ALGONOMY

PERSONALIZATION

PLAYBOOK FOR
DIGITAL COMMERCE

Retail idea library with examples from grocery, fashion, specialty, electronics, DIY, beauty and more

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What is Personalization, after all?

"If we want to have 20 million customers, then we want to have 20 million stores. Personalization, the ability to tailor a website's interface to each user logging on, is key to Amazon.com"
Jeff Bezos in 2000

Since the year 2000, personalization has come a long way. For most retailers, however, it is far from the holy grail of one-to-one interactions. Marketing, ecommerce and innovation teams need to evolve from personas and segments to a new approach that considers an individual's complete context, in real-time.
Instead of pushing product, they need to focus on improving product discovery based on the customer's stage in the buying journey. Retail leaders aspire to make their webstores 'digital destinations', that not just sell, but also engage, guide and inspire.

Why read this playbook?
The intent of this book is to provide you with real-world personalization applications for your commerce store. These applications are proven to drive engagement, grow conversions and basket sizes, and help you become more relevant to each individual shopper's context, preferences and real-time needs.

How can I grow

conversions?

Suggest replacements for out of stock products... above the fold

WHEN TO USE

- When you are at risk of losing business due to stock unavailability

HOW DOES IT WORK

- Checks stock to upfront identify availability of the given product

- Automatically and instantly shows replacements that are similar to the seed (out of stock) product

The item you requested is currently sold out online. Shop below for similar items.

★★★☆☆ 18 reviews
Highmark® Brand 100% Recycled 2-Ply Paper Towels, 11" ...
$18.00 case (Reg)
$18.04 Sale (Save $0.95)

★★★★★ 58 reviews
Mrs. Meyer's Clean Day Multi-Surface Everyday Cleaner, Lemon ...
$4.09 each

★★★★☆ 1104 reviews
Puffs Ultra-Soft 2-Ply Facial Tissues, White, 56 Tissues ...
$6.00 pack (Reg)
$6.64 Sale (Save $0.35)

★★★★☆ 1927 reviews
Kleenex® Soothing Lotion 2-Ply Facial Tissues, White, ...
$0.00 pack (Reg)
$8.63 Sale (Save $0.46)

★★★★★ 94 reviews
Softsoap® Aquarium Liquid Hand Soap Refill, 50-Oz Bottle
$8.29 each

Due to increased demand for cleaning and personal care items, we are currently out of stock on many of these items. Potential delays may occur for customers located in areas in which delivery is restricted. We apologize for the inconvenience.

Lysol® Disinfecting Wipes, Lemon & Lime Blossom®, 7" x 8", White, 80 Sheets Per Canister, Pack Of 2 Canisters Item # 602486

★★★★☆ (137) | Description | ↱ Share | 🖶 Print

$17.99 / pack
Limit: 2

Out of stock for delivery

Verticals: All

ALGONOMY

Suggest replacements for out of stock products... with similar health benefits

WHEN TO USE

- When you are at risk of losing business, due to stock unavailability

HOW DOES IT WORK

- Automatically and instantly shows replacements that are similar to the seed (out of stock) product

- Change the messaging dynamically

Out of stock

Qty

5   Ship this item

Add to list

#1 BRAND in HOSPITALS

Purell
ADVANCED
HAND SANITIZER
KILLS THE MOST GERMS'

REFRESHING GEL

Kills More Than 99.99% of Germs
Leaves Hands Feeling Soft

8 FL OZ (236 mL)

About this item

Powerful and effective instant hand sanitizer
Kills 99.9% of germs that may cause illness

