hawksearch

Relevant Recommendations

Increase conversions through artificial intelligence to display relevant items.

Hawksearch's Relevant Recommendations add-on feature can help increase customer engagement, conversions, and sales through automated merchandising and artificial intelligence personalization.

It is the ultimate dream of ecommerce merchandisers and marketers to show the right product, at the right place, and the right time. With Relevant Recommendations, Hawksearch offers you a next generation personalization engine, powered by artificial intelligence, that can promote and display relevant products to your website users. By combining Hawksearch's on-site search and rich, dynamic merchandising tools with the power of recommendations, you can control the entire user experience with an easy-to-use, single dashboard rather than dealing with the complexity of multiple marketing tools.

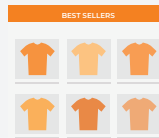## Automated Strategies to Fit Your Business Goals

Hawksearch has 15+ strategies available that provide a hands off approach to recommendations to meet your specific business goals.

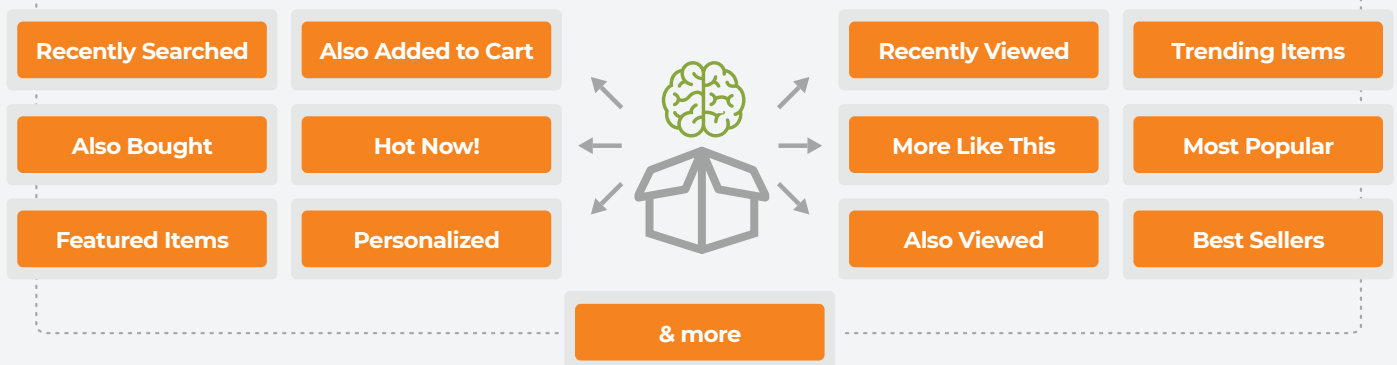Intelligently recommend similar items or accessories.

Display what other users have viewed or what is trending across your site.

Easily feature specific items or show what other customers bought.

Configure your strategy to factor in business specific data points.

Out-of-the-box Recommendation Strategies:

Recently Searched	Also Added to Cart		Recently Viewed	Trending Items
Also Bought	Hot Now!		More Like This	Most Popular
Featured Items	Personalized		Also Viewed	Best Sellers

& more

Recommendations for the Individual, Not the Crowd

Hawksearch's technology is able to track the interactions individual users have with your site. Track interactions such as, what categories they have looked at, what purchases they have made both past and present, what searches they've performed, and more. This allows Hawksearch to build a unique profile providing the ability to deliver results tailored to the individual.

SEARCHES - DAILY

PRODUCT DETAIL

USAGE

BY DEVICE

PHONE   TABLET   DESKTOP

50%   30%   20%

Tools That Work for You, Not Tools You Need to Work At

The Hawksearch dashboard gives the ability to easily control the look and feel of recommendations, including the number of results displayed and the strategies being used without involving your development team. Marketers and merchandisers have control over any number of variables that influence the artificial intelligence which drives what to recommend and when to do so.

Take your user experience to new heights with Relevant Recommendations