

Recommendations & Pathways

Supercharging product discovery
with a full-funnel recommendations
strategy





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Cross-Functional Team



Kyle Wilson

Principal Experience Strategist
kyle.wilson@bloomreach.com



David Boyd

Presales Manager, Discovery & Content
david.boyd@bloomreach.com



Jenna Ghidaleson

Senior Digital Experience Manager
jenna.ghidaleson@bloomreach.com



Recommendations vs. Pathways

Quick Refresh



Recommendations

- AI-driven & automated
- Ready-to-go Algorithms

E.g., Similar Products, Frequently Bought Together, Trending Products, etc



Pathways

- Merchandiser-driven & rule-based
- Prescriptive & guided experiences

E.g., New Arrivals on Category Pages, Brand Highlight on Search Page, etc.

**Start with data, leading
with a full funnel strategy**



Building a Full Funnel Strategy

Mind the Full Discovery Drill-Down

Meet the customer where they are:

The primary objective of a widget will vary depending on where it exists on the site and where the customer is currently on their purchase journey.

Upper funnel page widgets:

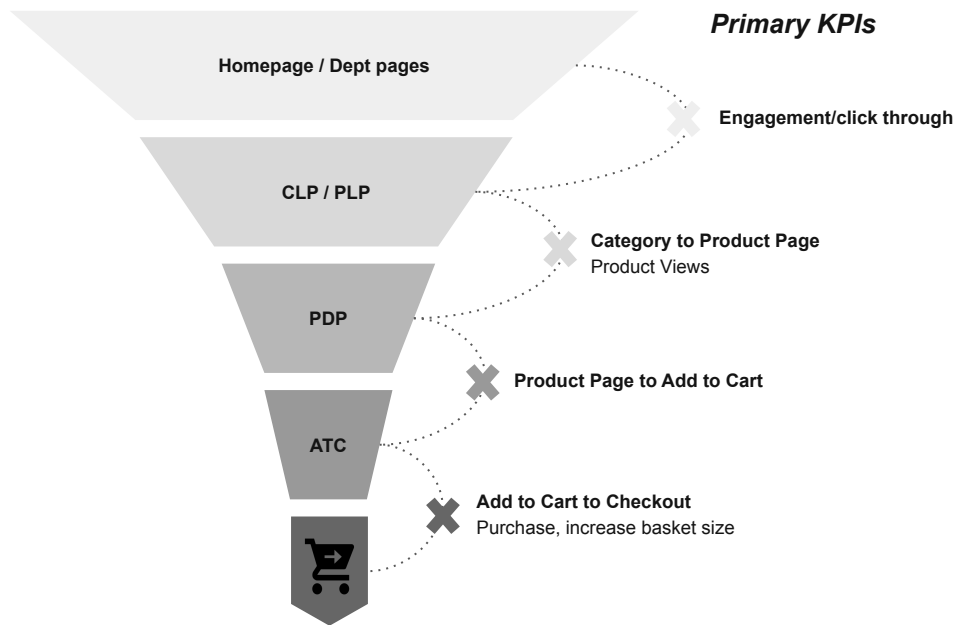
Focus on **product discovery**, showcasing the most engaging product story to a large audience. Your primary KPI should be engagement. The goal is to increase the likelihood the customer will continue down the conversion funnel.

Mid funnel page widgets:

Here the goal of the widgets should **move from discovery to education**. The customer should be offered helpful recommendations to support their purchase intent.