Related Products

Top Rated

Top Rated

Dial
22

Top Rated

Dove

Top Rated

Dove
MEN +CARE
EXTRA FRESH

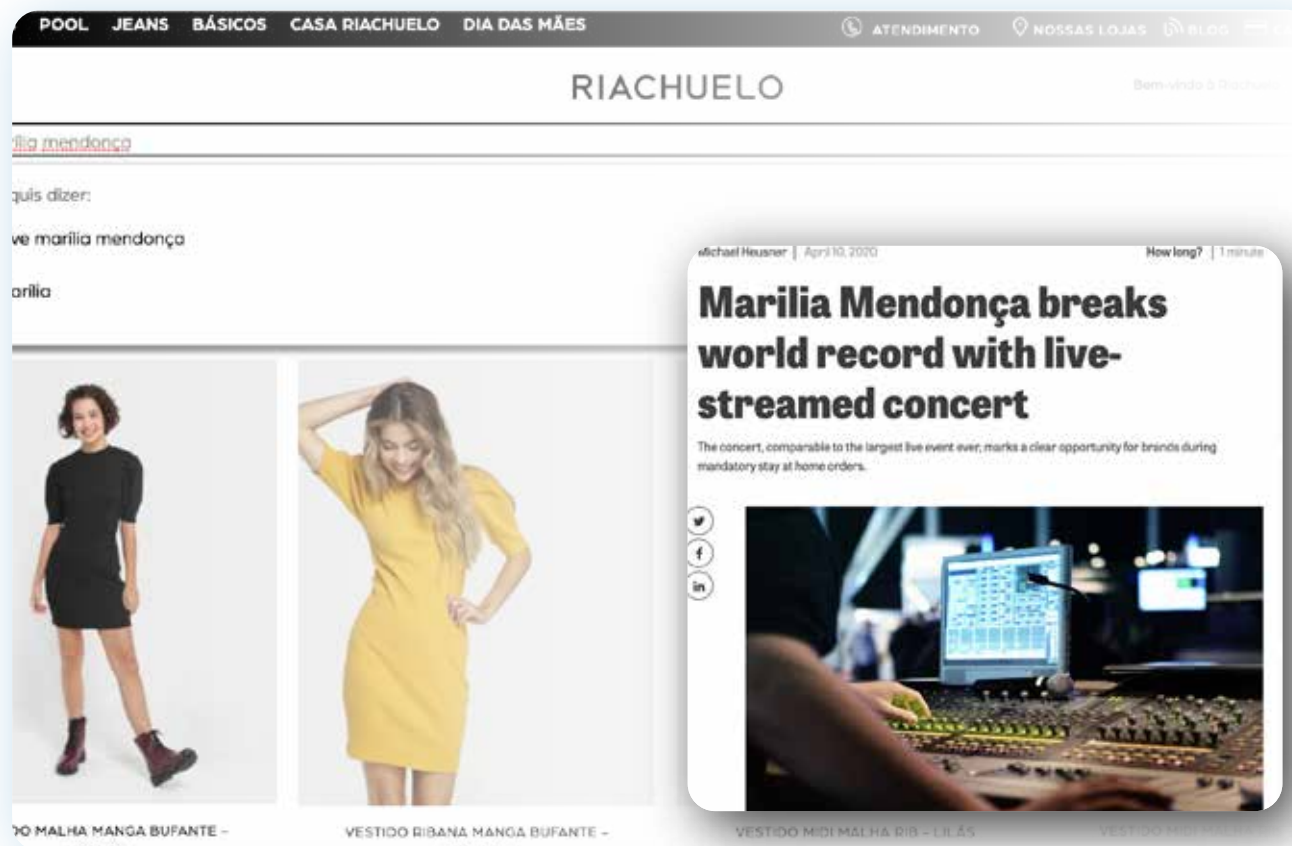Instant Savin

Verticals: All

Promote products that are talk-of-the-town using search

WHEN TO USE

To promote/ highlight products that are trending

HOW DOES IT WORK

- Uses attributes such as person's name, or event name to surface products

- Available for search, browse and recommendations

Verticals: Fashion & lifestyle, Beauty

Make replenishment and re-buying easy

WHEN TO USE

- For routine purchases

- Customers with purchase history

HOW DOES IT WORK

- Identifies items that are periodically bought

- Determines intervals at which a customer purchases

- Suggests replacements if same item/ brand is out of stock

Strategy in use: repurchasedByUser

Vispgrädde 40% Eko	Mild Grekisk Yoghurt	Mild Yoghurt Naturell Eko	Havredryck till Kaffe	Tomat	Kött
22.95	21.50	16.50	14.95	5.24	54.
ID: 7300156507228	ID: 7310865866554	ID: 7310865866608	ID: 7300156585356	ID: 2317406300008	ID: 7

| Basilika Flowpack | Musli Nötsmörsbakad Mandel & Dadlar | Toalettpapper 24-pack | Buffelmozzarella | Musli Nötsmörbakad Hallon & Tranbär | Ägg |
| 19.95 | 43.50 | 71.95 | 19.95 | 43.50 | 37 |

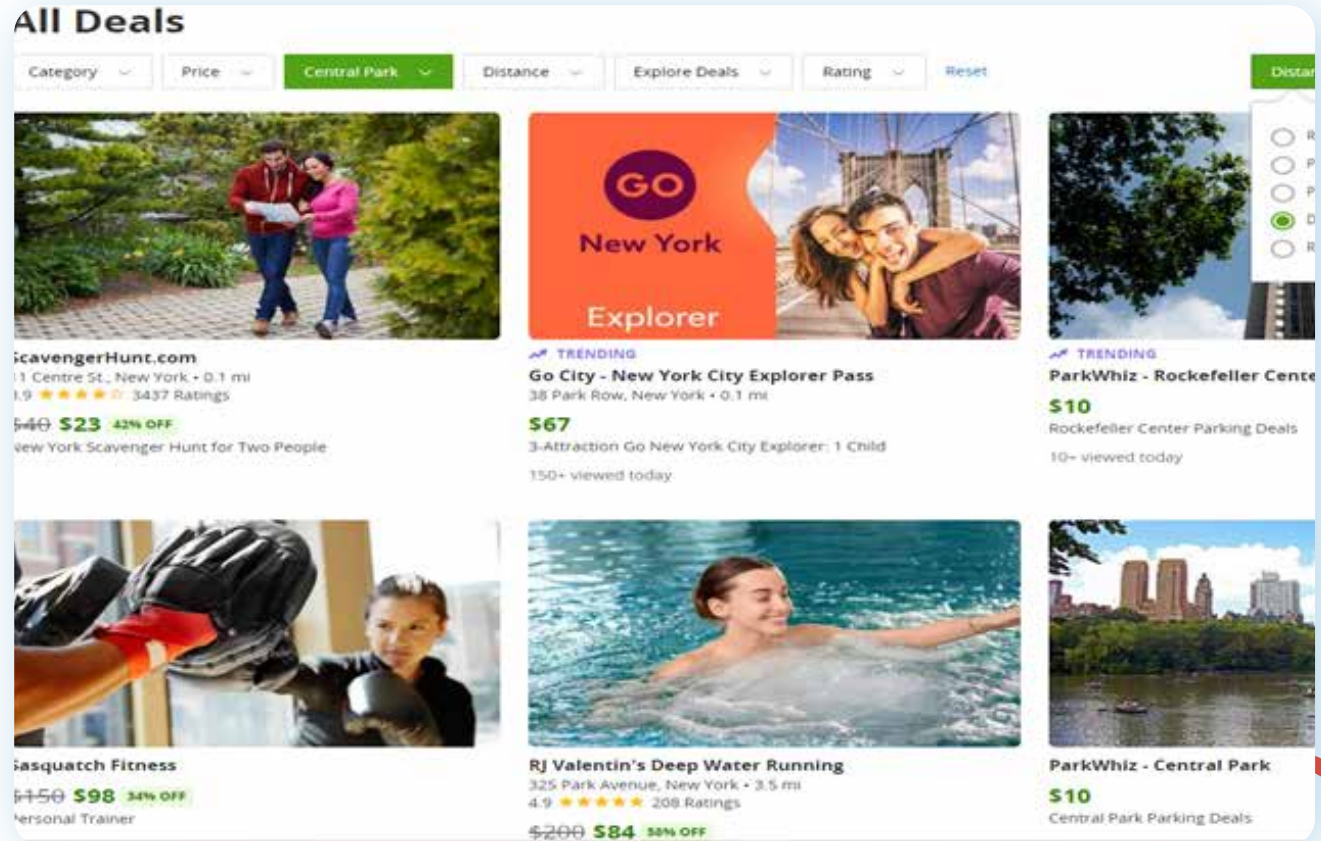## Verticals: Grocery, Health & Beauty

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Hyper-localize results based on distance from the user

WHEN TO USE

- When the product/ service is location based - restaurant deals, spa, theatres, attractions)
OR When the customer opts for 'click and collect' from nearest store

HOW DOES IT WORK

- Uses proximity sorting: based on a customer's latitude and longitude and product's location, recommendations are sorted.

- Additionally leverages customer's behavior, history and funnel stage to ensure relevance.

All Deals

Category | Price | Central Park | Distance | Explore Deals | Rating | Reset

ScavengerHunt.com
1 Centre St., New York • 0.1 mi
1.9 ★★★★★ 3437 Ratings
$40 $23 42% OFF
New York Scavenger Hunt for Two People

TRENDING
Go City - New York City Explorer Pass
38 Park Row, New York • 0.1 mi
$67
3-Attraction Go New York City Explorer: 1 Child
150+ viewed today

TRENDING
ParkWhiz - Rockefeller Center
$10
Rockefeller Center Parking Deals
10+ viewed today

Sasquatch Fitness
$150 $98 34% OFF
Personal Trainer

RJ Valentin's Deep Water Running
325 Park Avenue, New York • 3.5 mi
4.9 ★★★★★ 208 Ratings
$200 $84 58% OFF

ParkWhiz - Central Park
$10
Central Park Parking Deals

Verticals: Entertainment, QSR, Services, Tourism, All Click & Collect

Recommend similar products using images

WHEN TO USE

- When the visual aspects of a product are important to shoppers and they seek human-like suggestions

HOW DOES IT WORK

- DeepRecs Visual AI 'looks at' the image and extracts features (design pattern, color, shape, style) automatically

- Recommends visually similar products without the need for manual merchandising
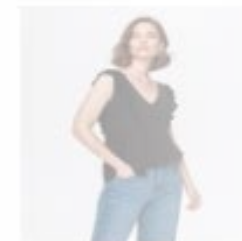
Blouses with similar style

