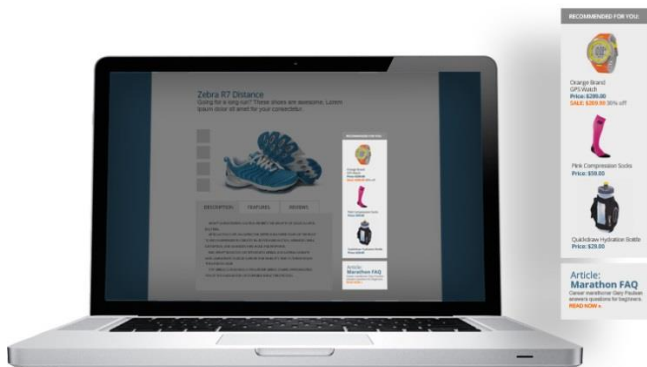


Baynote One

Product Recommendations

Deliver relevant, personal product recommendations on PDPs and across your site to increase conversion from every customer.

One Customer. One Experience.



Merchandising Complexity

As ecommerce growth continues to outpace overall retail growth, the online merchandiser's job is becoming increasingly difficult. More SKUs, shorter lifecycles, rising customer acquisition costs, aging ecommerce systems and managing the flood of data that you collect on your shoppers are all adding to the complexity.

Many merchandisers attempt to meet revenue goals by focusing on the newest or highest valued products –but that leaves the rest of their catalog under-marketed. Existing stand-alone CMS and ecommerce systems offer a static or one-size experience to shoppers that can drive undesirable outcomes including high bounce rates, low conversion rates and low repeat visits.

Personal Recommendations

The goal of every merchant is to highlight products, accessories and combinations that will drive conversion and revenue. Successful, data-driven merchandisers know that personalized product recommendations guided by merchant insight deliver the best results. With BaynoteONE, online merchandisers can deliver relevant, personal product recommendations that will drive up to six times the engagement and conversion when compared to static content.

Power to the Merchandiser

BaynoteONE VUE is a purpose built merchandising interface designed with Baynote's industry leading customers. This self-service application allows online merchandisers and marketers to easily create, modify, test and deploy recommendations across their site. With VUE merchandisers can easily create and manage merchandising strategies across the entire website including running A/B tests to optimize recommendation strategies.

Dynamic, relevant content is proven to increase engagement and conversions by as much as 6 times when compared to static content.

Make it Easy on IT

BaynoteONE is a SaaS solution that integrates easily with existing ecommerce and CMS systems. Setup typically takes 30 days or less. Unlike other systems, IT or specialized testing teams do not need to get involved to make changes to recommendations or test different strategies on the website. With BaynoteONE, marketers and merchandisers can move quickly and make changes to drive conversion and revenue.

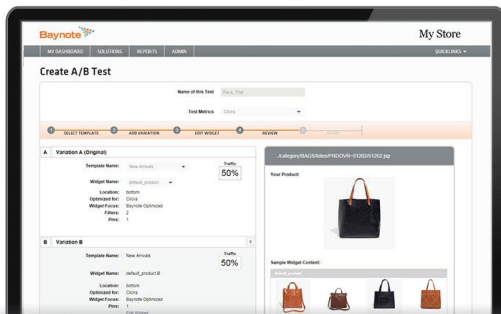
Personalize Everywhere

BaynoteONE can deliver personalized recommendations on almost any page on your site. Many customers start with product detail pages and move out from there to shopping cart, home, null search, category and sub category pages.

With BaynoteONE you decide where you can get the most impact. The more you personalize, the greater the results you will see.

Built-in A/B Testing

BaynoteONE VUE includes built-in A/B testing designed for marketers and merchandisers to optimize recommendation strategies. A/B test setup is managed through a simple, guided process and tests can include up to four variations.



Observe, Infer and Act

BaynoteONE Personalized Product Recommendations sit atop a new and powerful big data platform with built in machine learning algorithms optimized for ecommerce. This technology tracks popular search terms, surfaces product affinities quickly and reveals shopper trends automatically giving merchandisers more insight into the behavior and expectations of their customers than ever before.

Combine Art with Science

We know that merchandisers may let the machine learning algorithms do their job, but other times they want more control. With BaynoteONE VUE, merchandisers can apply business rules to recommendations based on their insights. For example, you can pin or blacklist certain products or categories on a particular page. Merchandisers can also apply rules to filter and target recommendations based profile attributes such as location, gender, segment or preferences.

Baynote customers in the apparel industry have seen conversion rates increase by 377% and AOV increase by 47% when customers use personal recommendations.

Inventory Integration

With BaynoteONE server-to-server integration you can easily check inventory in real-time before recommended items are displayed to customers, so you never recommend something you don't have in stock.

Trust our Experience

Over 300 major brands trust Baynote to deliver personalized product recommendations to shoppers on their sites. Our team of experts will help you with personalization strategy, setup and training to get you off and running with optimized recommendations.

About Baynote

Baynote is a leading provider of real-time customer experience solutions for commerce. Using Baynote's patented approach, retail and travel brands create seamless, personal experiences for consumers across devices and touchpoints that increase engagement, conversion and lifetime value. For more information about Baynote, visit <http://www.baynote.com>.

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