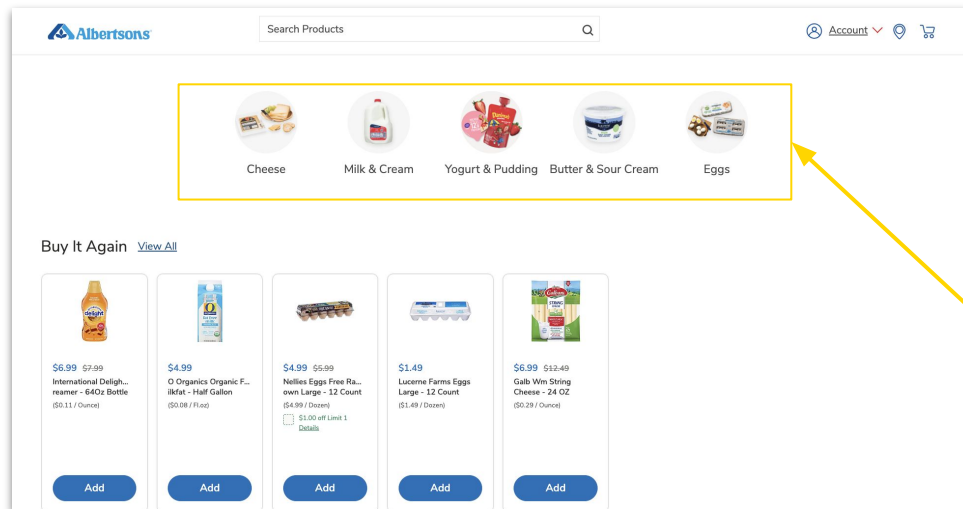
Lower funnel page widgets:

The goal here is to **maximize revenue**. Showcase small add ons or related items that make sense as a co-purchase.





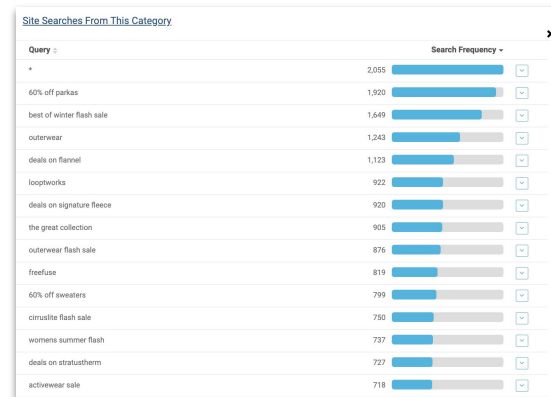
In addition to developing a full-funnel strategy for pathways and recommendations, know where to look for informing your decisions



Utilize recs & pathways in search to offer up highly focused carousels within search. We want to avoid creating choice fatigue for the customer, and keep them on track.

Ideas for this Example:

1. Pathways highlighting a focused subject of the results set: long sleeve, crewneck, etc.
2. Pathways highlighting seasonality and sale



In Playbooks, you can use the Find Optimizations report to reveal site searches from category pages- **your customers are telling you what they want as a pathway.**

For women's tops, the vast majority of searches are for either sale-related attributes or a season, making ideal candidates for pathways above the grid.

**Let's dive into some
strategic use cases**





Recommendations

Widget Types:

Frequently Bought Together
Frequently Viewed Together
Similar Products
Best Sellers
Past Purchases
Trending Products
Experience-Driven

THE “GREATEST HITS”

Type of Recommendation



CeCe
Pleat Front Top
\$69.00
★★★★★ (12)
Free Delivery



Vince Camuto
V-Neck Knit Top
\$59.00
★★★★★ (3)
Free Delivery



Vince Camuto
Rumple Fabric Blouse
\$74.00
★★★★★ (219)



CeCe
Bow Knit Top
\$59.00
★★★★★ (5)
Free Delivery



New!
Halogen®
Ruched Square Neck Top
\$69.00
Free Delivery

Drive conversions with our patented AI/ML to serve up relevant, real-time recommendations using product, search, and visitor data.



Recommendations **Flexibility** via the **Dashboard**

Widget Types:

Frequently Bought Together
Frequently Viewed Together
Similar Products
Best Sellers
Past Purchases
Trending Products
Experience-Driven

THE "GREATEST HITS"



Type of Recommendation



Moncler
Men's Deltan Varsity Jacket
\$2,105



Rag & Bone
Men's York Heathered Crew Sweater
\$295



Balmain
Men's Racer Iridescent Runner Sneakers
\$975



Rag & Bone
x Fox Racing Men's Intarsia Sweater
\$695



Portolano
Men's Cashmere-Wool Stripe Beanie Hat
\$120

If you require more control over what's recommended, leverage our Operations to include, exclude, and order products based on your specific business rules & requirements.



