Fresh Relevance Launches Real-Time Product Recommendations for

Increased Cross-Channel Sales Conversions

Machine Learning Presents Highly Personalised Content to Customers and Visitors Without

the Need for Costly Product Feed Integration

[Fresh Relevance](), the marketing hub for online retailers, today announced the launch of its real-time Product Recommendations feature, that enables marketers to present customers with highly personalized and relevant recommendations in web pages and emails. With data collected in real-time there is no costly product feed integration.

A powerful machine-learning engine enables recommendations to follow browsers across multiple interaction points and target different customer types with relevant product information.

The Fresh Relevance Product Recommendations feature includes…

- **People like you buy** – Product recommendations targeted to customers or visitors based on their previous browsing behaviour.

- **After viewing this, people bought** – Promotes the highest converting product which is bought by people viewing the current product.

- **Purchased together** – Flags products that are often bought together to increase upsell opportunities.

- **Best sellers / New in** – Ideal for homepage and product page display, or personalized to a returning customer based on their history.

- **Recently browsed / recently purchased** – Makes it easier for returning visitors or customers to locate and purchase the products they previously viewed.

- **Weather-based** – Recommend products based on the weather at either the current or desired location of a shopper.

CEO of Fresh Relevance, Mike Austin, states: "The range of Product Recommendation features we are offering gives marketers the best possible opportunity to improve sales conversions and upsell opportunities." Austin adds: "Crucially, as all content is collected in real-time, there are no integration projects or product feeds, meaning it can be deployed faster, managed simpler and at lower costs."

Using Fresh Relevance Product Recommendations merchandising rules and customer targeting can be adapted to achieve different objectives. For example, when a person first visits a website they need to be engaged quickly and shown interesting products. In this case product recommendations can work to improve site navigation and overall initial engagement. This scenario is different to that of an already engaged customer who may have 'carted' products. In this instance the merchandising objective can switch to increasing order value.

Fresh Relevance Product Recommendations are ideal for eCommerce operations of all sizes. For large multi-national and multi-currency retailers, it ensures that customers are presented with region relevant products, displayed in the local language and currency.

Other real-time content tools available from Fresh Relevance include image personalization for email and web images, weather-based content, Countdown Timers, Twitter feed integration, Pinterest feed integration, Instagram feed integration, real-time Coupons and data capture Popovers.

The Product Recommendations feature is available now from Fresh Relevance.

About Fresh Relevance

Fresh Relevance is the marketing hub for online retailers. We increase sales with personalised customer experiences and real-time marketing tactics across email, mobile and web. Our marketing hub unifies siloed systems without the need for an integration project. We deliver full control of real-time marketing tactics such as triggered emails and cross-channel personalisation. Organisations using Fresh Relevance include: Cottages4U, Emma Bridgewater, illy, Moss Bros, Thorntons, White Stuff and 7dayshop.

URL: freshrelevance.com
Twitter: @Frelevance
LinkedIn: fresh-relevance

Editorial Contacts
Graham Thatcher
Chief PR
Tel: +44 (0) 7933 673240
Email: graham.thatcher@prbychief.com