



# Recommendations AI

powered by Google Cloud Discovery AI



**Democratize AI & deliver Google-quality personalized recommendations that drive customer engagement & loyalty - all from within a single eCommerce Product Discovery Platform**

Recommendations AI draws on Google's years of experience delivering recommended content across flagship properties such as **Google Ads, Google Search, & YouTube**. Gain access to state-of-the-art advanced **machine learning (ML) & artificial intelligence (AI)** models & build high-quality personalized product recommendations without requiring a high level of expertise in machine learning, systems design, or operations. Simply integrate your data, configure & launch recommendations - it's as easy as that!

## PRODUCT DISCOVERY PLATFORM

powered by Google Cloud Discovery AI



Search AI



Recommendations AI



Data Enrichment



Merchandising



Analytics & Reporting

Extract Transform Load (ETL) • Search Engine Optimization (SEO)

### Features

#### Machine Learning & AI Powered Recommendations

- Powerful Google-trained ML & AI models developed for eCommerce business use cases
- Optimize models for business goals like click-through rate, conversion rate, or revenue per order
- Each model is trained specifically for your data, based on machine learning, sequence, & transformer techniques

#### GroupBy Tags

- Capture user data using tracking code snippets
- Gain a 360 view of your customer's shopping behavior
- Identify consumer habits & understand shopper intent
- Drive powerful technology such as geolocation & hyper-personalization

#### Personalized Product Recommendations

- Personalized product recommendations served at scale
- Connect online user behavior such as product views, clicks, & orders to in-store purchases

#### Customizable Recommendations

- Display recommendations on any page in the user journey:
  - Home Page
  - Product Details Page (PDP)
  - Search & Browse Pages (PLP)
  - Add to Cart Modals
  - Cart/Checkout/Wishlist Page
  - Collections Page
  - No Results Page
- Cross-Sell/Up-sell recommendations
- Supports the following recommendation model types:
  - Others you might like
  - Frequently bought together
  - Recommended for you
  - Recently viewed
  - Page-level Optimization
  - Buy it again
  - On Sale

#### Search-Based Recommendations

- Bestsellers
- Trending products
- New Arrivals
- Top-rated products

#### Merchandising Recommendations

- Ranking models optimized for revenue & business impact
- Automatically boost products to a target audience
- Reduce manual curation & configuration
- Configure fallback logic to avoid zero recommendations

#### Omnichannel Recommendations

- Recommendations on mobile apps
- Personalized email recommendations
- Store kiosks or call center applications

#### Real-Time Recommendations

- Product Recommendations are updated in real-time & dynamically adapt to real-time user behavior & changes in variables like assortment, pricing, & special offers
- Each retrieved recommendation considers previous user activity such as product views, add to cart events, & orders
- Analyze search & browsing behavior in real-time

#### Optimization Objectives

- Click-through rate (CTR)
- Revenue per order
- Conversion rate (CVR)

#### Composable Commerce

- Assemble a best-in-class commerce solution that satisfies your exact business requirements
- Flexible, modular architecture to support agile delivery and faster time to market
- Lower total cost of ownership (TCO) of your commerce platform through optimization and efficiency gains in your technology stack

#### Automatic Model Training & Tuning

- Relevant recommendations even within a single session - Handles 'cold start items' (new items) for 'cold start users' (new users)
- Recommendations models are retrained daily, ensuring that every algorithm considers actual user behavior on your site
- Merchandising teams are able to refine out-of-the-box recommendations further to meet the specific outcomes of your business

#### Advanced Model Configuration Options

- Diversification
- Tuning preference
- Price ranking
- Results filtering

#### A/B Testing

- Experiment with different models for specific business use cases
- Use actionable insights through GroupBy's reporting & analytics to drive merchandising decisions

#### Reporting & Analytics

- Visualize & share insights on site & recommendations performance
- Gain actionable insights & optimize merchandising strategies
- Easily identify UX improvements to optimize the omnichannel customer experience

#### Hyper-Personalization

- Customized shopping experiences per audience segment
- Display the right product at the right time
- Connect in-store & online user profiles

#### Technology Integrations

- eCommerce platform agnostic
- Integrates with PIM, CMS, & other eCommerce systems (Oracle ATG, SAP, Salesforce, Kibo Commerce, HCL Commerce, Magento, BigCommerce, etc.)



# Benefits

- Developed for B2C & B2B applications **across all digital industries**
- Drive meaningful revenue lift from recommendations with **real-time personalization across all touchpoints**
- Identify shoppers' intent to provide **high-quality, personalized recommendations** to easily find products across all digital channels
- **Recommend products at scale** by leveraging online & in-store user shopping history to enhance the shopping experience & increase conversion
- **Powerful Google trained ML & AI models** serve up highly personalized product recommendations
- **Seamless recommendations** across channels & user re-engagement
- **Cross-sell products throughout the user journey** - search or browse, product pages, add to cart, & checkout - to increase engagement with recommendations, basket size, & average order value
- Personalize the customer experience with **upsell strategies** that influence buyers to purchase more expensive items, upgrades or add-ons to increase the order value
- Configuration options to customize for specific needs to **offer flexibility & scalability** to meet the high-performance demands of online shopping
- Ease user frustration by **offering recommended product alternatives on no results page**
- **Exceed your top-line growth goals** with improved site-wide metrics & customer satisfaction (CSAT) to boost your net promoter score (NPS)
- **Significantly improve metrics** like user engagement, click-through rate (CTR), conversion rate, & revenue

- Improve your bottom-line by **reducing manual intervention & IT costs**, & eliminating the need to hire additional overhead
- Empower merchandising teams, optimize product display, set up & measure split tests, & build targeted campaigns with **Command Center, a powerful merchandising platform**
- Handles 'cold start items (new items)' for 'cold start users (new users)' by **leveraging Google's AI engine & GroupBy's data enrichment capabilities**
- **Access all product discovery features** from within a single platform: Search, Navigation, Recommendations, Data Enrichment, Merchandising, & Reporting & Analytics

## How it works.

1

### Integration

Easily integrate our Recommendations API into your eCommerce suite to enable a rich search experience for shoppers.

2

### Platform Agnostic

Seamlessly use eCommerce platforms such as Salesforce, Magento, Websphere, Hybris, ATG, & others.

3

### Command Center

Use Command Center, GroupBy's merchandising platform, to set up & maintain any configuration, & access data insights.

Tenacious. Innovative. Trusted.



## Average Customer Results



10%

Revenue Gains



30%

Increase in Revenue per Visit



17%

Increase in Add to Cart



25%

Increase in Conversion Rate



8%

Increase in Average Order Value