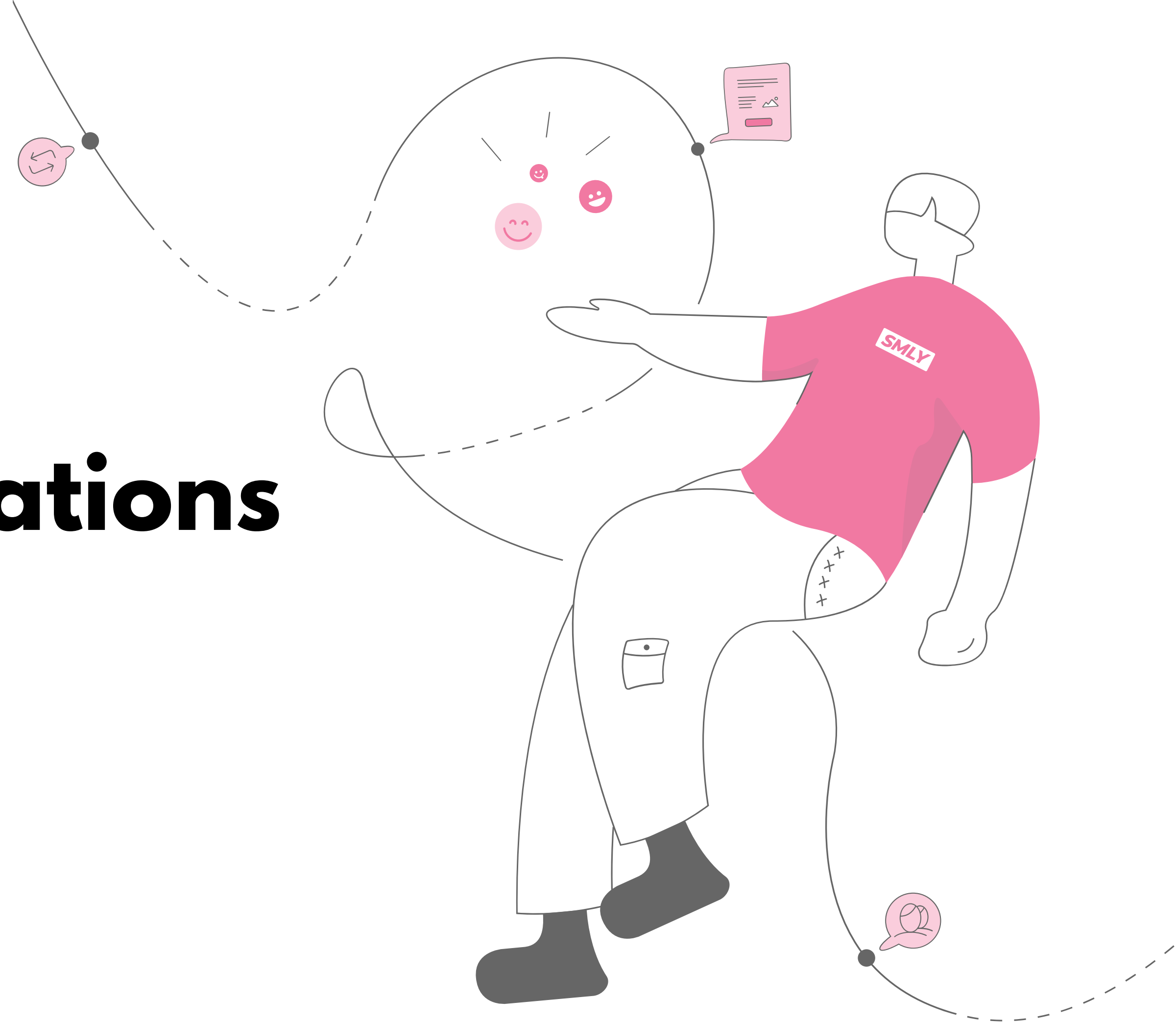




Product recommendations based on AI

Erkki Markus
Smaily



35%



Frequently bought together



Total price: **\$175.47**

Add all three to Cart

i These items are shipped from and sold by different sellers. [Show details](#)

