UNBXD Recommendations

Unbxd Recommendations delivers relevant product recommendations across the shopper's journey — when they search, browse, visit product pages, and view their cart. When you help your shoppers discover the most relevant products from your catalog, they are likely to click more and buy more. Shoppers can be presented with personalized product recommendations based on individual shopper profiles, which are created for each visitor depending on how they interact with your ecommerce website.

WHY UNBXD FOR PRODUCT RECOMMENDATIONS?

Showcase a diverse set of products
Ensure shoppers discover long-tail products as well as "new arrivals" and bestsellers.

Improve customer loyalty
Show personalized recommendations to returning shoppers to improve conversions and retain customers.

Increase average order value
Ensure products with a higher likelihood of conversion are prioritized on your category and search results pages.

Increase cart size
Show recommendations related to products added to the cart to increase the likelihood of additional purchases.

Guide shoppers in the right direction
Engage high-intent shoppers — even on "No results" or "Out of stock" pages — by showing recommendations based on the shopper's viewing and/or order history, or related products.

THE UNBXD IMPACT ON YOUR BUSINESS

- ⬆ **Improved customer loyalty**
- ⬆ **Increased cart size**
- ⬆ **Increased average order value**
- ⬇ **Shorter path to purchase**
- ⬆ **More diverse products shown**

WHY PRODUCT RECOMMENDATIONS?

31%
of ecommerce site revenues come from product recommendations[1]

75%
of shoppers feel that online retailers could show them more relevant product recommendations[2]

70%
higher purchase rate among shoppers who click on a recommended product[3]

UNBXD RECOMMENDATIONS WIDGETS

RECOMMENDED FOR YOU

Based on shopper affinities for brands, product categories, colors, price, etc. and products recently viewed/products similar to them, these widgets offer recommendations that are truly personalized for each shopper. This works in real time and shortens the path to purchase for your returning shoppers.

TOP SELLERS

Using "wisdom of the crowd" intelligence, you can showcase a diverse set of products on your homepage to your first-time shoppers. This widget uses a weighted score based on hits, adds to cart, orders placed, etc. from the past 30 days to show products that have the highest likelihood of conversion.

MORE LIKE THESE

Showcase similar products as alternatives on a product page to increase chances of upsell. Powered by an intelligent machine learning-driven algorithm that understands your catalog and product attributes, the widget bundles together products that have a similar product name and are from the same product category, and displays them within a product page. Your shoppers get more choices, which helps improve average order value.

BOUGHT ALSO BOUGHT

Promote cross-sell through relevant, complementary products such as featured accessories to encourage shoppers to buy more and increase average order value. The widget uses data from the past 30 days to generate recommendations.

VIEWED ALSO VIEWED

You can display substitute products from your catalog to upsell and increase the average order value per shopper. The widget chooses a category based on the most recent action performed by the shopper and recommends similar products based on the number of clicks garnered from previous shoppers.

CART RECOMMENDATIONS

Showcase the most relevant recommendations based on products that a shopper has added to his/her cart. The widget relies on shopping preferences of similar users to pick out products from the catalog, and it can be fine-tuned by the merchandising team to meet business-specific objectives.

PERSONALIZED RECOMMEN-DATIONS ON ZERO-RESULTS PAGES

A zero-results page can cause the user to exit from the browsing session.You can leverage our Personalized Recommendations widget to showcase alternative products on search results pages that continue to engage the shopper, reducing the chances of the user exiting the browsing session.

COMPLETE THE LOOK

This widget enables your merchandising team to make your users aware of the latest fashion trends, by curating a complete look for the shopper based on the product they are viewing. The widget can be configured to recommend other products that go well with the product being viewed. This way you can achieve cross-sell without making users navigate your ecommerce website.

[1] Barillance, 2018
[2] RetailWire, 2018.
[3] Monetate Research, 2018.