



Q&A from Webinar "Behavioral Merchandising for Home & Furniture Online Retailers"

1. How can we use your recommendations with highly expensive products, like a sofa? Our users will not add an extra sofa once about to check-out.

Answer: We have a model called the Customer Interaction Cycle, which describes the interactions between your site from the point when your visitor arrive to when the check out and eventually come back.

In the early stages of that cycle, recommendations will primarily have the effect of improving your conversation rate, so in your example, that means helping them find the right sofa to begin with. So, you are right - they will probably not buy another sofa but you can use Behavioral recommendations to help them find it to begin with and so increase the likelihood that they will convert.

Then at the end of the cycle - towards the check out - you can still use recommendations. Maybe not to push sofas, but to recommend pillows and other accessories that go with it and it's really easy to control that. The solution is behaviorally automated so it will not recommend another sofa at the check out if someone already has a sofa in the shopping cart. You can use the rules to say, for example, at the check out "Yes, DO use behavioral targeting but DO NOT recommend products above a certain price level."

2. I noticed that only 4 items appeared in the examples of recommendations, can this be shortened or increased?

Answer: Yes, this is easy to do in our control panel. You can control the number of recommendations the solution returns. You can do it on the fly, from one item to ten items. Some customers even use incremental reveal on their site, start by showing three recommendations, and there is a little button saying "Show more", and clicking that they get a longer display of more recommendations.

3. I believe in strength of what you call behavioral merchandising. But why Avail Intelligence?

Answer: Tricky to answer when you are Avail. The reason why we think that Avail is the best choice for online retailers is:

1. The vendor that originated this space, doing it for 10 years.
2. ONLY Behavioral Merchandising and ONLY for retail.
3. European native company, the Avail solution comes with a multilingual and multicurrency support.

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4. For very large retailer with policies prohibiting use of OnDemand services, Avail is one of the few companies in the world that can deliver this type of solution for OnSite installation as well as OnDemand Software-as-a-Service.
5. Our performance-based model

4. With these recommendations, how important are the kind of milieus - “emotional context” - of the several furnished rooms? Like a sofa staged together with certain pillows.

Answer: The way you present products is incredibly important. When you display a sofa on the product detail page for that sofa you should of course have images that are emotionally appealing, images on pillows that match that sofa etc.

The recommendations that come with that, below the main picture are behaviorally generated by other consumers so they are likely to match. You can also use the control panel and set rules to be sure that the images are completely correct. But we do recommend that you not set too many rules, because it’s important that the social aspects of recommendations get to do their thing so that the recommendations are honestly generated by other consumers

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