



RECOMMENDATIONS PREMIUM

Personalized Product Recommendations for Email

Add personalized product recommendations to your emails to create highly relevant communications that increase consumer engagement and revenue generation. With data from your past orders and product catalog, automate the display of personalized product recommendations in messages. Make each message relevant with behavior-based product recommendations that align with your revenue goals.

Key Benefits

- **Personalized, dynamic recommendations** increase customer engagement and revenue generation.
- **The drag-and-drop editor** lets you easily set up your recommendation's layout, or choose from more than 40 pre-built templates.
- **Customizable business rules** ensure that recommendations support your business goals.
- **Predictive modeling identifies likely purchases** based on shoppers' histories and related products.

Automate personalized product recommendations in your emails using predictive modeling and your business rules.

Easy set up and design

As part of the Bronto suite of solutions, it's easy to add recommendations during message design. Design your own layout or choose from over 40 pre-built templates.

Dynamic content tags

Use the Bronto content tags to build templates for different layouts and designs you'll want to use time and time again. When designing future messages, simply add the content tag that's right for the message and set the recommendation to use.

Predictive modeling

Choose from a variety of models that use machine learning algorithms to identify relationships among products based on contacts' browse and purchase histories and related product content, including:

- Bought This Bought That.
- Frequently Bought Together.
- Browsed This Browsed That.

Revenue-focused

Create business rules to ensure products recommended support your revenue goals. Recommend top-rated products above a specified profit margin, new products sorted by price, sale items prioritized by sale end date, and low stock products above a specified product review rating.

Personalized, relevant content

Display recommendations related to the products promoted in your messages or products featured in browse recovery, cart recovery, or order confirmation messages. There's also an option to display recommendations for products based on shoppers' recent browse and order activity.