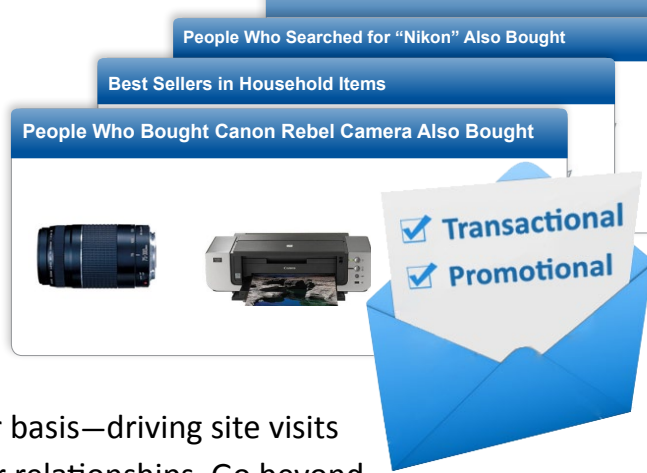




RichRecs+Email distinguishes your emails from all the others by automatically generating relevant, targeted product recommendations on a customer-by-customer basis—driving site visits and higher sales while strengthening customer relationships. Go beyond “segments” and treat each shopper as an individual by enriching your existing email campaigns with personalized product recommendations.



RICHRECS®+EMAIL

Why RichRecs+Email?

Adaptive Recommendations

RichRecs+Email is built on the same recommendations technology that powers RichRecs on retail sites and targets recommendations to each user by tracking and evaluating multiple aspects of shopping behavior. RichRecs+Email recommendations even evolve within a campaign, so as recipients open their emails and interact with the recommendations, the system improves upon the recommendations served to future recipients.

“On send” and “At open” Recommendation Placements

Product recommendations can be determined on send or at email open. “At open” recommendations allow us to serve the freshest product recommendations adjusted for inventory, site behavior since email send, and more.

Transparent vs. Generic Messaging

Why risk customer loyalty with questionable recommendations (“May We Suggest...”) when transparent recommendations (“People who bought this also bought...”) clearly explain why an item is being recommended? Just like in the offline world, customers trust recommendations when they know why they are being made. This explicit messaging has been shown to enable a higher level of customer trust and results in a **50% higher purchase conversion**.

Merchant Controls

Retailers have full control over all aspects of RichRecs+Email including messaging, customization of look and feel and more. Retailers can prioritize the recommendation types by requesting that the enRICH engine focus first on cross-sell, upsell or accessory strategies—instead of relying on automated personalization. Retailers can even set filters to fine-tune recommended items by **category, price or brand**.

Align email campaigns with seasonal business objectives:

Category

Example: Promote a electronics sale and only recommend electronics.

Price

Example: In a promotional email, offer free shipping for purchases over \$50 and only recommend items over \$50.

Brand

Example: Promote a sale on Dyson products and only recommend Dyson products.

At-a-glance Reports

At-a-glance reports enable quick drill down to KPIs via an intuitive interface. RichRecs+Email reports enable retailers to view and export into Excel campaign metrics by specified time periods (daily, weekly, monthly, quarterly, yearly or a custom range), page type and categories.



RESULTS



Customer: An Internet Retailer
Top 20 merchant

Performance: In A/B tests, RichRecs+Email outperformed existing in-house email recommendations solution driving on average 40% additional CTR and engagement.

Results: 5-10% average Click-Thru Rate (up to 25% CTR)

Implementation

Integration of RichRecs+Email is fast and easy—accomplished with the addition of JavaScript tracking code to the retailer’s site and the copying/pasting of a few lines of RichRelevance generated-HTML into the templates of selected email campaigns. Retailers using RichRecs+Onsite recommendations already have the tags in place and need only to copy and paste in the HTML.

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powered by the
enRICH[™]
personalization engine