Gilet court ajouré Femme

Regular price: €29.95
Sale price: €10.00
14220074001

Top volanté Femme

Regular price: €29.95
Sale price: €14.97
14260125001

Top à fines bretelles en coton

Regular price: €9.95
15250012021

T-shirt uni Femme

T-shirt effet noué Femme

Regular price: €17.95
Sale price: €7.00
14250112001

Chemisier plumetis

Regular price: €29.95
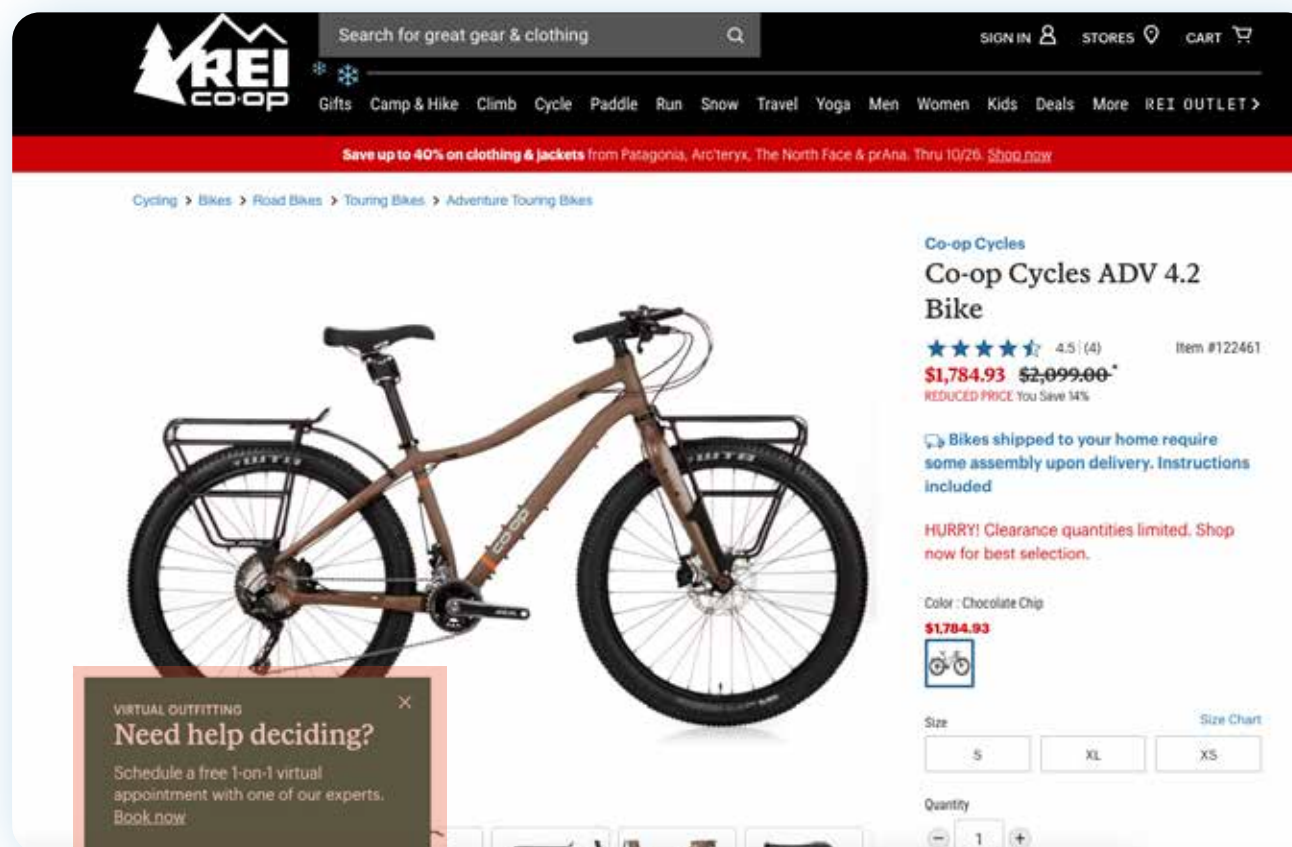
Verticals: Fashion, Furniture

ALGONOMY

Recommend similar products using images

WHEN TO USE

- For products that require expert advice
- When shopper is engaged, but needs help deciding

HOW DOES IT WORK

- Dynamic Experiences triggers a pop-up based on shopper intent

- Can be customized for varied signals, activity levels and requirements

Verticals: All

How can I increase
average order value?

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Cross-sell and add convenience: 'complete-the-recipe'

WHEN TO USE

- Assistance to build the cart, with 'bought-together' items

HOW DOES IT WORK

- Advanced merchandising based on known affinities and real-time behavior

- Products typically bought together (purchase co-occurrence strategy)

Verticals: All

ALGONOMY

Auto-curate relevant bundles

WHEN TO USE

- Cross-sell accessories and services

HOW DOES IT WORK

- Advanced merchandising based on known affinities and real-time behavior

- Products typically bought together (purchase co-occurrence strategy)

Verticals: All

ALGONOMY

Cross-sell in real-time based on inferred granular preferences

WHEN TO USE

- When understanding of 'why' a customer prefers a product is important

HOW DOES IT WORK

- Affinities based on browsing, searches and clicks captured in real-time

- Other products with same attributes recommended for cross-sell (affinity strategy)

Fish
Showing 46 items of 46

Sort by:
Relevance

Fresh Organic Seabream
79.90 AED /KG
0.5KG   ADD

Fresh Red Sea Sea Bass
19.90 AED /KG
0.5KG   ADD

Fresh Organic Sea Bass
0.5 KG (29.95 AED) in cart
59.90 AED /KG
0.50 KG   +

Fresh Whole Norwegian Salmon 2/3Kg
38.95 AED /KG
2.8KG   ADD

Fresh Catfish
16.90 AED /KG
0.7KG   ADD

Recommendations for other organic produce, instantly

Organic fish added to cart from category page

Care for Organic Products

21% DISCOUNT
Organic Chiquita Bananas 800g
6.75 AED
8.90 AED

Organic Chicken Legs 500g
31.95 AED

Organic Larder Organic Free Range...
24.75 AED

17% DISCOUNT
Organic Cucumbers 500g
4.95 AED
5.95 AED

38% DISCOUNT
Organic Curly Kale Bunch
4.95 AED
7.95 AED

Organic Chicken Thigh
31.95 AED

50%
Organic Orange
10.95
21.95 A

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Improve call center sales effectiveness by connecting with online

WHEN TO USE

- Your customers need help ordering or your products require expert assistance

HOW DOES IT WORK

- Plugs into existing desktop and workflow

- Provides customer's views, cart contents, purchases etc. to call center, along with recs

- Individual preferences (e.g. brand, pricing can be applied)

- Products Viewed
- Products Purchases
- Products Bought Together
- Top Sellers
- Cross sell Products for Purchase History

Verticals: All & QSR

Recommend compatible products using images

WHEN TO USE

- 'Complete-the-look' recommendations using seed product's visual attributes
- No historical events

HOW DOES IT WORK

- DeepRecs Visual AI 'looks at' the images and cross-sells visually-compatible products across categories

