



Deep Recs
by ALGONOMY

The Next Generation of Product Recommendations

**Personalize new and long-tail products
immediately and improve relevancy with new
deep learning AI techniques**

Imagine if a human expert curated every product recommendation. Deep Recommendations from Algonomy is first-of-its-kind technology that understands a shopper's nuanced preferences and their unstated affinities to accurately predict what they will like. It generates relevant product recommendations, even when there are no historical events or behavioral data.



DEEP RECOMMENDATIONS COME IN 2 FORMS:

I. Visual AI Based Product Recommendations

Suggest products that look similar, assist digitally just like how a store associate may

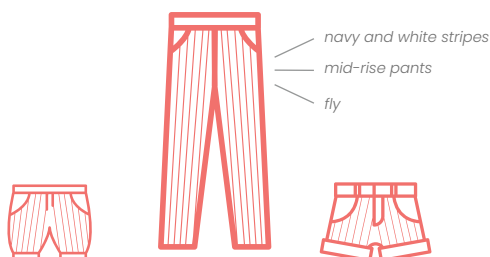
Recommendation algorithms are based on product data, or past behavioral data. What if neither of these techniques capture the true nuances of what a shopper is inspired by?

With Visual AI for RECOMMEND™, personalization happens based on subtle visual attributes of the seed product. This is a boon for fashion, lifestyle and gifting retailers and brands, where patterns, shapes, designs and colors can make or break an experience. It exposes the shoppers to other products with similar 'looks', and other products that will 'complete-the-look' or 'complete-the-set'.

How it helps product discovery and drives higher basket values

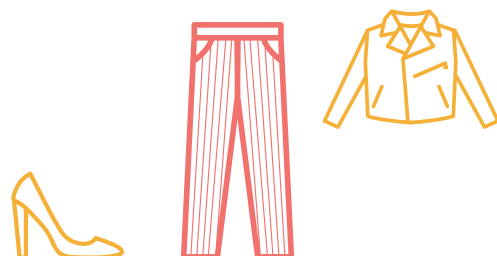
VISUAL SIMILARITY

Neural nets are used to extract key features from the image content, and find other products with similar features in the images, to surface recommendations the way it's done in the real- world.



VISUAL COMPATIBILITY

By combining visual AI with our advanced merchandising, we can create relevant cross-category recommendations that complement each other visually, taking the load off your merchandisers.



II. Natural Language Processing (NLP) Enabled Product Recommendations

Promote new & long-tail products immediately, increase relevance across the funnel

Personalization traditionally works best when you have tons of user behavioral data for each product. But, how do you personalize for new products or niche ones?

With NLP for RECOMMEND™, personalizing for new and long-tail catalog items happens immediately. This is a game changer for retailers/ brands that regularly introduce or quickly cycle through new styles or seasonal catalogs, making it possible to personalize and expose shoppers to relevant products through cross-sell offers from the start. It's also a great way to increase relevance as the shopper moves through the purchase funnel.

How NLP supercharges personalization and fills recommendation gaps

PERSONALIZE FOR NEW PRODUCTS

NLP for RECOMMEND gives you a deeper understanding of your products and how they relate to each other, allowing you to add new products to your recommendation strategies from the start.



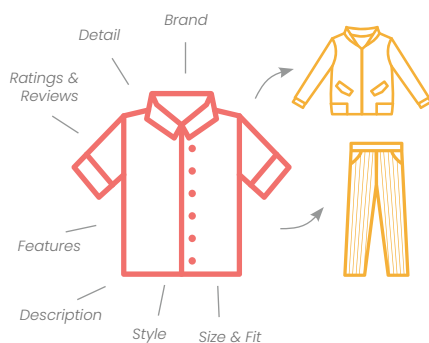
LONG-TAIL PRODUCTS

Long-tail products rarely generate enough events to trigger complementary recommendations. NLP infers similarities across the catalog, making it possible to return personalized recommendations for products with little to no view or purchase data.



RECOMMENDATION RERANKING

By adding NLP to behavioral strategies we're able to draw stronger correlations between your customers and the products, categories, and brands they love -- returning richer recommendations that better reflect their in-the-moment preferences.



PRODUCT GRAPH - INFERRING PRODUCT RELATIONSHIPS AUTOMATICALLY

Between your product catalog and data sources lie a wealth of information about each product such as images, product descriptions, reviews, ratings, features, brand affinities and more.

Algonomy is the only provider with Deep Recommendations powered by NLP and neural nets based Visual AI technology capable of converting those images and text to consumable characteristics -- allowing you to leverage the enriched product graph in creating memorable, shoppable experiences online

ALGONOMY

Algonomy (previously Manthan-RichRelevance) is a global leader in algorithmic customer engagement powering digital first strategies for retailers and brands. With industry-leading retail expertise connecting demand to supply with a real-time customer data platform as the foundation, Algonomy enables 1:1 omnichannel personalization, customer journey orchestration and customer analytics. Headquartered in San Francisco and Bangalore, our global presence spans over 20 countries. To learn more, please visit algonomy.com.