

A COMPREHENSIVE GUIDE TO RECOMMENDATIONS



CONTENTS

1 WHAT IS A RECOMMENDATION

Product recommendations
Content recommendations

2 WHAT IS A RECOMMENDATION ENGINE

Recommendation engine pain points
Why use recommendations

3 RECOMMENDATION STRATEGIES

What to recommend on different types of pages

4 PRODUCT PAGE RECOMMENDATION TACTICS

Recommendation engine pain points
Why use recommendations

5 FROSMO RECOMMENDATIONS

Benefits of Frosmo recommendations
Frosmo Email recommendations

6 SUPPORTED RECOMMENDATION TYPES

Recommendation data flow

7 USE CASES

Power, Reima, Clas Ohlson, Venuendpoint, 188BET, Rajala, Aurinkomatkat

WHAT IS A RECOMMENDATION

Recommendations present online visitors with a personalized selection of the most relevant items for them at the time they're most engaged. They can be installed via plugins or can come as separate software platforms. The main idea behind is to build a connection between the items and the users. Using machine learning algorithms, recommendations are based on the user and his aggregate browsing behaviour and purchase history aiming to shape unique experiences across the buying journey.



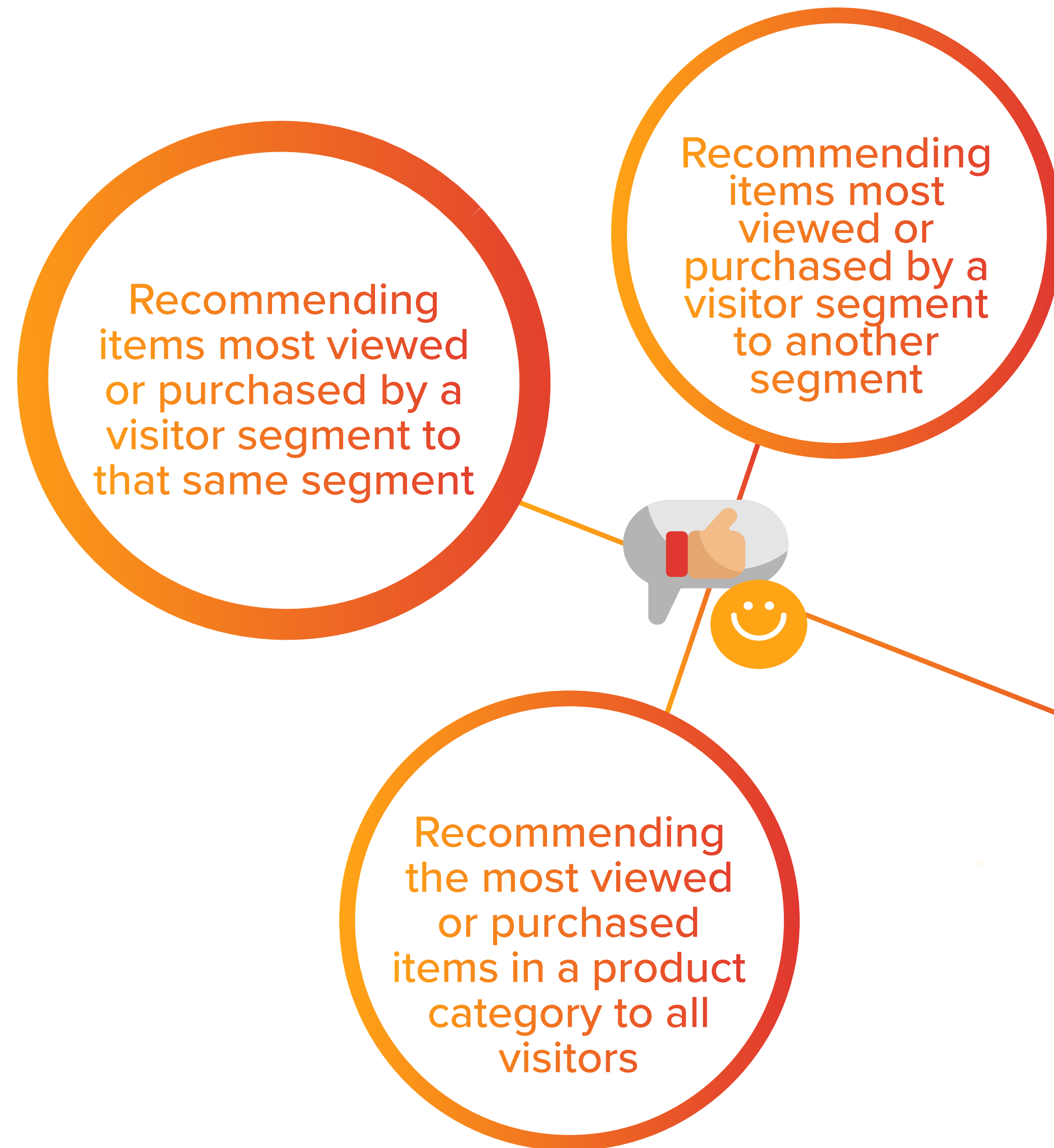
Product recommendations are recommendations generated from product data and transaction data. The product recommendation feature provides a way of creating dynamic messages that utilize product data. Common product recommendation scenarios include recommending the most viewed or purchased products.



Content recommendations are recommendations for content that might be of interest to the readers. Recommending related content encourages readers to spend more time on the site and browse more pages, which translates to increased purchases, average order values, page views, visit duration, and shares.



Some popular
recommendation
scenarios include:



What is a recommendation engine

A recommendation engine uses aggregated data and algorithms to predict and present the products or services that most likely interest potential or existing customers.

When selecting a recommendation engine, remember that one size doesn't fit all. Know your market and audience. You are the expert on your webshop, your products, and your visitors. Therefore, you must be able to select and modify your recommendation algorithms so that they provide the best return on investment for your site. You can test/experiment with different types of recommendations on different parts of the site by utilizing (1) AI-based recommendations, (2) statistic-based recommendations, and (3) hand-picked recommendations.

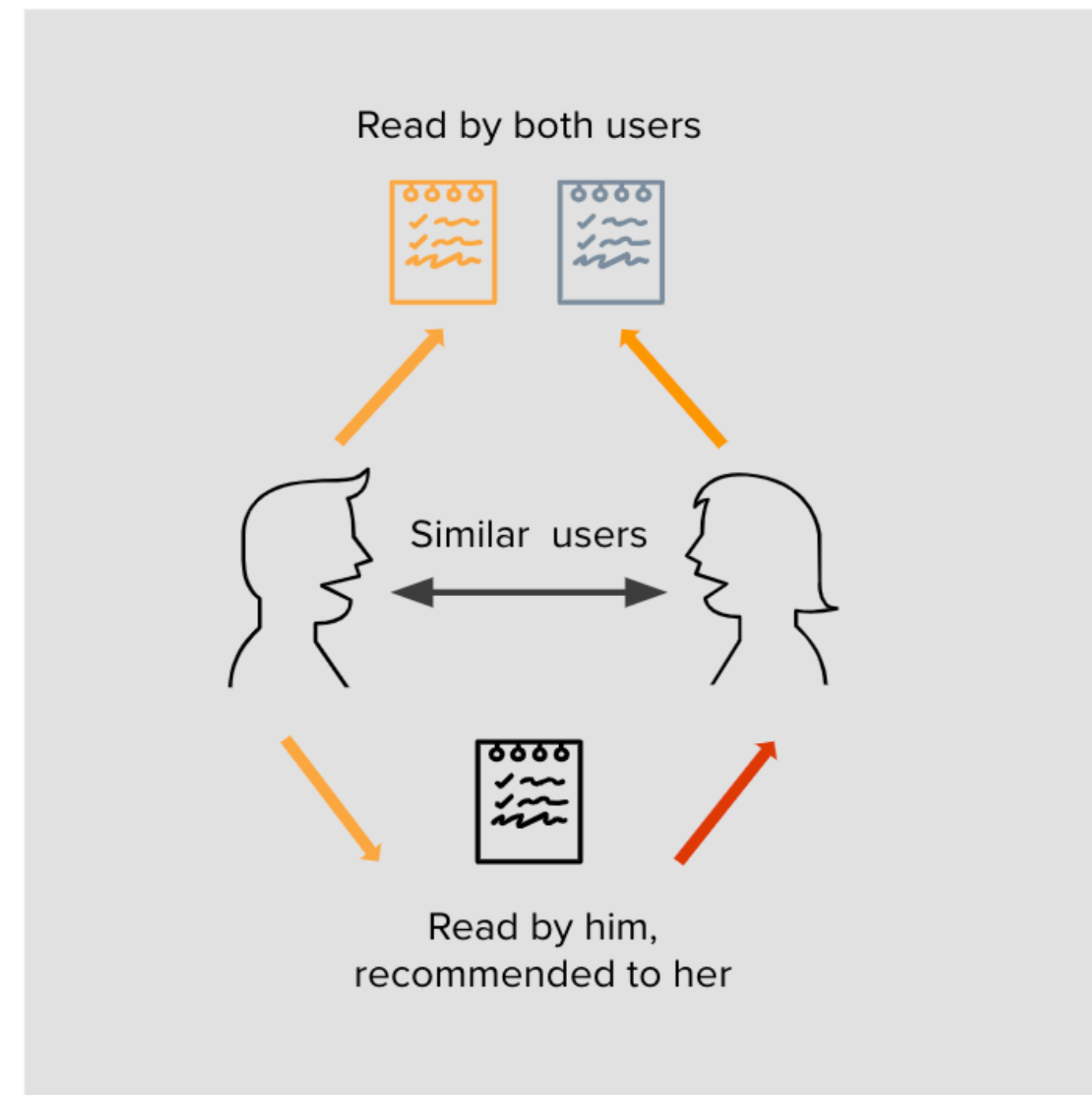
Like conversion optimization and web UI development in general, using recommendations is an ongoing project. You must constantly fine-tune your algorithms and continuously test to find the best content, placement, and look and feel for your recommendations.



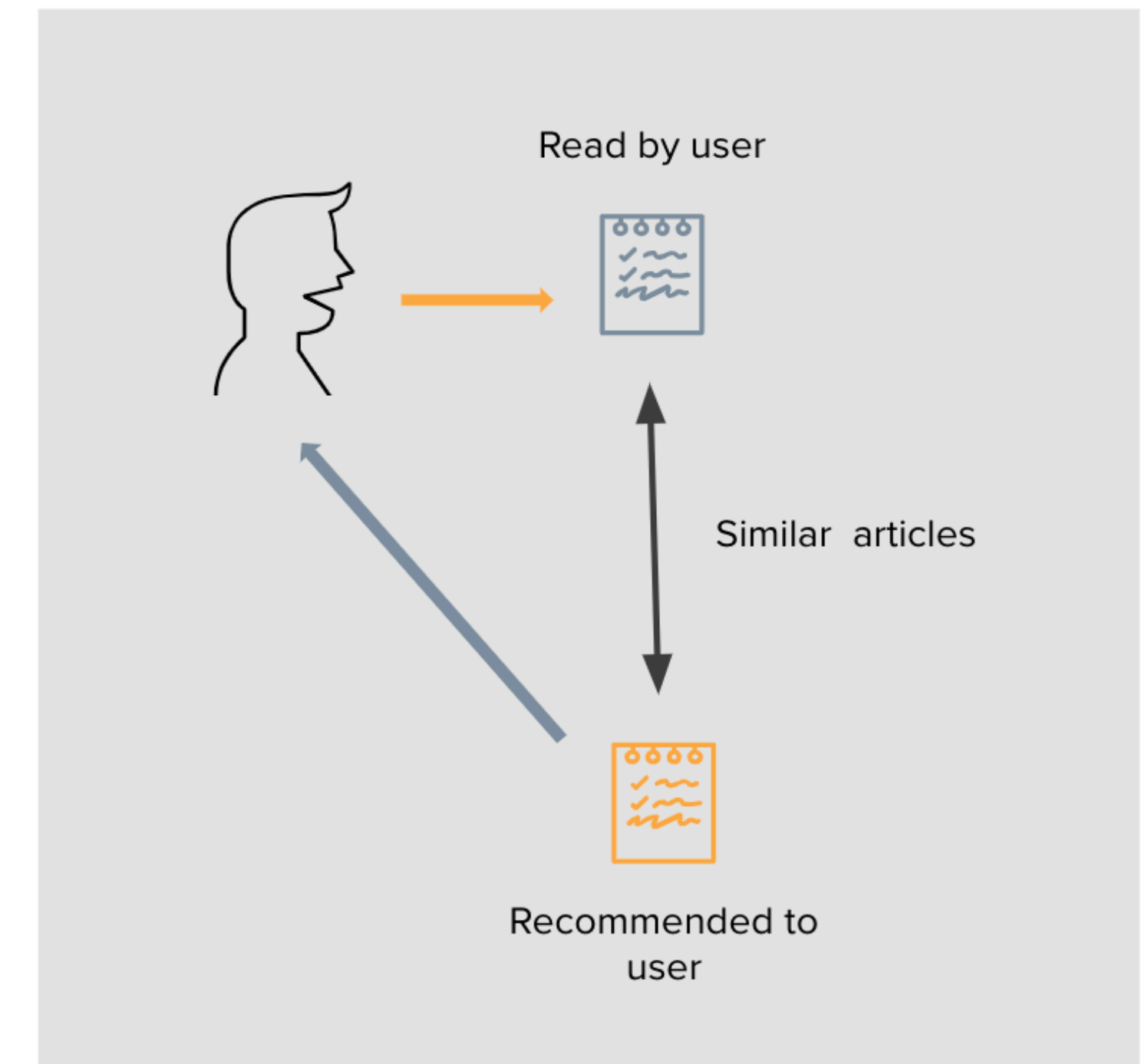


Most of the recommendation engines use the following types of filtering, or a combination of both:

Collaborative filtering



Content-based filtering

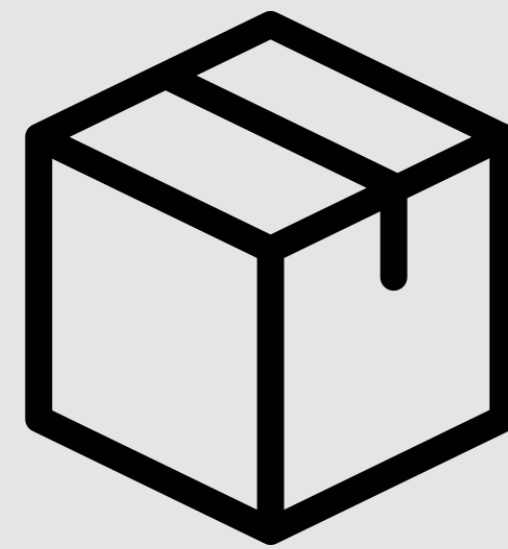


Recommendation engines can also create recommendations based solely on statistical data (for example, most viewed products or currently trending products on the site).

Recommendation engine pain points

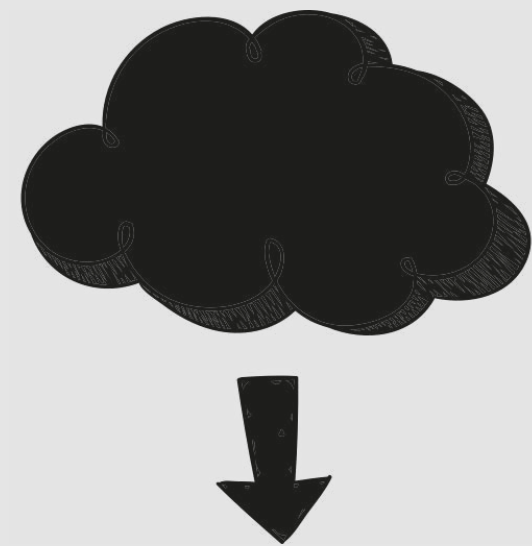
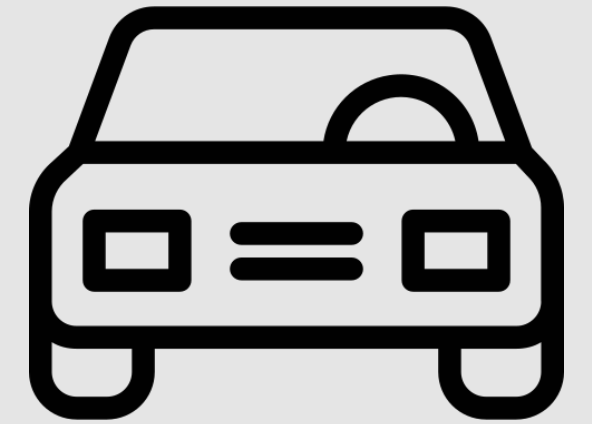
BLACK-BOXING

Most recommendation engines won't let you see the algorithms behind recommendations, let alone modify them.



