A MORE INTELLIGENT RECOMMENDATION ENGINE

Our fully-integrated Recommendations feature delivers the highest-converting and most effective product recommendations in the industry. That's because unlike most personalization-focused solutions, Zaius’s recommendations are based on a deep, unified understanding of your customers’ behaviors across channels and devices - a single source of truth. And with our machine-learning algorithms constantly analyzing and optimizing product recommendations in real-time, you can rest easy knowing you'll always serve the most relevant content to every customer.

RECOMMENDATIONS THAT DRIVE REAL RESULTS

Zaius’s product recommendations can be leveraged in any native communication channel, including email, web push, and mobile push, as well as any of your owned properties, including your website, by using our Recommendations API. Each product recommendation Zaius delivers is based on real-time customer behavior, including viewed products, add to carts, and orders. Each interaction is weighted based on recency and frequency, a method known as collaborative filtering. Over time, Zaius's machine-learning capabilities develop a deeper understanding of customer tendencies and preferences, continually optimizing each recommendation served to maximize conversion rates, repeat purchases, average order size, and ultimately, customer lifetime revenue.

To learn more about getting started with Zaius’s Recommendations, contact us at 877-658-2570 today.