

# Your online shop offers more for your customers. Plug & play

Try it out  
1 month  
for free!

# We make it simple for you.



**Before your customers buy a product**, they have to know it. And even if they know it, that doesn't mean that they will like it. Smart Engine's® eCommerce solution works like the best sales assistant in your online shop – recommending the right products at the right time to the right customers: personalized to lifestyles and taste, increasing the probability of a purchase.

Smart Engine® eCommerce is a software-as-a-service solution for your online shop. It analyzes customer interactions and purchasing behavior in real-time and provides personalized recommendations. This leads to more spontaneous purchases, higher conversion rates and additional sales.

- Cloud-based service
- No marketing investments
- Easy and fast integration

# Your online shop will love Smart Engine®



Our experience shows that marketing, finance and IT departments are enthusiastic about our eCommerce solution. Never before has it been so easy to increase marketing and sales efficiency with very limited effort and investment.

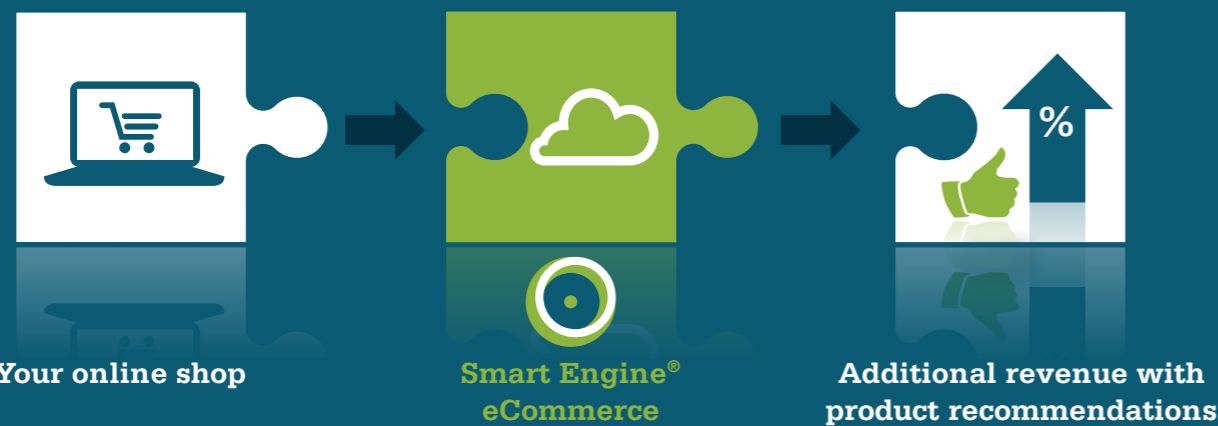
With our Smart Engine® eCommerce solution we provide the tools and services which, until now, have been viable only for the big players in online commerce.

## And off you go: plug and play

The service is controlled by a standardized web interface. Communication between your online shop and our service is encrypted. The customer decides for himself whether he wants to be identified.

## Your online shop and Smart Engine

We want to add value to your online shop. And we offer everything you need for this purpose.



The integration is easy and fast. Test it 1 month free of charge.

The online shop transfers anonymized data of customer interactions through the interface.

The interface returns personalized recommendations to your online shop.

1

You hand over purchasing history (from three to six months) to Smart Engine® eCommerce and receive a pre-defined program code (API calls) for integration into your online shop.

2

Via a simple interface (REST, Profile, JavaScript) Smart Engine® eCommerce receives customer interactions, e.g. 'View', 'Buy' or 'Rate', analyzes them and generates recommendations.

3

Recommendations are returned as XML or in JSON notation and visualized on pre-defined pages, such as category lists, product detail pages or in the shopping cart.



### Consulting Service

- Conceptual support in personalizing your online shop
- Individual recommendation strategies



### More efficient marketing

- Real-time controlling tools open up new possibilities for your marketing and sales teams
- Effective and efficient campaigns!