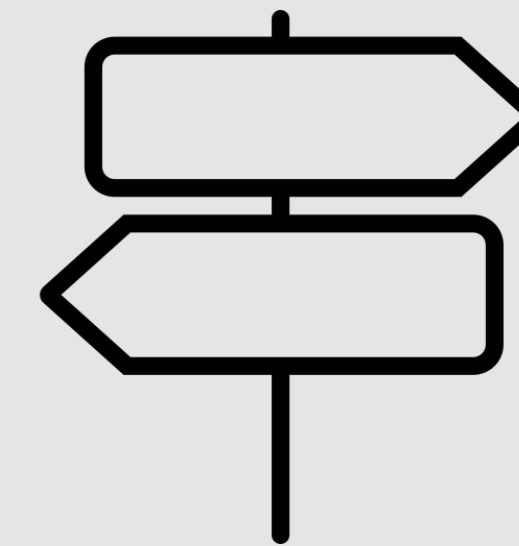
COLD-START PROBLEM

You don't have enough data yet about the visitor, so there is no way to personalize recommendations.



DATA SILOS

Data from recommendation engines can't be used in other systems, or the recommendation engine itself can only read very specific types of data.



IRRELEVANT RECOMMENDATIONS

Due to lag or other restrictions between systems, the data used for recommendations is not up to date. Therefore, the visitors may see recommendations for products they've already purchased or products in the wrong price range or category.

Why you need recommendations



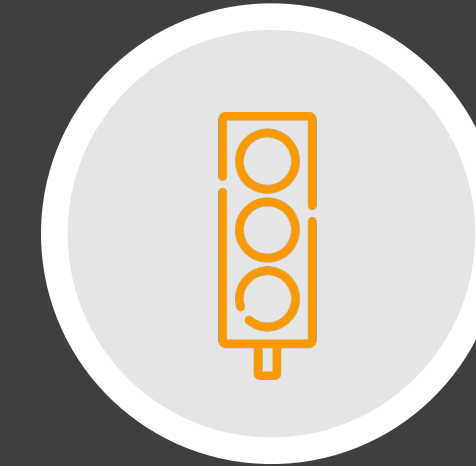
BOOST YOUR SALES

Shopping cart recommendations effectively boost the average order value on your site by cross-selling and upselling complimentary products. Shopping cart recommendations are definitely something website visitors already expect but, at the same time, difficult to implement well with most recommendation engines.



PROVIDE A BETTER CUSTOMER EXPERIENCE

Implementing an AI-powered recommendations engine ensures great customer experiences. When visitors can easily find what they need, they are more likely to become customers. Creating tailored offers to users can enhance customer engagement and build loyalty.



CREATE MORE TRAFFIC

When the content is optimized and the customers are satisfied with the recommendations that the website is generating, they will check other pages of the site as well. Recommendations increases the chances of your customers coming back to your website to make another purchase.

Why you need recommendations



INCREASED AVERAGE ORDER VALUE

By suggesting relevant additional products or services to customers, not only are you trying to get potential customers to buy, you are also increasing the chances that they spend more. When they see something that is relevant or related to the items already in their basket, they are tempted to buy.



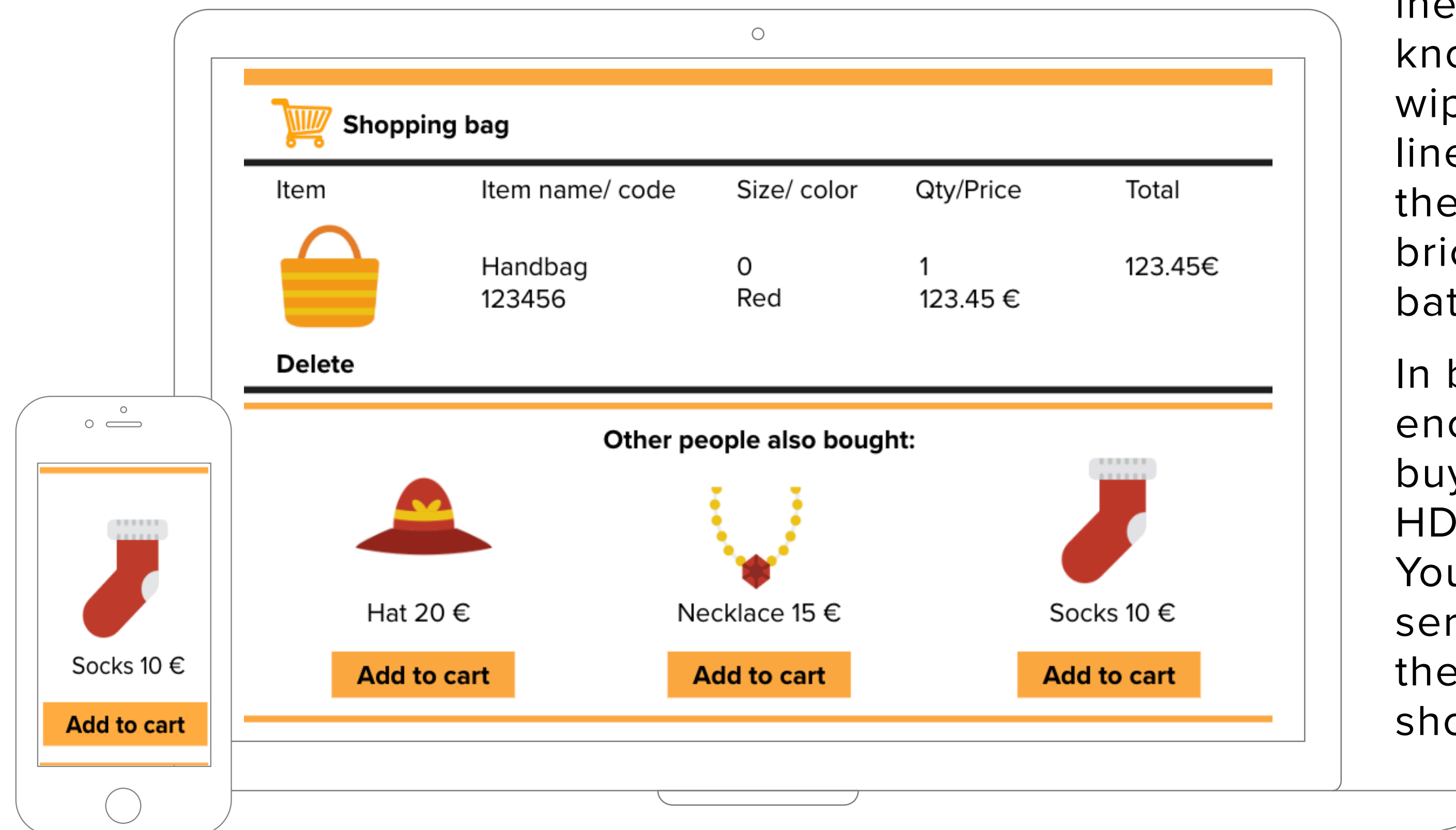
IMPROVE YOUR MARKETING STRATEGY

An effective recommendation engine can boost all the marketing efforts and optimize the key website pages that need to be promoted. You can constantly refine your marketing strategies to better appeal to potential customers by using valuable insights into customer buying behavior.



RECOMMENDATION STRATEGIES

Take your shopping cart recommendations to the next level



The simplest way to benefit from shopping cart recommendations is to show generic, inexpensive products that most people know and use, such as socks, screen wipes, or pillowcases, depending on your line of business. This is the equivalent of the checkout counter items you see in brick-and-mortar stores: chocolate bars, batteries, and – yes – socks.

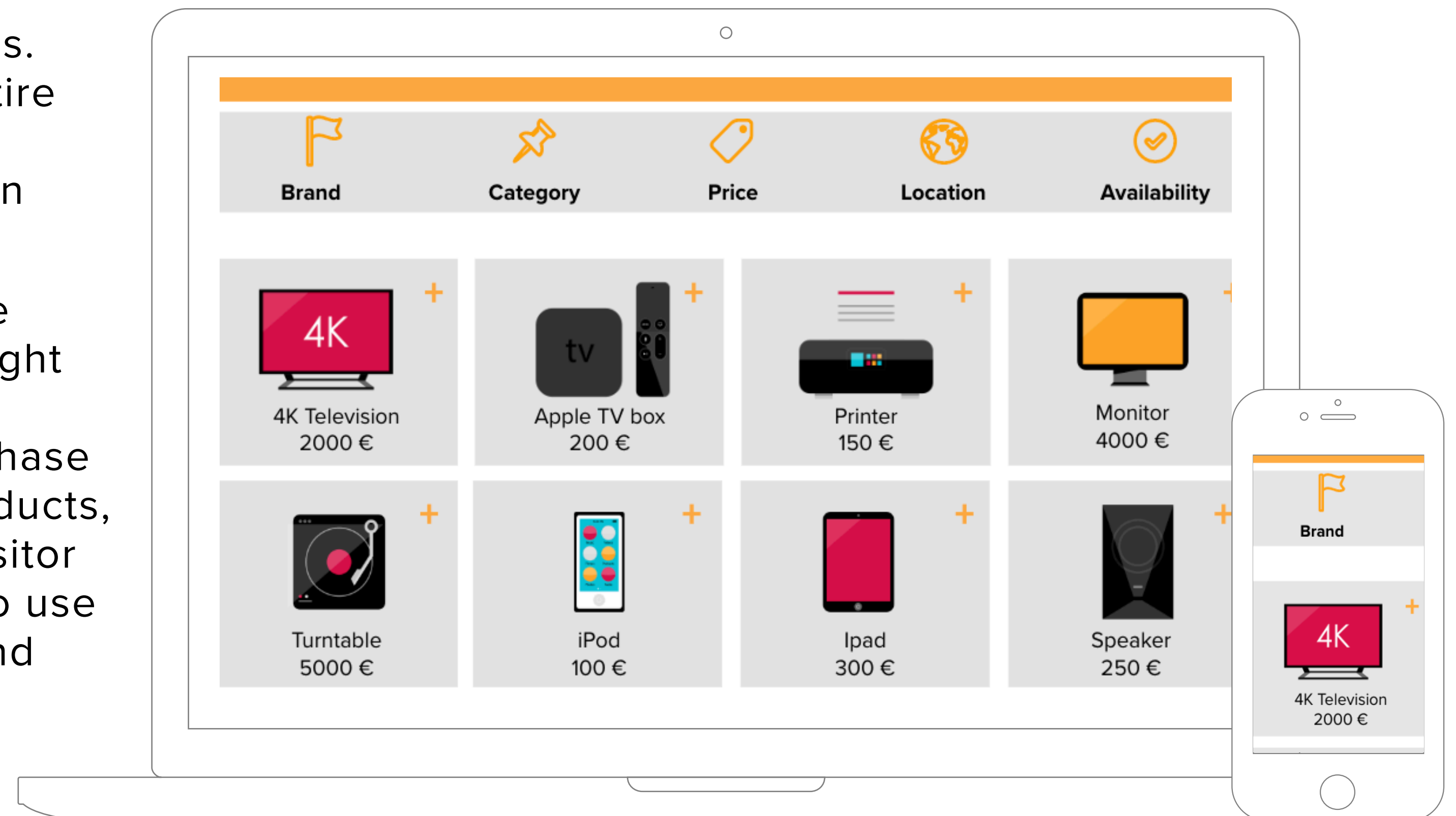
In brick-and-mortar stores, you can also encounter a sales clerk reminding you to buy complementary products, such as an HDMI cable for your brand-new smart TV. You can take the same level of customer service to your webshop by recommending these highly specialized accessories in the shopping funnel.

RECOMMENDATION STRATEGIES

Create the entire front-end of your site with recommendations

The most effective recommendations are often based on combining different data sources and recommendation types. Many businesses already build their entire webshop on recommendations, that is, ranking and grouping products based on different filters.

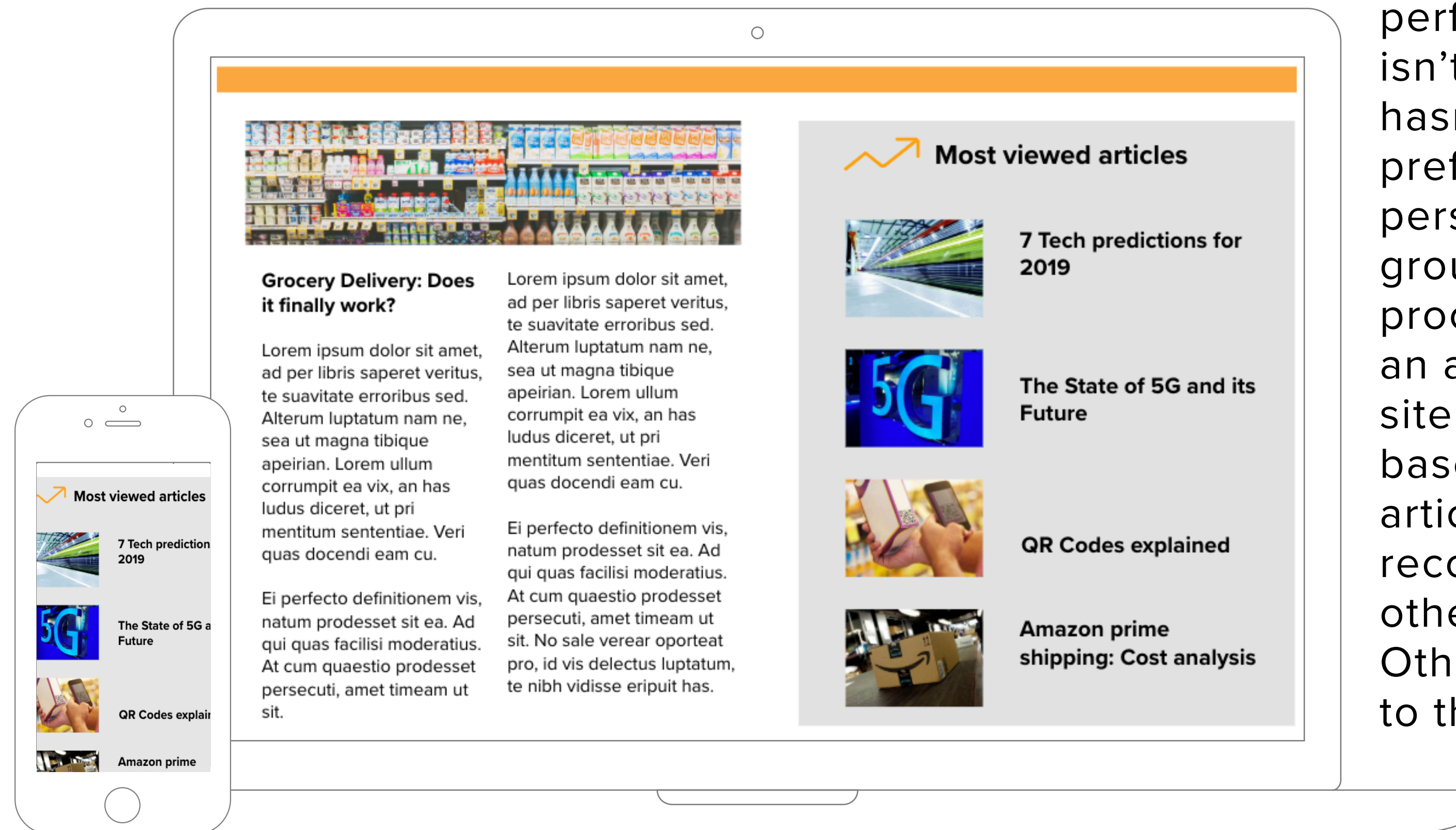
This approach lets you both personalize content for individual visitors and highlight products you want to promote. You can combine, for example, the visitor's purchase history, default products, most sold products, and products related to the ones the visitor has recently viewed. And don't forget to use different models for first-time visitors and regulars.

