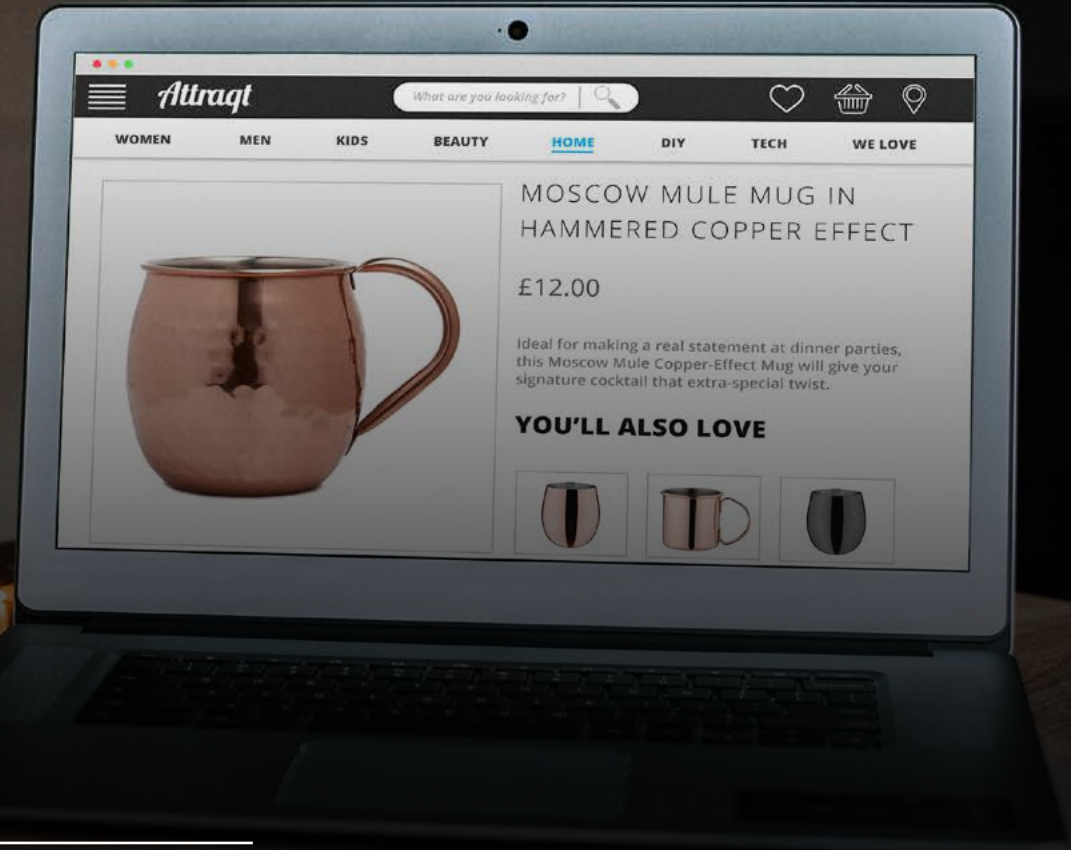




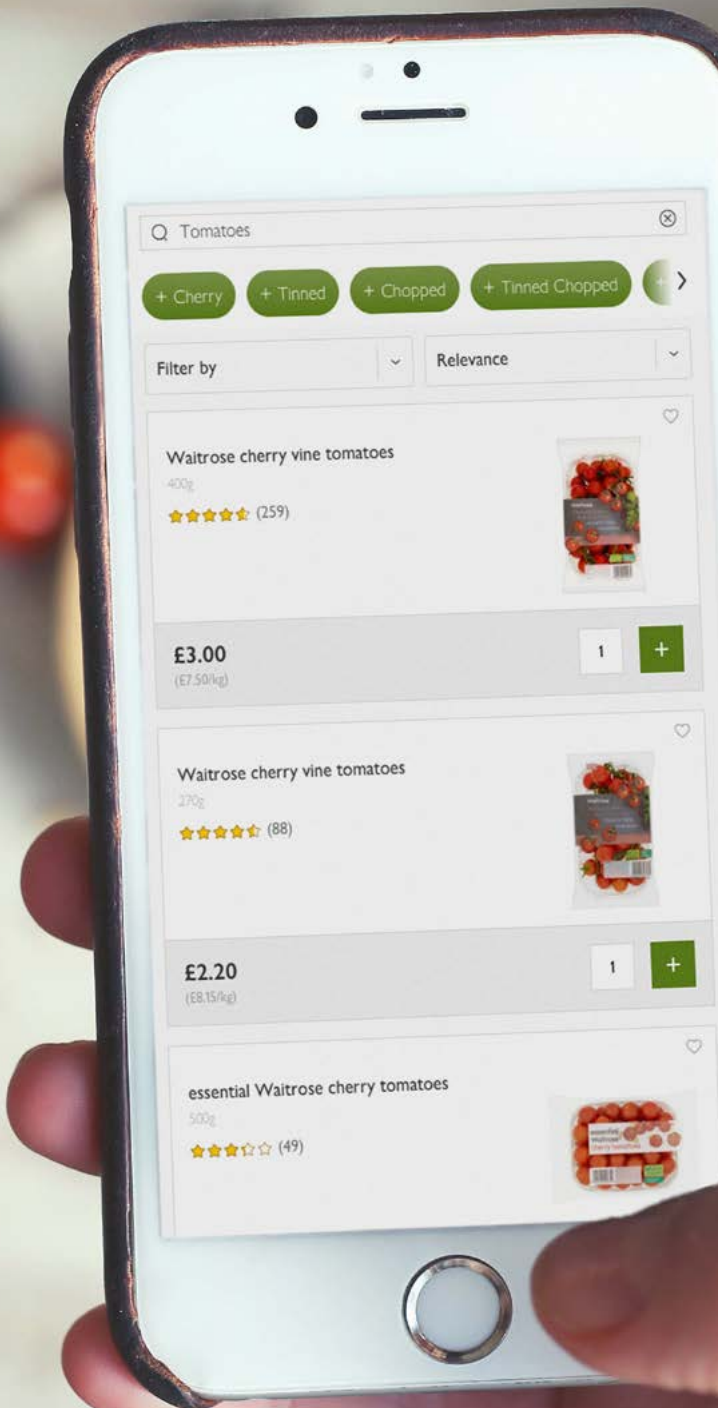
# Fredhopper

DISCOVERY PLATFORM

## Recommendations



Search | Navigation | **Recommendations** | Personalization | Merchandising | Internationalization



## Power the best experiences for your shoppers

We provide a full suite of optimization solutions that enable you to deliver highly relevant and inspiring shopper experiences while also achieving your critical business goals.

Attract allows you to do this by helping you make the best recommendations. From handpicked promotions to 'Shop the Look' elements and personalized recommendations, Attract transforms your cross-sell and up-sell opportunities.

*“The recommendations feature tied into what we needed, and looked like something we could grow with as well.”*

**Andressa Rojas,**  
**Senior Ecommerce Merchandiser,**  
**Oak Furniture Land**





## *As a **merchandiser** you're looking to...*

- Drive higher **engagement & conversion**.
- Create **cross and up-sell opportunities** to increase conversions and average order value.
- Promote **product discovery** with relevant recommendations (relevant to current shopper, contextual, historical and current-session behavior).
- **Handpick** items to recommend.
- Automate recommendations based on **behavior, trends, and context**.



## *You know your **shopper** is expecting...*

- An inspiring and more **personal shopping experience**.
- Exciting and engaging **product discovery**.
- A **personal touch**.
- Relevant **product suggestions**.
- Relevant product ratings based on **influencers** and 'people who also bought.'