- Does not require manual merchandising

Coated Canvas Signature Belt Bag Beige
Coach
Regular price: €194.00
Sale price: €156.00
A0106147

Wear it with these

MK 0MK2098U 36781356
Michael Kors
Regular price: €116.00
A0114065

W Harlow Sandals Chestnut
UGG
Regular price: €149.00
Sale price: €70.00
A0097431

Sabine Suede Ankle Boots Suede Galet
Jerome Dreyfuss
Regular price: €417.00
A0127754

DG 0DG6113 55 314813
Dolce&Gabbana
Regular price: €121.70
A0111291

Goldie Booties Acorn
Michael Kors
Regular price: €224.00
Sale price: €185.60
A0118362

Tribute 130 Plateau Sandals Leather Brown
Saint Laurent
Regular price: €695.00
Sale price: €542.10
A0133132

Verticals: Fashion, Furniture
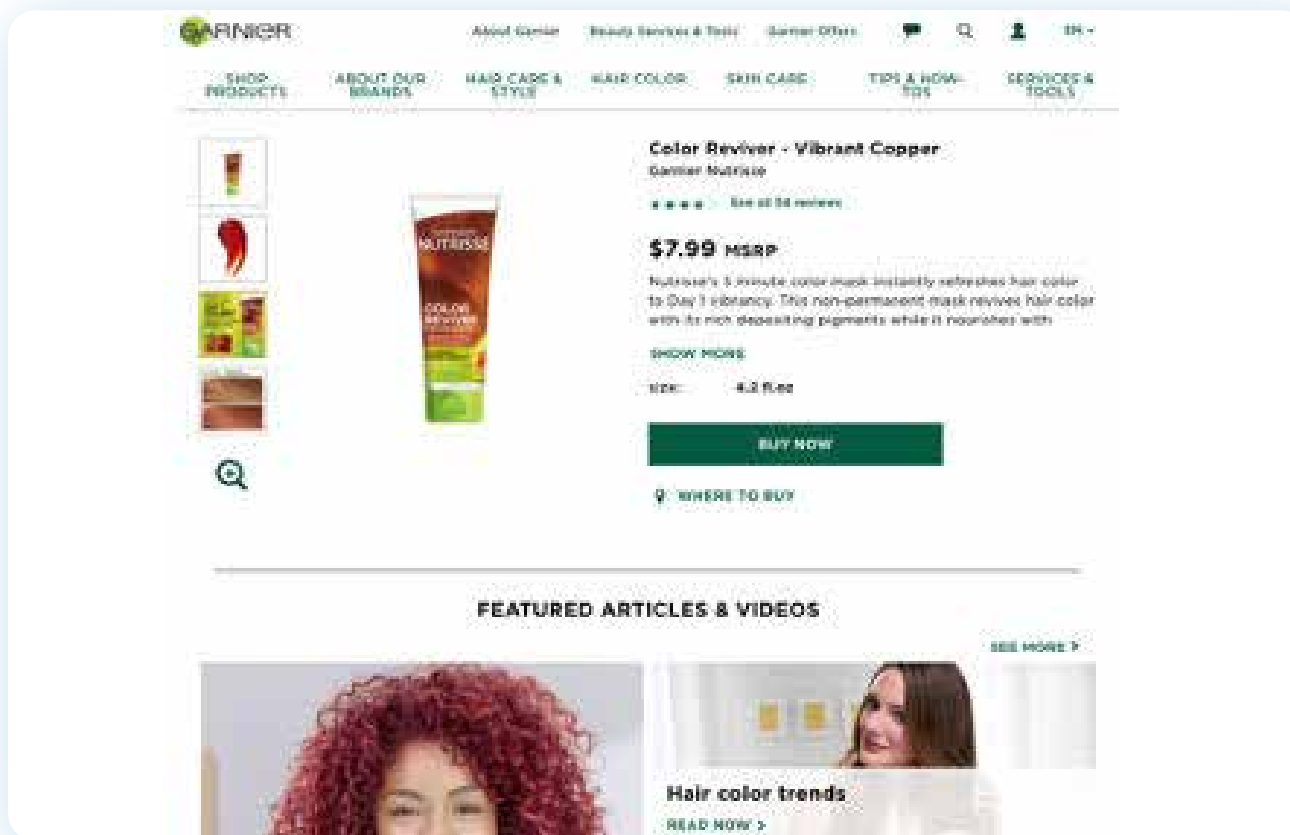
How can I engage my

shoppers?

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Use content along with product to educate and engage

WHEN TO USE

- When shoppers are likely researching and need 'how to' guidance

HOW DOES IT WORK

- Tips and tricks content (articles/ videos) is displayed based on category of product being viewed

- Works with on PDP, landing pages, category pages and with content search

**Verticals: Grocery (Recipes), Beauty (How-to use)
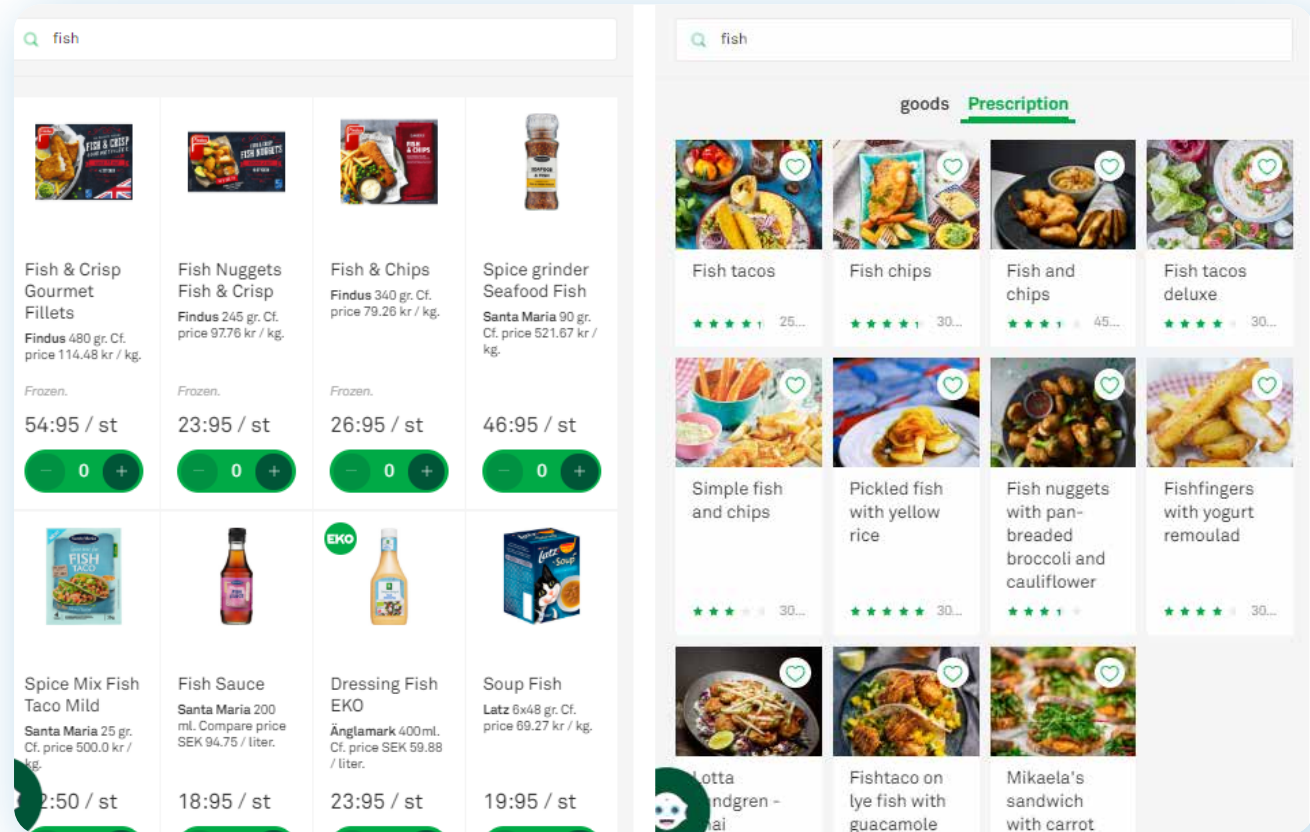Fashion (How-to style), DIY (How-to build), Electronics**