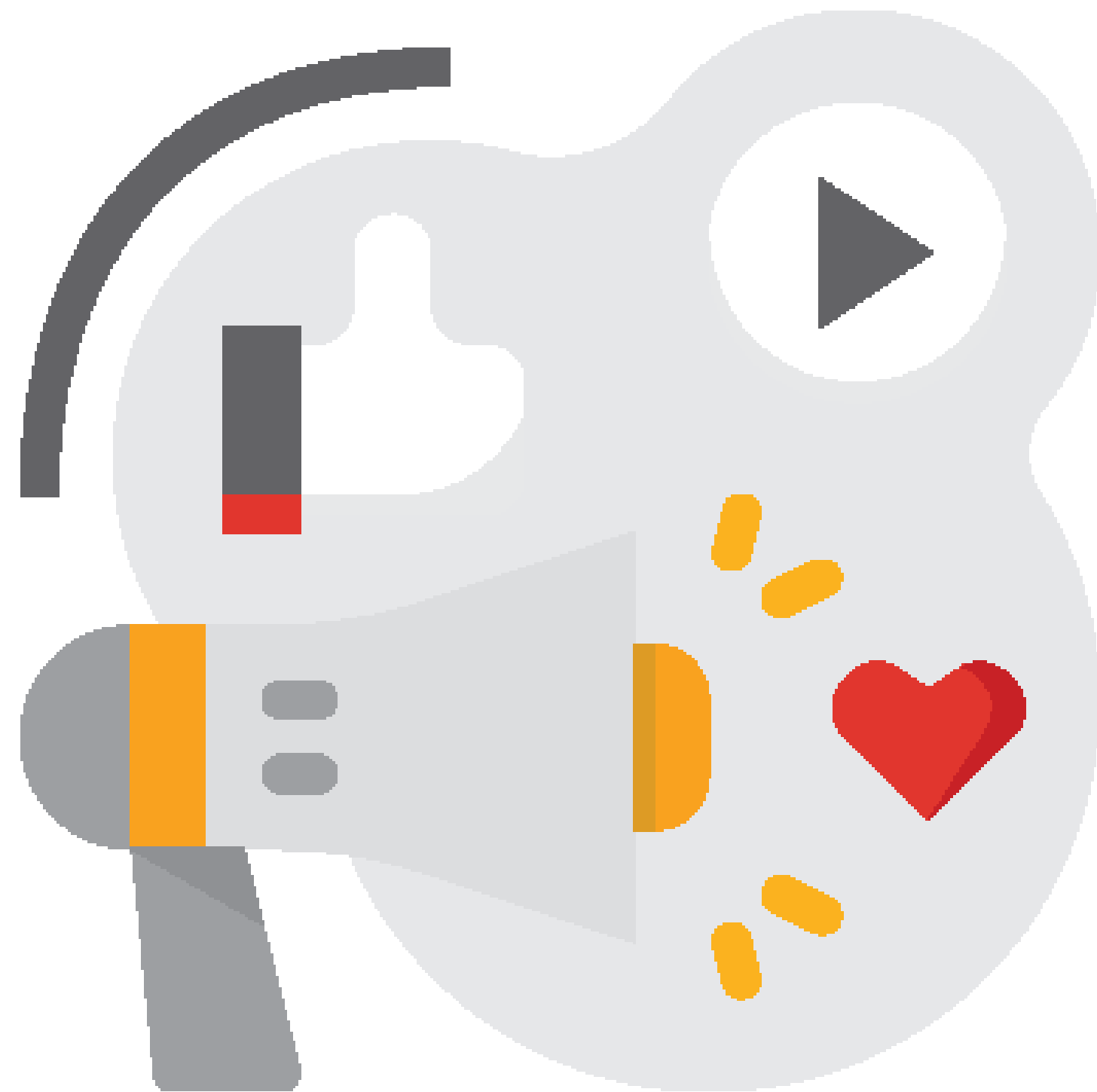


RECOMMENDATION STRATEGIES

● Recommend content even for unknown visitors

As we've established, recommendation engines normally rely on visitor data collected from the site, that is, personalization. Therefore, an engine's performance suffers greatly when there isn't enough data available, or a visitor hasn't given information about their preferences. You can still recommend personalized content for these visitor groups. For example, natural language processing (NLP) can be used as a basis for an algorithm that recognizes words in the site content and makes recommendations based on similarities. If new visitors read an article about a specific topic, the algorithm recognizes the relevant keywords and crawls other articles to find the same keywords. Other similar articles are then recommended to the visitor.





What to
recommend on
different types of
pages

For **first-time visitors** when you know very little about them:

- Top items; hottest items or what stands out from the competition, items that have ranked best on your site in different categories based on popularity, purchases, CTR, views, and trends
- Newly added items
- Emerging or trending items, or items that will be available soon and can be reserved early
- Context-based recommendations such as location, weather, and device

For **returning visitors** when you have behavioral data about them about a recent purchase or browsing history:

- Items that the visitor has previously viewed or purchased
- Items related to the recent purchase
- Discounts on recently viewed or purchased items
- Items related to those abandoned in the basket
- Popular or new items based on previously viewed or purchased items

Homepage



Category page



For **first-time visitors** when you know very little about them:

- Bestsellers
- Last week's or last month's popular and trending items
- Newly products added
- Category variety or subcategories
- Items that are high in stock

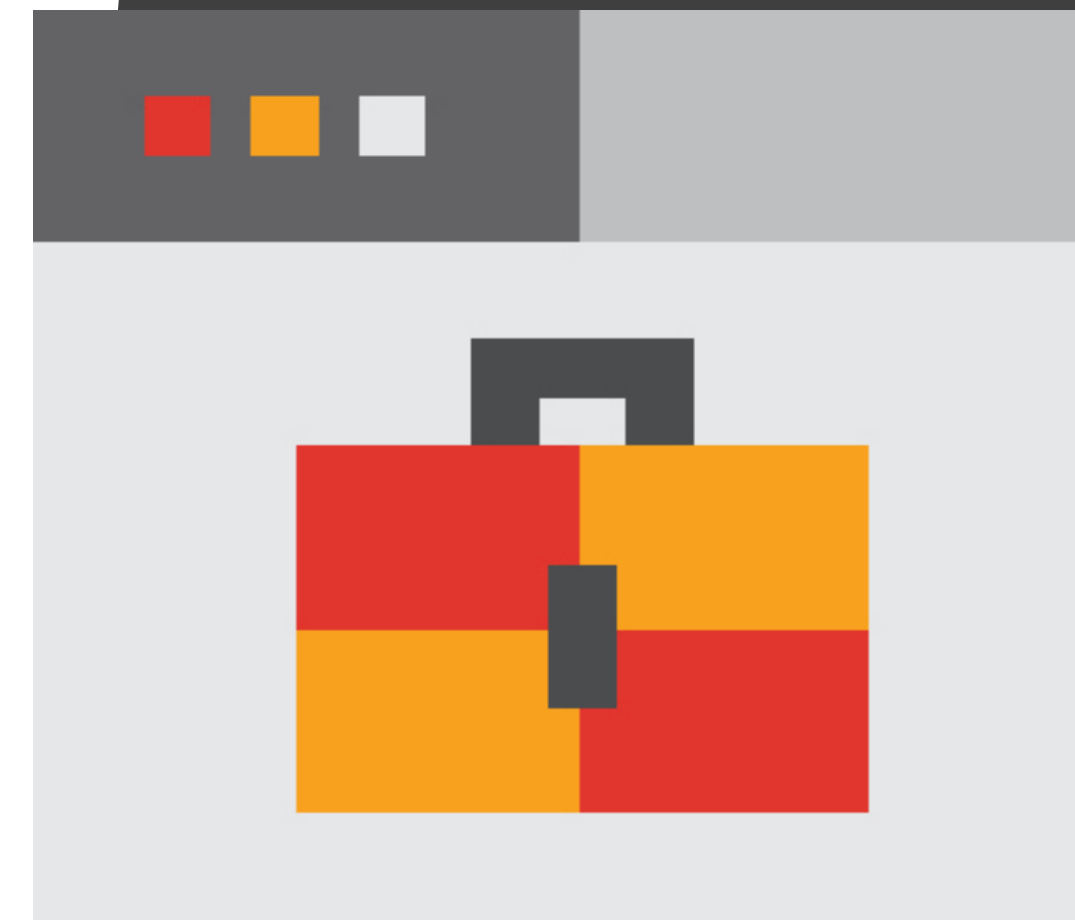
For **returning visitors** when you have behavioral data about them regarding their recent purchases or browsing history:

- Recently viewed or purchased
- Popular items from the user's favorite subcategories
- Items related to recent purchases
- Deals and promotions in the category

Customers typically spend the most time on product pages, browsing and choosing the products they want to purchase, so recommend:

- Complementary items from the same category
- Items to upsell, for example, those that are better in quality or have higher prices
- Alternative products
- Associated items, for example, batteries for an item that needs them
- Most purchased or viewed items from the same category
- Other items based on recent purchases or views
- Promotional items

Product page



Shopping basket page



When customers are in the last stage of the shopping funnel, it's important for them to complete the purchase. Recommend:

- Items often purchased together with the item in the shopping basket, such as add-ons and accessories
- Items related to the purchase that would be a perfect add-on to get free shipping
- Popular items from the recently visited categories
- Items frequently bought with the product in their basket
- Items based on the visitor's affinity and preferences
- Items that have relatively lower prices and are easier to buy

PRODUCT PAGE PERSONALIZATION THROUGH AI-DRIVEN RECOMMENDATIONS

Why personalize the product page?

First, it's important to understand how a customer arrives at a site. People who land on product pages have a clear need they are looking to fulfill, so this presents a good opportunity to begin a great relationship with them. Personalization on product pages enables retailers to reach out to customers in a way that directly and precisely meets their needs and desires. It's about giving your customers more power, and reasons to come back for more.

Data suggests that about 20-35% of retail website traffic lands on product pages since most people shopping online use search engines and follow ads. Hence, a product page is often the first step in a customer journey where they spend the most time browsing and choosing the products they want to purchase.



Product pages are also an important part of SEO and SEM, and getting the best out of product pages will improve ROI of your campaigns. Personalization on product pages, combined with SEO best practices will improve the site's visibility and ranking on search engines and will put it on the fast track to success.

Product pages have a significant long-tail impact on your business through products that are not best-sellers and usually not visible in standard recommendations. A clear strategy in personalization will keep you focused on your goal: whether to offer complimentary items to increase the average order value, or whether to offer alternatives to help improve conversions. Most companies use a hybrid of strategies that can be A/B-tested to achieve the best of both worlds.

Typical goals for product page personalization:

- Aim for more product page clicks, views, conversions, and reduce bounce rates
- Make it easy to view all comparable products in the category
- Enrich product information with other useful insights
- Create trust and affinity by presenting relevant content to start the customer journey
- Present more options for customers who land on product pages



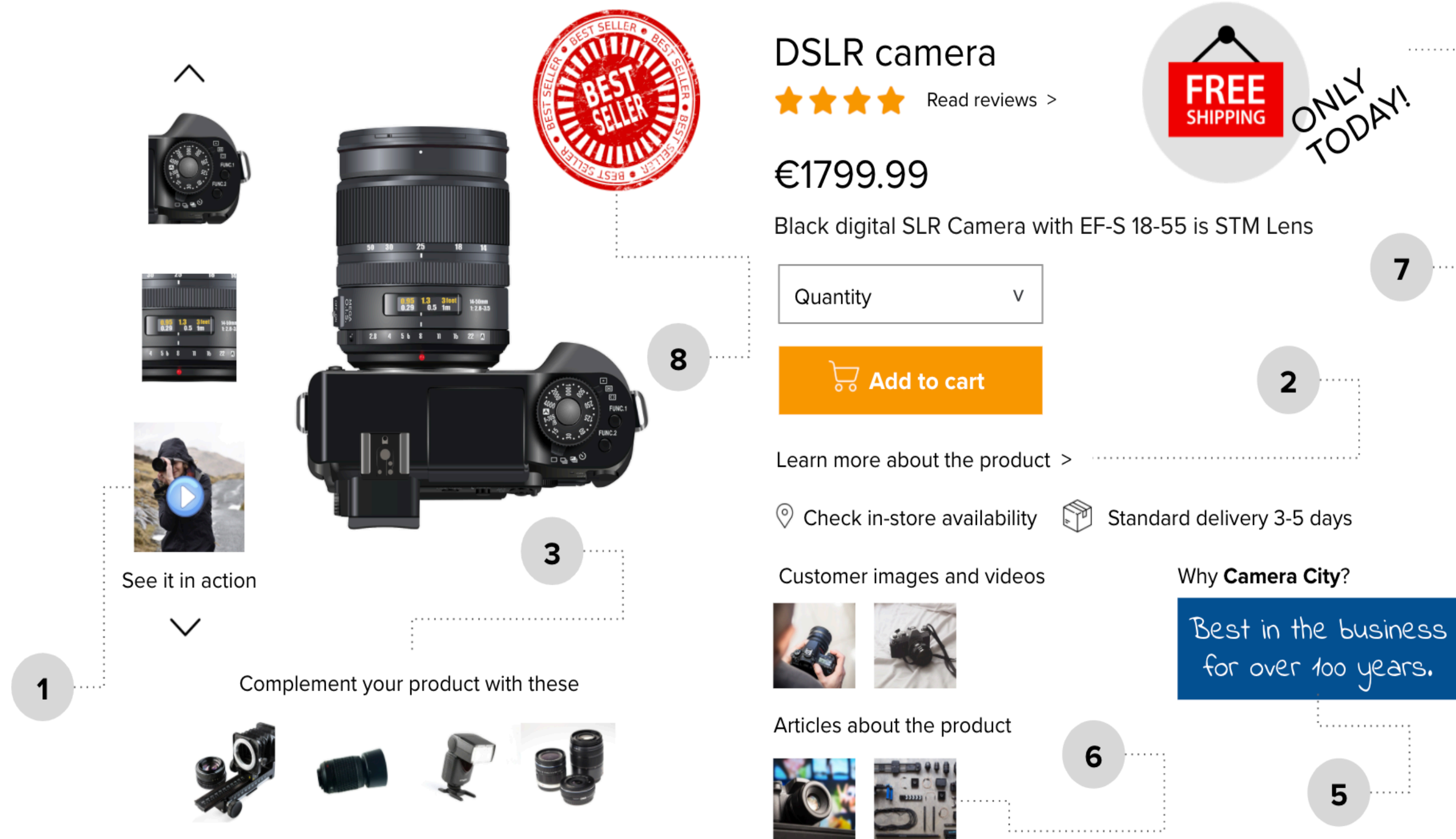
Recommendation strategies on product pages to maximize your success

Make sure you have the basics of a product page covered



1. A great-looking product image on a white background that loads fast, with easy clicks to the next image and as many product images as are available
2. Price should be seen immediately and clearly, with discounts highlighted, in numbers and percentages, if possible, also in the corner of the product image
3. CTA (add-to-cart) should be visible and as high as possible, and sticky on mobile
4. Product availability
5. Delivery information is crucial so it has to be clear and visible
6. Product rating and reviews by other customers, options and very short description next to the image on the desktop, below the image on mobile
7. Product recommendations
8. Further product information

