



# Your Digital Personal Shopper



*It's like a live personal shopping assistant!*

**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. Filters also help, but they are cumbersome to use and don't react to clicks either.

## Introducing a unique, interactive “digital” shopping assistant, an inferencing engine that:

- Watches each customer's live clickstream
- Analyzes the sequence of viewed products
- Infers desired brands, features, prices, and ratings
- Selects products that best match the customer's preferences
- Makes new recommendations as the customer shops
- Learns and updates its recommendations with each click
- Allows the shopper to interact and update recommendation criteria

## ScaleOut InSite™ Cloud Service for Product Recommendations

ScaleOut InSite uses a breakthrough, real-time inferencing engine to introspect on shopping behavior:

- Delivers dynamic recommendations computed with each click
- Lets shoppers interact and help improve recommendations
- Tracks and displays key statistics in real time
- Incorporates a rules engine to immediately update strategies
- Complements existing static recommendations

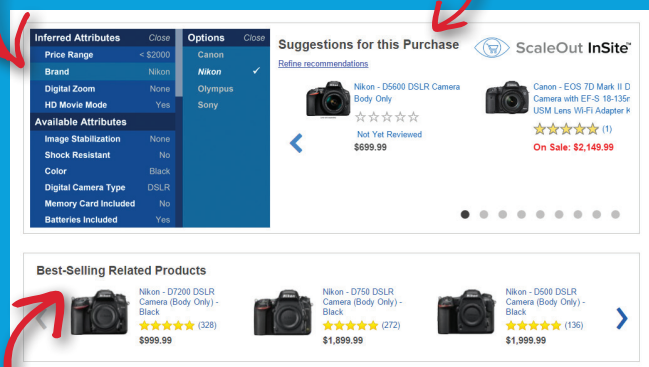
Create a better shopping experience for the shopper...

...and faster conversions for the merchandiser.

### For Shoppers

Shoppers can interact with ScaleOut InSite to help improve recommendations.

ScaleOut InSite instantly creates new recommendations while a customer shops.



Traditional product recommendations use collaborative filtering based on past behavior and segmentation rules.

### For Merchandisers

A real-time analytics dashboard delivers up-to-the-minute statistics on shopping behavior.

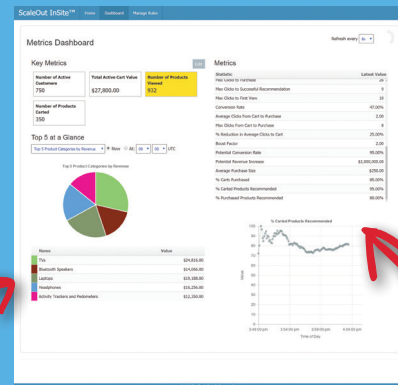


Chart recommendation and purchasing trends. Steer strategies instantly with integrated rules engine.

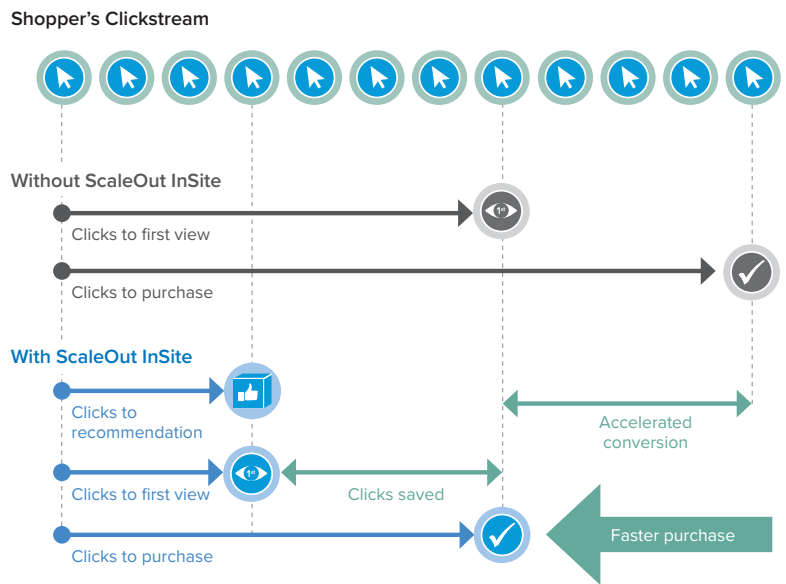
Track key metrics:

- 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. It uses machine learning to deliver real-time inferencing fast and at scale:

- Delivers dynamic recommendations in milliseconds
- Scales to handle 100 thousand+ simultaneous shoppers
- Learns with every click how to improve its recommendations
- Lets shoppers interact in the moment to express preferences



## Shoppers and merchandisers benefit from targeted, in-the-moment recommendations

- Enhanced recommendation accuracy by 30-50%
- Faster time to purchase and a more effective shopping experience
- Enhanced customer loyalty and return visits
- Dramatically increased conversion rates and average order values
- Lowered shopping cart abandonment and bounce rate
- Expanded purchase volume through more effective product discovery

### Accelerate:

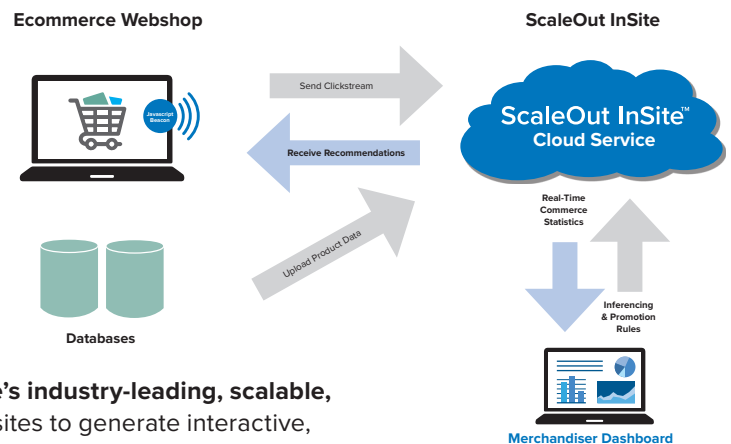
- Clicks-to-first view
- Clicks-to-recommendation
- Clicks-to-purchase

### To boost:

- Average order value (AOV)
- Basket size
- Conversions and return visits

## How ScaleOut InSite Fits into Your Site

A simple JavaScript beacon added to your website allows the exchange of clickstream and product data. It also enables you to place a container into your page for interactive ScaleOut InSite product recommendations.



## The Tech

Exciting new technology made possible by **ScaleOut Software's industry-leading, scalable, in-memory computing platform** now enable ecommerce websites to generate interactive, dynamic product recommendations personalized for each shopper. ScaleOut InSite's inferencing engine uses machine-learning techniques to combine each customer's specific shopping history, brand & pricing preferences and pre-computed recommendations with current browsing activity to generate context-aware recommendations within milliseconds.

ScaleOut InSite runs as a cloud service that automatically scales to handle 100 thousand or more simultaneous shoppers.



Explore how ScaleOut InSite can help improve conversions at [www.scaleoutinsite.com](http://www.scaleoutinsite.com) or contact us to schedule a demo.