scibyl

Content personalization
to increase
customer engagement.

**Treat every customer
in a unique way**

with

Personalized Recommendation

Dynamic Bundles

and

Scibyl Search

Scibyl offers advanced tools
in their simplest form

✓ Plug n' Play

✓ Native Look and Feel

✓ Mobile Friendly

✓ Realtime Tracking

✓ On-Demand

✓ No Upfront Cost

scibyl

www.scibyl.com

by **oktabit**

scibyl

Intelligent Services
for e-commerce

Personalized Recommendation

Scibyl collects data in real-time translates and creates user profiles. Based on machine learning and recommender systems, Scibyl achieves the best product matching. Unleash the power of your data.
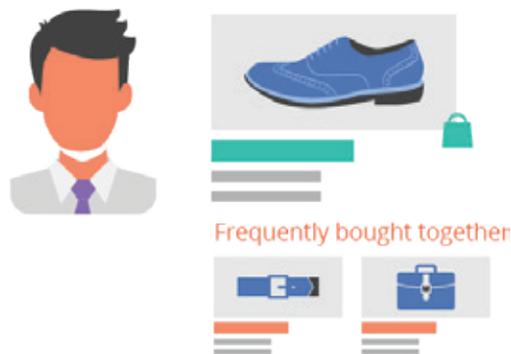
1. Increase customer satisfaction
   Customers find the products they are looking for in few clicks and less time. Enhance your customers' experience with Scibyl.

2. Algorithms tailored to your priorities
   Configure Scibyl to match your business needs and priorities. Push specific brands, categories or even products.

3. Exploit the Long Tail
   Understand user preferences and recommend products that will intrigue them. Heavy users appreciate hidden gems in the long tail. Unlock the opportunity of higher profit margin.

Frequently bought together

Dynamic Bundles

Scibyl analyses a large number of shopping baskets and discovers popular items the customers enjoy together.

1. Dynamic Bundles
   Usually bought together items reveal regularities between products and can be used to drive promotional pricing, product placements and customer segmentation. Let the data surprise you.

2. Cross-selling
   Reach to your visitors for additional selling of relevant or close related products. Accessories and add-ons increase revenue.

Scibyl Search

People don't have time. Consumers want to find the product they need and complete the purchase as fast as possible. Don't present the same pre-sorted results based on text matching, price sorting or name.

With Scibyl Search, the shopping cart is just 2-clicks away. We present to your customer personalized product results that they will most probably buy.

business shoes

business shoes

1. Relevant
   Scibyl will not just pick products that are matching the text typed in the search bar. It analyses the text and returns results that contextually match the search term.

2. Truly Personalized
   Identify your customers 1-by-1 and return search results that they wish to see and will most probably end up in a purchase. Based on users' behavior, Scibyl can classify the users and their intents and dynamically sort the items based on the likelihood the user to buy them.

3. Modern and up-to-date
   Auto-suggest will reduce the time to purchase. Allow users to ignore typos and present products just as they type on the same screen. With predictive algorithms, Scibyl can deliver suggestions likely to convert to purchases.

4. Don't lose opportunities
   Even if the search results are empty, grab the opportunity to suggest recommended or frequently bought together products. Make your search results page relevant even if you don't merchandise the queried product or you are simply out of stock.

About Scibyl

Complex Artificial Intelligence, Machine Learning and Big Data Analytics algorithms, that have been developed over the years, are running on shared infrastructure on the cloud and enable big companies all over the world to improve the customer experience and increase sales. However, that comes with a heavy investment in manpower and computing infrastructure.

Scibyl aims to offer e-shops easy-to-use intelligent services, that fall into the category of Software as a Service (SaaS). That means, cloud-based applications that can be easily integrated into any website or mobile application on-demand. Moreover, retailers can enjoy traditionally expensive services at a fraction of the cost. In that way, advanced technologies in the realm of big data are easily accessible to e-shop owners.

Scibyl provides an easy to install service that understands your customers' behaviour as they browse through your site. Gathered information is transformed into product suggestions using cutting edge machine learning and data mining technologies in real time. All the recommendations are based on your own inventory and your customer priorities.

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Empowering e-shops
to fully benefit from knowledge
extracted from web data analytics.