



Q&A from Webinar "Behavioral Merchandising Sports & Fashion Online Retailers"

1. As a fashion retailer I have very high return rates. How can Avail help me with this?

Answer: Return rates sometime relate to merchandising, sometimes not. It's not about the recommendation quality. It's about buying but not about the returning. It's a good recommendation when the people buy a product. For sure the retailer is interested in keeping the return rates low, focusing on the product quality, but in terms of the merchandising process they want and are able to refine the merchandising / recommendation output with Avail's solution. You are in the control of the merchandising strategy on your site, and you can setup rules within each template. For example; I would only like to show products to our users which have a return rate lower than X.

2. How do I connect my catalogue with you guys?

Answer: There is a scheduled data upload that takes place every 24 hours. Either by using a piece of software that we provide you with, which you connect straight to your database, so you simply enter a query and the data will be uploaded to Avail, and schedule to be uploaded every 24 hours, or you send this data to us in text files via an FTP server, again every 24 hours.

More information about data formats etc can be found at www.avail.net/saas.

3. You have shown us a lot of different areas in which we can use Avail, but from your experience, which areas give the best conversion?

Answer: The whole customer interaction cycle is important, but the best results we see in **search** and the product page (the most common one). Worth to point out is that the **add-to-cart** process generates the biggest value together with the search. Over time it gets more and more important to collect information of your users and store this and once the customers comes back, put this information into account by generating recommendations.

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