Master Personalisation & Recommendation

When you add that little extra touch, your customers notice.
And respond. Through extras like personalised adjustments and product recommendations, you can take up-sell and cross-sell to whole new levels.

Fredhopper can show you how to turn personal into profitable. With an eye on your customers, a passion for your product, and a targeted strategy that reaches your goals.

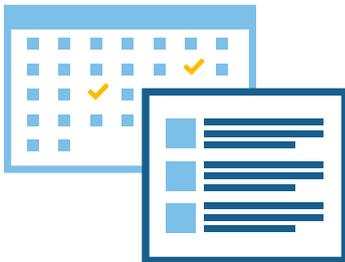# PERFECT THE PERSONALISATION

Personalisation has been a buzzword in online commerce for years. But what does it actually mean to you? The fact is, each type of retailer views personalisation differently. And each type of retailer needs a **different personalisation solution**.

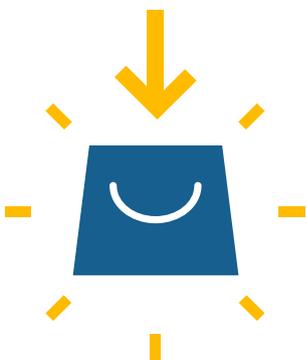Fredhopper offers you outstanding personalisation options, based on three pillars:

Adaptive Personalisation

Let Fredhopper track the customer journey in real time, calculate preference scores, and react on a case-by-case basis.

Prescriptive Personalisation

Use algorithms to determine customer preferences, based on stored customer data. Personalise based on past transactions and interactions.
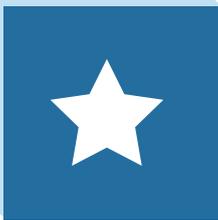
Segmentation

Personalise for target segments with different offers in search, product rankings, Online Merchandising, facets, redirects and recommendations.

Fredhopper will work with you to determine which personalisation strategy is right for your business.
And we'll help you **calibrate your personalisation efforts** to ensure they run smoothly and effectively, with little effort from you.

REFINE THE RECOMMENDATIONS

There's no question that a well-timed recommendation can significantly **increase up-sell and cross-sell**. But it can also increase customer loyalty and brand preference. So it's wise to offer tailored product recommendations that enhance the shopping experience.

Fredhopper lets you place recommendations anywhere you want. But more importantly, we give you the control to decide what recommendations are displayed. Choose the strategy that works **best for your brand**:

◆ Hand-pick the products recommended, using your knowledge and expertise

◆ Create business rules for automatic selection of product recommendations

◆ Apply machine-learning algorithms that make the selections for you

◆ Combine any of the above into your own ideal creation

EXPAND YOUR ECOMMERCE EFFORTS

Do your eCommerce ambitions reach beyond Personalisation? Find out about Fredhopper's solutions for **On-Site Search & Navigation** and **Online Merchandising**.

Ready to see what Fredhopper can do for you?
Visit www.fredhopper.com or request a demo today.