

A Customer Journey for One

Personalized product recommendations can help you create a custom-tailored shopping experience.



Today's customers expect recommendations.



Amazon, which generates 35% of their revenues from product recommendations¹, has trained consumers to expect them.

¹McKinsey

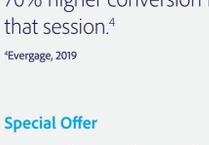
Recommendations can help you dramatically increase revenues.

In a Forbes Insights survey of 200 marketing leaders, 40% of executives say their customer personalization efforts have directly affected cart size and profits in direct-to-consumer channels, such as eCommerce.³

³Forbes Insights/Arm Treasure Data, 2019



Recommended for you:



Online shoppers who engaged with a recommended product had a 70% higher conversion rate during that session.⁴

⁴Evergage, 2019

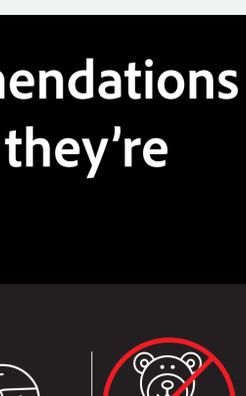


Special Offer

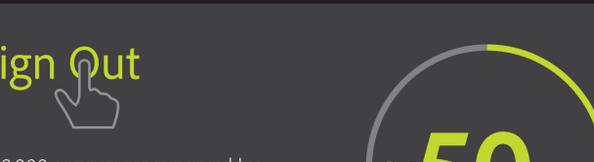


In an Accenture survey of 8,000 consumers, 91% said they would be more likely to shop with brands that recognize them and provide relevant offers.⁵

⁵Accenture, PulseCheck, 2018



Product recommendations only work when they're accurate.



IT'S COMMON SENSE. Consumers are happy when they get useful product recommendations, but they're turned off by irrelevant or jarring ones.

Sign Out



Of 8,000 consumers surveyed by Accenture, nearly 50% said that they have left a website after having a poorly curated experience.⁶

⁶Ibid



Where should you put product recommendations?

Product recommendations can deliver excellent results in many locations on your site.

Recommended for You on your homepage are a great way to showcase your inventory. Most of Amazon's homepage is recommended products.



Research suggests 25% of visitors scroll down a site's homepage to gauge its product offerings.⁷

Recommended for You Product recommendations can add appeal to search results.



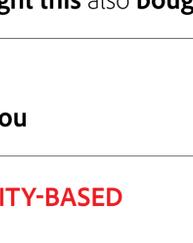
Most Popular You can highlight the most popular or most viewed products among users' selected search results.

Most Viewed Products On category pages, recommendations can highlight the category's most viewed or purchased products.



Recommended In fact, recommended products often bring better results than new products.

Also Viewed Product pages are a natural place to recommend alternative (also viewed) items.



WARNING Recommendations shouldn't take over the page, though, or make it hard to spot product details.

Also Bought The confirmation page can be a great place to suggest products that are often bought together or complement your customer's recent purchase.



WARNING Some experts say product recommendations at checkout can distract buyers from completing their purchase. Proceed with care, letting your results point the way.

⁷https://www.inc.com/peter-roessler/new-study-shows-deals-promotions-affect-every-part-of-shopping-experience.html

You can get ahead of the competition with good personalization.

The majority—59%—of marketers say greater investments in personalization are at least a year away.⁸

If you act faster, you can win!

⁸Forbes Insights/Arm Treasure Data, 2019



Common types of personalized product recommendations

BEHAVIOR-BASED

Customers who **viewed this** also **viewed that**

Customers who **viewed this** also **bought that**

Customers who **bought this** also **bought that**

SHOPPER-BASED

Recommended for you

CONTENT SIMILARITY-BASED

More like this

POPULARITY-BASED

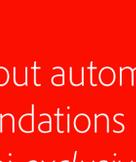
- Most viewed
- Most purchased
- Most added to cart
- Trending

The good news:

Getting started with personalized product recommendations is easier than you think.



Manually defining product recommendations (e.g., **if X is viewed, Y is also viewed**) can be extremely time-consuming, especially when you have a lot of SKUs.



Plus, all those manual recommendations need to be re-created at least **once every season**.

24% of enterprise marketers are applying AI on a significant scale to deliver personalized experiences.

25% see AI as essential to executing their personalization strategy.⁹

⁹Forbes Insights/Arm Treasure Data, 2019

Today, AI and machine learning make it much easier to achieve better personalization and product recommendations.

With Product Recommendations powered by Adobe Sensei, you can deliver more relevant experiences to every shopper.

Learn more about automated Product Recommendations powered by Adobe Sensei exclusively for Magento Commerce.

[Get details](#)