

Product Recommendations Best Practices

PART 1



About the Speaker

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Lead Business Consultant
Bloomreach Academy Tutor

Bloomreach Background:

5.5 years in Bloomreach
Working with our T1 clients in CEE
Implementing numerous complex reco
use-cases and 3 years teaching at BR
Academy

Before:

Digital Specialist in a media agency



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



Agenda

1. Introduction to Product Recommendations
 - Basics
 - Prerequisites
2. Implementation 101
 - Where to Begin?
 - Basic Model Setup - DEMO
 - Campaign Setup - DEMO
3. Best Practices
4. Q&A



Introduction to Product Recommendations



Trends in retail

From offline world to e-commerce



Personalize customer experience



Increasing value of personalization





What is a recommender system?

- Personalised and relevant content to customers at every step of their journey
- Automatically analyzes customer behaviour and product catalogs
 - Data mining and machine learning
- Improves customer experience, drive engagement, upsell and cross-sell of products





What are Product Recommendations?

- Product recommendations is a module in bloomreach engagement that allows you to personalize your communication on 1 to 1 basis at scale

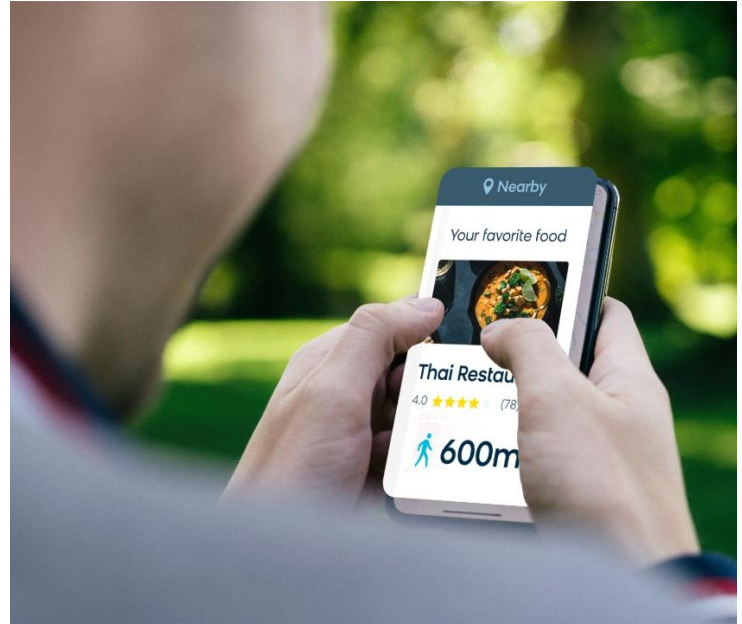
What is their main goal?

- They main goal is to show the right products to right customers at right time



Product Recommendations Can Drive Multiple Key Metrics and Customer Behaviors

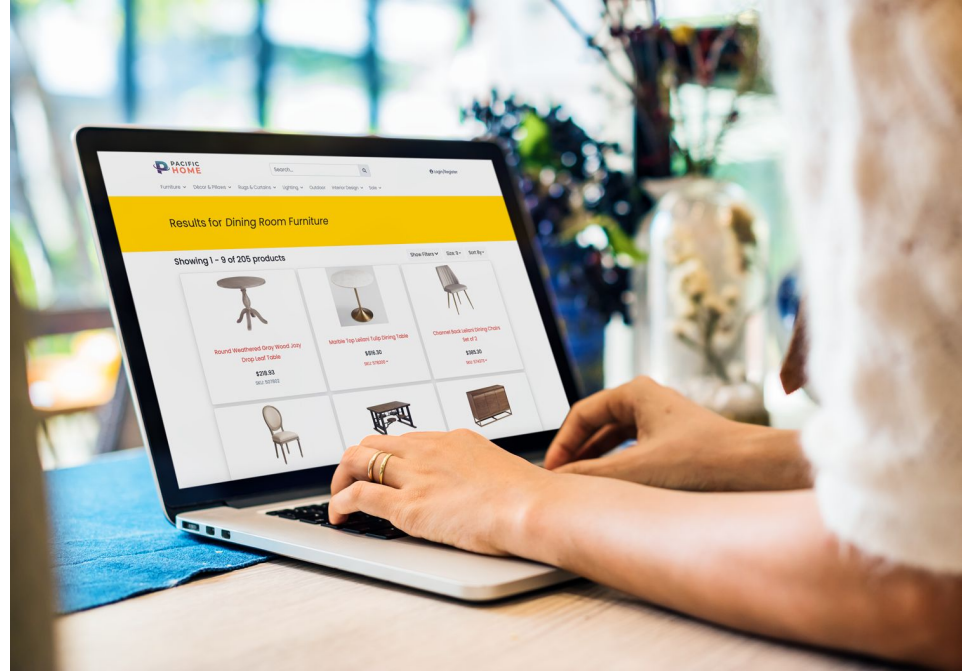
- Revenue
- Average Order Value & CLTV
- Retention & Loyalty
- (Deliverability)





