

Merchandise Without Constraints With Advanced Recommendations

Marketers and merchandisers increasingly have to find balance between the need for control versus delivering scalable personalization. Monetate Advanced Recommendations provides users with the perfect combination of merchandising control with machine-driven automation and optimization.

Monetate Advanced Recommendations combines machine learning with best-in-class algorithms to provide users with a set of powerful and easy to use tools to take product and content recommendations to the next level. Building on the patented technology from Monetate, Advanced Recommendations provides access to Predictive Slotting as well as a set of complex, Premium Algorithms.

Upscale your merchandising program and deliver individualized recommendations to maximize engagement and drive additional revenue.

Predictive Slotting

Combine control with machine learning to deliver the most optimal slot-level combination of recommendations for each and every visitor based on everything known about them.

Within each recommendations container the Monetate decisioning engine will automate the mixing, matching, and sequencing of individual algorithms for hyper-relevant recommendations.



Optimize Against Your Goals

Use machine learning to find combinations of algorithms targeting your desired goal, whether it's conversion, add-to-cart or revenue per session.



Deliver Personalization at Scale

Lean on machine learning to deliver hyper-relevant recommendations to each visitor based on every data point whether it's behavioral, contextual, or 1st -or 3rd-party customer data.



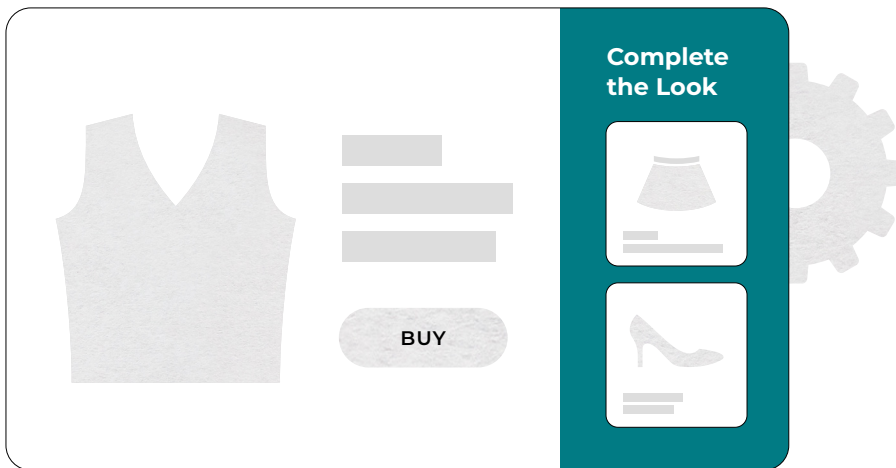
Advanced Recommendations include:

- ✓ Predictive Slotting
- ✓ Newest Products algorithm
- ✓ Similar Products algorithm
- ✓ Trending Products algorithm
- ✓ Frequently Bought Together algorithm
- ✓ Replenishment algorithm
- ✓ Search Also Purchased algorithm



Adapt to Differing and Changing Visitor Intent

Combine the flexibility and control of slotting with machine learning so that the items you deliver react to fluctuations in consumer behavior in real-time.



Maximize Revenue with a Toolbox of Additional Complex Algorithms

Premium Algorithms Powerful best-in-class algorithms such as Newest Products, Similar Products, Trending Products, Frequently Bought Together are proven to maximize revenue and encourage visitors down the funnel.

NEWEST PRODUCTS



Display your newest items to customers to merchandise the latest product lines and grab the attention of returning visitors with new, previously unseen recommendations.

Stay on top of new launches and get quickly your latest products in front of customers with the Newest Products algorithm.

SIMILAR PRODUCTS



Drive purchases by helping would-be shoppers to find the items that they're looking for based on items that they're viewing or have previously added to their cart.

Combine with a 'previously abandoned' filter to show relevant items from within the same category when a visitor returns to add another layer of category-specific personalization.



TRENDING PRODUCTS



Easily stay on top of the latest crazes and lean on psychological phenomenon like social validation and FOMO.

The Trending Products Algorithm can keep returning visitors engaged and allow you to automatically react to changing customer behavior.

FREQUENTLY BOUGHT TOGETHER



Build on the standard Also Purchased algorithm with the Frequently Bought Together algorithm. Go a step further by excluding products within the same category as the highest-ranked product.

Increase your AOV by recommending products commonly purchased as a set, even if visitors typically buy items across multiple sessions.

REPLENISHMENT



Display products at the optimal time for returning customers who are looking to make a repeat purchase. Replenishment recommends products based on average purchase time for an item that's been bought more than once.

Improve the customer experience and drive LTV with the Replenishment algorithm.

SEARCH ALSO PURCHASED



Utilize valuable insights gathered from the search and discovery journey to feed into which products you recommend. Search Also Purchased recommends products that other users purchased after they searched for the said term.

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