Interactive Product Recommendations

Shoppers need help in the moment — while they are shopping. With the explosion of products available online, there are just too many products and features to sift through. This drives up the time and effort to make a purchase.

The result: frustration for the shopper and lower conversion rates for the ecommerce site. Static recommendations help, but they can't react to preferences expressed in the moment. Product filters also help, but they often are cumbersome to use and don't react to clicks either.

The Next Generation in Dynamic, Real-Time Personalization

ScaleOut InSite introduces exciting new technology that creates a personal, "digital shopping assistant." It intelligently interacts to help shoppers find the right products:

- Watches each customer's live clickstream
- Analyzes the sequence of viewed products
- Infers desired brands, features, prices, and ratings
- Interacts with the shopper to filter products and incorporate collaborative feedback

- Selects products that best match the customer's preferences
- Makes new recommendations as the customer shops
- Learns with each click and incorporates real-time, collaborative data

Intelligent Interactive Real-Time

The Power of Combining Inferencing with Interactive Filtering

ScaleOut InSite combines interactive filtering, collaborative feedback, and machine learning to make shopping fast and easy:

- Helps shoppers understand why products are recommended
- Lets shoppers interact to filter and refine recommendations
- Recomputes recommendations with each click
- Tracks and displays key statistics in real time
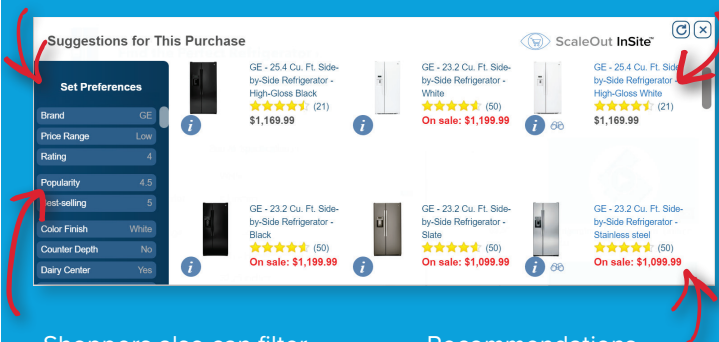- Enables merchandisers to instantly update strategies

Create a better shopping experience for the shopper...

...and faster conversions for the merchandiser.

For Shoppers

Shoppers can interact with ScaleOut InSite's filter to refine recommendations.

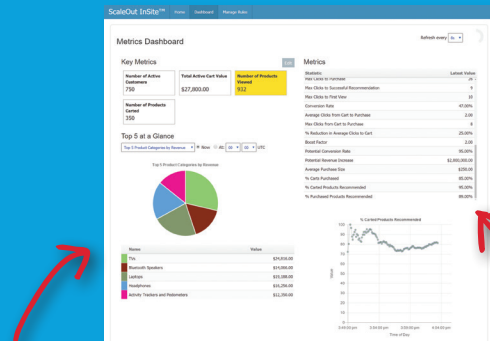ScaleOut InSite instantly creates new recommendations with each click.

Shoppers also can filter recommendations based on real-time, collaborative feedback from other shoppers.

Recommendations combine each shopper's preferences with machine learning to quickly find the best products.
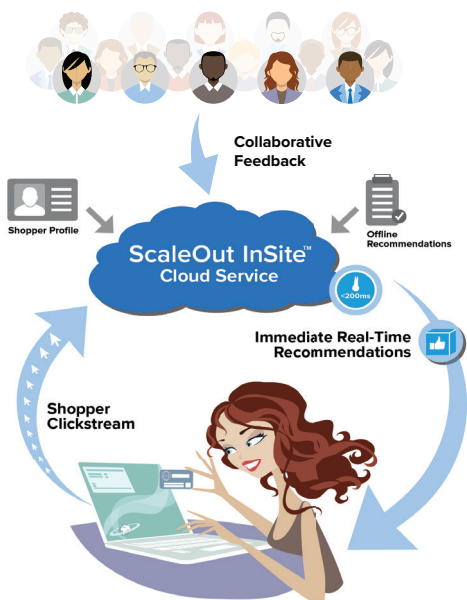
For Retailers

A real-time analytics dashboard gives merchandisers up-to-the-minute statistics on shoppers and strategies.

Charts real-time shopping trends. Retailers instantly update strategies and create new offers.

Tracks key metrics:
- clicks-to-view, reco, cart
- clicks-to-purchase
- avg. cart size — and more

What Makes ScaleOut InSite Unique?

ScaleOut InSite incorporates a breakthrough, real-time inferencing engine to introspect on shopping behavior and powerful data analytics to supply immediate, collaborative feedback. This is combined with interactive product filtering to give shoppers the best possible recommendations:

▶ Delivers dynamic recommendations in milliseconds.

▶ Learns with every click how to improve its recommendations.

▶ Continuously analyzes collaborative behavior for real-time feedback.

▶ Lets shoppers interact in the moment to filter products based on a wide range of attributes, including collaborative feedback.

▶ Scales to handle 100s of thousands or more simultaneous shoppers.

ScaleOut InSite dynamically calculates new recommendations with every click!

Retailers and Shoppers Benefit Alike:
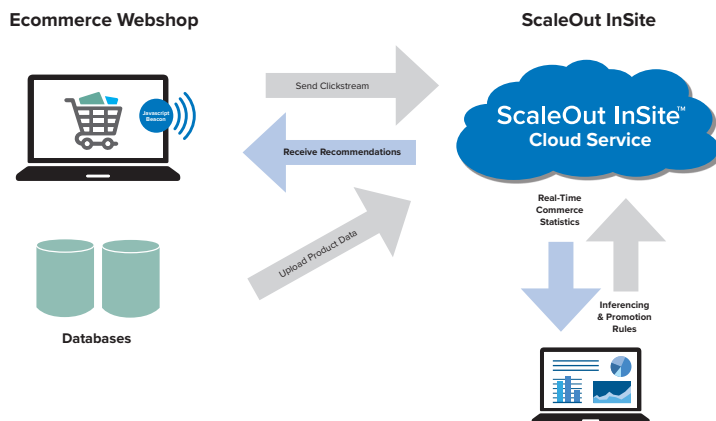
Shoppers find the right products faster:

▶ Provides continuous, intelligent product filtering.

▶ Enables immediate access to collaborative feedback.

▶ Reduces time-to-purchase, allowing for more shopping.

▶ Creates a more enjoyable shopping experience.

Merchandisers can track and steer in real time:

▶ Delivers higher conversion rates and increased sales.

▶ Reduces time-to-purchase and lowers abandonment.

▶ Enables instant updates to rules for promotions.

▶ Complements existing recommendation strategies.

How ScaleOut InSite Fits into Your Site

▶ A simple UI component (e.g., a JavaScript beacon) added to your website allows for the exchange of clickstream and product data.

▶ A dedicated recommendation container integrated into your site design hosts interactivity and product recommendations.

▶ Connects to a cloud-hosted service (SaaS) or on-premise deployment.

The Tech

Breakthrough technology made possible by **ScaleOut Software's industry-leading, scalable, in-memory computing platform** now enables ecommerce websites to generate interactive, dynamic product recommendations personalized for each shopper. ScaleOut InSite's inferencing engine and real-time data analytics use machine-learning techniques to combine each customer's specific shopping history, brand & pricing preferences, and collaborative feedback with current browsing activity and interactive filtering to generate context-aware recommendations within milliseconds.

ScaleOut InSite automatically scales to handle 100s of thousands or more simultaneous shoppers.

Explore how ScaleOut InSite can help improve conversions at www.scaleoutinsite.com or contact us to schedule a demo.