



# RECOMMENDATIONS WEB

Personalized Product Recommendations for Your Website

Recommendations Web enables marketers to automate dynamic product recommendations for ecommerce websites without the need for extensive technical support. Recommendations Web makes it easy to provide a seamless transition from email to the web by ensuring consistent branding and appearance of product recommendations across channels – all while helping guide customers down the path to purchase with tailored recommendations.

## Key Benefits

- [Deliver personalized content](#) on your website to maximize conversions and engagement.
- [Automate recommendations](#) using real-time browse and order behavior data.
- [Provide a seamless recommendation experience](#) between email and web.
- [Use the drag-and-drop editor](#) to easily design and map page layouts to your product recommendations.

Automate dynamic product recommendations on your website that match your email campaigns.

### **Easy setup and maintenance**

After the initial setup of recommendations on your site, there's no need for technical assistance. When you want to change the design, layout, or even the recommendation to display, simply make those edits in the drag-and-drop editor.

### **Flexible drag-and-drop design**

The drag-and-drop layout editor lets marketers design recommendations for their site. The same set of recommendations can be used on multiple pages, minimizing the need to update or implement custom code when recommendations rules or designs change.

### **Consistent experiences across channels**

Provide a seamless experience from email to the web by ensuring consistent branding, appearance and messaging of product recommendations across channels – all while helping to guide customers down the path to purchase.