



Q&A from Webinar "Behavioral Merchandising for Media & Entertainment Online Retailers" 6th of October 2009

1. We heard a lot about rules and filtering during the demo. Do you think I should use rules and filters? And do I need to put a lot of effort into creating and maintaining them?

Answer: If you have a reasonable turnover, of at least 5 mEUR online per year, you should not have to setup and maintain rules at all for recommendations to work well. However, there may be (or arise in the future) business reasons for you to want to setup some rules. For example; during a period next year you may decide to make an extra push for a particular category of products; and so, you may want to add a rule saying that 'at least 1 of 3 recommendations should come from within category X'. We have simply learnt, having focused on helping retailers do merchandising for over 9 years, that sometimes these situations do arise and we have built our solution to support you in any such situation. Usually, you don't make such decisions too frequently, and when you do the rules are really simple to set up and then remove or alter again once the business doesn't require them any more. When the rule is removed again, the Behavioural Merchandising solution is again given complete freedom of operation and will select items to recommend from your entire catalogue.

2. What makes Avail different from other providers of this kind of technology?

Answer: There are a number of ways in which Avail differs from other vendors. The most central one is that Avail and our solution is 100% focused on retail; which means our product is the most complete and tailored for the needs and requirements of retailers specifically. This includes features such as that it can do your Behavioural Merchandising across more parts of the customer journey than any other product, it has full multi-language and multi-currency support, it has a control-panel that uses a retail-vocabulary for settings and functions, etc, It's quite simply the most mature and complete product for Behavioural Merchandising for retail.

With these answers you will be receiving a white paper by Avail called 'What to think about when choosing a Behavioral Merchandising vendor'. It may offer you more help in evaluating Avail vs other vendors.

3. How are recommendations done? How does the system find the books, dvd's etc that I am interested in?

Answer: The Avail solution plugs into your site with a little javascript that you insert on your webpages. This script does two things:

- i) For all your visitors, it collects data about your visitors behavior (such as where they come from, what search phrases the visitor used on an external search engine when they found your site, what they search for on your site, what products they click on when on your site, what products they put in the basket and what products they buy)
- ii) For each visitor, it compares the behavior of that visitor to the collective behavior of all previous visitors, and automatically calculates which products are most likely to appeal to the visitor in question, at that very moment.

4. Can you do content search as well?

Answer: The Avail Behavioural Merchandising solution is agnostic to what a 'product' is or consists of. As long as a 'product' is something that visitors can 'consume' and data can be captured on 'what product was consumed by which visitors', the Avail solution can also recommend the 'product' to other visitors. Remember that Avail and the Avail solution is specifically designed for retailers so if you're not a retailer, we recommend you look for an alternative solution. But if you are a retailer, you can't find a better solution no matter what 'products' you provide your customers.

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