Leverage the powerful features of a product page



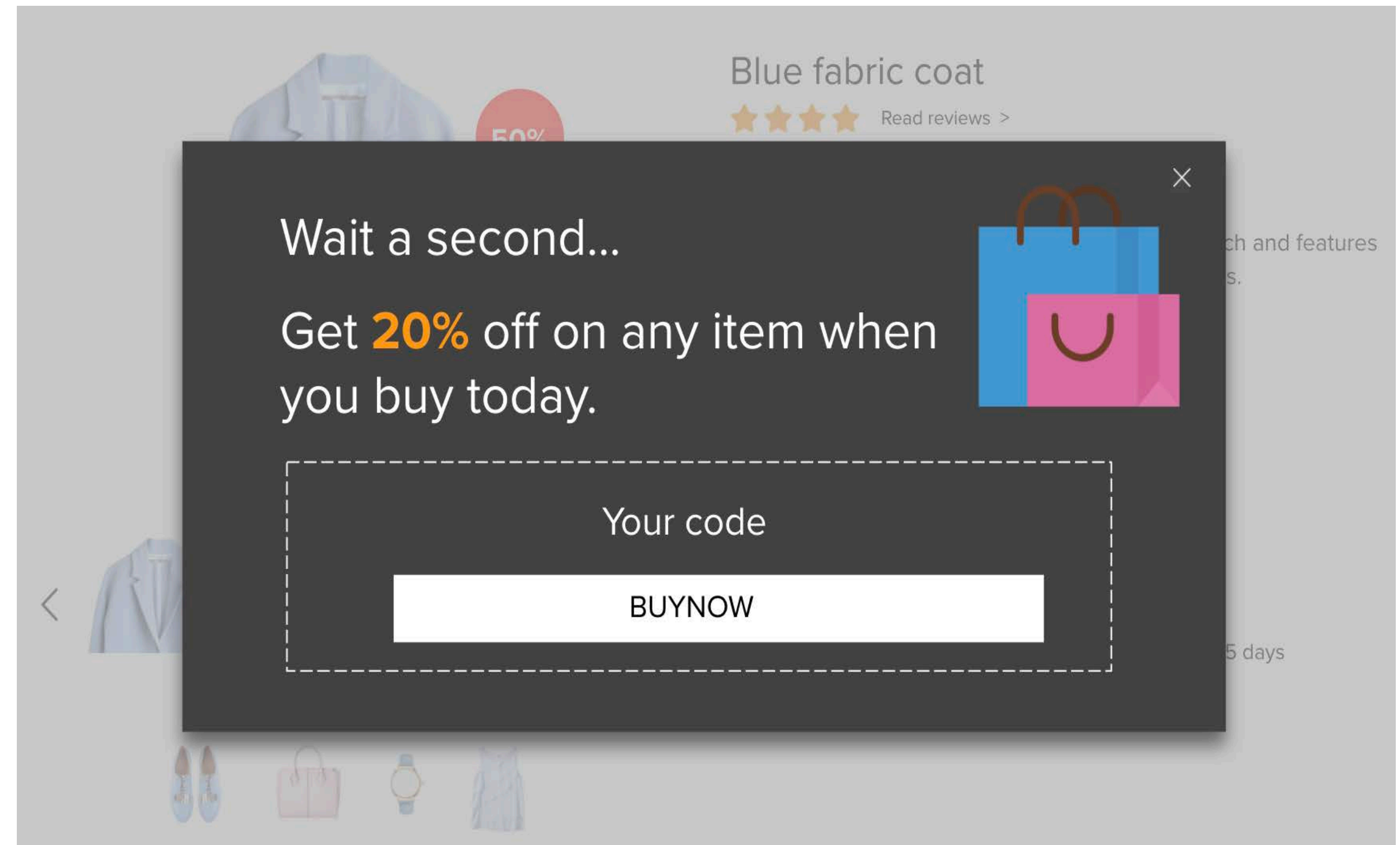
1. Product videos
2. Links to the product catalog or information and other product reviews around the web
3. Additional recommendations: complementary products if available
4. Information about your company and why to choose you
5. Customer images and customer videos
6. Articles, blog posts, other content about the product
7. Sense of urgency or fear of missing out on some features, for example, prices or free shipping available only at a certain time, or only a limited number of products left
8. Social proof features such as products that other customers have bought recently or bestseller tags

Use the exit intent feature

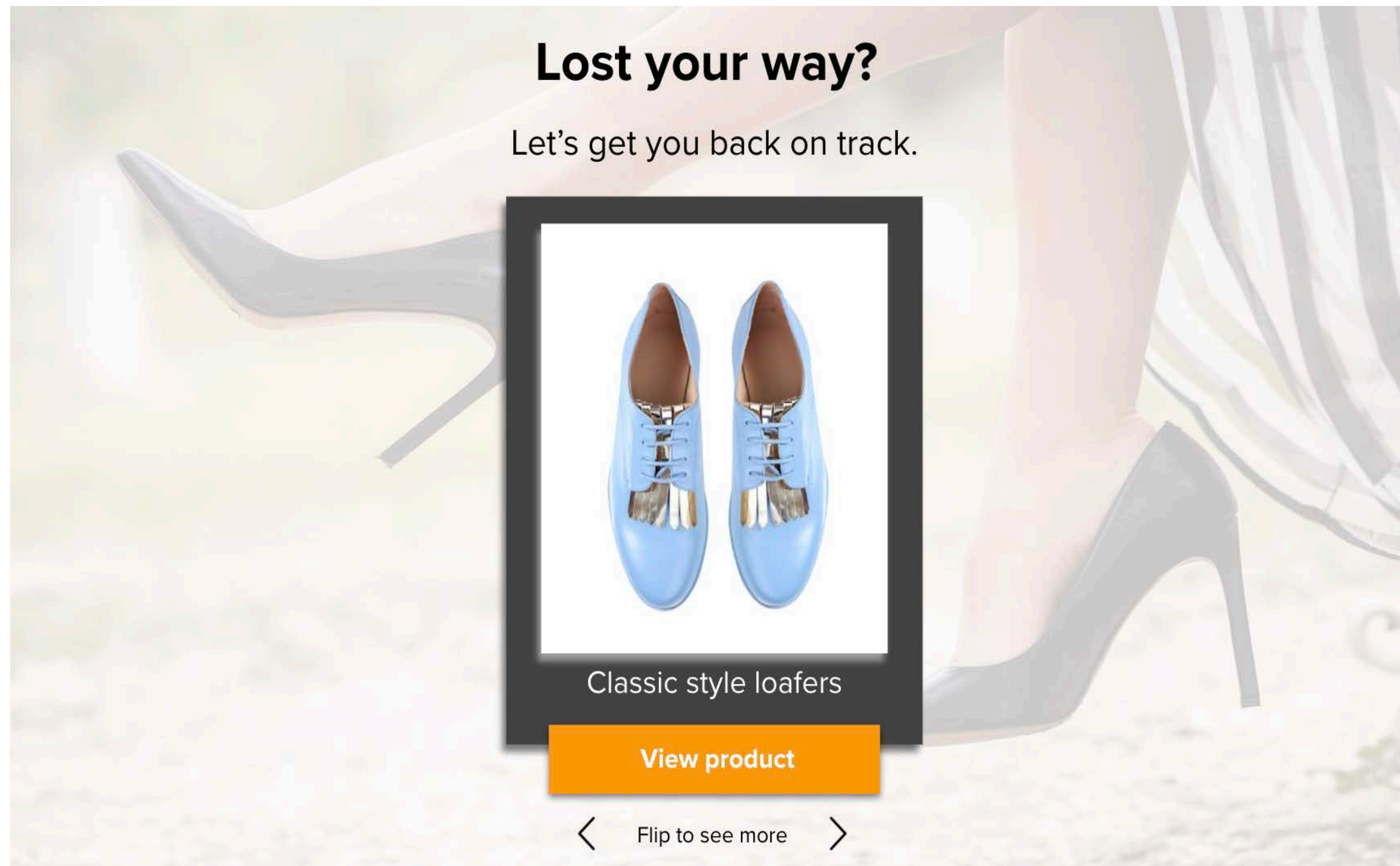
If the customer is about to leave the product page, personalize the experience with the exit-intent feature. Use an exit popup when the customers attempt to leave without purchasing. Give them a reason to complete the checkout process. Offer discounts, a coupon code, or some freebies.

Exit intent can be:

- A pop-up, ribbon, drop-down, etc.
- Asking for an email address to let them know of the future similar offers.
- An offer of a discount coupon for other products
- Testing another recommendation, for example, a best-seller product within the category.



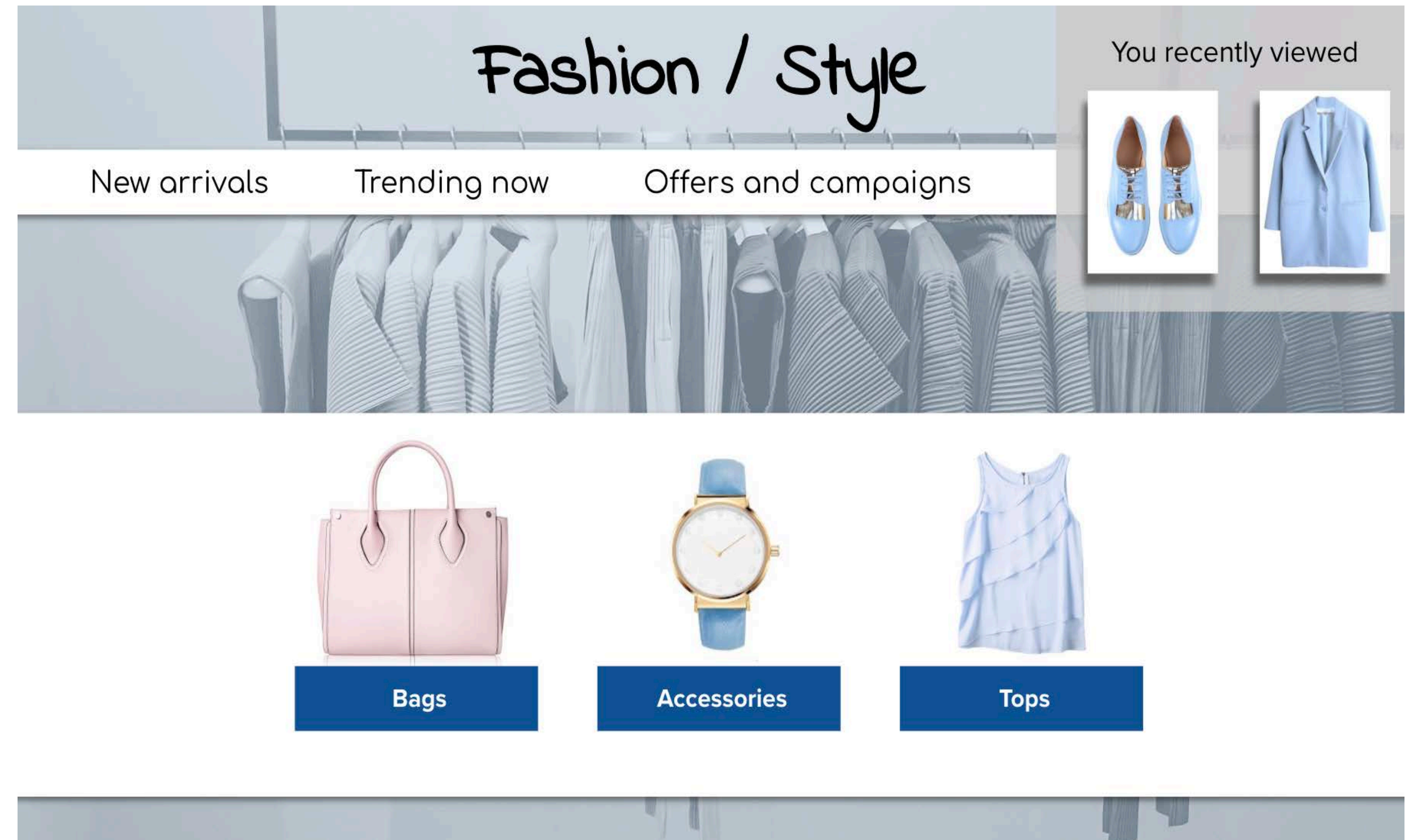
Take advantage of the 404 error page



If your customers end up on a misspelled URL, a broken link, or a product page that doesn't exist anymore, make something good out of an almost bad shopping experience. These 404 pages are still part of your online store, so create a nice-looking page and offer other products. Test different recommendation strategies, and add an image describing your brand and your value proposition. An optimized and well-strategized 404 page can help you convert visitors into customers and perhaps convince them to sign up on your email list.


Maximize the impact of the product page on the homepage

Customers will usually look at more than one product page during a single session so you can remind them of previously viewed items. For example, a customer has visited a product page and after a few hours or days, returns to or visits the same site, but this time, the front page. To increase conversion rate, the front page hero banner should scale and the last viewed product is visible on the right side of the homepage. This is a great way of targeting new potential customers with customized recommendations.



Ensure conversions of add-to-basket


Shopping cart:





1x Blue fabric coat (S)
 €129.99


Continue shopping

Complete the look with these



 Bag €69



 Watch €89



 Top €29


 Shoes €109

Trending styles


 Summer


 Office


 Party

Order summary:

1x Blue fabric coat (S)	€129.99
Standard shipping 3-5 days	
Shipping and handling	5.90

Total:	€135.89
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Place your order

You recently viewed


 Scarf €19


 Hat €29

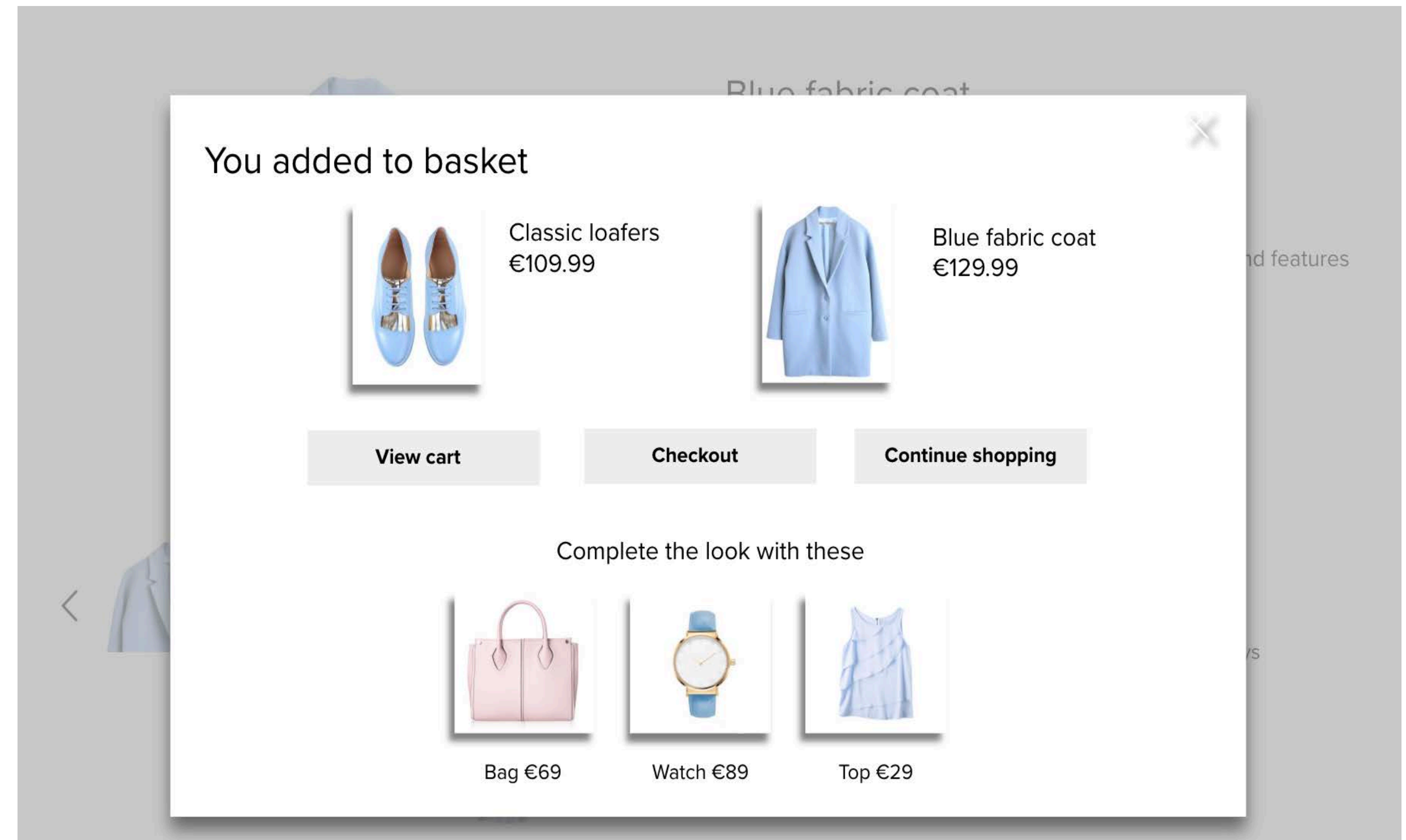

 Wallet €49

Directing the customer to a new page once a product has been added to the basket can increase AOV. On the top of the new page, there's a summary of what has been added to the basket and a possibility to check out. The rest of the page is filled with different recommendations, about 5-8, of which the first ones should be complementing products/features. The others should show a broader set of products available. At the bottom of the page, there should be recommendations about previously viewed products.

