



RichRecs product recommendations are powered by the enRICH Personalization Engine, designed by the e-commerce experts who helped **pioneer personalization at Amazon** and increased Amazon’s annual profit by over \$50 million.

To date, RichRelevance has enabled more than **\$2 billion in attributable sales** on leading retailer web sites including:



Adaptive Learning & Optimization

RichRecs’ response time to real-time customer behavior and site-wide purchase trends is unparalleled in the industry. As customers interact with recommended products, the enRICH Engine’s built-in feedback loops inform the system about the performance of products and recommendation types. The Engine then rebuilds its models every other hour—adjusting for the most subtle changes in shopping behavior, inventory, pricing, and more. The result of this built-in, real-time adaptation is sustained relevance without manual manipulation.

Dynamic vs. Fixed Recommendations

It’s not personal if everyone sees the same product recommendations on the same page. In contrast to most recommendation systems, which deliver the same recommendation type on limited numbers of pages, RichRecs employs a suite of 60+ algorithms to support numerous recommendation types, each with a unique value proposition that corresponds with a specific shopping behavior—e.g. “People that Viewed This Item Ultimately Bought” and “Top selling accessories for this Item” and so on. With RichRecs, shoppers never see the same recommendation—just the right message to the right shopper at the right time.

FEATURES

Global Dashboard Access

In-page Reporting & Analytics: evaluate RichRecs performance and discover rich insights into customer behavior.

Merchant Controls: align RichRecs with business objectives targeting margin, manufacturer agreement, excess inventory, etc.

Enterprise-class IT

100% server uptime: deliver blazing fast recommendations, even during peak traffic.

Global failover, redundancy, and load balancing via seven data centers

Account Management

Dedicated Relationship Manager and Client Services Engineer

24/7 hotline and email service

ADD-ON

INTELLIGENT CROSS-SELL
POWERED BY RICHRELEVANCE

Retailers in the technology, consumer electronics and office products categories can pair RichRecs best-in-class behavioral recommendations with the industry’s most comprehensive database of product attributes and compatibility data.

RICHRECS® ENTERPRISE

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**.

Our recommendation types are based on numerous attributes as highlighted in this sampling.

Percent Purchased by Item

What Was Ultimately Purchased By People Who Viewed This Item Top of Page

<p>64% buy this item iTech - Learn & Dance Interactive Zoo site@store ★★★★★ \$13.00</p>	<p>10% buy Babies 2 Grow - My 1st World Book, Bus site@store ★★★★★ \$10.00</p>	<p>7% buy iTech Sit-Up-Stand Learning Walker site@store ★★★★★ \$33.00</p>	<p>6% buy Fisher-Price - Brilliant Basics Baby's... site@store ★★★★★ \$9.54</p>
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Walmart
Save money. Live better.

Geo-Targeted

Top Selling Items in Your Area

<p>Eiffel Tower Decorative Pillow Today \$20.49 ★★★★★</p>	<p>Gringo Cream Cork Flooring (22.99 SF) Today \$91.99 Compare \$126.00 Save 27% ★★★★★</p>	<p>Luxurious 900 GSM Egyptian Cotton 6-piece Bath Towel Set Today \$47.99 Compare \$79.99 Save 40% ★★★★★</p>	<p>French Words Decorative Pillow Today \$20.49 ★★★★★</p>
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.co

Top Sellers

top sellers on target.com

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TARGET

Search Related

Items related to recent search: down parka

<p>★★★★★ W's Fiona Parka \$299.00</p>	<p>★★★★★ M's Nano Puff® Pullover \$149.00 \$59.00</p>	<p>W's Mi Zip - S \$75.00</p>
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patagonia

Also Viewed

People Who Viewed This Also Viewed

<p>Alice + Olivia Brooke Silk Blouson Dress ★★★★☆ (4) 0489129695692 \$220.00 MORE COLORS</p>	<p>More Information Zoom & Pan on Item</p>
<p>Diane von Furstenberg Mateo Silk Wrap-Dress ★★★★☆ (3) 0475533653762 \$365.00 MORE COLORS</p>	<p>More Information Zoom & Pan on Item</p>
<p>Diane von Furstenberg Tunisia Tunis Dr 0475533649994 \$325.00 MORE COLORS</p>	<p>More Information Zoom & Pan on Item</p>

Saks Fifth Avenue

Price Specific

\$80 and Above Top Sellers

<p>Silver Oak Trophy Reds Wine Gift Set Price: \$99.99 ADD TO CART</p>
<p>Silver Oak Napa Valley Cabernet Sauvignon... Price: \$100.00 \$84.99 Save \$15.01 (15%) WE 90 ADD TO CART</p>
<p>Quintessential Reds Wine Gift Set Price: \$99.99 ADD TO CART</p>
<p>California Dreaming Wine Gift Set Price: \$99.99 ADD TO CART</p>

wine.com

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enRICH
personalization engine

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