

nFlate Offers eCommerce Sites Amazon-Like Product Recommendations in Just 60 Seconds

New SaaS Platform Delivers Automated Data Science to Online Retailers

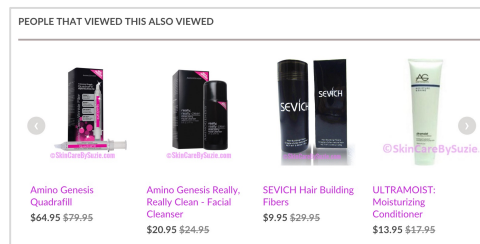


San Francisco, CA December 1st, 2015 – nFlate opened its doors today launching the world’s 1st [recommendation science as a service platform](#) for eCommerce retailers. The cloud offering allows site owners to add site-matching, data science-based product recommendation carousels to their sites in just 60 seconds.

Personalized product recommendation systems, deployed by companies like Amazon, have been shown to increase consumer engagement and deliver up to a 35% lift in overall revenue.

“Today less than 5% of the 1 million plus online retailers use recommendation systems. Data science is complex and data scientists are unicorns in today’s employment market,” noted nFlate CEO Joe Monastiero. “Competitive solutions have generally involved large up front costs, a lot of handholding and disruptive integrations. With nFlate, integration is quick, painless and there are no upfront costs.”

The nFlate solution is initially being offered on the popular Shopify platform and will be free for the first 90 days of use. The web app takes just a minute to install and users’ shopping behaviors immediately begin funneling to the cloud. Once installed, [site-matching](#) product recommendation carousels and sliders automatically appear on home, collection, product and checkout pages.



“nFlate delivers on its promise”, said Amar Gandi, Founder of AN & Associates and an owner of eight eCommerce sites and an nFlate client. “Their carousels and sliders increase customer engagement, deliver revenue upside and they match our site perfectly.”

The company offers a dozen recommendation types, including “Frequently Bought Together”, “People That Bought This Also Bought” and “Currently Trending Items”. nFlate customer sites are currently averaging over 100% in site conversion improvement.

nFlate will broaden its reach in the 1st half of 2016 with support for other major eCommerce platforms, including Magento, eBay and WooCommerce. A stand-alone version of the nFlate technology will also be offered to retailers who build and manage their own storefronts.

For more information, please contact launch@nflate.com, visit the nFlate web site or connect with nFlate on Twitter and Facebook.