Enhance Product Discovery With Recs



Home Page

New Visitors - Best Sellers Algo

- Welcome new visitors.
- Share our story.
- Most importantly, show what we have to offer.

Return Visitors - Trending Now Algo

- Typically much higher value visitor.
- They remember your site, checking in.
- Coming back for a reason.

What's Trending Now



Artisan Brew Bread
Mixes - Choose 3
\$27.95



Wing, Drumstick & Ribbs
Grill Rack
\$40.00



Home Pedicure Kit
\$29.95 - \$42.95



SmartIgnition Electric
Lighter
\$79.95



Tripped Phone Mount
\$19.95



Slipper Socks -
Lumberjack Red
\$16.00

Get your order faster with Contactless Curbside Pickup

Kitchen & Pantry Sale

[SHOP NOW](#)

Shop Top Kitchen Sale Categories



20% off Storage-Like Pantry Organizers



20% off To-Go Organizers



20% off Cabinet Organizers



20% off Produce & Preserver



20% off Food Storage Containers

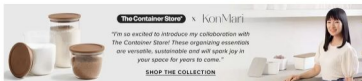


20% off Select Ella Kitchen Solutions

[SHOP ALL KITCHEN SALE](#)

IN-DEPTH GUIDE

Pantry Organization Made Easy
From custom Ella pantry solutions to canisters, bins, baskets, turntables and labels, we make it easy to stock up on organization.

[READ MORE](#)

SHOP THE COLLECTION

Shop Best-Sellers



Drop Front Shoe Boxes



The Home Edit All-Purpose Bin



Our 12 4-qt. Rubber Storage Totes



Woolight Totes



Nordic Baskets

Multipurpose Bins



Our Clear Storage Bins



Ella Stack-A-Block



Mini Knicker Shop Storage



Shelving, Jewelry Organizers



Urban Backing Baskets

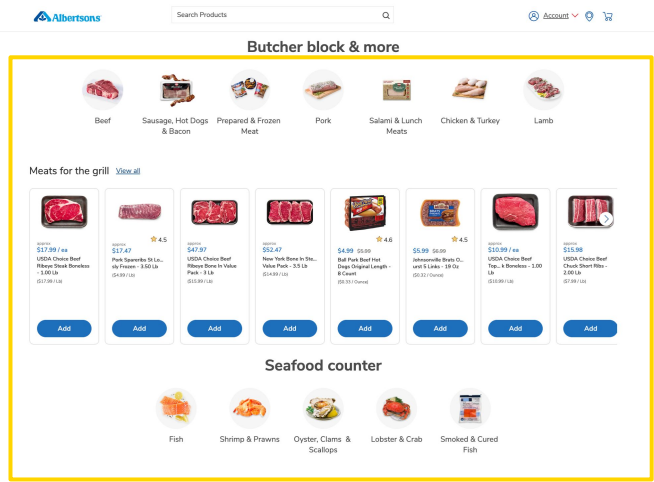
Acacia Drawer Organizers



Category & Search Results Pages

Leverage the same concepts to drive relevant experiences on category & search pages leveraging Bloomreach AI.

