

Delight Shoppers & Deliver Results With Monetate Recommendations

It's no secret that delivering well-timed recommendations will improve CX and ultimately revenue. But, to do so, marketers need to juggle resource constraints, data, business guardrails, merchandising needs, and so on.

Monetate Recommendations provides a combination of scalability alongside ultimate user control and visibility. Best-in-class algorithms backed by a powerful machine-learning engine serve individualized recommendations while still enabling users to easily layer on merchandising rules.

Powered by the world's leading brands:



Office DEPOT

rue21

DUNKIN'



Lufthansa

Waitrose

Monetate Recommendations Deliver Results

✓ INCREASE AVERAGE ORDER VALUE

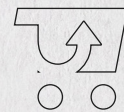
Whether you want to sell a unified outfit, curate the perfect sound system, or deliver the most optimal upsell product at the perfect moment, recommendations are a proven way to increase average order value.

✓ DRIVE HIGHER PROFITS

Not only does shopper preference play a role in product recommendations ROI, but so too does having the flexibility to promote high margin items during the busiest sales periods. This level of control and personalization can significantly improve your profits.

✓ ENGAGE & OPTIMIZE

Use best-in-class testing and targeting to validate lift, optimize layouts, and target different recommendation experiences to different audiences. Recommendations should be a component of a holistic personalization strategy, with Monetate it can be.



Helly Hansen, an outdoor apparel retailer, saw a **100% increase in RPS (Revenue per session) on their Product Detail Pages and 50% more clicks than their previous recommendations partner through using Monetate Recommendations.**

Serve Precious & Powerful Recommendations with Best-in-Class Functionality & Features



Powerful Signals

Infuse recommendation algorithms with everything you know about the individual—including historical data, third-party insights & real-time visitor behavior happening in any of your digital channels. More customer context means more precise recommendations, and higher conversions.



Smarter Algorithms

Use one of our many algorithms such as:

- Top selling by purchase count
- Top selling by revenue
- Recently viewed products
- Most viewed products
- Co-viewed or co-purchased products
- GeoTarget
- And more, or upload one of your own.

Monetate empowers your team to be completely agile — leveraging our best practices and inserting your own where it makes sense.



Flexible Decisioning

Prioritize rules to ensure shoppers only see the experience or product line designated as a top priority. Automatically avoid conflicts that could confuse or frustrate shoppers — for example, only show items that are in their size and are in stock.



Omnichannel Reach

Push recommendations across all your channels. We mean everywhere — in-store, online, via email, in the call center and on mobile applications. Leverage data coordinated across touchpoints to create recommendations that deliver a consistent brand experience.



Boost & Bury

Further influence experiences by promoting or demoting the product recommendations your customers see based on product attributes of your liking, whether it's profit margin, price, a new product line, or much more.



Intuitive UI

UI Empower the entire team with the powerful marketer-friendly interface. Remove the burden on IT and give your team the power to forge ahead unencumbered by technical requirements.



Segmentation & Targeting

Build recommendation containers tailored to specific audiences using 200+ OOTB datapoints.



Drag-and-Drop Builder

Position containers anywhere on your page, across any page type, with no-code editors.



Customizability

Place and customize containers through server-side APIs.





Dynamic Filters

Add an additional layer of personalization and control over recommendation strategies with dynamic visitor history filters by feeding in suggested products based on behavioral data like product purchases and previous interest shown.



Open-Time Email

Send highly relevant and scalable recommendations via email that are loaded and displayed at open-time. Dynamic run-time filters let you easily pass through parameters to your email service provider (ESP).



Testing & Analytics

Take out the guess work — test and experiment to figure out which recommendations work, and why. Leverage robust analytics dashboards to learn from your recommendations and fine-tune your customer experience.