This item: Potensic T25 Drone with 2K Camera for Adults, RC FPV GPS Drone with WIFI Live Video, Auto Return Ho... **\$127.49**








Potensic T25 Original Battery Modular 3.7V 1000mAh Li-po Battery **\$35.99**

Drone Landing Pads, KINBON Waterproof 30" Universal Landing Pad Fast-fold Double Sided Quadcopter Landing Pa... **\$11.99**

4 stars and above

Page 1 of 26

Sponsored **i**

						
<p>Bwine F7MINI Drones with Camera for Adults 4K 60Mins Flight Time, 5GHz WIFI Transmi...</p> <p>★★★★☆ 162</p>	<p>TENSSENX GPS Drone with 4K Camera for Adults, TSRC A6 Foldable RC Quadcopter with A...</p> <p>★★★★☆ 106</p>	<p>Cheerwing CW4 RC Drone with 720P HD Camera for Kids and Adults RC Quadcopter...</p> <p>★★★★☆ 1,677</p>	<p>Drones with 4K Camera for Beginners Adults, GPS FPV Foldable 5G Quadcopter with Ele...</p> <p>★★★★☆ 78</p>	<p>Holy Stone GPS Drone with 1080P HD Camera FPV Live Video for Adults and Kids, Quadc...</p> <p>★★★★☆ 4,873</p>	<p>Ruko U11S Drones with Camera for Adults 4k, 40 Mins Flight Time, Foldable FPV GPS D...</p> <p>★★★★☆ 951</p>	<p>Ruko F11GIM2 Drone with Camera for Adults 4K, 3-Axis Gimbal+EIS, 9800ft Long Range,...</p> <p>★★★★☆ 252</p>



Microsegmentation & hyperpersonalization



Benefits of microsegmentation and hyper-personalization

Building trust

Increasing engagement

Increasing sales

Enhancing customer experience

Increasing ROI



Use-case



Hea klient

Loodame, et käesolev kuu on möödunud toredalt!
Aeg-ajalt tulevad ette erilised sündmused, mis elule värvi lisavad.
Kindlasti on ka Sinul lähiajal aset leidmas mõni oluline sündmus, mida sümboolselt tähistada.

Selle täiendamiseks on meie eksperdid hoolikalt valinud ja kokku pannud Sulle mõned soovitusel.

Soovitame Sulle



Masseria Altemura
Apulo Primitivo
Negroamaro IGT
750 ml

Osta



Rivani Chardonnay Vino
Spumante Extra Dry
750 ml



Tanqueray Flor de
Sevilla Gin
700 ml

Osta

Process

- Data from e-store and data warehouse: product catalog, client portfolio, marketing contacts, purchase history.
- Preprocessing and aggregation: data is prepared for training models.
- Model training: each customer's purchase history is used to predict personalized product recommendations. This increases likelihood for relevant and suitable offers which are aligned with individual interests and needs.



Business rule application

- Previous products: products based on past purchases, with the highest likelihood of next purchase.
- Previous brands: products from similar brands customer has not yet purchased from.
- New brands: products from brands the customer has not yet purchased from.
- Price and category: recommended product should be in the price range up to 10% less than cheapest purchase and up to 50% more than most expensive purchase.
- Result: recommendations are relevant and affordable for the customer.