Within Category Page



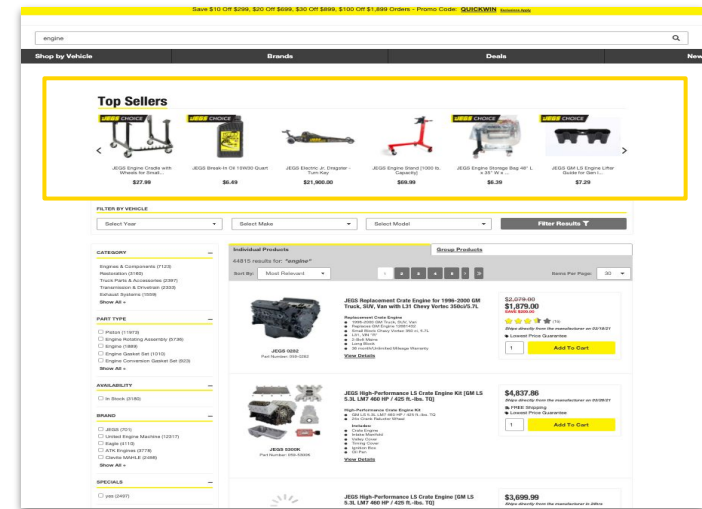
New Arrivals

Brand Highlights

On Sale

High Inventory

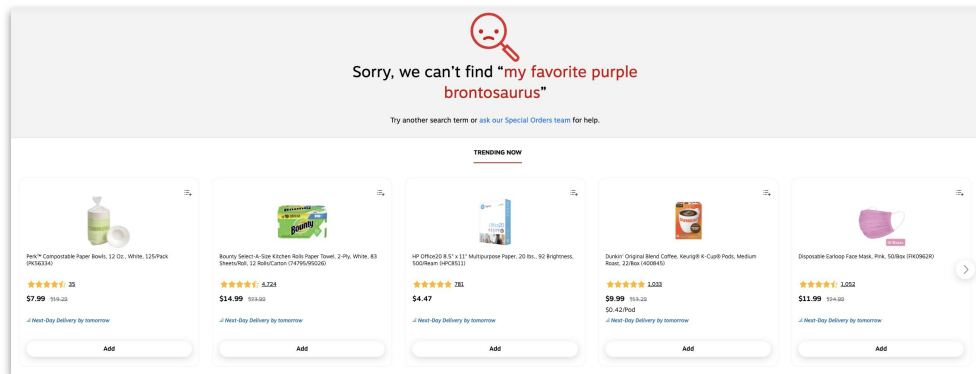
Within Search Page



Null search OR low search results pages



Dead ends are frustrating, funnel the customer back into the journey



Null Search Results - Best Sellers, Trending Products

- Often results in users exiting the site.
- Can attempt to re-engage users by providing recommendations.

Low Search Results - Frequently Viewed Together (based on the first PID returned by search) with Best Sellers as the secondary algo

- Sometimes a search query leads to a limited number of search results.
- In these cases, recommendations can help users find additional related products based on other shoppers' interactions.

Drive Revenue/Conversions on the PDP



At this point in the journey, we want them to stay, and add-to-cart

Product Detail Pages - Co-Viewed Algo

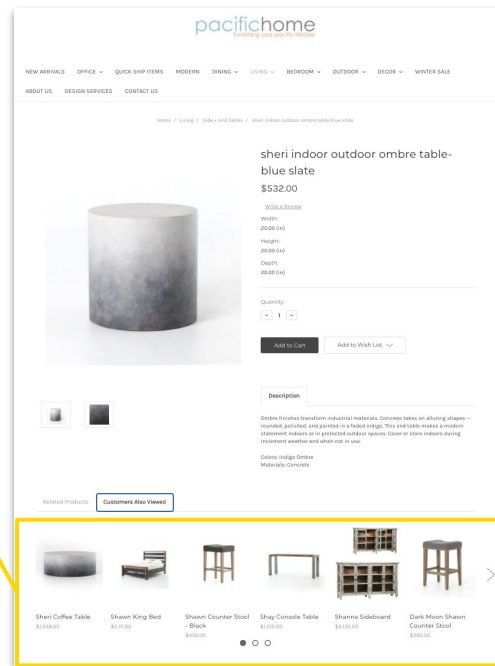
- Display products that other shoppers viewed during the same sessions as the current product.

Product Detail Pages - Similar Products Algo

- Display similar products based on product metadata and attributes to provide more product options to the users.

Direct to PDP - via PLA - Co-Viewed/Similar Products

- PLA visits tends to bounce at a significantly higher rate than other inbound traffic.
- The goal is to provide additional options to engage the customer.
- Bumping the product grid to the top of the page can help get the customers attention.