### Service platform

- Software-as-a-service (SaaS) for real-time product recommendations
- Support with integration into your online shop



### You can test it one month for free

- Experience
- Optimize
- Test risk free



### Pay-per-performance pricing model

- You only pay if the customer buys the recommended product
- No infrastructure costs for your online shop



### Convinced? Questions? Contact us now!

- +43 1 890 38 59-10
- info@smartengine.at
- We would be pleased to give you individual advice

# You make it easy for your customers.



**Today's online customers** want more than a wide range of product choice and a competitive price. They expect personalized recommendations bringing them new ideas, premium content and insight into what similar shoppers are interested in, what they preferred and bought.

**All this and much more** is provided by our recommendation service – it fits in perfectly with different customer needs. Shopping becomes smarter: useful information, inspiration, relevant products.



# Your customers will love your online shop.

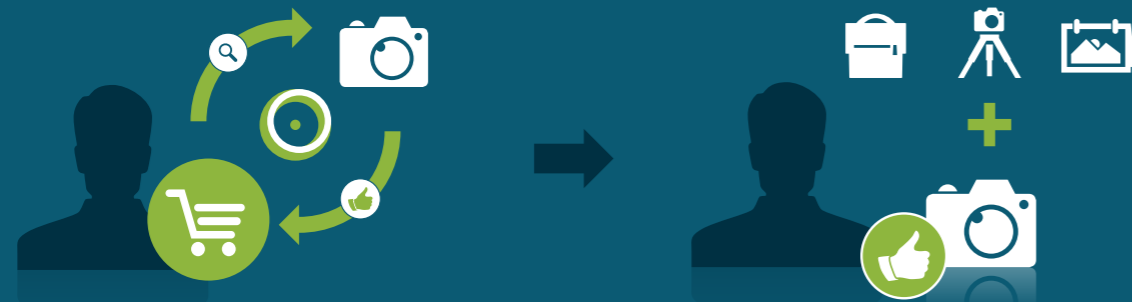


**From the very first** and for every subsequent visit your online customers receive individual advice but without any obligation. With relevant recommendations you provide new, up to date quality of advice – our eCommerce solution not only increases revenue, but also customer loyalty, which leads to new customers.

**Success is always a succession of successes.** Our leadership in personalization and recommendation systems results from longtime research experience and significant participation in the development work of international scientific and commercial organizations. We invite you to benefit from our know-how.

## State of the art recommendation methods

Smart Engine® eCommerce recognizes customer needs, preferences and interests and recommends new products.



Customers visit your online shop with ideas on what they want. Smart Engine® eCommerce expands their horizons through quality advice and online customers will see this - in contrast to annoying advertisement – as a positive and useful service.

Additional sales and customer loyalty are achieved. Smart Engine® eCommerce provides enhanced shopping experience with clearly measurable success metrics – delivered to you in real-time!

## With superior combinations to the appropriate recommendation.

To generate product recommendations Smart Engine® uses several state of the art machine learning and retrieval methods, which have been continuously refined through working with leading online shops. These algorithms recognize and learn:

- similarity and affinity between products and users
- diverse user behavior patterns
- diverse classifications
- create and refine long-term user preference profiles.

The power of Smart Engine's® analytics is amplified through the effective combination of these methods.

The inclusion of Smart Engine's® personalization context (e.g. customer types) is an important factor in developing our algorithms. Only in this way can the most appropriate decisions be made, e.g. between conservative and progressive recommendations.



## Recommended by your ROMI

Market leaders have been leveraging personalized recommendations to record revenue increases up to 35%. Our system can be integrated into small, medium-sized and big online shops.



## Example for additional revenue

A big international online shop with 200.000 visitors per day increased its revenue by more than 13% with Smart Engine® eCommerce.

## Example for ROMI

For a medium-sized online shop with average margin of 8%

- ROMI of 1.5% with 5% revenue increase
- ROMI of 1.7% with 10% revenue increase
- ROMI of 1.8 % with 15% revenue increase



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