## Delight



Provide **curated recommendations** based on the shopper context. Or pro-actively set the trends by applying **handpicked recommendations**.

Recommend the most popular, trending and “hot mix” products by applying the **wisdom-of-the-crowd**.

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## Inspire



Provide alternatives by recommending items **“others also liked”**. Use **historical and behavioral shopper data** to show the right products.

Recommend products in a bespoke way using **personalized recommendations**. By using **demographic and profile data**, recommend products like a VIP shopping assistant.

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## Augment

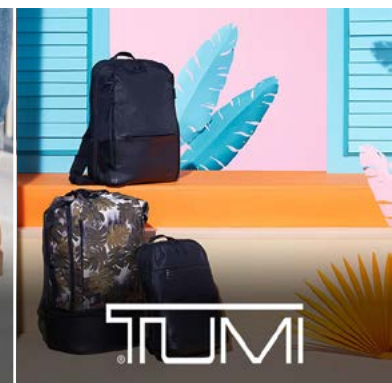
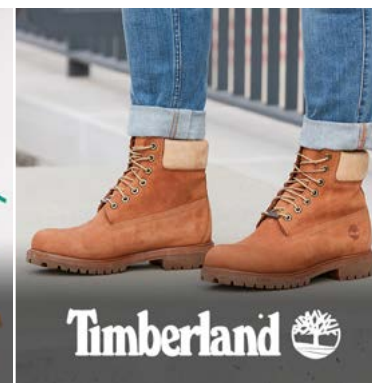
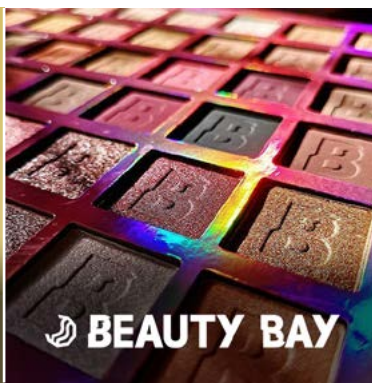


Create up-sell opportunities by recommending **visually similar items**.

Inspire shoppers by recommending **complementary items**. Create cross-sell opportunities with **“shop-the-look”** features.

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*Trusted by over 240 of the world's leading brands*





*Deliver better results, create more inspiring and delightful shopping experiences and increase overall efficiency and performance.*

#### Commercial Value



Increase conversion rates by up to

**25%**

#### Shopper Experience



Increase average order values by up to

**20%**

#### Operational Efficiency



Achieve merchandising productivity gains of up to

**40%**

#### Infrastructure Gains



Reach shoppers in over 40 languages

**40+**

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