Combine content with products in search results

WHEN TO USE

- When shoppers could do with some inspiration along with finding products

HOW DOES IT WORK

- Search unifies catalog and content, and returns content personalized to the shopper

Verticals: Grocery (Recipes), Beauty (How-to use) Fashion (How-to style), DIY (How-to build), Electronics
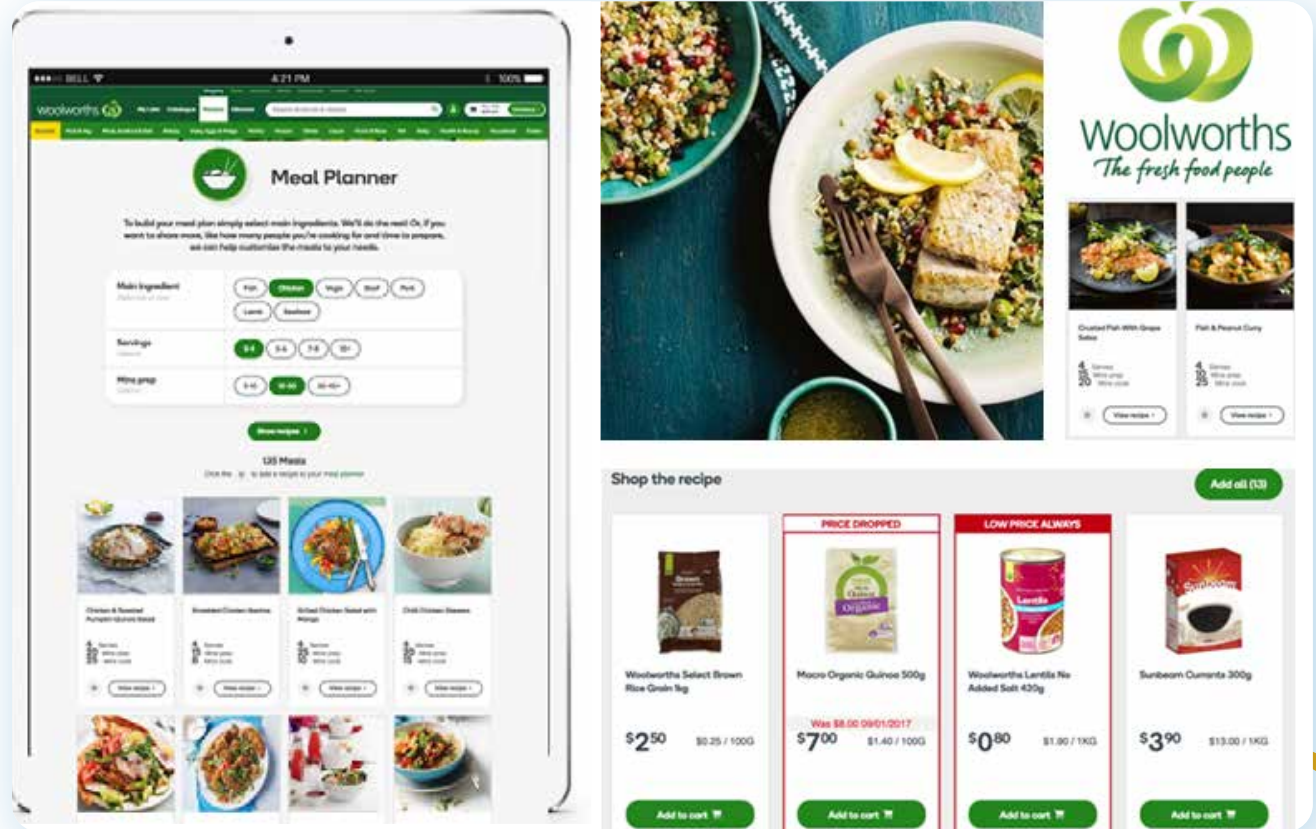
ALGONOMY

Personalize content and drive sales

WHEN TO USE

- Engage and inspire shoppers to try something new - ideas, looks, routines, recipes, DIYs

HOW DOES IT WORK

- Starts with personalized content to help with ideas

- All items used in the 'end product/ recipe' surfaced for easy buying

Verticals: Grocery (Recipes), Beauty (Skincare Regimen), Fashion (Look, Decor), DIY (Projects, Hobbies), Specialty (Camping...).

ALGONOMY

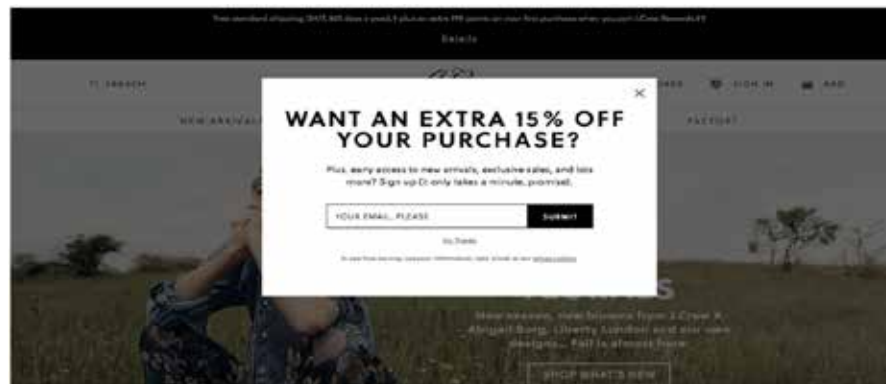# Dynamically trigger pop-ups to re-engage shoppers

WHEN TO USE

■ When you want to proactively engage a customer based on their (in)action in real-time to incentivize them, or prevent bounces

HOW DOES IT WORK

■ Pop-ups are created using customizable templates, with control over frequency, when to trigger

