



## What's New in ATG Recommendations

### Spring 2010 Release

Go Beyond The Cross-Sell

The Spring 2010 release of ATG Recommendations and ATG Email Recommendations helps retailers go beyond basic automated cross-sells by putting the power of the industry's most predictive, automated merchandising engine directly in the hands of the online merchant. With an unprecedented level of merchant-control capabilities and a powerful new management interface, retailers can easily apply automated merchandising strategies on the website, in email, and across channels. The results: higher engagement, conversion rates, and order values; improved loyalty and repeat purchases; and more actionable, customer-centric, and efficient merchandising decisions.

#### Live Recommendations Management and Analytics

Easily manage recommendations on the live site, and view results and analytics.

- **Direct merchant control.** Manage product catalog data and inventory, apply business rules to slots, and access real-time reporting from a rich, Adobe Flash®-based business management interface.
- **Real-time predictive analytics.** Easily view co-browse and co-buy analytics and preview sample recommendations for specific pages and slots.
- **Faster, easier integration with web analytics suites.** Integrate both web and email recommendations with leading analytics suites for macro-level reporting and analysis.

#### More Powerful Recommendations Control and Presentation

Balance intelligent automation with merchandiser refinement and control through an array of new merchandiser rules and presentation capabilities.

- **Industry-first dynamic rules.** Dynamically capture and respond to live customer and behavioral information - such as visitor profile data, web or site search queries, current loyalty status, last color or size selection, or products in view or in cart - to make more personal, predictive recommendations.
- **Wider set of price-based rules.** Use new price rules to filter recommendations by list price items, sale price items, or clearance price items (within a brand or category); or match price type of item displayed (e.g. only show full price items if shopper has full price items in cart).
- **Real-time inventory control.** Limit recommendations to items high in inventory or block out-of-stock items. Update inventory via catalog feed or in real-time with direct connection to inventory management system.
- **Automated, personalized ensembles.** Automatically merchandise personalized ensembles for each shopper by applying multiple rules within a single recommendation set. Slots are dynamically filled from a designated set of categories, brands, styles, or collections.
- **Mix and match manual and automated recommendations.** Easily set and manage manual inclusions or exclusions as part of catalog feed and make changes to the live site.
- **Enhanced presentation of recommendations.** Exercise complete control over the presentation of recommendations - look, feel, and behavior - to integrate seamlessly with your site's look and feel, and overall customer experience.

#### More Predictive Recommendations Relevancy

Ensure recommendations are relevant to each shopper's intent in each visit, with each click.

- **Enhanced search-aware recommendations.** Core relevancy now automatically recognizes and extracts web search and site search queries and weights keywords heavily in recommendations selection.
- **Tunable relevancy scoring.** Retailers can raise or lower the likelihood that certain catalog items will be recommended by tuning the scoring of recommendation candidate selection for specific slots, pages, and sites.

Learn how to harness the power of automated merchandising with ATG Recommendations and ATG Email Recommendations. Contact ATG at [atgsales@atg.com](mailto:atgsales@atg.com).