

ATG Recommendations

Harness the power of automated, personalized merchandising



ATG Recommendations is proven to: improve conversion rates by 100-200 percent and increase order values by 15-30 percent when shoppers interact with recommended items.

- Attracts customers to a Web store by driving personalized recommendations in e-mail campaigns.
- Retains customers and drives repeat purchases by personalizing content.
- Uses more data than other solutions to deliver predictive recommendations and merchandising.
- Can automate and personalize merchandising across the site, e-mail, the contact center, and other channels.
- Balances automation with rich merchandiser control and refinement.
- Backed by a retail-focused client service and statistician team.
- Easy to implement with just a few lines of code.



More control. More channels. Better results.

ATG Recommendations is an automated, personalized merchandising service that helps online retailers lift revenue and do more for less by automatically recommending the most relevant products from the catalog to each shopper in each session. Combining predictive relevancy, catalog and channel reach, and merchant refinement, ATG Recommendations selects the products that match each visitor's shopping needs with each retailer's business needs, presents them at the right time in the right channel, and measures the impact on key performance metrics. Unlike other recommendations providers, ATG offers the e-commerce expertise and resources to partner with online retailers, understand their online merchandising strategies, and ensure long-term success with a complete e-commerce platform and optimization solution.

Convert browsers into buyers

Closing a sale depends on the merchant's ability to quickly help visitors find the products they want in each unique shopping session. ATG Recommendations forms deep, statistical relationships across the online store, the product catalog, the individual behavior of each shopper, and the collective behavior of all shoppers on the site. It uses these relationships to predict each visitor's intent, not just show products relevant to his past purchases or those of other shoppers who may somehow resemble him. By presenting recommendations relevant to each shopper's current needs, retailers turn more browsers into buyers. ATG Recommendations is proven to increase conversion rates by 100-200 percent or more for shoppers who engage with automated merchandising and recommendations.

Increase average order values with personalized cross-sells and up-sells

Cross-sells and up-sells lift order values. But manual, hard-coded cross-sells and up-sells are difficult to set up and maintain for large online catalogs, and may not appeal to every buyer. Automated cross-sells that merchandisers can't easily control may violate a retailer's merchandising rules. ATG Recommendations gives online merchandisers the power to automate cross-sells and up-sells, yet refine what's shown using recommendations "campaigns" that align with their merchandising strategies. Retailers can choose from a number of out-of-the-box campaigns, create custom campaigns, and even mix manual and automated recommendations when there are products that require special promotion, such as those with high inventory levels or high profit margins. ATG Recommendations is proven to increase order values by 15-30 percent or more for shoppers who engage with automated cross-sells and up-sells before checking out.

Drive repeat purchases by personalizing return visits and e-mail campaigns

e-Commerce marketing budgets are precious commodities. Building a core base of loyal, repeat buyers can lower acquisition costs and increase margins. ATG Recommendations helps drive repeat purchases by personalizing each touch point with each buyer, across channels. From a return visit to an online or mobile store, to confirmation or loyalty e-mails, to calls into a contact center, ATG Recommendations helps suggest the right next purchase recommendations for each buyer, to boost customer retention and lifetime value.



Key Features

1. Relevancy: How recommendations are determined

- **Delivers predictive recommendations** through a blended, statistical approach that analyzes hundreds of data points spanning the product catalog, visitor behavior, historical data, and session context.
- **Uses more data points than any other provider** to predict each shopper’s intent. More than just collaborative filtering, ATG Recommendations builds dynamic, contextual relationships between a merchant’s catalog, site, and visitors.
- **Progressively learns more from visitors** as they navigate the Web site, and continuously updates recommendations accordingly, to ensure that recommendations aren’t based on irrelevant past behavior or starting cold with each visit.

2. Refinement: How merchants can control recommendations

- **Gives merchandisers control** over how recommendations are displayed, to align with merchandising strategy and push more profitable or high-inventory products.
- **Includes a host of out-of-the box recommendations** campaigns including Brand, Category, Top Sellers, Price Level, New Products, Product Collections, Include/Exclude, and Cross-sell/Up-sell.
- **Supports custom refinements** using any combination of catalog attributes (e.g. on sale, in stock, high margin), session context (e.g. \$200 or more in cart), and site context (e.g., particular page being viewed).

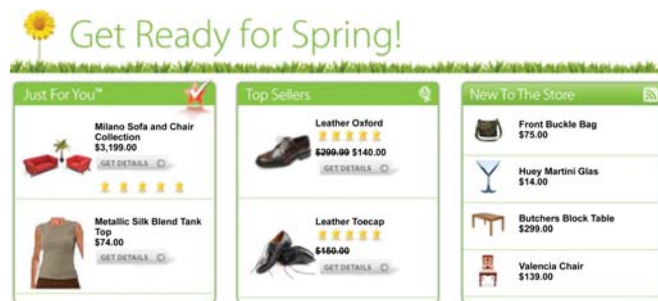
3. Reach: How recommendations cross the catalog, site, and channels

- **Reaches into and understands the entire product catalog** to recommend any and all products – not just the best sellers, but also niche, new, and less popular products.
- **Can automate and personalize full pages and slots** including Top Sellers, Gift Guides, Category Pages, and the Homepage.
- **Can support all shopping channels** (e-mail, mobile, affiliate sites, in-store kiosk, contact center), and rich media shopping experiences with a native API for Adobe Flash® & Flex®.

4. Relationship: How ATG partners with retailers to prove and improve results

- **ATG’s dedicated Client Service team** performs relevancy tuning, shares best practices, conducts testing, and provides ongoing support.
- **ATG’s retail statisticians help retailers** continuously improve results over time and provide expertise and insight about online shopping and product trends.
- **ATG’s customer Web portal gives retailers insight** into ATG Recommendations’ impact on site revenue and e-mail revenue.

ATG Recommendations is part of the ATG e-Commerce Optimization Services, which lift online revenue quickly, easily, and measurably by converting more visitors into customers, increasing value from customers, and retaining them profitably. ATG e-Commerce Optimization Services can deliver immediate value to any Web site, even those not powered by the ATG Commerce Suite.



ATG Recommendations helps merchants ensure that automated recommendations are relevant, while also providing the ability to control recommendations and present them across channels.

about ATG

A trusted, global specialist in e-commerce, ATG has spent the last decade focused on helping the world’s premier brands maximize the success of their online businesses. The ATG Commerce application suite is the top-rated platform by industry analysts for powering highly personalized, efficient and effective e-commerce sites. The company’s platform-neutral e-commerce optimization services can be easily added to any Web site to increase conversions and reduce abandonment. These services include ATG Recommendations, and eStara Connections.

For more information, please visit <http://www.atg.com>, or call 1-800-RING-ATG.