You can recommend the bestsellers, or if the customer has purchased several dresses in the past, you can recommend other similar styles that she might like. The upsell could also be items that go with the products they want to purchase or have already purchased.

Increasing customer lifetime value with personalized overlays

A powerful alternative way to increase AOV is to load an overlay on top of the product page. This overlay confirms what has been added to the basket and recommends complementing/matching products. The overlays need to be relevant to the customer. Target each customer with something relevant to them to push them into the action you want them to take. You risk losing a potential customer if you interrupt the customer journey with a random ad about something they don't really want. Learn more about your customer, and focus on driving the action that you want them to take.



What is Frosmo Recommendations?

In the Frosmo Platform, a recommendation is a piece of dynamically generated content predicted to appeal to a visitor and delivered through a modification. Frosmo Recommendations is an end-to-end solution for generating recommendations through/with the Frosmo Platform. You first define what recommendation to generate and then retrieve and display the generated recommendation data in a modification on your site.



This add-on feature is designed to address the following pain points:



Lack of visibility of and control over recommendation algorithms



Having unusable or outdated data in multiple systems



Problems with personalizing for new visitors

FROSMO RECOMMENDATIONS



In addition, you can trigger recommendation displays based on practically any event or visitor action on a page. You can also implement your site's look and feel to the recommendations to create a seamless user experience.

Frosmo Recommendations generates recommendations based on usage data collected from the site and uses an algorithm or filter that produces relevant results from that data. To produce the results, Frosmo Recommendations supports collaborative filtering method out of the box, while content-based filtering methods, hybrid solutions, and other machine-learning solutions are available upon request.



Benefits of Frosmo Recommendations



SIGNIFICANT INCREASE IN OVERALL
SALES AND AVERAGE ORDER VALUES



ENHANCED CUSTOMER SATISFACTION



BOOST IN PRODUCT OR CONTENT
DISCOVERY



PERSONALIZATION FOR ALL VISITORS



EASY CROSS-SELLING AND UPSELLING



REDUCED MANUAL WORK



SUPERIOR CUSTOMER ENGAGEMENT



FROSMO EMAIL RECOMMENDATIONS

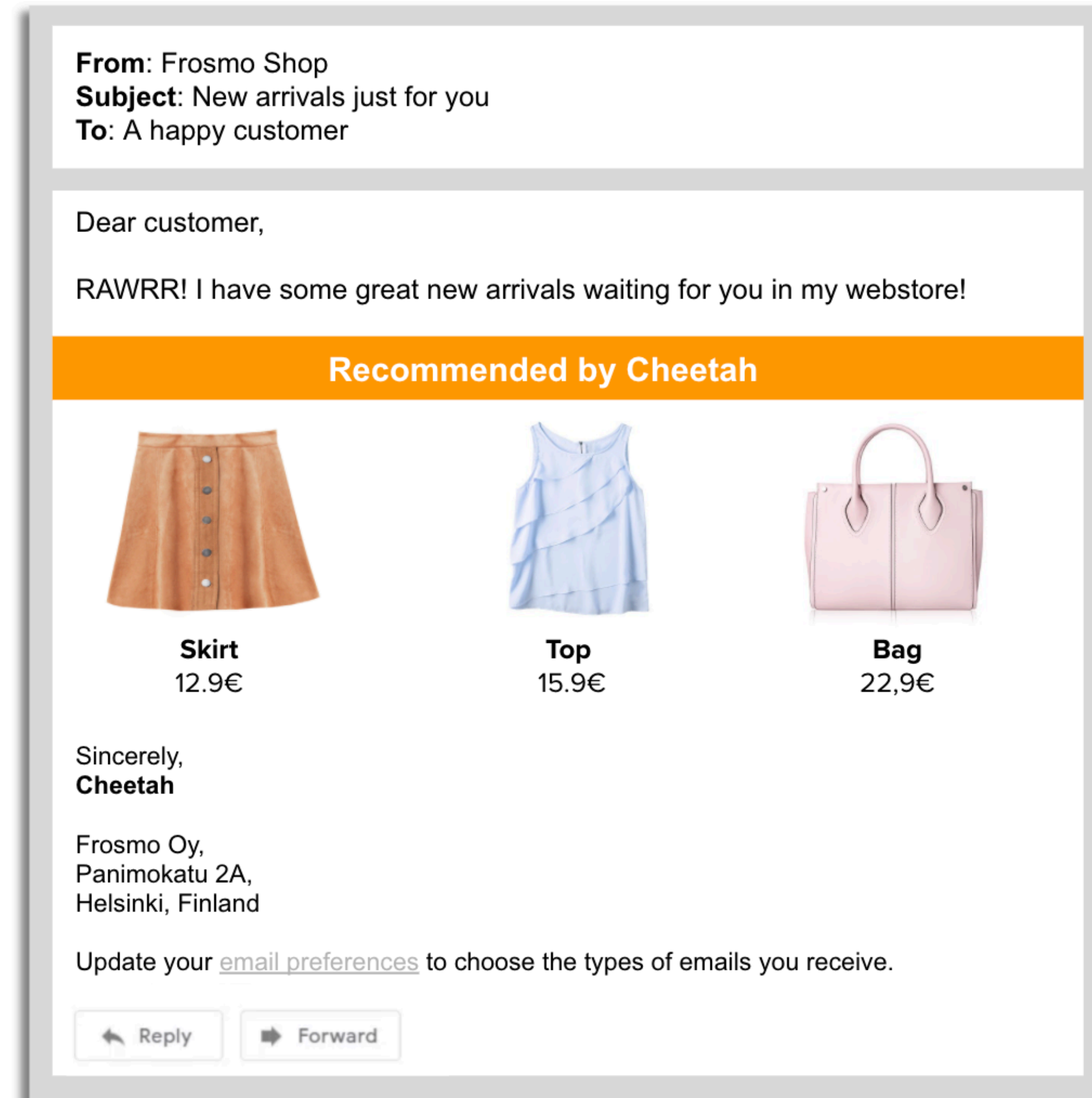
The customer journey doesn't end when the customer leaves the website. You must continue delivering value after the visit and even after the purchase. Effective email recommendations complete customer journeys by connecting the last touchpoint, be it a Google search or a paid ad, to actual conversions. Relevant recommendations included in email marketing campaigns can increase customer engagement and encourage visitors to revisit a website again and to purchase products or services.

Frosmo Email recommendations allow marketers to extend the use of the Frosmo Platform beyond their websites. You can segment your visitors according to their interests, browsing behavior, recent purchases, visit source, and more. Getting recommendations for popular products, visitors are likely to convert and existing customers are more likely to purchase again. Effective email recommendations can significantly boost average order value and increase click-through-rate (CTR) by up to 300%.

Frosmo Email recommendations include built-in tracking that allows you to check the most important KPIs at a glance in the Frosmo Control Panel.



How do Frosmo email recommendations work?



In the Frosmo Platform, an email recommendation is a piece of dynamically generated content delivered through an email which can display two to three products. The product displayed is technically a static image created by the Frosmo Platform and displayed in an email. The image features the product image as well as product information, such as name and price. When the recipient opens the message and clicks on one of the images, the link takes them to the corresponding product page on the retail site, where they can see more details about the product.

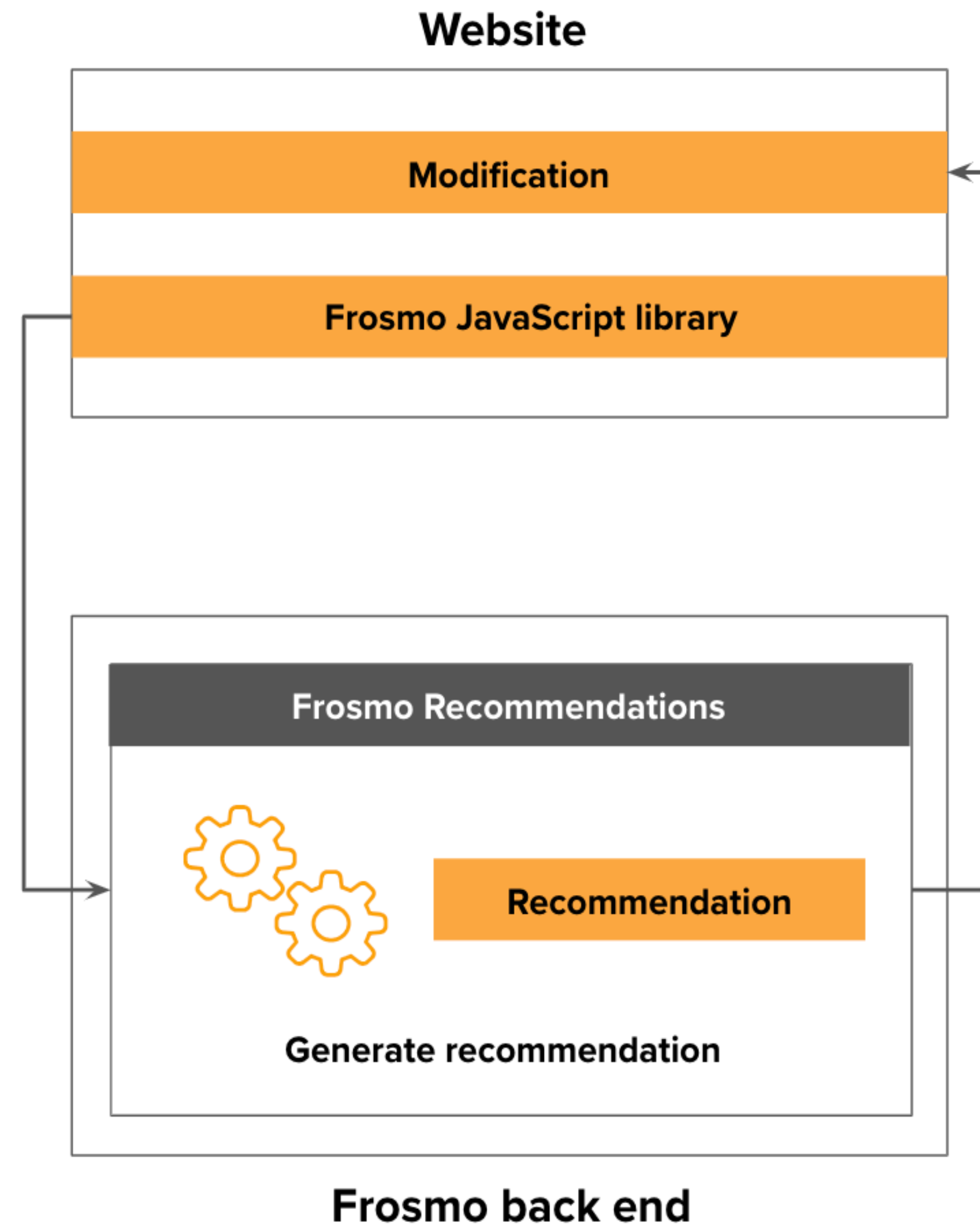
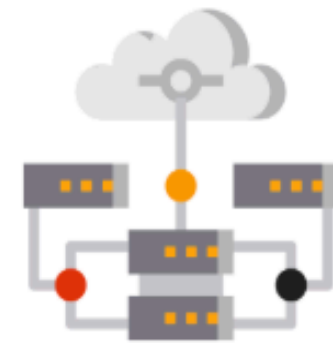
Frosmo Email recommendations can be easily implemented and require zero coding skills when there are recommendations already configured for the site. You can include email recommendations to any type of email you send to your customers. Here are some common examples:

- Welcome email after a visitor has registered as a user
- Newsletters or other regular emails
- Order confirmation emails



Recommendations in the Frosmo Platform

Collect data




Display recommendation



Supported recommendation types

Frosmo can accommodate any custom-made recommendation. Out of the box, Frosmo Recommendations supports the following:

A diagram showing five recommendation types arranged in a zig-zag pattern along a red line. Each type is preceded by a grey circle with a red outline. The types are: 1. Most viewed products (top left), 2. Most purchased products (top right), 3. Products viewed and purchased together (middle left), 4. Products viewed together (bottom left), and 5. Products purchased together (bottom right). The line ends with a red semi-circle on the right.

Most viewed products. Products that have received the most views.

Most purchased products. Products that have been purchased the most or that have otherwise received the most conversions.

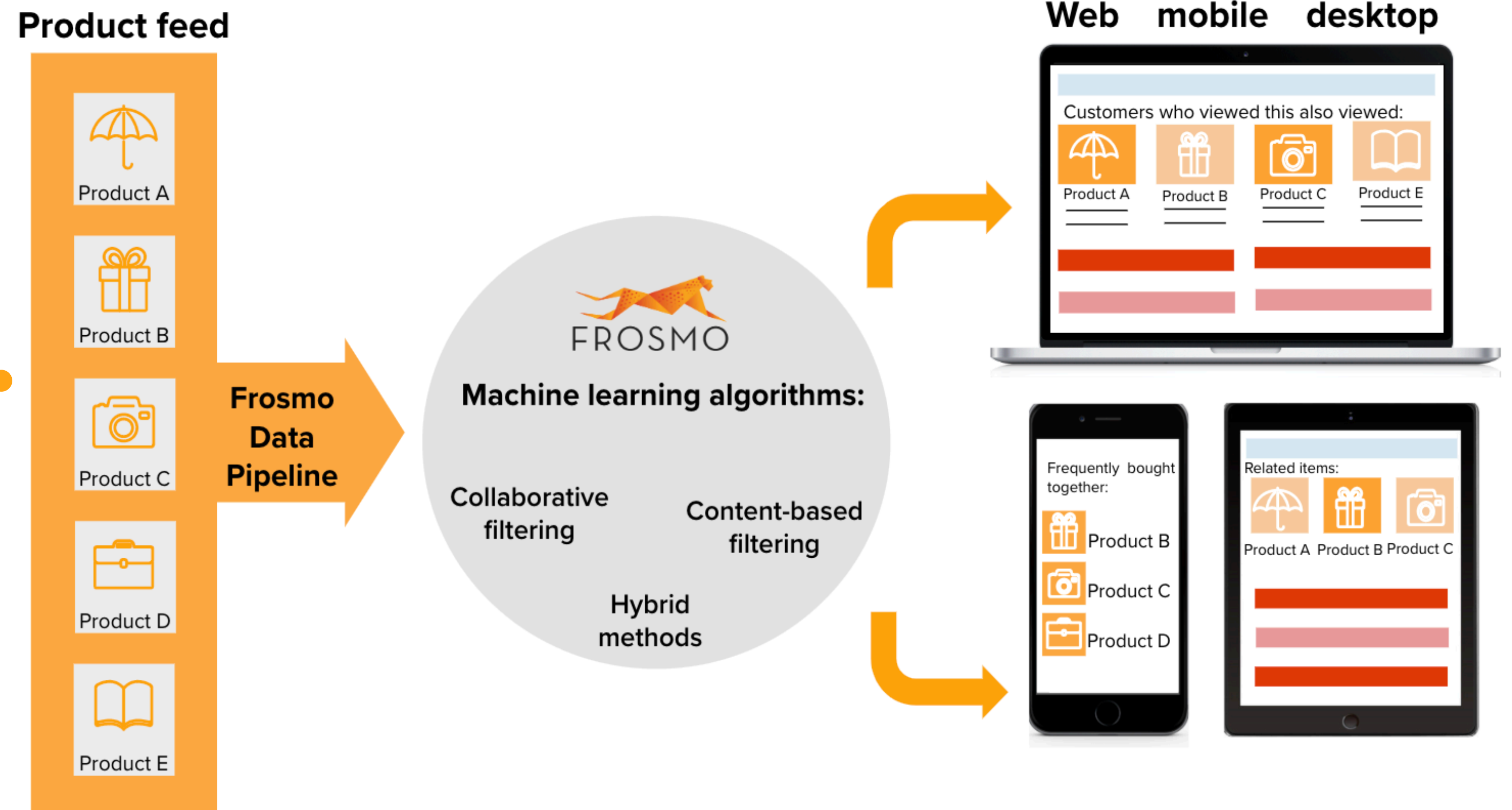
Products viewed and purchased together. Visitors who viewed and purchased (or otherwise converted with) product A also viewed and purchased products B, C, and so on.

