

“Recommendations Premium allows us to automate messages with the highest level of personalization available. These personalized recommendations provide each customer with highly relevant content and result in higher click-through and conversion rates.”

Paul Fredrick

Caitlin Flemming, CRM Manager - Email, Paul Fredrick MenStyle



## RECOMMENDATIONS PREMIUM

Automate personalized product recommendations using predictive modeling and your business rules. Create highly relevant communications that increase consumer engagement and revenue generation.

### REVENUE-FOCUSED

Create business rules to ensure products recommended are in line with your revenue goals. For example, recommend top-rated products above a specified profit margin, new products sorted by price, sale items prioritized by sale end date, and low stock products above a specified product review rating.

### PRE-BUILT TEMPLATES

Choose from a variety of templates and start sending recommendations within seconds.

### INTEGRATED

Add recommendation content to your messages with ease. Recommendations loop allows you to design the product layout within the message and easily map it to the recommendation. No copy and paste of recommendation code into the message is required.

### DYNAMIC, RELEVANT CONTENT

One-to-one marketing with personalized content to attract and retain customers. Automate results based on consumers' real-time browse and order behaviors. Recommend products based on the message's product content, including browse and cart recovery.

**Need help developing and deploying your Recommendations Premium app strategy? Bronto Professional Services offers the Recommendations Premium app Strategic Sprint.**

#### The sprint includes:

- Product catalog and browse settings setup.
- Configuration of up to 10 personalized recommendations.
- Template design and build.
- Creation of one message with dynamic recommendation loop tags.

**To learn more, contact your Bronto Account Manager, or call 888-BRONTO-1.**