

Product Recommendations Best Practices

PART 3



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- **Quiz starting soon**
- **Q&A Session** – ask questions during the session, will be answered at the end of the session



Product Recommendations Best Practices

PART 3



About the Speaker

Ondrej Horvath

Lead Business Consultant
Bloomreach Academy Tutor

Bloomreach Background:

6 years in Bloomreach
Working with our biggest clients in CEE
Implementing numerous complex reco
use-cases and 4 years teaching at BR
Academy

Before:

Digital Specialist in a media agency



<https://www.linkedin.com/in/ondrash/>



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2023-12 Survey - EMEA

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What is the industry where you are using or plan on using product recommendations?

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What is the level of your experience with product recommendations (select all that apply)

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Agenda

1. Recap of EBP Product Recommendations Part 1 and Part 2
2. “Advanced” Implementations of Product Recommendations
 - Post-Filtering - DEMO
 - Reco Models Combination - DEMO
3. Recommendation Use Cases
4. Reco Best Practices
5. Q&A

Recap of Part 1 and 2



RECAP of Product Recommendations Best Practices PART 1

1. Introduction to Product Recommendations
 - Basics
 - Prerequisites
2. Implementation 101
 - Where to Begin?
 - Basic Model Setup - DEMO
 - Campaign Setup - DEMO



RECAP of Product Recommendations Best Practices PART 2

1. “Intermediate” Implementations of Product Recommendations
 - Simple Post-Filtering - DEMO
 - Enhanced Blacklisting - DEMO
 - Shuffle - DEMO
2. Tracking of Recommendations



Agenda for **TODAY**

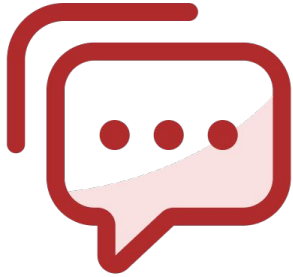
Product Recommendations Best Practices

PART 3

- ~~1. Recap of EBP Product Recommendations Part 1 and Part 2~~
2. “Advanced” Implementations of Product Recommendations
 - Post-Filtering - DEMO
 - Custom Combination of Reco Models - DEMO
3. Recommendation Use Cases
4. Reco Best Practices Summary
5. Q&A



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Audience Q&A Session

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“Advanced” Implementations of Product Recommendations



Post-Filtering - Using Multiple Post-Filters

DEMO



Custom Combination of Reco Models



Recommender 1



Recommender 2



Custom Combination of Reco Models



Rec 1



Rec 2



Rec 1



Rec 2



Rec 1



Rec 2

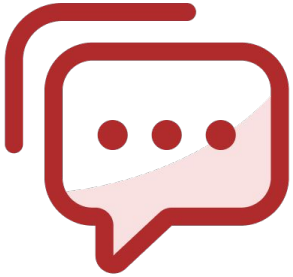


Custom Combination of Reco Models - DEMO

DEMO



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Audience Q&A Session

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Examples of Use Cases with Product Recommendations



Use Cases with Product Recommendations

- Abandoned View Item
- Abandoned Cart with unavailable items
- Welcome Process
- Recommendation block in blast newsletters
- Special Offer Campaign

VYBRALI JSME PRO VÁS

				
★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
De'Longhi ESAM 3000 B Magnifica	Sencor SES 7010NP	Krups EA81P070 ESSENTIAL	Krups EA 815E Espressoeria Auto Pisa S line + Autocappuccino ...	De'Longhi EC 850.M
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Use Cases with Product Recommendations

Pomocník při hledání dárků

Darujte si klid. Najdeme pro vás ty nejlepší dárky – pro každého a za každou cenu.

[Hledat v klidu](#)

Doporučujeme

Al Haramain Duggatal Oudh with Wardh Taifi	DOPRAVA ZDARMA Lancôme La Vie Est Belle	NEJPRODÁVANĚJŠÍ The Ordinary Niacinamide 10% + Zinc 1%	DOPRAVA ZDARMA Chloé Chloé
kadidlo 50 g	parfémovaná voda plnitelná pro ženy 100 ml	rozjasňující pleťové sérum 60 ml	parfémovaná voda pro ženy 75 ml
★★★★	★★★★	★★★★	★★★★
372 Kč	2 104 Kč	261 Kč	1 730 Kč
KOUPIŤ	KOUPIŤ	KOUPIŤ	KOUPIŤ

Rychlejší a pohodlnější

A kedvezmény 2023. 11. 20-ig érvényes, és nem vonatkozik az akciós és kiárusított termékekre. A kedvezmény más ajánlatokkal nem vonható össze. A kedvezmény üzleteinkben is érvényes.

YVES SAINT LAURENT SOL de Janeiro NAÏF Natural Skincare KÉRASTASE PARIS

ARMANI AVEDA BRAUN BOSS MAC

NOVELLISTA LANCÔME BOBBI BROWN

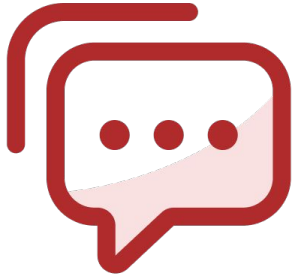
[Még több márka itt](#)

Ajándékok

Q&A and Wrap-Up



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Academy and Consulting

- **Product Recommendations**
- This course is a one-stop-shop for anyone looking to make the most effective product recommendations in the market. Practical sessions with tutor included
- Next class starts **January 24th**

<https://academy.bloomreach.com/page/engagement-product-recommendations>

- Bespoke consulting package - **AI - Recommendations** - please reach out to your CSM
 - Identify prerequisites via data audit
 - Define KPIs and goals
 - Optimizing existing and implementing new recommendation models
 - Structured outcome report



Q&A and final notes



- Go to slido.com and enter **#bestpractices2023**
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- **Ask any questions!**
- **Please give us feedback in the poll**
- **Next session / 9.1 - Changes in Gmail/Yahoo bulk sender requirements**





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2023-12 Feedback EMEA

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Thank you

The image features a dark blue background. In the lower-left quadrant, the words "Thank you" are written in a large, bold, white sans-serif font. On the far left edge, the word "BLOOMREACH" is written vertically in a smaller, white, all-caps sans-serif font. The right side of the image is decorated with several thin, yellow, curved lines that sweep across the frame, creating a sense of movement and modern design.