IBM Product Recommendations

Increase revenue by making product recommendations that are behavior-based, relevant, and timely

Highly relevant product recommendations lead to increased revenue. Providing relevant product recommendations not only offers a valued service, but also enables the discovery of products which visitors might not have been aware of.

With IBM Product Recommendations, it is easy to optimize your marketing efforts and engage your customers with recommendations across multiple channels that are behavior-based, relevant, and timely. Because recommendations from IBM Product Recommendations are driven by your customers' current interests, recommendations are received more positively and can lift revenues by as much as 20 percent.

IBM Product Recommendations also makes it easy to demonstrate results by including impact reports that quantify the increase in revenue, conversion rate, and average order value that is directly attributable to the recommendations.

Smarter product recommendations
The recommendation algorithms and personalization components of IBM Product Recommendations are 100 percent automated and continually learned from new crowd and individual data to optimize returns.

In addition, IBM Product Recommendations provides users with the visibility, flexibility and control to quickly optimize product recommendations to maximize business results.
Already running at over 300 online brands, IBM Product Recommendations has proven it delivers results.

**Personalized for each customer**

As a component of the IBM Digital Marketing Optimization Suite, IBM Product Recommendations automatically optimizes product recommendations based on the customer’s current shopping interests, search queries, wisdom of the crowd, business rules, and a complete history of the visitor’s behavior including historical data captured in their IBM Digital Analytics Lifetime Individual Visitor Experience (LIVE) Profile. This unique combination enables IBM Product Recommendations to present each customer with the most relevant, effective and timely recommendation possible for wherever they are in the buying process.

**Delivered through multiple channels**

As the lines between online and offline are blurring, people are increasingly interacting with a brand across a myriad of channels. IBM Product Recommendations enables you to provide a personalized and consistent shopping support for your customers through the different channels they use to interact with your brand by including relevant recommendations on web site product and category pages, search results pages, and shopping cart pages—as well as beyond the web site in emails, display ads, mobile applications, social media sites, call centers, and in-store shopping aids. IBM Product Recommendations also enables users to create and deploy best practice recommendations across these multiple delivery points.

Inclusion of product recommendations in email and mobile channels opens up new possibilities for innovative cross-sell and up-sell programs such as the inclusion of next purchase recommendations in email receipts from in-store purchases or delivering a seamless shopping experience across web and mobile store fronts.

“We knew IBM Product Recommendations would lift revenues. We just didn’t think it would provide this much lift. After the initial setup it runs by itself, constantly updating recommendations on our site based on new product introductions and changing customer interests. It’s substantially more hands off.”

—Senior Manager
Ecommerce Merchandising and Analytics
Orvis.
IBM Product Recommendations is also completely integrated with the broader IBM Digital Marketing Optimization Suite enabling marketers to include product recommendations in sophisticated retargeting and outbound campaigns using IBM Digital Analytics, IBM LIVEMail, and IBM AdTarget.

**Built for marketer control**
IBM Product Recommendations provides an easy-to-use interface that enables merchandisers to manage rules and affinity settings to optimize their recommendation set to meet business goals. This provides merchandisers with the ability to promote, exclude, boost, and deemphasize products. They can even adjust the underlying algorithm to fully optimize their recommendation set to meet business goals. Users can apply built in A/B testing to identify and optimize the best performing algorithms and rule sets, enabling them to continuously optimize recommendation programs. Recommendation preview capabilities provide enhanced visibility into potential outcomes of recommendations.

IBM Product Recommendations is deployed as a hosted service (SaaS) and is an integrated component of the IBM Digital Marketing Optimization Suite. Implementation is fast and simple, enabling you to quickly benefit from the solution. Users can deploy the solution without multiple tagging initiatives, saving valuable resources and keeping your team focused on what it does best.

**Comprehensive analysis and reporting**
With IBM Product Recommendations, users can leverage best in class reporting and analysis via executive dashboards and native reports that enable users to effectively communicate the value of their recommendation programs to a variety of audiences. Users can also perform deeper levels of analysis, such as product performance, segmentation, cross-session conversion analysis to measure and improve performance.

**Benefits**
- Increase revenues through product recommendations across multiple delivery points to your customer.
- Automatically recommend the best products for visitors based on historical and current individual behavior, wisdom of the crowds, and programmable rules.
- Maintain visibility and control through preview recommendations and business rule management to ensure recommendations meet your business goals.
- Leverage smart insight to test, analyze, and continuously optimize your program performance.
- Increase productivity through automated recommendations, intuitive reports, and predefined executive dashboards.

“*By optimizing non-performing product-pairings, we boosted cross-sell performance 131 percent.*”

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“*The results have been quite impressive … we’re very happy with our return on investment. IBM Product Recommendations has created an interesting mix of products that people really seem to like.*”

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— Director of Online Merchandising
Footsmart.com

—Web Merchandising Manager
S&S Worldwide, Inc.
With IBM Product Recommendations, it is easy to optimize your marketing efforts and engage your customers with product recommendations that are behavior-based, relevant, and timely.

For more information
To learn more about IBM Product Recommendations, please contact your IBM marketing representative or IBM Business Partner, or visit the following website:
ibm.com/software/marketing-solutions

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