

# UNBXD Recommendations

Unbxid 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 personalised 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?

### Powerful Algorithms

Ready to use or highly customizable algorithms available to showcase a diverse set of products to multiple customer segments

### Personalize shopping experiences

Understand shoppers' behavior and utilize insights to personalize purchase recommendations at a one to one level

### 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

### Reduce IT dependence

Put ecommerce and marketing teams firmly in the driver's seat and take control of recommendation campaigns without the need for developers or IT at every stage

## THE UNBXD IMPACT ON YOUR BUSINESS



**Better product discover and relevance**



**More upsell and cross-sell opportunities**



**Higher conversion rates**



**Better customer retention**

## WHY PRODUCT RECOMMENDATIONS?

**31%**

of ecommerce site revenues come from product recommendations<sup>1</sup>

**75%**

of shoppers feel that online retailers could show them more relevant product recommendations<sup>2</sup>

**70%**

higher purchase rate among shoppers who click on a recommended product<sup>3</sup>

## UNBXD RECOMMENDATIONS WIDGETS

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### STRATEGY BASED ALGORITHMS

Unbxid Recs offers 12 predefined algorithms suited to target shoppers at every stage of the customer journey. Personalize product recommendations based on popularity, catalog, past activity and wisdom of the crowd across home, category and cart pages. Shorten the time to purchase and improve upsell and cross sell opportunities.



### HYBRID ALGORITHMS

Combine multiple algorithm strategies and display the combined results in a single widget using Hybrid Algorithms. Utilize widget space more effectively, showcase a wider selection of products and enable Fallback options to target shoppers at whatever stage they are within the journey.



### CREATE EXPERIENCES

Swap out one algorithm for the other within a recommendation widget in a matter of a few clicks. Choose from the list of existing strategy based algorithms or create a hybrid algorithm to populate all or a select few slots of the recommendation widget.



### CUSTOM ALGORITHMS

Modify existing algorithms using merchandising filters to target multiple customer segments with different affinities. Create filter rules incorporating brand, price, category and other product attributes. Set fallbacks to ensure shoppers are recommended products in the case of no matches. Use Dynamic Filters to ensure recommended products dynamically match the current product being viewed.



### PREVIEW RESULTS

Visualize any changes made to recommendations widgets before they go live using Unbxid Recs' Preview section. View of the results of how merchandising rules and strategy and hybrid algorithms impact the products recommended to shoppers.



### RAPID ONBOARDING

Upload your catalog through API to populate Unbxid Recs with the product feed instantly. Unbxid Recs offers a simple interface to map all product attributes field-to-field. Integrate via AJAX or API to make the onboarding seamless and quick from start to finish.