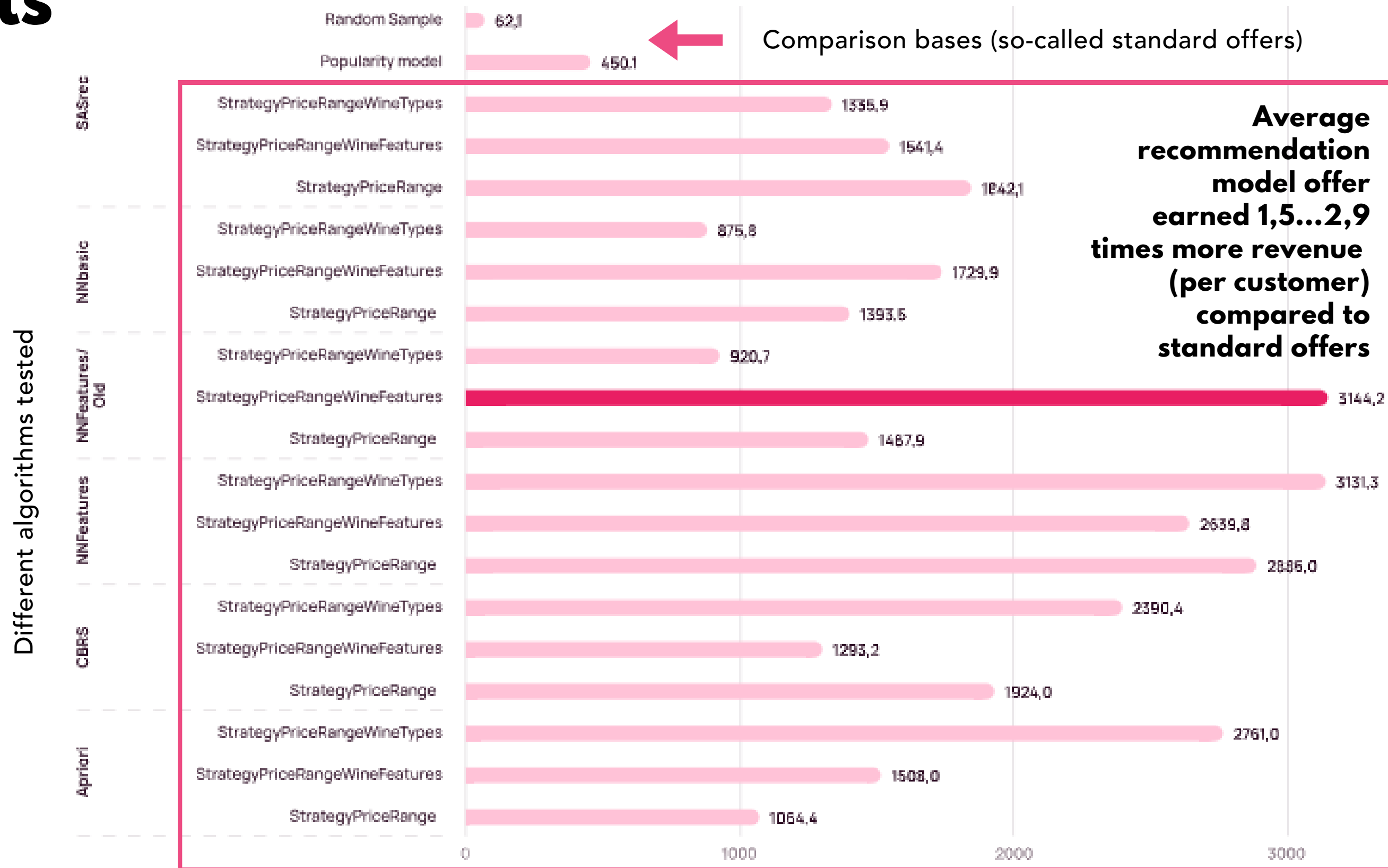


Results

- Increased open rates: AI-based product recommendations led to significant increase in open rates. Personalized content generates more interest. Regular emails: 43%, emails with product recommendations: 58–66%.
- Revenue growth: 1,5–2,9 times per contact. Product recommendations are successful not only for engagement but also in contributing to actual purchases.
- Complaints: decrease in complaints indicates that customers perceive content as more relevant, less generic and annoying, suggesting a better customer experience.



Results



Revenue earned per newsletter



What can go wrong?



GDPR





Thank you!

smaily.com/newsletter