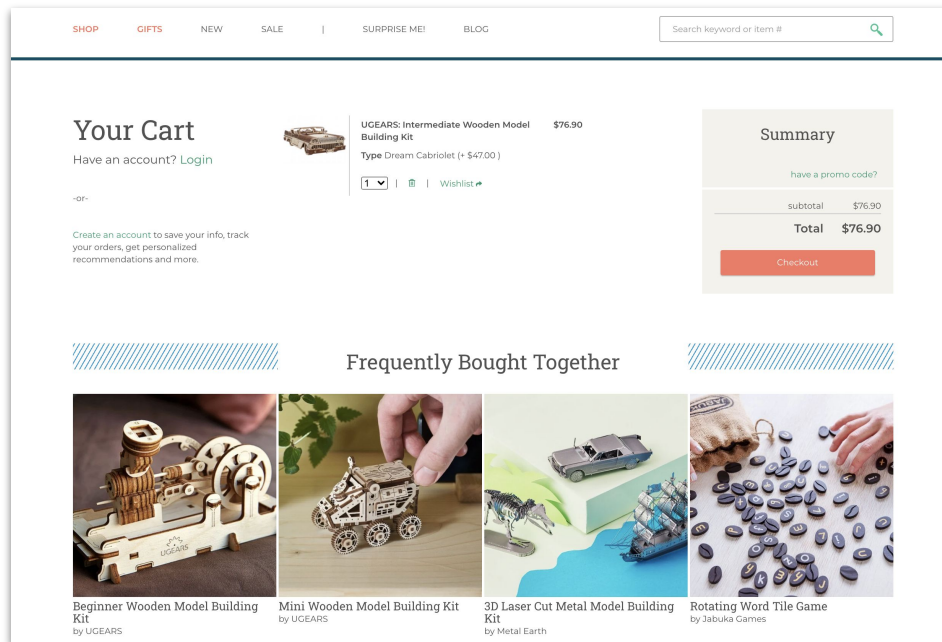
Increase Basket Size / AOV



Recommend Cross-Sell Products

Customer is About to Check Out - Co-Bought Algo

- Display frequently bought together products on the Add to Cart Pages to recommend complementary products.
- Ensure these products are not going to distract the customer, but augment/enhance the purchase.





Goodie bag: Exit Intent Trigger Banners, Dynamic Landing Pages



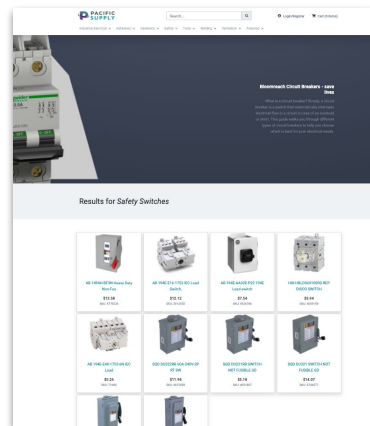
Exit intent triggered top drawer, side panel recs, or pop-ups with embedded recs can prevent an exit.

Before They Go - Exit Light Box With Recs/Pathways

- Display the similar products/bestsellers/frequently viewed products based on the products browsed by the shoppers.
- Such banners, panels, or pop-ups are shown to the users who demonstrate intent to exit (mouse hover over X).

Upon Arrival - Dynamic Landing Pages

- Add Dynamic Product Recommendations to the theme-based landing pages for Categories, Brands, Promotional Campaigns, etc



Let's dive into the dashboard to ***see it in action***



Pathways

Name Your Pathway



TUDOR
1926
\$2,050



CARL F. BUCHERER
Manero AutoDate
\$2,900



TAG HEUER
Formula 1 Quartz Chronograph
\$1,650



LONGINES
HydroConquest
\$1,700

Examples include...

Highlight a Brand
Featured Collections
High-Margin Boost
New Arrivals
Complete the Look
Visual Navigation
Available for Preorder
Dynamic Banners
Cross-Category Inspiration

GET CREATIVE!

Guide your customers to specific products that will achieve unique business goals like brand promotion, margins, campaigns, and more.