Products viewed together. Visitors who viewed product A also viewed products B, C, and so on.

Products purchased together. Visitors who purchased (or otherwise converted with) product A also purchased products B, C, and so on.



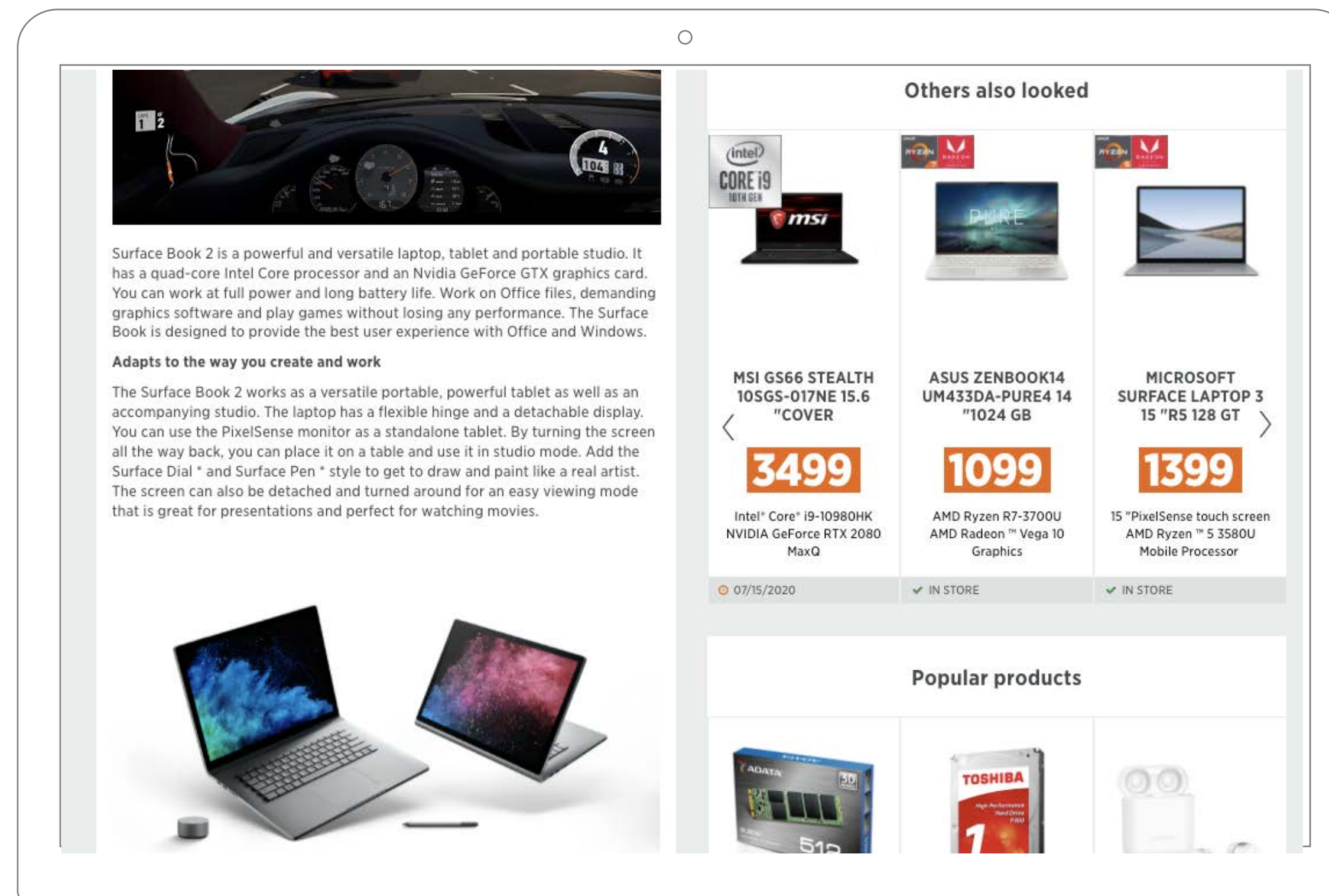
Recommendation data flow



USE CASE: POWER

Increasing personalization through conversions

Read [case study](#).



Power International AS is the leading electronics retailer in the Nordics since 2015. For a retailer like Power with 20,000 different items to sell, it's crucial to have personalized and relevant product recommendations for every step in the customer journey.

The Frosmo personalization software brings product recommendations to a whole new level by using different data points about the customer to select the perfect AI-based recommendation strategies to support the customer journey in the best possible way. These data points include the customer's location on the site, the phase in the customer journey, segment information based on historical behavior, and customer affinity. Taking the whole customer journey into account makes Frosmo the most versatile personalization software in the market.

“

We're very satisfied with the increase in conversions and average order values that Frosmo brings us with AI-driven product recommendations. The overall experience of implementing the recommendation strategies and the cooperation with Frosmo has been straightforward and was surprisingly deployed as a turnkey project.

JARKKO
LEHTISMÄKI

CTO
Power International AS

www.power.fi
Retail
Finland

Purchase conversion rates
have gone up by

170%

compared to the
group who didn't see
recommendations.

The average order value got up by

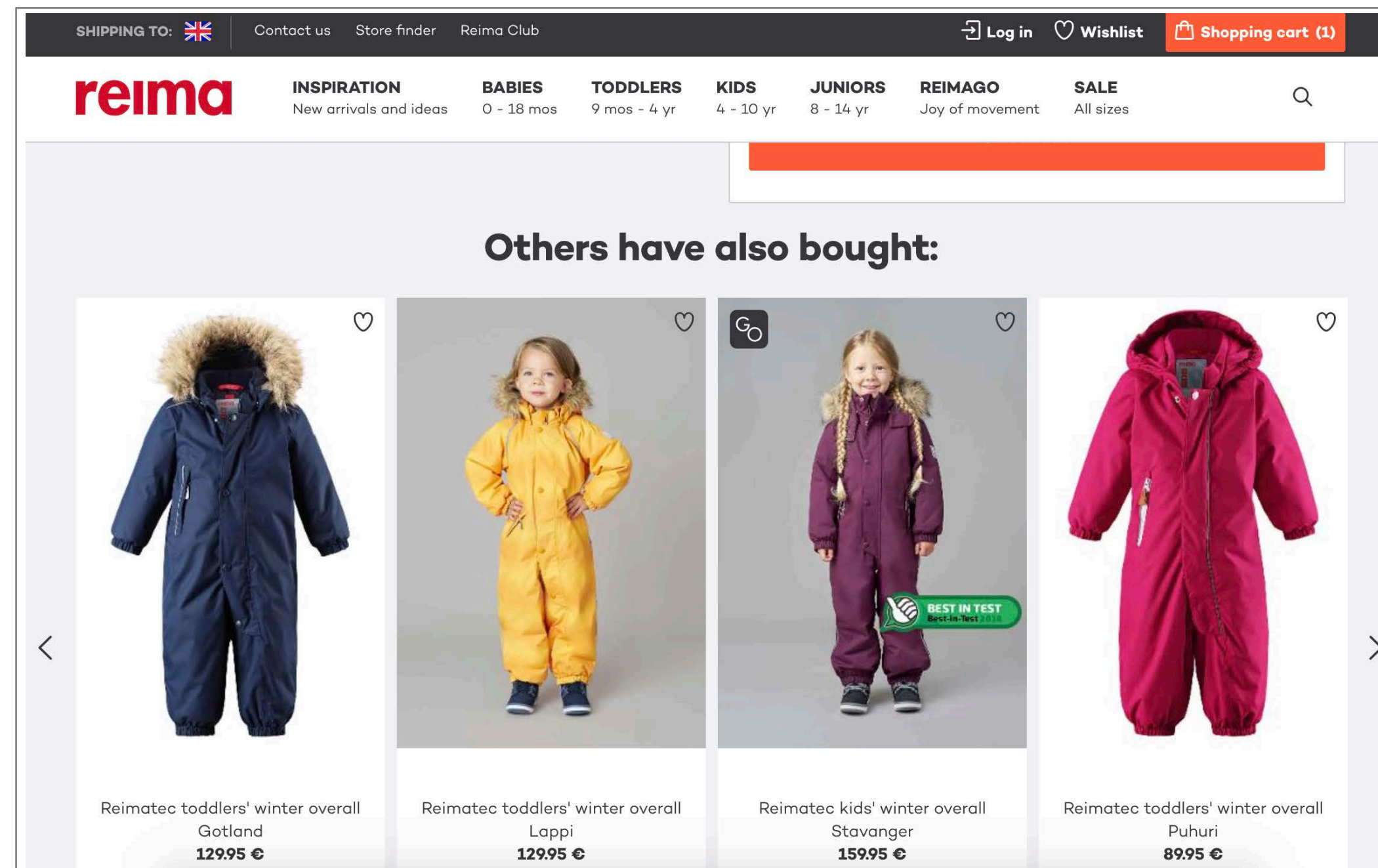
41%

compared to the
group who didn't see
recommendations.

USE CASE: REIMA

Creating superior user experiences

Read [case study](#).



Reima is the global leading brand in functional kids' wear. With the Frosmo Platform, it boosts its sales by providing their customers with more personalized product recommendations to find the most suitable items for each customer's individual's needs. The recommendations include the following elements:

- Product recommendations
 - » Most bought
 - » Most viewed
- Highlighted product elements
- ReimaGO recommendations in the checkout
- Tags on category pages

The delivery calculator has helped Reima boost sales at check-out by reminding customers how much more they need to buy to take advantage of free shipping.

“

Frosmo enables us to create winning user experiences by providing a recommendations engine that brings value to our customers. They help us to understand our customers' preferences better and make data-driven decisions.

**KRISTINA
LAGERROOS**

Development Manager,
Reima

<https://www.reima.com/fi>

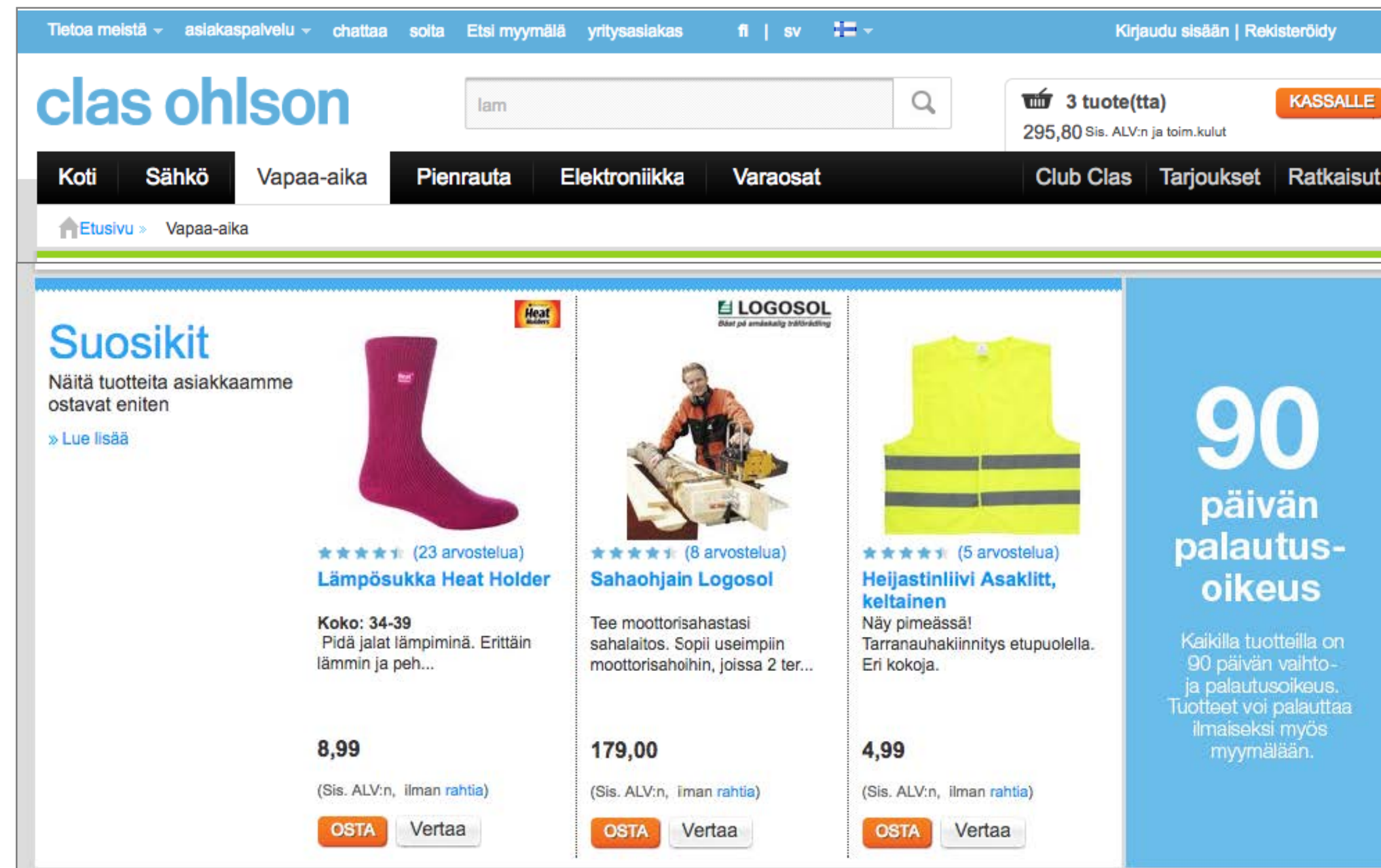
Retail
Finland



USE CASE: CLAS OHLSON

Gaining great results with personalized customer journeys

Read [case study](#).



Clas Ohlson is one of the strongest retail brands in the Nordics. When many of the products are similar, it's essential to help customers pick the right product for their needs. Frosmo helps enrich the product data so that when a customer tells a bit more about their requirements, the store can recommend the right product or selection of products.

Recommendations bring value to the customers. On the front page of Clas Ohlson's webshop, the Frosmo Platform is used to show the most viewed and most bought products. When buying a product, there are many different ways of recommending other products to accompany the initial item of interest. For example, if someone buys a robot lawn mower, the recommendations will show the right add-ons for the lawn mower to complement the product, extras, and what others have bought with the lawn mower.

“

Fast time-to-market is essential in a fast-paced ecommerce business. With Frosmo, all the changes to the front end can be implemented around 30% faster.

