <li>○ New Products for you</li> <li>○ Demographic Based Recommendations</li> <li>○ Today's Recommendations for you</li> <li>○ Products your Friends like</li> </ul>	<ul style="list-style-type: none"> <li>○ You were interested in....</li> <li>○ Products that you might like</li> <li>○ Products that you might like</li> <li>○ Hot products for you!</li> <li>○ Products that you might like</li> <li>○ Recommendation of the day</li> <li>○ Your friends like</li> </ul>
<i>Complementary Product Recommendations</i>	
<ul style="list-style-type: none"> <li>○ Cross-sell (rules)</li> <li>○ Accessorizing (rules)</li> </ul>	<ul style="list-style-type: none"> <li>○ Products that you might like</li> <li>○ People who bought this also bought</li> </ul>
<i>Alternative Product Recommendations</i>	
<ul style="list-style-type: none"> <li>○ Similar (alternative) products based on user history</li> <li>○ Other products on same shelf</li> <li>○ Other relevant products (tag based - pushed)</li> <li>○ People who viewed this bought</li> <li>○ Tag cloud</li> <li>○ Up-Sell Rules</li> </ul>	<ul style="list-style-type: none"> <li>○ You might also like</li> <li>○ You might also like</li> <li>○ You might also like</li> <li>○ People who viewed this bought</li> <li>○ Tag Cloud</li> <li>○ You might also like</li> </ul>

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FIGURE 11: RECOMMENDATIONS IN A RATING EMAIL

## 11. Abandoned cart - email reminder

Abandoned cart reminders are used in situations where the user has placed items into the shopping cart but did not complete the checkout process. The email serves as a reminder and a recovery option (both for the user and the store, see Figure 12). While the email is focused around the products already in the cart, this is a place where a limited number of products can be highlighted.

- **Suitable Recommendation Types:** Generic products, Complementary Products, for consumables: Alternative Recommendations
- **Risks:** N/A

Typical Widgets	Typical Widget Title
<i>Generic Recommendations without user information:</i>	
<ul style="list-style-type: none"> <li>○ New Arrivals (new products in catalog)</li> <li>○ Occasions / Special events</li> <li>○ Popular right now</li> <li>○ Promotional or Featured Products</li> <li>○ Sales Rules / Inventory Optimization based Recommendations</li> <li>○ Top Rated Products</li> <li>○ Top Selling Products</li> </ul>	<ul style="list-style-type: none"> <li>○ New Arrivals</li> <li>○ X-Day Specials!</li> <li>○ Most Popular</li> <li>○ Featured Products</li> <li>○ Other products of interest to you</li> <li>○ Top Rated!</li> <li>○ Top Sellers!</li> </ul>
<i>Generic Recommendations with user information:</i>	
<ul style="list-style-type: none"> <li>○ Recommendations of products from abandoned cart</li> <li>○ Recommendations based on declared preferences</li> <li>○ Learned User Preferences</li> <li>○ New Products for you</li> <li>○ Recently Viewed Products</li> <li>○ Demographic Based Recommendations</li> </ul>	<ul style="list-style-type: none"> <li>○ You were interested in....</li> <li>○ Products that you might like</li> <li>○ Products that you might like</li> <li>○ Hot products for you!</li> <li>○ Recently viewed</li> <li>○ Products that you might like</li> </ul>
<i>Complementary Product Recommendations</i>	
<ul style="list-style-type: none"> <li>○ People who bought this also bought</li> <li>○ Cross-sell (rules)</li> <li>○ Accessorizing (rules)</li> </ul>	<ul style="list-style-type: none"> <li>○ People who bought this also bought</li> <li>○ Products that you might like</li> <li>○ People who bought this also bought</li> </ul>
<i>Alternative Product Recommendations</i>	
<ul style="list-style-type: none"> <li>○ Similar (alternative) products based on user history</li> <li>○ Other products on same shelf</li> <li>○ Other relevant products (tag based – pushed)</li> <li>○ People who viewed this bought</li> <li>○ Up-Sell Rules</li> </ul>	<ul style="list-style-type: none"> <li>○ You might also like</li> <li>○ You might also like</li> <li>○ You might also like</li> <li>○ People who viewed this bought</li> <li>○ You might also like</li> </ul>

[Complete your purchase and we'll discount your shipping to \\$5.](#) [View this email with images.](#)


**We get it, shipping prices can add up.**


Complete your purchase and we'll discount your shipping to only \$5! [Checkout ▶](#)

Hi Sherman,

We thought you would like to know you left something in your shopping cart. You can [see what you left here](#). If you have already placed an order with us, thank you for shopping with SkyMall!

	Cam Color Video Spy Camera	\$149.95
	Kingston Micro SD Card-2GB	\$11.99

[Go to Shopping Cart](#) [Send the List to a Friend](#)

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FIGURE 12: RECOMMENDATIONS ON AN ABANDONED ITEM REMINDER EMAIL