UNBXD Browse

More than two-thirds of online shoppers use navigation for product discovery and purchase.[1] At most sites, all of these shoppers are shown the same category pages regardless of their personal preferences. Unbxd Browse enables online retailers to target shoppers more effectively with personalized experiences based on their browsing and purchasing history, demographics, and source channels through an intuitive, self-serve console.

WHY UNBXD FOR CATEGORY PAGES?

Complete personalization coverage
Offer effective personalization to 100% of your shoppers with a combination of 1:1 personalization and advanced segmentation.

Campaign specific on-site personalization
Augment personalized marketing campaigns with on-site personalization to drive better shopper engagement.

AI-enabled ranking
Automatically generate an AI-optimized product sort order for each category based on customer behavior and product performance.

A/B testing
A/B test multiple variants of a category page to identify the best one.

Self-serve merchandising console
Provide your merchandising team with a toolkit to operationalize their ideas instantly, without any help from your IT team.

THE UNBXD IMPACT ON YOUR BUSINESS

⬆ **Improved shopper experience**

⬆ **Increased click-through rates (CTR)**

⬆ **Higher marketing ROI**

⬆ **Improved merchandising effectiveness**

⬇ **Reduction in manual merchandising effort**

WHY PERSONALIZE CATEGORY PAGES?

88%
of shoppers prefer retailers that offer personalized experiences*

44%
of shoppers get frustrated when retailers fail to provide personalized experiences*

15%
additional revenue for retailers who implement smart personalization strategies*

*****Source:** Accenture Strategy Global Consumer Pulse Research (2017)

BENEFITS OF UNBXD BROWSE

PROVIDE A PERSONALIZED SHOPPING EXPERIENCE

Offer 1:1 personalized experiences: Unbxd Browse uses machine learning algorithms to individually personalize the browsing experience of shoppers on your site, based on several signals like their purchase history, product preferences, and online behavior.

Target new shoppers more effectively with advanced segmentation: Segment shoppers by multiple parameters such as marketing channel, location, and device type. Easily create a customised category page view for each segment.

IMPROVE ROI OF MARKETING CAMPAIGNS

Provide customized browsing experiences for different marketing campaigns: Unbxd Browse enables you to target shoppers arriving on your site from different marketing campaigns or channels with a category page experience optimized for each campaign.

Effortlessly create marketing landing pages: Unbxd Browse empowers you to create, modify, and deploy landing pages for your marketing campaigns – without any help from your IT team – saving time and effort.

MAKE BETTER DECISIONS WITH ACTIONABLE INSIGHTS

Perform A/B testing on multiple category pages variants: Go from "gut feel" to "data-driven" decision making. A/B test multiple variants of a category page to identify the best performing one.

Move to data-driven decision making: Using Unbxd's analytics dashboard, stay on top of your business and use actionable insights to drive critical decision-making.

IMPROVE MERCHANDISING EFFECTIVENESS

Address all of your merchandising use cases: Effectively meet your business goals by modifying AI-generated product listings to take care of all merchandising use cases such as:

- ▶ Brand promotions
- ▶ Seasonal promotions
- ▶ New arrivals
- ▶ Promotion of higher margin products
- ▶ Inventory clearance

Using the intuitive merchandising console, you can effortlessly change the product sorting on category pages by:

- ▶ Boosting
- ▶ Pining
- ▶ Slotting
- ▶ Filtering

Schedule merchandising campaigns in advance: Save time and effort by scheduling multiple merchandising campaigns in advance. Prevent any last-minute errors and optimize the efficiency of your team.

[1] Unbxd Data, 2019.