**DENEB
PETTERSSON**

Online Operations Manager,
Clas Ohlson

www.clasohlson.com/se/
Retail
Sweden

With add-ons, upselling, and recommendations,
Clas Ohlson sees:



**Increase in
average order values**



**Increase in bought
articles**

Clas Ohlson uses AI-powered multi-armed bandit to optimize the most promising product recommendations in different markets.



Conversion growth



Increase in session value



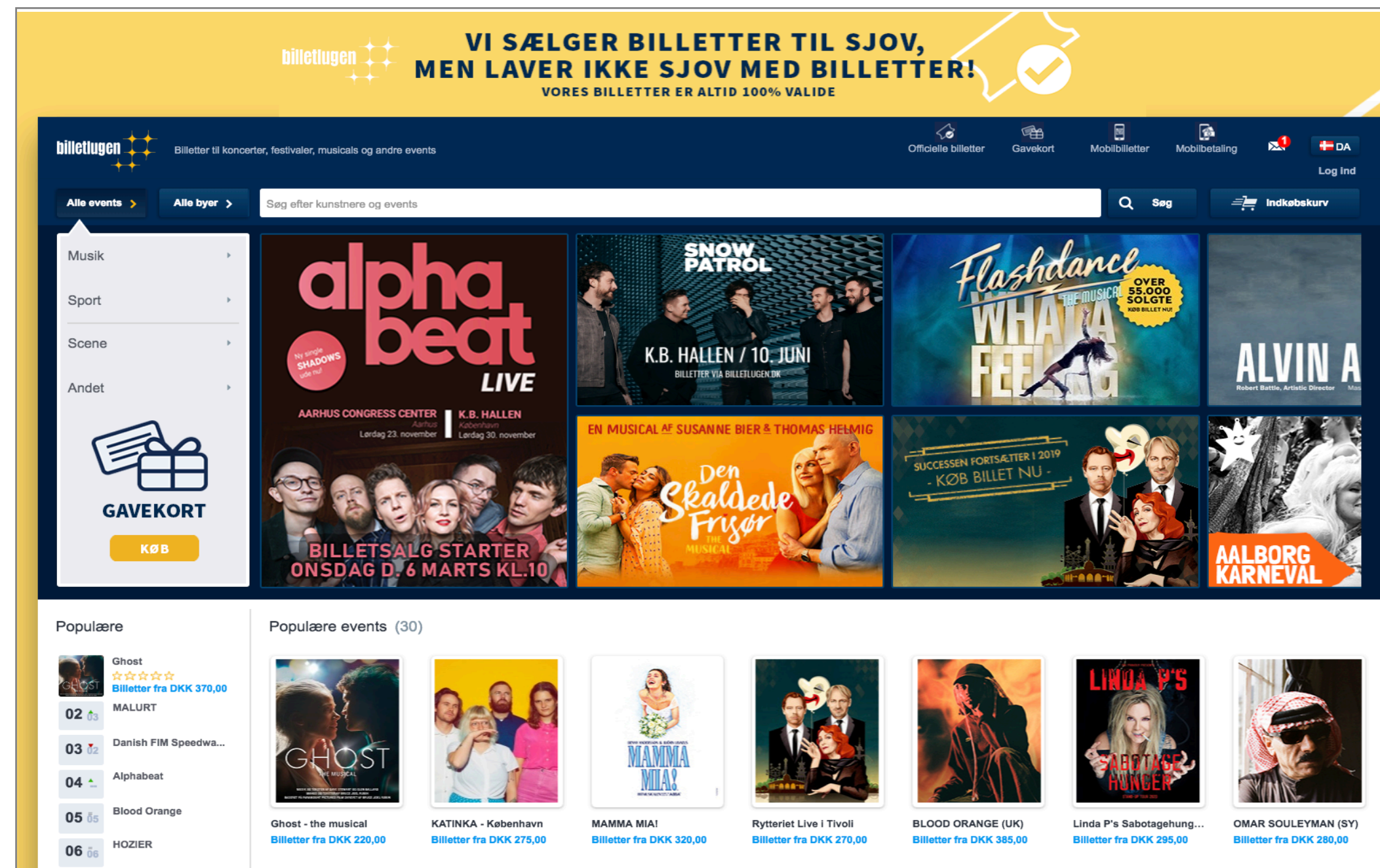
Increase in visit durations



USE CASE: VENUEPOINT

Increasing personalization through conversions

Read [case study](#).



Venuepoint is a provider of professional ticketing services owned by Nordisk Film and Eventim Together with the Frosmo team, they researched the interests and needs of the web visitors and discovered new ways of targeting that also benefit Venuepoint's existing clients. Venuepoint uses the Frosmo Platform's product tracking functionality to replace manual event recommendations on the site front page with recommendations based on most viewed events. Frosmo enables user experience improvements without the need to make changes in the back end. For example, Frosmo has created automated theme pages for Venuepoint to promote various musical themes. Concepts such as "Classical Spring" or "Summer Festival" combine similar musical events to a single page, thus helping potential customers find events relevant to them. Venuepoint is also using the Frosmo Platform as its content management system for adding events to the front page of their site.

“

I would recommend Frosmo to any company that struggles with making fast front-end changes because of inflexible systems or slow-moving organization. Once the Frosmo script is in place, making changes yourself is easy and most importantly, the changes are instantly implemented on the site.

**CARMEN WILKES
UHRE**

Ecommerce Manager
Venuepoint

www.venuepoint.net
Ticketing system
Denmark

For event recommendations,
after 30 days:

108%

**Increase in
CTR**

When manual event recommendations on
the front page were replaced with most
viewed events:

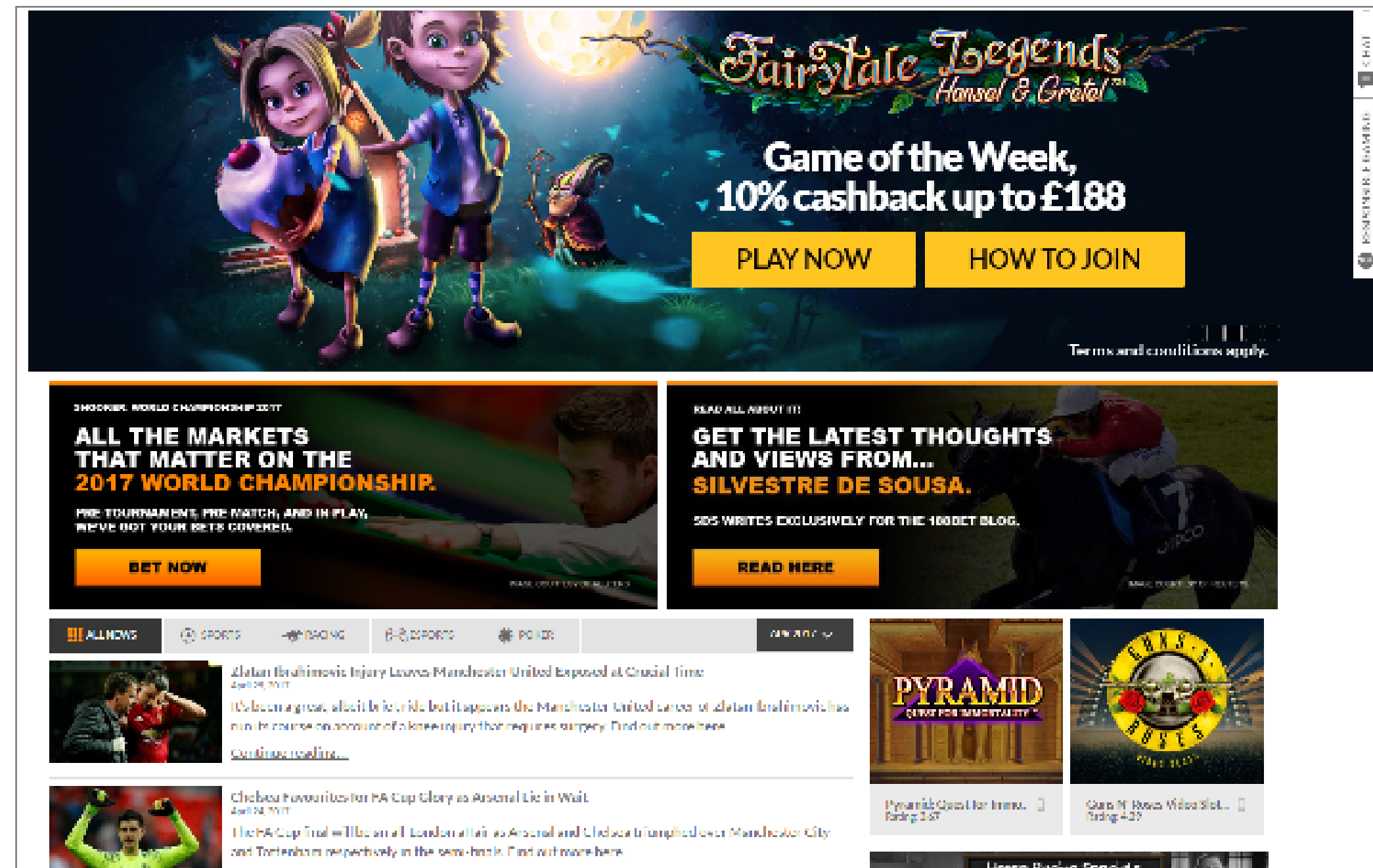
41%

**Increase in
conversion rate**

USE CASE: 188BET

Reducing churn and growing lifetime value

Read [case study](#).



188BET is a leading online bookmaker, fully licensed and regulated by the Isle of Man Gambling Supervision Commission and the UK Gambling Commission.

With Frosmo, 188BET can be sure that they are serving the right content to the right customer at the right time. There are multiple different products available, and with machine learning, Frosmo helps select the right one based on a deep understanding of the players' preferences. One marketing trend highlighted this year is one-to-one personalization and 188BET is leading the way by being customer-centric. 188BET has managed to reduce its churn to the lowest continual level. Customers now find more products that interest them.

“

The Frosmo Data Pipeline allows us to combine multiple data sources to identify real-time customer interests and serve the correct content at the right moment.

DES DE SILVA

Head of Marketing,
188BET

www.188bet.com/en-gb

Online gambling
United Kingdom

Mining the data to identify opportunities is the key step to truly understand the future behavior of your customers.

86%

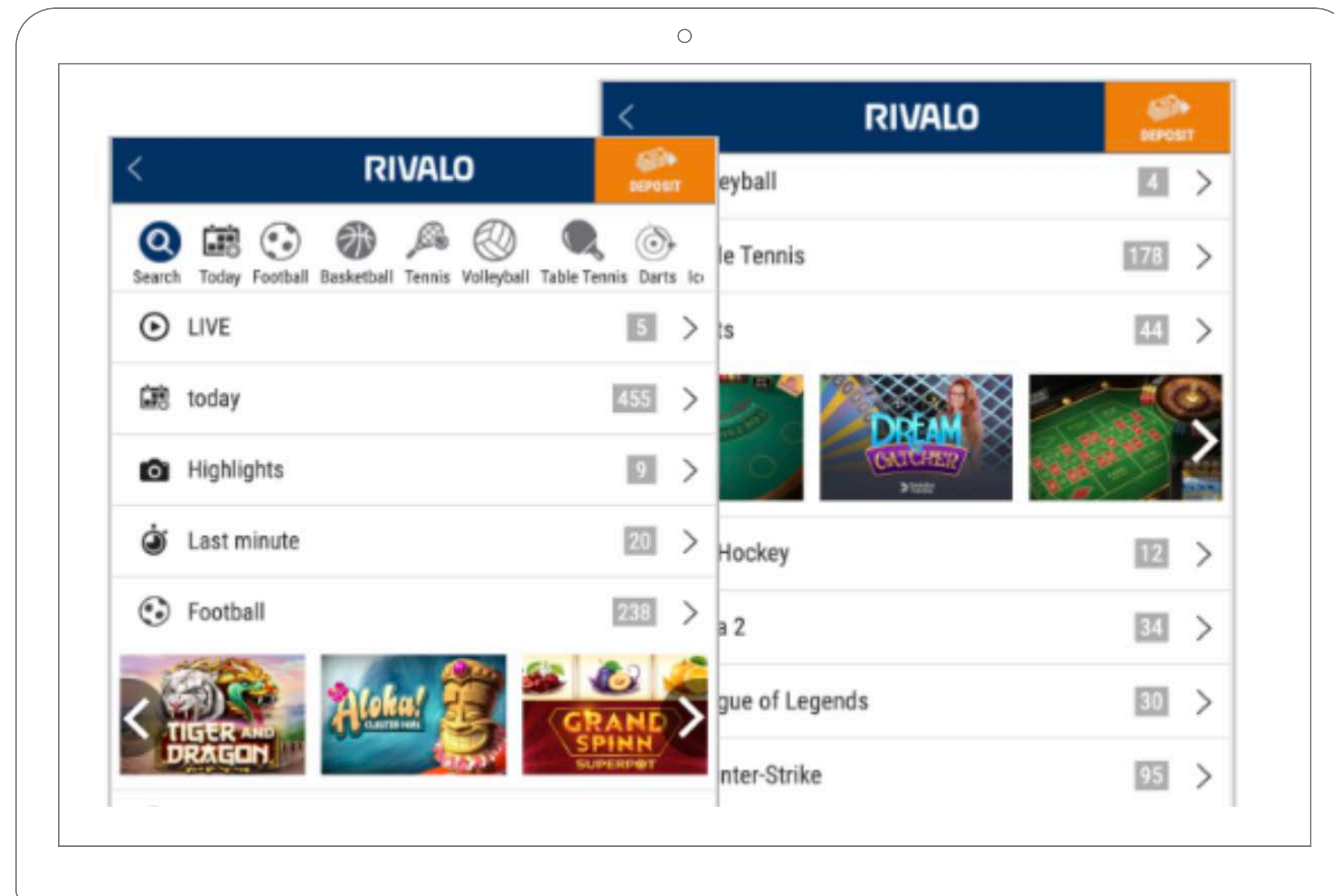
Accuracy
in churn
prediction



USE CASE: RIVALO

Driving business impact with AI-driven recommendations

Read [case study](#).



Sports and casino operator **Rivalo** wanted to bring agility to their business so they can serve their customers better and drive stronger business impact to their products, sports, and casino.

On Rivalo's website, casino game recommendations were placed in various places in the sports menus and targeted certain segments of the players. Recommendations game carousel was implemented showing collaboratively filtered content recommendations, such as relevant recommended games that are played most frequently by similar players.

Collaboratively filtered content recommendations were used to the game listing with machine learning to understand what the player would like to play next based on similar customer profiles.

“

We're very happy with increased CTR and sales in our casino products delivered by product cross-sell recommendations. We also feel great to be able to cater to the needs of our customers better with a more data-driven approach and personalized content.

**STEFAN
KAINDLESTORFER**

Managing Director
Rivalo

<https://www.rivalo.com/en/sportsbook/>
Online sportsbetting and casino
Colombia

The transition from
sports lobby to the
casino is over



27%

higher among visitors
who are impacted
with the Frosmo.