Pathway Example: Highlight a Collaboration

FREE SHIPPING ON ORDERS OVER \$50

All Categories ▾ | [SEARCH ENTIRE STORE H](#) 🔍

Johnny Bermuda



Hi, Alex



My Cart

🏠 HOME

MEN

WOMEN

KIDS

BEACH ACCESSORIES

FURNITURE & DECOR

BLOG

STORES

HOME > SEARCH

Category +

Get it Fast +

Designer +

Size +

Color +

Price +

Dress Style +

Length +

Neckline +

Sleeve Length +

Availability +



Marchesa Notte x JB
KAHILI Dress
\$325



Marchesa Notte x JB
NAUPAKA Dress
\$370



Marchesa Notte x JB
ILIMA Dress
\$329



Marchesa Notte x JB
LEHUA Dress
\$395



Marchesa Notte x JB
HELICONIA Dress
\$419

Results for “elegant maxi dress no sleeves”



Pathway Example: Cross-Category Inspiration

FREE SHIPPING ON ORDERS OVER \$50

All Categories | SEARCH ENTIRE STORE

Hi, Alex My Cart

HOME

MEN

WOMEN

KIDS

BEACH ACCESSORIES

FURNITURE & DECOR

BLOG

STORES

HOME > SEARCH

Category

Get it Fast

Designer

Size

Color

Price

Dress Style

Length

Neckline

Sleeve Length

Availability

Blooms of Lani
Maxi Dress

\$249

Brisbane Breeze
Maxi Dress

\$189

Shore Life
Maxi Dress

\$179

Koloa
Tripper Tote

\$129

Painted Birds
Tripper Tote

\$105


Hanamaulu
XL Tote


\$169



BLOOMREACH

Pathway Example: Complete the Look

CONGRATS ALEX, YOU HAVE QUALIFIED FOR FREE SHIPPING FOR ONE YEAR!

All Categories ▾ | SEARCH ENTIRE STORE 



 Hi, Alex  2 My Cart

HOME

MEN

WOMEN



KIDS


BEACH ACCESSORIES


FURNITURE & DECOR

BLOG

STORES







Select Size

XXSXS S M L XL 2X+

[Size Chart](#)

ADD TO CART


Free Shipping & Free 90 Day Returns [Learn More](#)

DESCRIPTION


Temps may be rising, but you'll be cool and comfortable in this fun linen jacket. We've fashioned our fabulously smooth linen into a classic jean-jacket silhouette, so you can enjoy the look without the weight. Vertical seaming creates slimming lines, while raw edges add a touch of toughness. Pair it with your favorite cami, tank, tee, or dress for a great year-round look.

100% linen.
Machine wash cold on gentle cycle; hang to dry.
Cannot be dry cleaned: Tea Leaf, Island Navy.
Pockets.


Complete the Look




Kona T-Shirt
\$59



Lihue Skirt
\$99



Breeze Sandals
\$79



Cloud Hat
\$49

BLOOMREACH



Pathway Banner

FREE SHIPPING ON ORDERS OVER \$50

All Categories | SEARCH ENTIRE STORE

Sign In My Cart



HOME MEN WOMEN KIDS BEACH ACCESSORIES FURNITURE & DECOR BLOG STORES

- + Now Featuring
- Apparel & Swim
 - Shirts
 - Camp Shirts
 - Long-Sleeve Shirts
 - Linen Shirts
 - Panelback Shirts
 - Polos
 - T-Shirts
 - Sweatshirts & Hoodies
 - Sweaters
 - Jeans
 - Pants & Chinos
 - Jackets & Outerwear



Coral Gables Shirt
\$128



Oahu Sands Shirt
\$125



Coconut Grove Shirt
\$139







Wedges
\$298



Beaches
\$360



Mavericks
\$335

Pathway Example: Visual Navigation

SHOES



SNEAKERS



BOOTS & BOOTIES



PUMPS



SANDALS



PLATFORMS



FLATS

Category

Sort By: New

1 of 4 Next >

Shoes

Boo

Boo

Flat

Mul

Pum

San

Slip

Sne

Design

Size

+



Emerging

Budget conscious



Luxury


High price point

These two women see the highest performing shoes in their respective categories at the top of the page.