— Exit intent
— Time on page/ site
— On page load

You have $8.01 until Free Shipping! Some recommendations to get you there:

| Post-it® Flags, 1/2" x 1 1/2", Assorted Colors, 35 Flags...	Sharpie® Permanent Fine-Point Markers, Black, Pack Of 12	Office Depot® Brand Side-Application Correction Tape, 1 Line x 394...	Fiskars® 30% Recycled Everyday 8" Titanium Softgrip® Scissors
★★★★★ (269)	★★★★★ (9)	★★★☆☆ (25)	★★★★★ (1)
$10.99 / each	$8.29 / dozen	$15.39 / pack	$11.99 / each

Personalize home page content to initiate quick journeys

WHEN TO USE

- When space is limited (mobile for e.g.), show categories/ brands that matter most to the customer

HOW DOES IT WORK

- Re-ranks and re-arranges brands (and categories) based on each shopper's behavior & intent signals

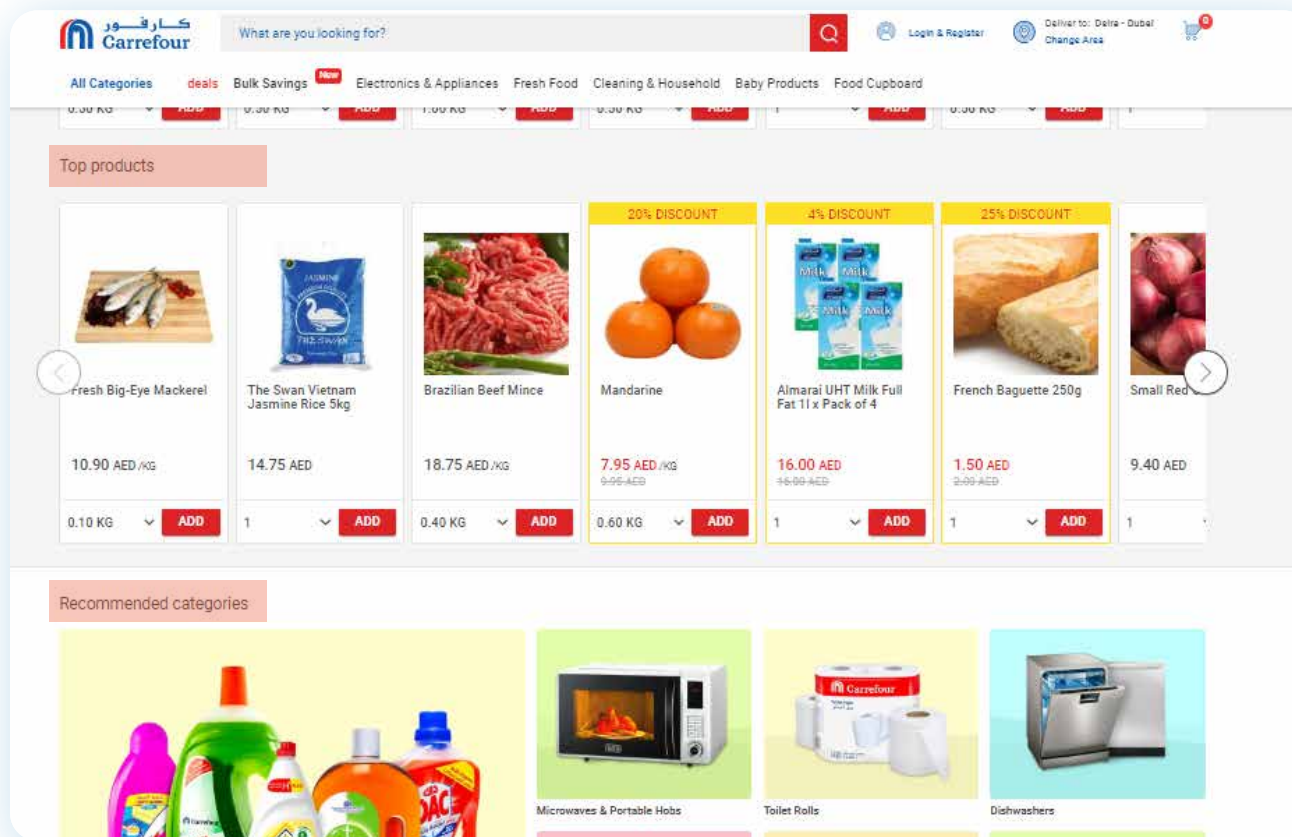- Replaces default list of brands

Verticals: All

ALGONOMY
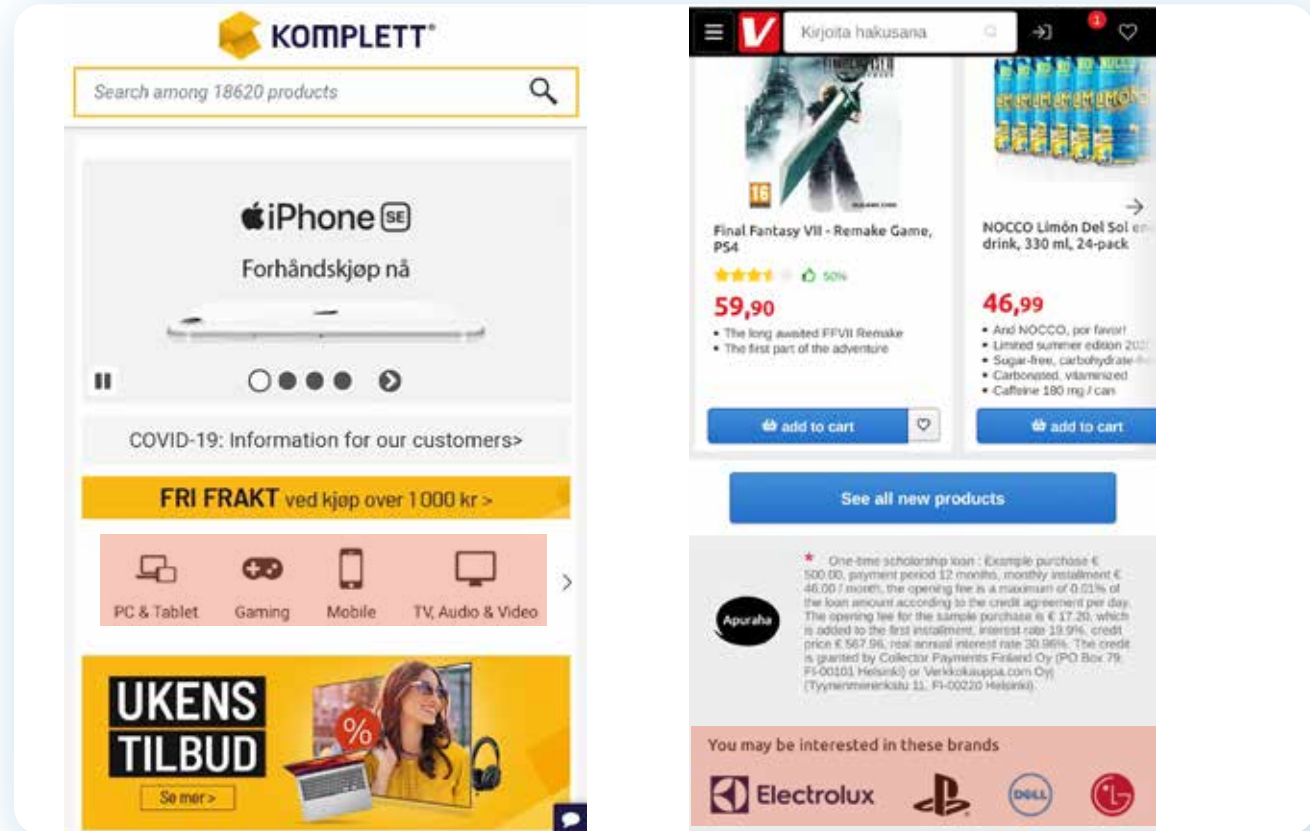
Personalize for 'cold-start' cases

