



KEEP SHOPPERS FROM GETTING LOST IN THE “ENDLESS AISLE”

In order to compete with the online retail giants, many retailers have expanded the number of products they sell online, presenting consumers with thousands of products to choose from. Many consumers have trouble navigating this “endless aisle,” some becoming paralyzed by the amount of choice, while others simply don’t have the time to find what they are looking for amongst the vast product collections. This phenomenon, the “paradox of choice,” impacts both retailers and consumers.

Too many consumers are getting lost in the endless aisles of online catalogs, and the existing online recommendation and personalization solutions have made limited headway against this paradox of choice.

IF CONSUMERS GET LOST, THEY DON’T BUY

Consumers expect online retailers to provide highly personalized shopping experiences that help them quickly find the best, most relevant products. According to a survey by Bizrate, the top reason shoppers abandoned e-commerce sites was the inability to find what they are looking for.

IF YOU GUIDE THEM, THEY WILL BUY

On the other hand, retailers that can provide consumers with accurate product recommendations earn more revenues and profits. According to the 2015 Annual Consumer Personalization Survey by the e-tailing group: 53% of consumers surveyed purchase more from retailers that suggest products based on browsing or buying behavior.



THE STAKES ARE HIGH

Retailers that can't effectively merchandise their catalog online—so that customers quickly find the products they are looking for—will lose those customers to competitors, leading to lowered sales and profits.

Conversely, those retailers that do effectively merchandise their catalog and solve the paradox of choice problem gain a competitive advantage over those who don't; an advantage that will increase customer conversion, loyalty, order values, and the bottom line.

SENTIENT AWARE™ CAN HELP

Sentient Aware uses the power of artificial intelligence to create an entirely new way for shoppers to navigate through a retailer's catalogs of products where the look is critical to the purchase. Instead of trying to describe products in text search, or filtering inventory using checkboxes, customers use the images of the products to quickly find what they are looking for.

With an incredibly nuanced understanding of how different products in your catalog resemble each other, Sentient Aware analyzes and learns from the products that each shopper clicks on, delivering product recommendations that match their purchase intent in the moment—true 1:1 merchandising.

“ WHAT I LIKE ABOUT SENTIENT AWARE IS THAT IT IS ABOUT GIVING YOU INTELLIGENT RECOMMENDATIONS. ”

PJ Worsfold, Director of Innovation, SHOES.COM



48%

Of consumers surveyed purchase more from retailers that personalize the shopping experience across all of their channels.

39%

Of consumers surveyed are frustrated when retailers do not update product recommendations in real time based on their browsing behavior.