Pathway Example: Visual Navigation + RTCS

SHOES




SNEAKERS BOOTS & BOOTIES PUMPS SANDALS PLATFORMS FLATS


Category Sort By: Newest First 446 items 1 of 4 Next >



Emerging
Budget conscious




SHOES




SNEAKERS BOOTS & BOOTIES PUMPS SANDALS PLATFORMS FLATS

Category Sort By: Newest First 446 items 1 of 4 Next >



Luxury
High price point



With Real-Time Customer Segmentation, these women now see top performing shoes that are personalized for their unique segments.



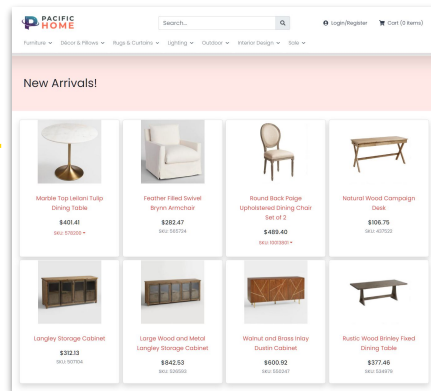
Enhance Product Discovery with Pathways:



Global Contexts

Sitewide - New Arrivals Pathway

- Create a new category for sitewide new arrivals using search pathways and include only merchandising rule for "new products" (passed as an attribute in the feed).

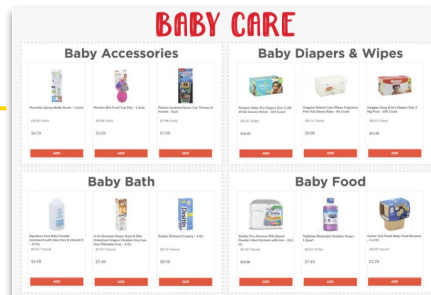


Sitewide - Brand Collections Pathway

- Add dynamic products for specific brand promotions by using the Search Pathways and include "only" merchandising rule for preferred brands to showcase.

Sitewide - Aisle Shopping - Category Pathway

- Mirror offline stores online allowing your users to discover subcategories of products in a single view.



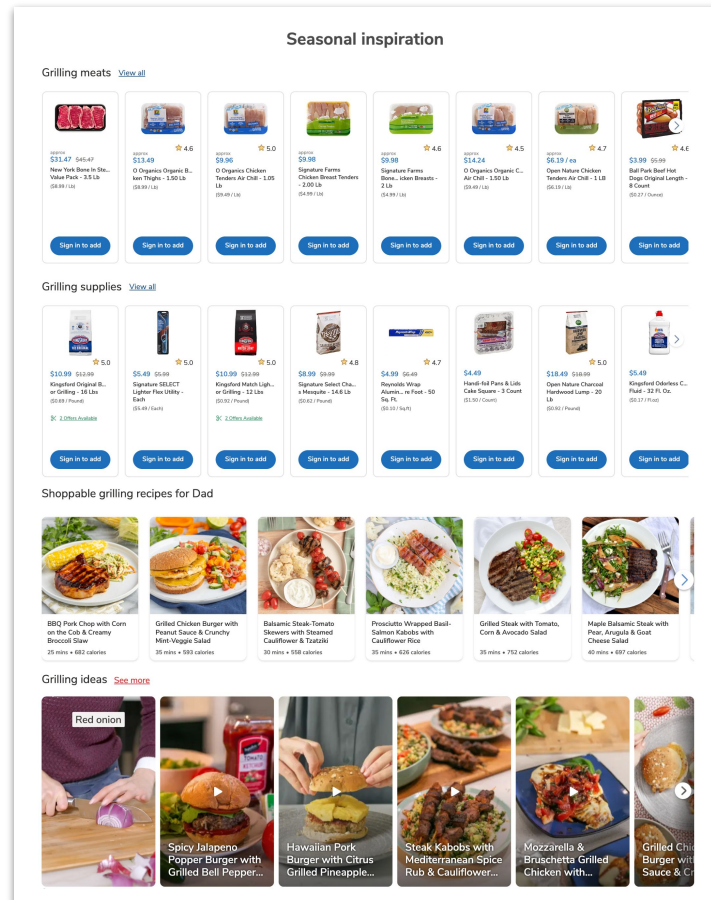
Let's dive into the dashboard to ***see it in action***



Final Note: Content Gives Recs Context, Drives Engagement

Albertson's uses Bloomreach Recommendations masterfully by pairing it with content that gives visual context, appealing to the five senses while simultaneously playing to seasonal consumption periods.

