Reflektion Product Recommendations

Reflektion

Instantly boost conversion on any page with intelligent product recommendations that are based on real-time purchase intent

Benefits

+ Increase revenue per visitor
+ Grow time on site
+ Boost conversion

Features

+ Recommendations experiences for:
    + Home Page
    + Product Details Page
    + Categories Page
    + Cart/Wishlist Page
    + Collections Page
    + No results Page
+ Crowd-learning based recommendations
+ Returning user and repeat buyer individualization
+ Merchandiser rules and scheduling
+ Split testing (A/B, multivariate) and analytics
+ JavaScript or API Integration

What if any page on your site always recommended exactly the right products to each visitor—so new, return visitors or repeat buyers always got suggestions that maximized product discovery and conversion? And you could achieve it with unprecedented ease by tapping into the latest individualization, crowd-learning, and cohort-based personalization technology?

Incredibly individualized suggestions that deliver results
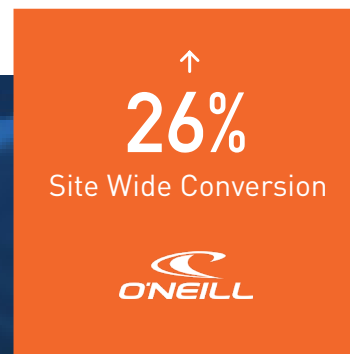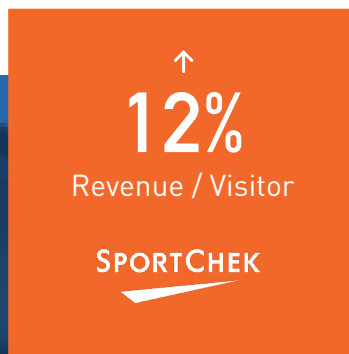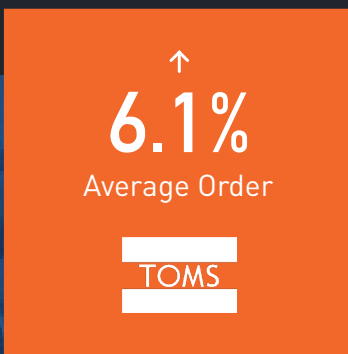
Reflektion's Product Recommendations instantly upgrade any home page, category or product details pages, shopping cart, or any other page, using advanced AI and easy-to-configure personalization rules, so every visitor sees products that are prioritized based on propensity to buy and their real-time purchase intent.
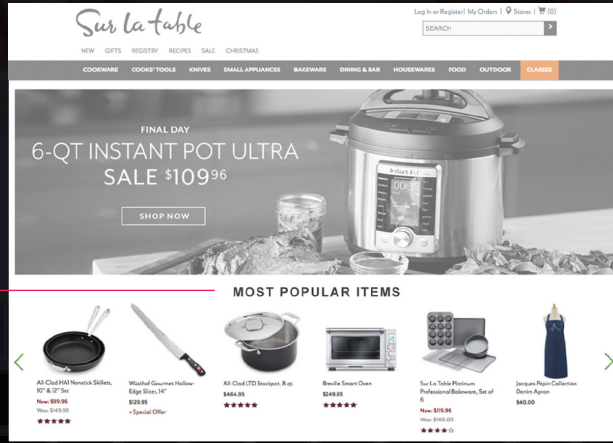
Merchandisers and marketers get complete control to adjust rules, product attribute weightings, conduct experiments using built-in split testing, and see the impact of intelligent recommendations on funnel performance on any page. Rapidly add it all to to your site using JavaScript tags, or deeply customize with our REST API.

Runs on the Reflektion Customer Engagement Platform

Recommendations are powered by our purpose-built AI and Big Data Individual Customer Profile DB that continuously learns 1:1 shopper preferences with every interaction.
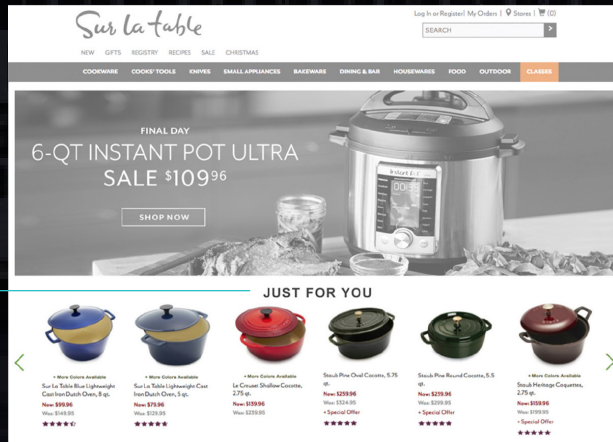
Take the Reflektion A/B test challenge, and compare to your existing tools. We're confident that you'll see a measurable boost in customer conversion.

↑
6.1%
Average Order

TOMS

↑
12%
Revenue / Visitor

SPORTCHEK

↑
26%
Site Wide Conversion

O'NEILL

WITHOUT REFLEKTION

- ⊗ Visitor views generic page
- ⊗ Not personalized
- ⊗ More likely to abandon

WITH REFLEKTION

- ⊘ Visitor views customized page
- ⊘ Highly individualized
- ⊘ More likely to convert

Transform Your Home Page

Display AI-powered dynamic product recommendations suggestions on your home page, with first-click and returning visitor personalization. Reflektion's AI continuously re-ranks products based on interest and intent.

Upgrade Product And Category Pages

Add 1:1 product and related category recommendations to drive conversion. Expand product discovery with auto-configured results that are created using crowd-learning.

Power Up Cart And Wishlist Pages

Boost the last mile: Apply crowd-learning and/or individualize results for conversion. Optimize product selection for repeat buyers based on their viewing, add-to-cart, and purchase behavior.

Merchandiser Management

Boost, bury or pin products and categories by visitor segment, or any attribute. Merchandisers get full contextual control over all product rankings by weighting any attributes.

Fine Tune With A/B Testing And Analytics

Conduct split testing experiments and compare different collaborative filtering strategies or impact of any other rule or attribute. Built-in analytics provides total funnel visibility for every page.

Complete Management And Integration

Contextually preview results for cohorts or specific visitors, and schedule any rules changes ahead of time. Add recommendations to any page with a JavaScript tag or with our REST API.