Visitors who see the recommended content
play



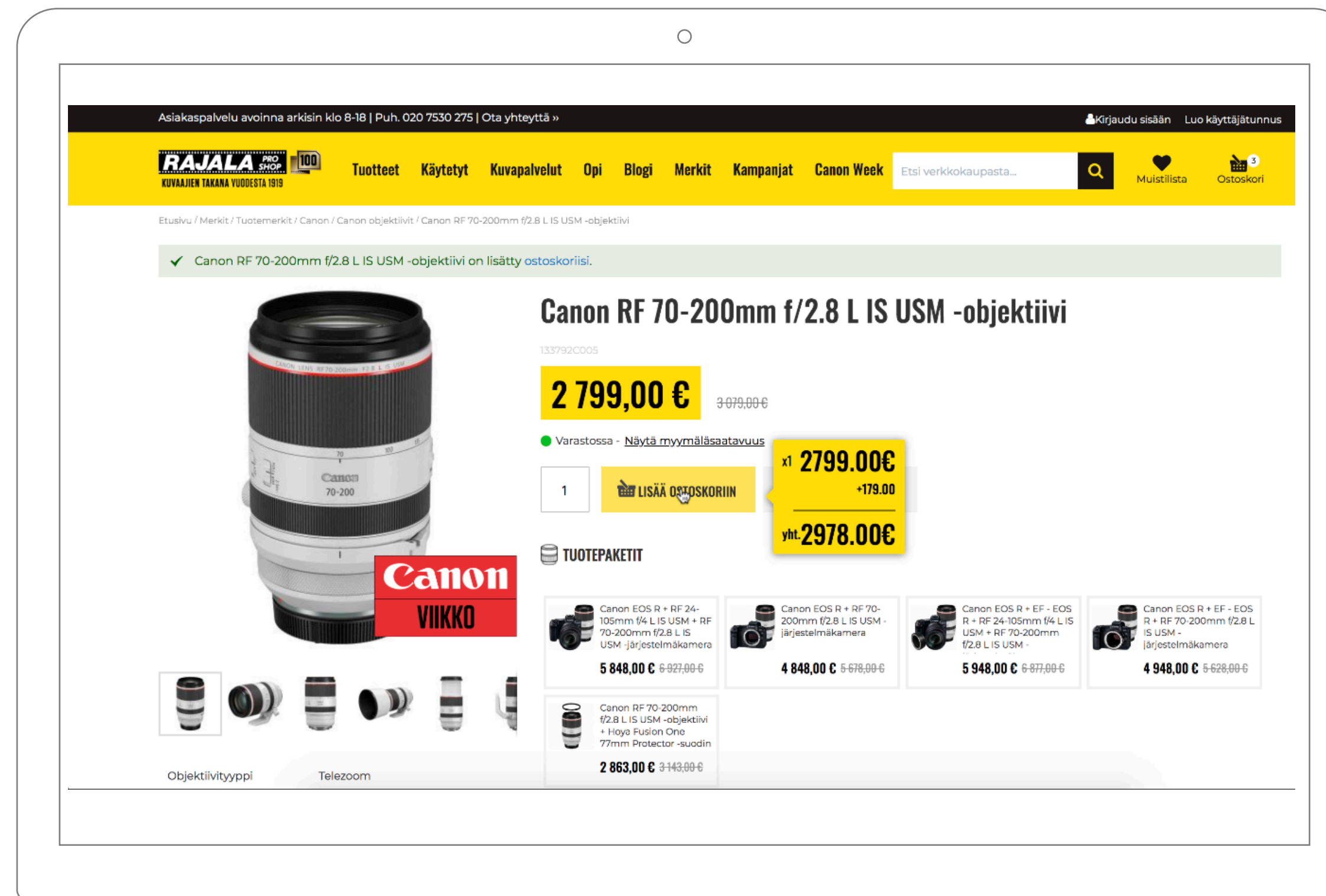
28%

more casino games
than visitors who see
the original content.

USE CASE: RAJALA

Fast, easy, and relevant personalized experiences

Read [case study](#).



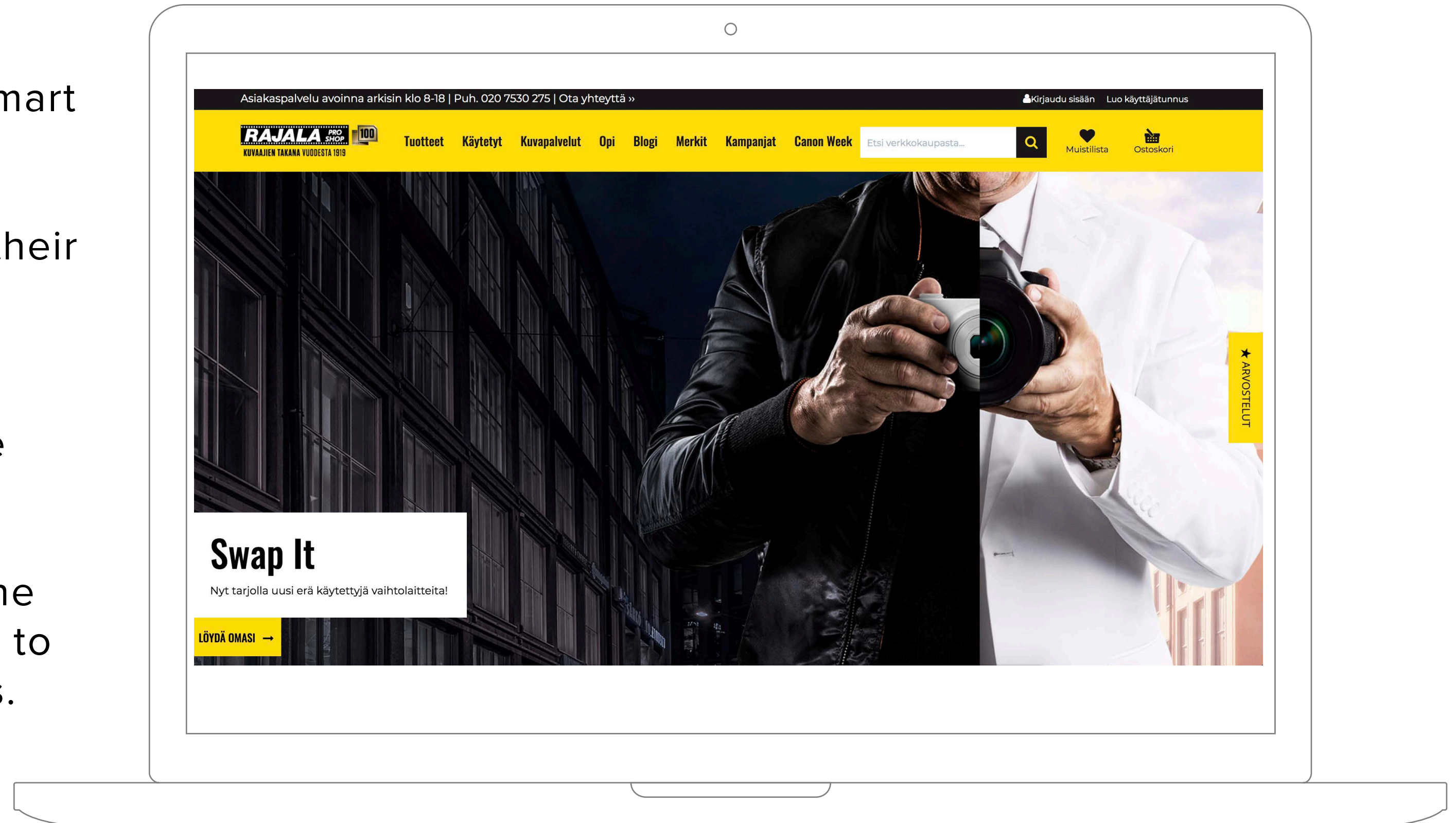
Rajala is a privately owned photo specialist chain founded over 100 years ago. They wanted a robust personalization strategy that's easy to start, fast to implement, and would help them remain relevant to their diverse customers. With Rajala's wide product assortment, Frosmo ensures that relevant products and content are recommended to each website visitor.

Rajala has a lot of different products and brands so personalized recommendations make it easier for customers to navigate throughout the different product pages and make the experience much smoother. Here are some of Rajala's recommendations strategies:

- Recommending products that are most viewed or purchased by a visitor segment or the most viewed or purchased items in a product category
- Last week's or last month's popular and trending items, or newly added products
- Products related to recent purchases

In online stores, Rajala replicates this customer experience through AI-driven personalized recommendations. They use automated product recommendations and banners to promote campaigns. Through smart recommendations, potential online buyers can see the products and accessories that would benefit them the most according to their profiles.

Effective personalization and smart recommendations are strategies to achieve the goals of an ecommerce business. The whole front page of Rajala is personalized by Frosmo. It shows the generic page for the first-time visitors but customized according to interests and behavior for returning visitors.



“

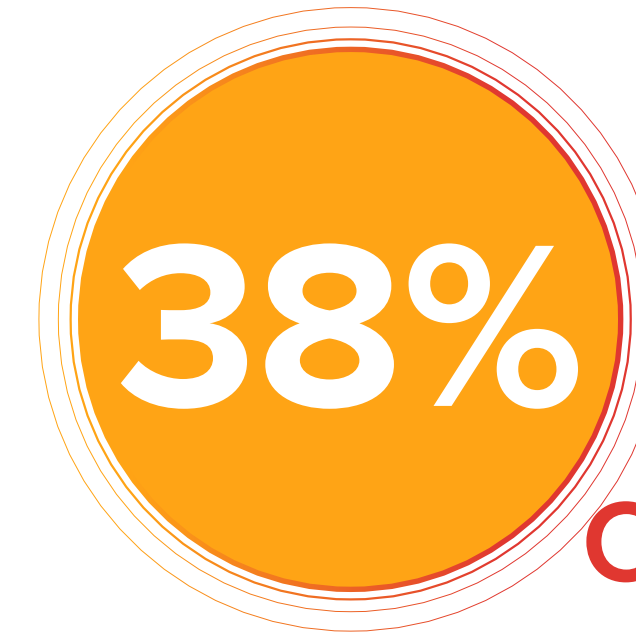
Recommendations help the buyer to select the best products and accessories and have a direct link to the bigger average order value. Customers are satisfied with the bundles they buy and keep coming back for more accessories.

JUHANI TOPPARI

Marketing Director and
Ecommerce Manager,
Rajala

<https://www.rajalacamera.fi/>
Retail
Finland

Creating more relevant experiences not only reduces the manual merchandising efforts but also increases conversions and the relevance of the customers' shopping experiences.



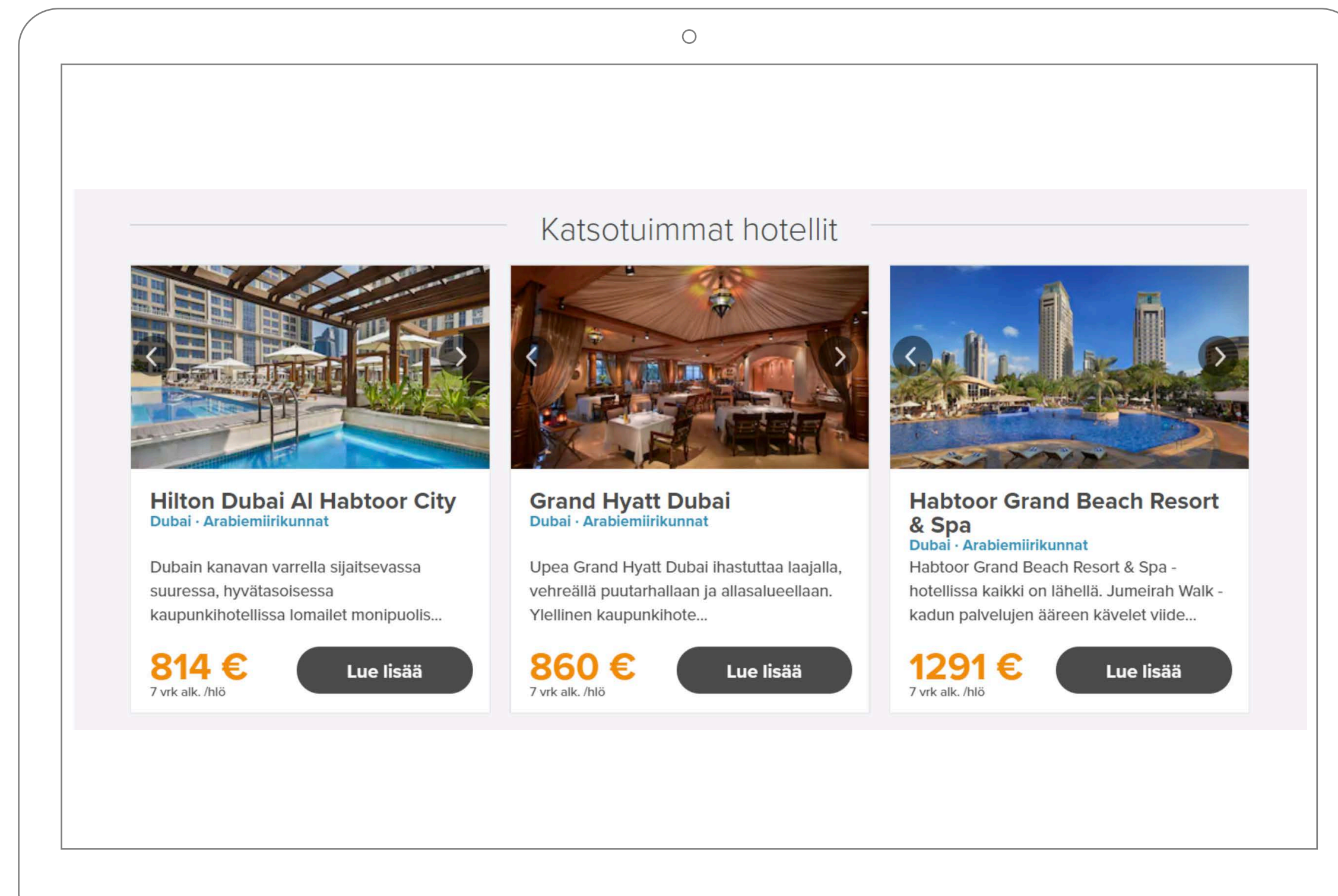
**Better
conversion
rate**



USE CASE: AURINKOMATKAT

Better customer experiences through recommendations

Read [case study](#).



Another example of a segment is based on geolocation. Aurinkomatkat targets website visitors who live near the city of Oulu and offers holidays with direct flights from Oulu. This has proven to be a very successful segment with a 498% increase in conversion.

With the gathered data from different segments, Aurinkomatkat can show holiday offers to website visitors according to their interests: from adventurous packages for adrenaline junkies and family deals to travelers with kids. By keeping the content relevant, it becomes easier to find that perfect trip and as a result, conversions go up significantly. For example, by recommending the most viewed hotels, their conversion rates went up to 248%.

“

Frosmo is excellent for us because it helps us to bring those features and functionalities which we would otherwise need to develop ourselves with an old platform. No way.

TIMO KOUSACEO,
Aurinkomatkat

<https://www.aurinkomatkat.fi/>
Travel
Finland

By keeping all content relevant it becomes easier to find that one perfect trip and as a result, conversions go up significantly.

248%

Increase in
conversion
rate



Personalize every touchpoint through smart product recommendations

Traditional customer journeys no longer exist. Today, customer journeys are non-linear and unpredictable. Customers don't end up buying a certain product the first time they visit a particular site. Brands need to realize this new reality and take engagement to a deeper, more complex level.

Recommendations remain as one of the most powerful tactics to personalize product pages. Using recommendations on product pages aim to increase average order values (AOV), but also to keep the customers in the sales funnel.

You don't need to redesign your whole ecommerce site to offer customers personalized experiences. One of the best approaches is to add lots of small but powerful elements that together transform the way that new and existing customers interact with your website. Utilize personalization through recommendation tactics on product pages. Engagement will deepen, sales will grow, and revenues will increase.

It's not easy to create messages and offers that feel truly personal and relevant to potential customers, but utilizing personalization through smart recommendation strategies can become a very powerful marketing tool with many benefits to both customers and businesses.





**FROSMO IS THE
MOST VERSATILE
PERSONALIZATION
SOFTWARE,
DELIVERING
1.5 BILLION
PERSONALIZED
CUSTOMER
JOURNEYS
EACH DAY**



ABOUT FROSMO

Frosmo is a Finnish software company based in Helsinki with offices in Poland, Spain, UK, and Sweden. With the Frosmo Platform, you can efficiently implement, optimize, and personalize each user journey without the need for a complex integration project. Frosmo is installed with a simple JavaScript tag and doesn't require any changes to your current setup. Frosmo enables companies to adopt artificial intelligence models and bypass complicated deployment and data collection systems.

www.frosmo.com