Personalized Product Recommendations

Deploy the most relevant product recommendations site-wide and deliver a great customer experience while driving revenue.

Complex Nature of eCommerce

As ecommerce growth continues to outpace overall retail growth, the merchandiser's job is becoming increasingly pressurized. 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.

According to the SHOP.org Annual State of Retailing Online Report developed by Forrester Research, conversion rates are stalled at about 3%, with some retailers dipping as low as 1.8%. And despite all of the noise about mobile, retailers are finding that they simply need to invest more in effective strategies such as improving the user experience, better checkout optimization, better analytics and optimizing their product detail pages.

More Relevant Personalization

If the goal of personalization is to meet the immediate need of your shopper, then Baynote recommendations are more relevant because they take into account the search terms and behaviors of each shopper in the moment.

Within this timely context, our machine learning technology matches the pattern of the shopper with the engagement patterns of other like-minded shoppers. In this way, shoppers see personalized product recommendations in line with their needs and typically convert to purchase on average, 353% more frequently than shoppers who do not engage with recommendations.

	218%	353%
	Conversion Rate Lift with Baynote	Rec Users Convert More Frequently Than Non-users
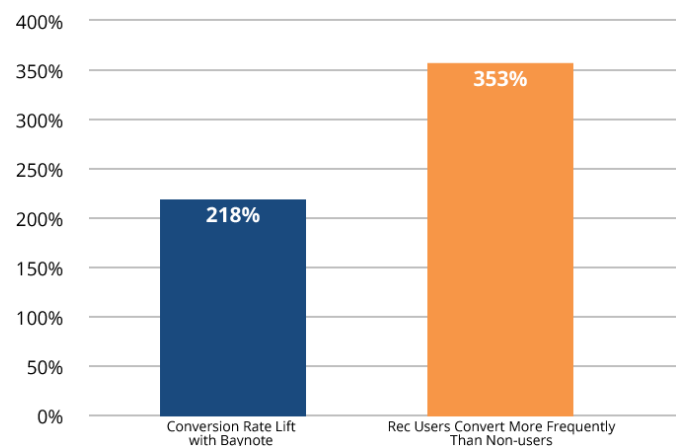
Power to the Merchandiser

Baynote is delivered to you with a purpose built merchandising interface called Baynote VUE. This self-service interface allows merchandisers to easily create, modify, test and deploy recommendations across their site. In addition, merchandisers can easily build reports by recommendation, by category or page template or by product ID to track and prove ROI.
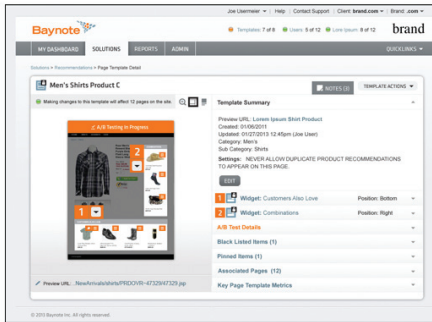

Make it Easy on IT

Baynote is a Software as a Service (SaaS) solution so it integrates with existing systems to insert recommendations easily throughout your site as you chose. By using open APIs, we can import the most complex product catalogs with ease. And with Baynote's server-to-server integration, you can check inventory on recommendations before they are displayed to customers, so you never recommend something you don't have. Finally, our experienced Professional Services team works with you to deliver focused implementation support and get you up and running quickly.

Personalize Everywhere

Baynote delivers personalized recommendations on almost any page on your site. Many customers start with product detail pages and move out from there to category, sub category, home and shopping cart pages. You decide where you can get the most impact. The more you personalize, the greater the results you will see.

Baynote Average Conversion Lift
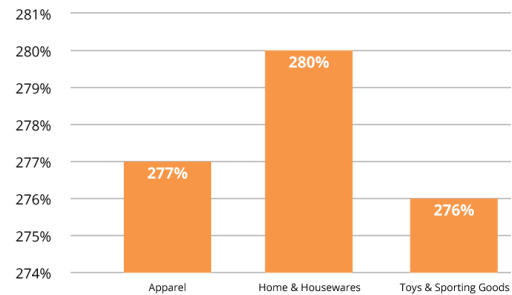
Observe, Infer and Act

Baynote Product Recommendations sit atop a 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 Baynote, merchandisers can apply business rules to recommendations based on their insights. For example, you can pin, boost, or blacklist certain products or categories on a particular page. Merchandisers can also apply rules to filter and target recommendations based on profile attributes such as location, gender or segment.

Trust our Experience

Over 300 major brands trust Baynote to deliver personalized product recommendations to shoppers on their sites. To find out more about what companies like J. Crew, Hayneedle.com, Bluefly, Jockey, Urban Decay, Crate & Barrel and others are doing visit www.baynote.com.

About Baynote

Baynote is a leading provider of personalized customer experience solutions for multi-channel retailers. Using Baynote's patented approach, retailers personalize the shopping experience across touch points, increasing consumer engagement, conversions and order values. For more information about Baynote, visit http://www.baynote.com.

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