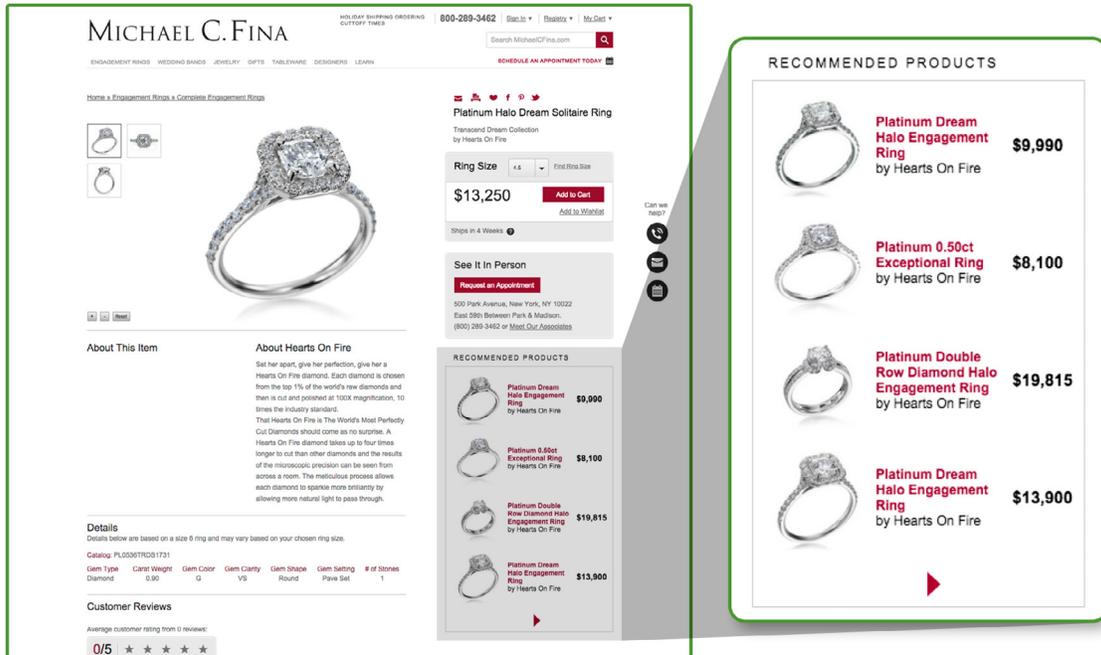# SLI Learning Recommendations

Recommendations Based on User Activity

Key Features

- Automatically-generated recommendations
- Use of learning technology for high relevance
- Strategies for multiple page types
- Suggestions across channels
- Built-in multivariate testing for optimal results
- Quick & easy implementation
- Ongoing dedicated support

Key Benefits

Increased e-commerce sales

Added cross-sell & up-sell opportunities

Improved conversion rates

Reduced bounce rate

Better product discovery

Now that's a good search result.

SLI Learning Recommendations™ **provides relevant, tailored product sugges-** tions to help online retailers increase cross-sell and up-sell opportunities throughout their site and cross-channel experiences. Its underlying logic is influenced by SLI learning technology, which means that recommended products are highly ranked based on learning from customer activity. What this means for online retailers is increased order values, page views and time on site, as well as reduced bounce rates.

Do More With Less

Learning Recommendations™ is a simple, effective solution to drive more revenue on your site while saving you time. Our implementation is seamless, so you'll have recommendations up and running on your site quickly. We provide customers with a suite of easy-to-use widgets to modify or adjust recommendations depending on your individual site requirements and preferences. Additionally, using SLI Conversion Optimizer™ for built-in multivariate testing capability, your dedicated SLI Customer Success Manager will work with you to ensure that the recommendation strategies displayed on various pages are the most effective. Our full-service support allows your internal engineering team to focus on other business priorities.

Automate Cross-Sell, Up-Sell and Product Discovery

Learning Recommendations makes it easy for you to up-sell by providing visitors with suggestions for potentially higher-margin products related to their original search.

An example of cross-selling is to show accessories for a given product by using recommendations such as "People Who Bought X Also Bought Y" or "Related by Search." Sometimes it's best to show a shopper on a category page other popular products. If the shopper chooses to buy a certain product, you might use the opportunity to show related items for an add-on sale. Our team will work with you to create focused product suggestion strategies to promote larger carts and order values.

You can use Learning Recommendations in cross-channel contexts, including web and mobile sites, mobile apps, kiosks, promotional or confirmation emails and print applications. This flexibility enables you to target your customers with relevant recommendations throughout their entire shopping experience.

Tailor Algorithms to Your Unique Needs

SLI Learning Recommendations has a unique algorithm that makes use of SLI Learning Search™ data in conjunction with onsite visitor activity to organically suggest highly-relevant products. Your Customer Success Manager will work closely with you to make sure the recommendations you're using are the most effective for your circumstances. All algorithms can be tuned, e.g. a recommendation strategy can employ price thresholds, fitment data or a visitor's geographic location to augment the products displayed. In a situation where visitors land on product pages that aren't quite what they're looking for, Learning Recommendations can help suggest exactly what they need.

Personalize Your Visitors' Experiences

SLI Learning Recommendations offers strategies aimed at providing your site visitors with a more personalized experience. Personalization strategies such as 'Recently Viewed' or 'Recently Bought' will keep products in front of your customers even if they leave the site and come back at a later time. By matching visitor activity, on-site recommendations can display results based on elements such as brand or category affinity.

Continuously Improve Results

Every e-commerce site is different and has different requirements — what works well for one set of customers may not perform as well for others. With Conversion Optimizer™, SLI offers A/B and multivariate testing of algorithms in conjunction with Learning Recommendations. In addition, you can test a variety of strategies to ensure the recommendation context is effective.

Cloud Service Done Right

SLI offers a redundant architecture that helps protect you from hardware or other service failures. This costs you nothing and is part of our effort to continuously offer the best service possible. Furthermore, as a hosted service we can readily scale to meet the needs of your site during peak shopping seasons.

About SLI Systems

SLI Systems enables the world's leading e-commerce retailers to increase sales by connecting shoppers with the products they're most likely to buy. With proven search technology that learns from the activity of real site visitors, SLI delivers SaaS-based site search, navigation, merchandising, mobile, recommendations and SEO solutions that arm retailers with the tools they need for rapid growth.

To learn more visit sli-systems.com, sli-systems.com.au or sli-systems.co.uk.