WHEN TO USE

- First time visitors
  No past customer data

HOW DOES IT WORK

- Uses context & in-session data
— Source of entry (FB ad for eg)
— Geo-location
— Device used
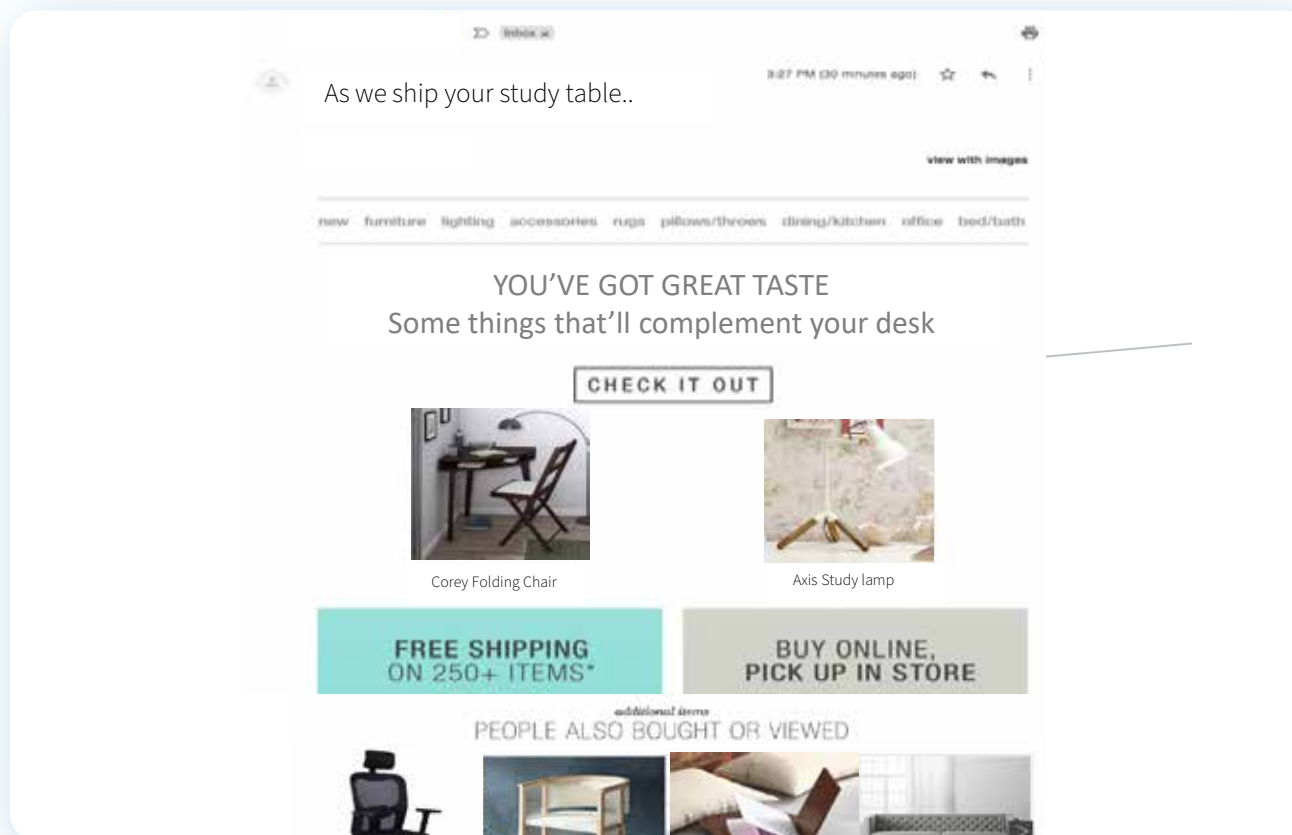— Current clicks, views
— Weather

Verticals: All

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Stay relevant on emails, personalize at open time

WHEN TO USE

- Anytime you don't want to risk being redundant

HOW DOES IT WORK

- Email contents are personalized when the email is opened (as opposed to when it's sent), updating messaging and recommendations

- What is considered:
  — Latest activity and purchases
  — Product stock levels

As we ship your study table..

view with images

new furniture lighting accessories rugs pillows/throws dining/kitchen office bed/bath

YOU'VE GOT GREAT TASTE
Some things that'll complement your desk

CHECK IT OUT

Corey Folding Chair

Axis Study lamp

FREE SHIPPING ON 250+ ITEMS*

BUY ONLINE, PICK UP IN STORE

additional items
PEOPLE ALSO BOUGHT OR VIEWED

Verticals: All

ALGONOMY

How can I improve
product discovery?

Curate category and search pages contextually

WHEN TO USE

- When the catalog is huge, and product discovery could be frustrating

HOW DOES IT WORK

- Re-sorts products based on shopper's behavior

- Configures weights for wisdom of crowd and individual signals

- Uses merchandising controls of boosting, exclusion etc. to meet business goals

Verticals: All

Recommend new and long tail products, fill recommendation gaps

WHEN TO USE

- For products with low or no purchase/ behavioral history
- Seasonal items and fast changing catalogs

HOW DOES IT WORK

- DeepRecs Natural Language Processing (NLP) forms associations between products based on text data, semantic similarity

- Surfaces previously buried/ newly launched products from catalog

Incorporate Christmas hues with this colorful floral arrangement. Vibrant and fresh colors of this pine branch is adorned with red roses to create a warm holiday dinner aesthetic

This dining table runner with red flowers and holly leaf is the perfect companion for your cozy festive decorations

Verticals: Marketplaces, Fast Changing/ Seasonal Catalog Retailers

ALGONOMY

Improve relevance of product recs using product descriptions

WHEN TO USE

- For products where text descriptions/ reviews are more important than historical behavior

HOW DOES IT WORK

- DeepRecs Natural Language Processing (NLP) uses text to form associations between products, rather than past view/ past purchase data

