



egghead®

BEHAVIOURAL MERCHANDISING

INCREASE REVENUES BY PERSONALISATION

Showing the right product to the right person at the right time will increase your sales and improve the customer experience at the same time. Equipping your ecommerce site with a behavioural merchandising system allows you to do this for every visitor and will deliver up to 20% more sales.

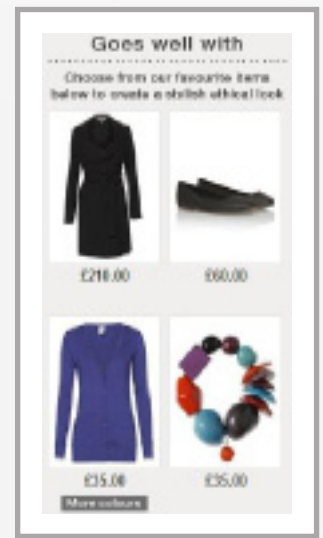
What is it?

Behavioural merchandising systems learn about individual customers by analysing their browsing and buying habits across single and multiples visits. Armed with this information, a recommendation engine can offer customers a number of personalised suggestions. For example, if your customer spends some time looking at clothes of a given colour, as they continue to browse around the site, a personalised product pane can be displayed to show matching items.

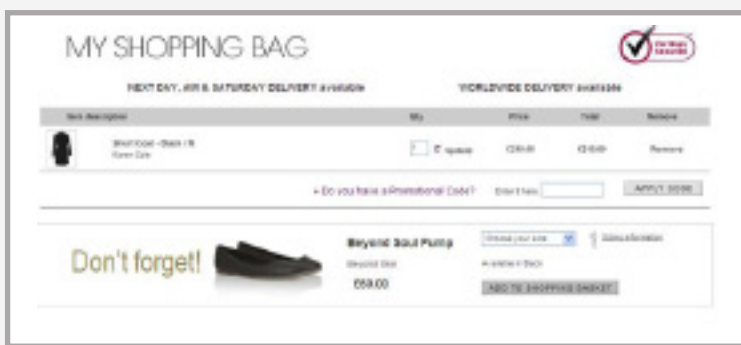
What can we do with it?

The recommendation engine can be asked to based on some or all of the following data:

- **Arrival analysis** – recommendations are determined by where the visitor came from.
- **Product attributes** – recommendations will be based on attributes of the product such as colour, size, price band etc.
- **Click stream** – the last viewed products either in the current visit or in previous visits are used to build recommendations.
- **Purchase collaboration** – “people who bought this also bought.....”
- **Browse collaboration** – “people who viewed this also viewed.....”
- **Popularity** – most purchased or most browsed products are shown.
- **Recency** – newest products are suggested.
- **Purchase profile** – recommendations are determined from the visitors own purchase history.
- **Search terms** – products browsed or bought following a search for a given term are recommended.



Recommendations can be delivered in multiple places on your site:



- Home page
- Product pages
- Category pages
- Content pages
- Checkout

In addition to onsite behavioural merchandising, emails can also be personalised. It's now possible to send your customers individual messages, offering them products similar or compatible with items they have already bought or browsed. Email personalisation works for both transactional emails (i.e. emails sent as part of the sales process such as the order confirmation message) and marketing newsletters.

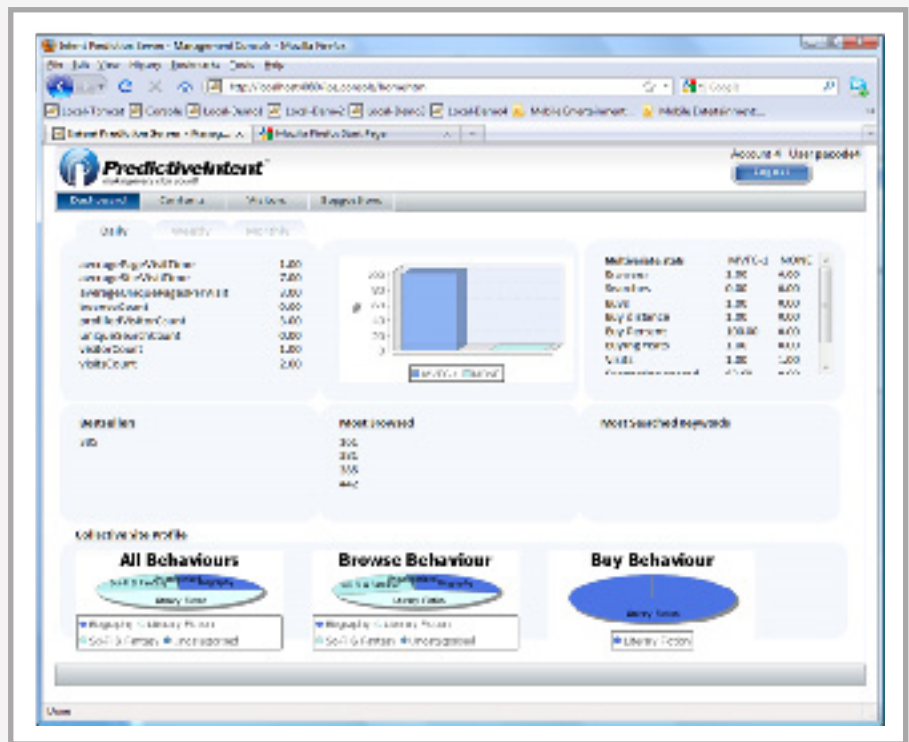
How do we do it?

Egghead have partnered with Predictive Intent, a behavioural merchandising specialist and we've integrated their recommendation engine into our ecommerce framework.



Predictive Intent are headquartered in the UK, and their Intent Prediction Server is a carrier grade hosted software service.

Part of the service is a powerful reporting system which can be used to guide merchandising decisions to further improve conversion ratios and increase basket values.



What next?

If you'd like to know how Behavioural Merchandising from Egghead can help you transform your online business, call for a chat on **01455 559 005** or email **talktous@eggheaddesign.co.uk**