- **Look to this as a best-in-class example** of combining experiential elements like seasonality, content, and product recommendations
- This type of execution is **perfect for a home page experience or department-level experiences**, offering inspiration and multiple 'ways in' to the catalog.



Keep the conversation going... join the Bloomreach Slack Community!

- Stay up-to-date on all things monthly Best Practices and access resources related to our session topics by adding yourself to the **#discovery-best-practices** channel
- Network and share ideas with fellow Bloomreach customers
- Hear the latest news from Bloomreach and stay informed about industry trends

→ [Link to join](#)





Bloomreach Merchandising Community

Our Merchandiser Community is an exclusive group of professionals shaping the future of online merchandising!

We created this community to provide a forum for discussion, collaboration, and knowledge-sharing among like-minded professionals — all with the mission to keep you ahead of the curve.

- **Quarterly virtual events** with experts in the merchandising space
- Regional meetings (50-70 attendees per mtg)
- [Linkedin group](#) of 900+ merchandising professionals



Thank you!



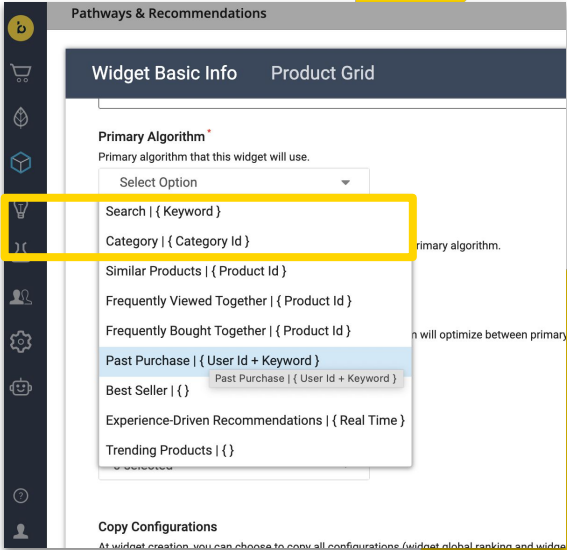
Reference Materials



Pathways Widgets

Widget Strategy	Description	Placement Examples
Search Widget	Allows users to leverage search or category algorithms to achieve specific merchandising priorities.	Search Result Pages, Category/Department pages and Landing Pages
Category Widget		

Capabilities Available
Block
Include/Exclude rules
Hard boost (Product ID boost)
Soft boost/bury - Description Attribute-based
Soft boost - Numeric attribute based
Product Slotting
Numeric Attribute Sort





Recommendations Widgets

Widget Strategy	Description	Placement Examples
Frequently Bought Together	Displays other products that are commonly bought together with a given product.	Product Detail Pages, Cart or Checkout Pages
Frequently Viewed Together	Displays other products that are commonly viewed together with a given product.	Product Detail Pages
Similar Products	Displays other products that are similar to a given product.	Product Detail Pages
Best Sellers	Displays products that are likely to generate the most revenue .	Search Result Pages, Category/Department pages or Landing Pages
Trending Products	Displays products based on the most popular or trending products for a given time period.	Search Result Pages, Category/Department pages or Landing Pages
Past Purchases	Displays previously purchased products to a logged-in customer to enable quick add-to-cart (ATC) for repeat purchases	Search Result Pages, Category/Department pages or Landing Pages
Experience-Driven Recommendation	Displays highly targeted product recommendations by creating real-time user affinity profiles and understanding user intent by leveraging Bloomreach Search understanding as well as site browsing behavior.	Home Page and Category Pages