Bloomreach Engagement Recos' Prerequisites

- Product Events Tracking
- Product Catalog
- Reco Impression Tracking
- Reco Interaction Tracking
- Conversion tracking



Engagement Recos Implementation 101



Popular right now

Top selling or top viewed items



Homepage

Personalized recommendations optimized for the homepage



Customers who viewed this item also viewed

Items viewed by similar customers



Customer recent interactions

Items customer recently viewed or purchased



Metric-based category

Top selling or top viewed items within a category



Customers who bought this item also bought

Items bought by similar customers



Product detail

Personalized recommendations optimized for product detail pages



Personalized recommendations for you

Featured recommendations for you



New items

Recommend new items in stock

BETA



Personalized category page

Personalized recommendation of items based on behavioral similarities between your customers.



Textual similarity

Items similar to currently viewed item based on similar meaning of text



Advanced

Combination of multiple templates



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Filter based

Recommend products based on catalog filters



Metric-based category

Top selling or top viewed items within a category



Customers who bought this item also bought

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Product detail

Personalized recommendations optimized for product detail pages



Personalized recommendations for you

Featured recommendations for you

Where do I begin?



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Recommend new items in stock



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More like this

Find items similar to a reference item based on shared catalog properties



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Metric-based category

Top selling or top viewed items within a category

AI model non-personalised

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AI model non-personalised

Textual similarity

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Rule-based non-personalised

Pop right now

Top selling or top viewed items

AI model personalised

Homepage

Personalized recommendations optimized for the homepage

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Customers who viewed this item also viewed

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Rule-based non-personalised

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Advanced

Combination of multiple templates

(Manual selection)



Filter based

Recommend products based on catalog filters



More like this

Find items similar to a reference item based on shared catalog properties



Advanced

Combination of multiple operators

(Manual selection)

**Rule-based
non-personalised**



**Rule-based
non-personalised**

Recommend products based
on catalog filters



Model-based

Find items similar to a
reference item based on
shared catalog properties

**Rule-based
non-personalised**



Basic Reco Model Setup

DEMO



Available Reco Integration Options

Integration Type	Usage	Resources
JavaScript SDK Library	Website Frontend / Tag manager	<u>SDK Documentation</u>
Recommendation API	Website Backend / Other Systems	<u>API Documentation</u>
JINJA	Campaigns / Weblayers / Experiments	<u>Campaigns Documentation</u>



Basic Reco Campaign Setup

1. Make a simple model
2. Implement fast through predefined templates
 - HTML Blocks for Emails
 - Predefined Reco Weblayers
 - Weblayer RECO use case from Plug and Play
 - Reco in SMS or mobile push



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3. Evaluate
4. Make a different model
5. AB Test with the first one
6. Evaluate
7. Iterate



Basic Reco Campaign Setup

DEMO

Recommendations Best Practices



Best Practices Of Product Recommendations

- Recommendations can be **only as good as your product catalog** and web/app **events** tracking
- **Ids of products** in product catalog **have to match** those ids used in the events
- **Blacklist items and categories** that should not be recommended
- **Start simple and then AB test** against more complex recos
- Have **fallback results under control** and consider it in the evaluation
- Making the customer buy exactly what was recommended is not the only goal, **often it is enough to trigger interest and engagement**
- **Evaluating properly and thoroughly** is the path to success

Q&A and Wrap-Up



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
- Starts on **14th of June**

- 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



<https://academy.bloomreach.com/rc1-11-en-june-class>

Thank you

The background is a solid dark blue. On the right side, there are several thin, yellow, curved lines that sweep across the space, creating a sense of movement and design. One line starts near the top right and curves downwards and to the left. Another line starts further down and curves more broadly across the bottom right.