# relevance cloud™

## A rapid innovation platform to personalize every customer experience

Shopping is fundamentally personal and shopping experiences across every touchpoint should be, too. The Relevance Cloud™ is a revolutionary platform that allows you to quickly innovate and deliver personalized, brand-centric experiences across the spectrum of your customer's lifecycle. This results in deeper engagement that extends customer lifetime value.

## Utilizes King-of-the-Hill Decisioning & Optimizer

Utilizing ensemble learning, we constantly measure which of our 125+ strategies will perform best for each customer interaction. Our models are re-built 12 times a day, adjusting for the subtlest changes in shopping behavior, inventory, pricing and more. The result is sustained relevance without manual manipulation.

Once King-of-the-Hill Decisioning determines the most effective algorithm for your recommendation, the King-of-the-Hill Optimizer uses Gaussian Process Regression (aka Kriging) to fine-tune weights and parameters that optimize the selected algorithm for the greatest customer interaction and potential revenue.

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Providing an unparalleled customer experience both in store and across our digital properties is an integral part of Barneys New York. RichRelevance has enabled us to utilize our customer data to craft new and unique digital experiences which engage shoppers on our website, on their mobile and tablet devices and in the physical stores.

BARNEYS
NEW YORK

# A complete omnichannel toolset

The Relevance Cloud is comprised of personalization solutions that work across web, mobile, in store, and other channels to create relevant experiences that span the continuum of the customer lifecycle.

## discover™

### Browse & Navigation Personalization

RichRelevance Discover™ boosts product discovery by personalizing critical components of shopper engagement—browse and navigation—on your site or app.

## find™

### Personalized Site Search

RichRelevance Find™ powers and personalizes site search, delivering relevant results that accelerate findability and drive conversion.

## engage™

### Content Personalization

RichRelevance Engage™ maps individual shopper behavior against advanced targeting and audience segmentation tools to enable marketers to deliver personalized campaigns and relevant content.

## recommend™
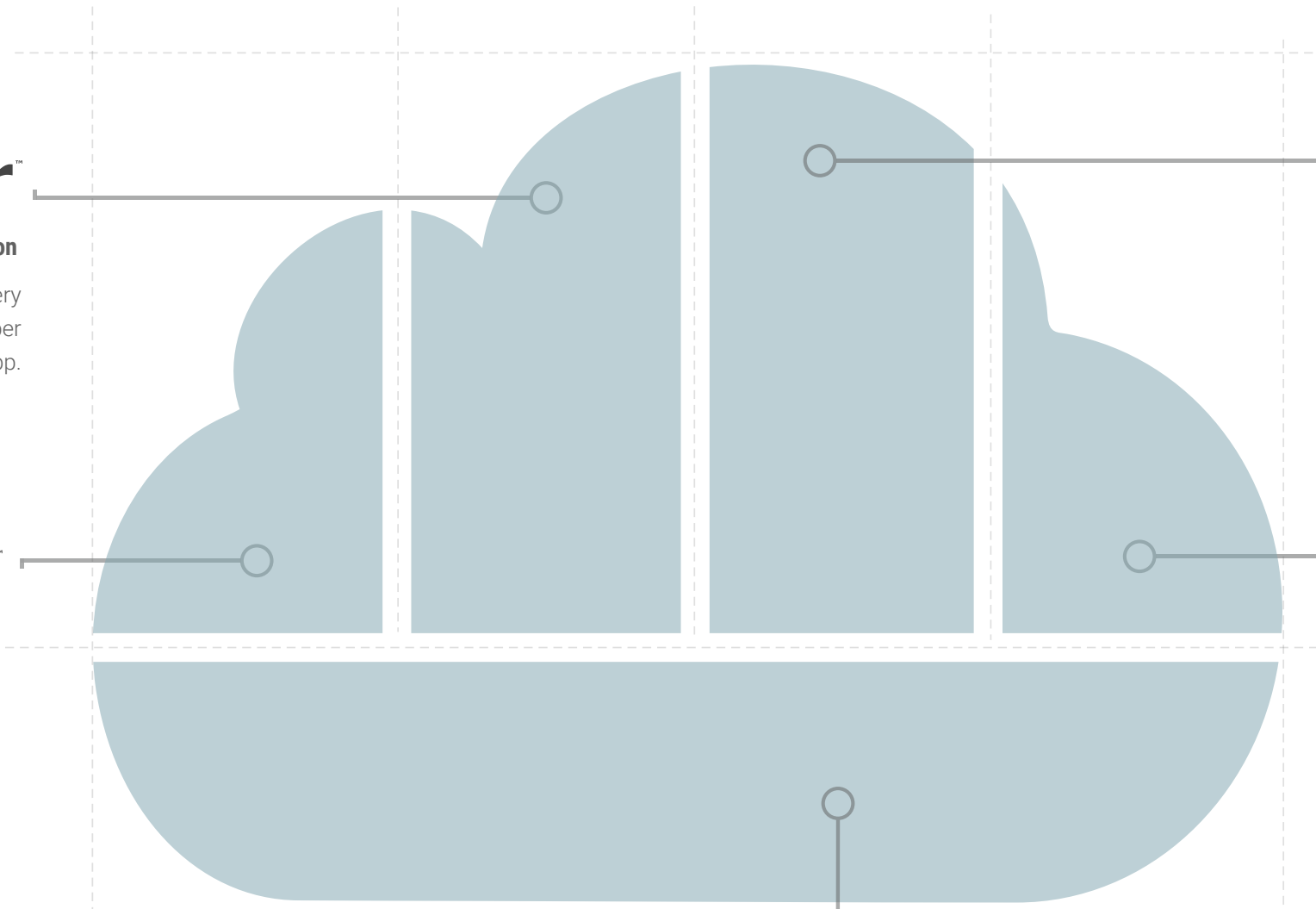
### Product Personalization

RichRelevance Recommend™ collects all your data and uses a powerful machine-learning engine to select the most relevant, data-driven product recommendations for each customer interaction, across all touchpoints: web, mobile, email, store and call center.

## build™

### API-based Services to Personalize Applications

RichRelevance Build™ gives you instant access to API-based personalization tools to manage and route your data from any source and integrate personalization into any application (e.g. CRM, campaign management, POS, call center, etc.). These services allow you to learn from and use your data to build innovative products and experiences at the pace of customer interactions today.

## Built for the Enterprise

### Technology

**1BN** decisions driven daily

**14** global data centers

**3PB** multi-tenant Hadoop installation

**#1** Industry's fastest response times

### Ecosystem

**30** technology and integration providers partnering with RichRelevance

# Serving over 230 of the world's leading retailers and brands

RichRelevance is the global leader in omnichannel personalization and is used by more than 230 multinational companies to deliver the most relevant and innovative customer experiences across web, mobile and in store. RichRelevance drives more than one billion decisions every day, and has generated over $20 billion in sales for its clients, which include Macy's, Costco, Darty, and Marks & Spencer.

Headquartered in San Francisco, RichRelevance serves clients in 42 countries from 9 offices around the globe.

L'ORÉAL PARIS ★macy's BARNEYS NEW YORK Office DEPOT

COSTCO WHOLESALE build.com SAMSUNG Walmart Canada

wine.com TESCO WILLIAMS-SONOMA CDW

ANN INC. B2W DIGITAL Saks Fifth Avenue Sam's Club

John Lewis M&S EST. 1884 SHOP·CA DARTY

KOHL'S COOP LiNio SHOP DIRECT

## Start Personalizing Today

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