- No manual merchandising

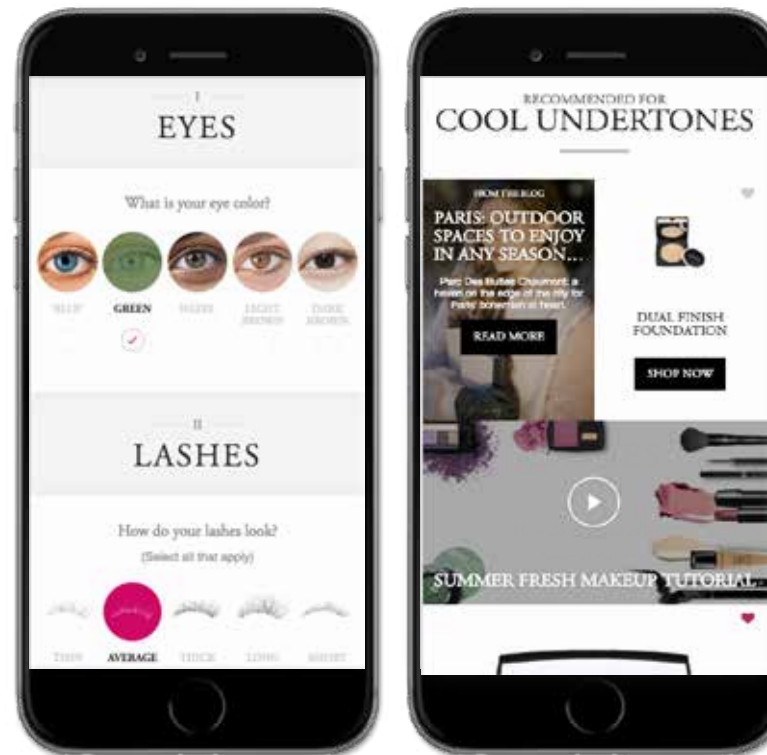- Better recommendation accuracy compared to 'others also looked at these…'

Books on the same subject
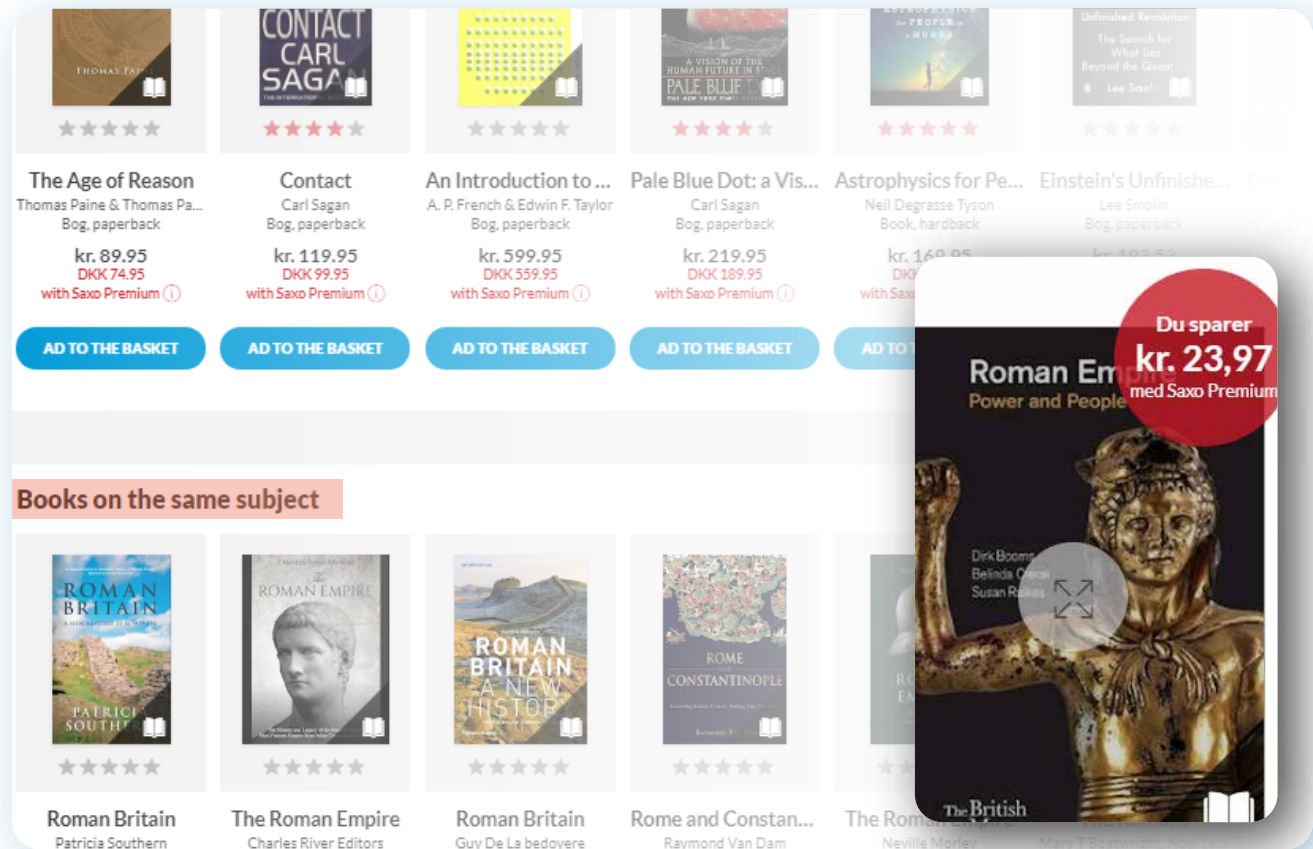
Easily capture shopper preferences

WHEN TO USE

- For high-involvement purchases
- To drive loyalty

HOW DOES IT WORK

- Captures characteristics & preferences through a simple survey

- Combines products & content to match shopper's profile

Verticals: Beauty, Food & Grocery
(Personal & Long-term Preferences)

ALGONOMY

Best Practice: Align experience to customer buying stage

Finally, no matter what use cases are important to your customers and business, it's critical to align the experience to the individual customer's stage in the buying journey. Here's an example from a top beauty retail giant.
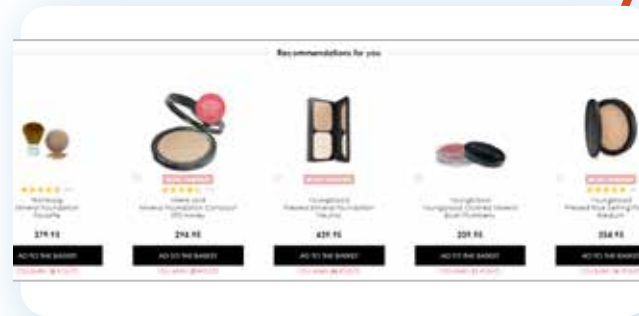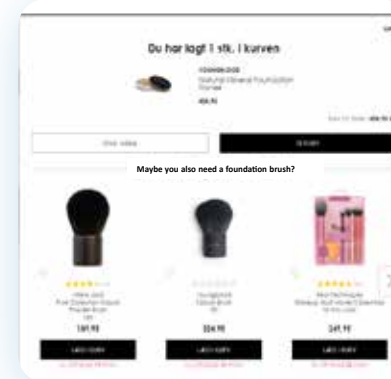

1

Home Page: Help her resume
from where she left off

2

PDP: Bundles related to her skin
profile and seed product

3

Add to cart Page: Detect buying
mode and suggest complementary products

ALGONOMY

Want to learn more?
or
Perhaps brainstorm your personalization use cases?

Drop us a note

hello@algonomy.com

www.algonomy.com/omnichannel-personalization/