

## ATG Recommendations :: Spring 2009 Release

More Channels. More Control. Better Results.

The Spring 2009 release of ATG Recommendations extends the industry's most relevant product recommendations solution to new channels and formats, and empowers merchants with new refinement and control capabilities. Online retailers can take advantage of these new features to personalize the multi-channel product discovery experience and balance intelligent automation with merchandising control.

### More Merchandiser Control

Balance intelligent automation with merchandiser refinement and control by creating automated recommendations "campaigns" across channels.

- **Out-of-the-box campaigns:** Benefit from pre-built recommendations campaigns including Brand, Category, Top Sellers, Price Level, New Products, Product Collections, Include/Exclude, and Cross-sell/Up-sell.
- **Catalog campaigns:** Refine recommendations based on any and all data in the product catalog, such as inventory status, margin level, promotional status, and more.
- **Visitor campaigns:** Refine recommendations based on visitor context and behavior such as referring search keyword, current page type, amount or type of merchandise in cart, customer status, and more.
- **Blended campaigns:** Create blended campaigns in any recommendations set using any combination of catalog data, visitor data, and fixed product slots.

### e-Mail Recommendations

Increase site traffic, conversion rates, and repeat purchases by serving ATG-powered recommendations in e-mails.

- **Truly personal e-mail recommendations:** With its patented, predictive relevancy, ATG Recommendations automatically determines the best "next purchase" for each customer and delivers recommendations directly to e-mails when they are opened.
- **Works with any email provider:** ATG Recommendations requires only a single line of HTML code in e-mail templates. Online retailers can deliver personalized e-mails quickly and easily without requiring integration with e-mail marketing solution providers.
- **Supports all types of email campaigns:** Add personal recommendations to all e-mail messages including customer acquisition e-mails, registration e-mails, abandoned cart e-mails, and order and shipment confirmation e-mails.
- **Extend merchant campaigns to email:** Easily extend merchant recommendations campaigns – such as Top Sellers, In Category, Seasonal Promotions, or New Products – to e-mail.

### Cross-Channel Recommendations

Personalize product discovery everywhere consumers shop by extending recommendations across channels.

- **Supports all online shopping channels:** Add personalized recommendations when building mobile stores, iPhone apps, social media widgets, and in-store shopping applications.
- **Cross-sell in the contact center:** Deliver personal recommendations to the contact center to empower agents to up-sell and cross-sell based on each shopper's Web activity. Use ATG's live help services – eStara Click to Call and eStara Click to Chat – to promote recommendations to Web shoppers.

### Rich Media Recommendations

Increase engagement and loyalty by building rich, personalized, and engaging shopping experiences.

- **Only native Adobe Flash<sup>®</sup> and Adobe Flex<sup>®</sup> API:** ATG offers the only product recommendations solution with a native Flash & Flex API to speed development of rich, personalized shopping tools.
- **Fast and easy development:** Quickly and easily add recommendations to Flash- or Flex-based online stores, mobile stores, page elements, product videos, kiosk applications, and more.

To harness the power of automated merchandising with ATG Recommendations, contact ATG sales at [sales@atg.com](mailto:sales@atg.com).