



CleverSet Helps Top Retailers Boost Holiday Revenues By Up to 30%

During the critical holiday period, personalized recommendations from CleverSet enabled internet retailers to quickly and easily and boost revenue-per-visitor up to as much as 30%

CleverSet Boosts Revenues—Immediately and Effortlessly

CleverSet, the leading provider of merchandise recommendations services, today released the results of a comprehensive survey that found online retailers increased revenue-per-visitor by an average of 13%—and in some cases up to 30%—this holiday season by implementing highly relevant, personalized product recommendations on their sites. The survey was conducted in late December among a group of CleverSet online retail customers.

By offering customers personalized product recommendations based on analysis of their predicted future behavior, retailers like aWineStore.com and 80sTees.com, and Overstock Auctions, were able to tempt shoppers to purchase items they would not have seen otherwise. As this survey clearly proves, CleverSet provided retailers with an unprecedented lift in average revenue-per-visitor during the crucial holiday shopping period.

CleverSet CEO Todd Humphrey says these results are typical of the immediate and profound business impact his company's unique "Smart Recommendations Technology" delivers for ecommerce companies of all sizes.

"CleverSet doesn't make irrelevant product recommendations based on something a customer bought a year ago," said Mr. Humphrey. "We have a very robust platform which uses more data points than any other solution in the market. Our technology captures and looks at the combination of customer behavior, product catalog information, web analytics, demographic information and numerous other inputs to deliver timely, personalized and relevant recommendations to shoppers—presenting them with products they truly want to buy, every time they visit."

CleverSet has Satisfied Customers

With results like these, it's not surprising a full two-thirds of respondents to the survey were "extremely satisfied" with the CleverSet service. Respondents lauded CleverSet for its seamless integration with their own product catalogs, its ease of implementation, and the commitment of the CleverSet customer services team.

The survey also found that 63% of respondents were up and running with CleverSet in less than three days, proving CleverSet's secure, fully-managed service is one of the quickest and easiest services to implement in the online industry. In fact, the survey found that 25% of respondents were able to implement CleverSet in just a few hours.

CleverSet Delivers the Highest ROI in the Industry

The CleverSet service offers better results than any other merchandise recommendations alternative—better click-through rates, sales lift, revenue-per-visitor, revenues-per-transaction and revenues per unique user session.

As the survey results prove, CleverSet's recommendations technology is much more effective in driving incremental revenue-per-visitor than the internally-developed recommendations many ecommerce sites are spending substantial resources to build and maintain. In fact, such home-grown recommendations normally lift revenue-per-visitor by just a few percentage points. The survey data also provides hard proof that CleverSet is more effective than other recommendations service



providers in the industry, which typically produce single-digit lifts in revenue-per-visitor and often take much longer to implement.

It's no wonder CleverSet has the highest overall return on investment in the product recommendations service industry, with many users reporting a ROI of over 100x and it's not uncommon to see an ROI of over 300x.

CleverSet has Roots in Government Funded Research

Many people are familiar with the product recommendations on major ecommerce sites—and they are equally familiar with how irrelevant and arbitrary these recommendations can be. For example, you buy one book for your nephew and you're presented with a selection of three children's books when you return a year later looking for a business manual.

The CleverSet merchandise recommendations service is different. Developed by Dr. Bruce D'Ambrosio, an expert in statistical relational learning and professor emeritus of Oregon State, CleverSet uses the same technology deployed by the U.S. Department of Defense for intelligence operations to identify patterns and recommend products based on customer behavior during a particular shopping session. Using statistical relational modeling, CleverSet identifies various "online clues" left by shoppers to provide instant product reviews based on predicted future behavior. The standard model looks at past behavior and uses rules-based technology, turning out mostly irrelevant recommendations.

"CleverSet mines myriad data sources and analyzes past, present and future customer behavior to present relevant recommendations tailored to each individual shopping session," said Dr. D'Ambrosio, CleverSet CTO and Founder. "Our dynamic model analyzes not only customer behavior—what products they looked at, how they came to the site, how much time they spent looking at a certain product etc.—but also mines Web structures and product information to find the right recommendations for the right customers at the right time."

CleverSet Delivers Relevance for Online Shoppers, Better Results for Websites

CleverSet's merchandise recommendations service is the most effective at improving the online shopping experience for visitors—and the best at helping online retailers get unprecedented financial results. It already powers customer recommendations on more than 60 leading ecommerce Websites and has a growing base of clients that includes some of the largest business and consumer online retail companies.

Simply put, CleverSet helps retailers tempt visitors with products they may not have otherwise seen, surprise customers with the relevance of these recommendations to their needs and motivate shoppers to purchase more. The net result: retailers that implement CleverSet enjoy more significant revenue lift and ROI than any other in-house or third-party recommendations solution available today.

For more information about CleverSet and to discuss how CleverSet's merchandise recommendations technology can improve your online business, please contact the company.

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