

# Fredhopper™

A crownpeak solution

## SOLUTION BRIEF

# Advanced Recommendations Powered by XO



**Experience Orchestrator (XO) is an AI-powered product recommendation solution for quickly creating and testing personalized shopping experiences.**

### SAVE TIME

Personalize at scale without losing creative control. Combine AI automation and the accuracy of high-performance algorithms with merchandising strategies and business rules, to save hours of time usually spent on manual work. You'll not only improve team productivity but also the performance of 1-to-1 personalization which drives conversion and revenue.

### INCREASE AOV

Use AI-based upsell and cross-sell recommendations. A/B test and analyze the data in real-time to optimize your recommendation strategies and increase the basket size and value.

### GAIN BETTER VISIBILITY

Gain full visibility of all merchandising rules, weighing and ponderation, and the algorithm recommendation strategies without leaving your e-commerce site with our Google Chrome Extension. The extension empowers you to understand which algorithms have been used throughout your site and why were selected by looking at the API call. A/B test your algorithm strategies and use the results for better optimization, decisions and conversion.



XO recommendation solution is a key part of the discovery piece. It drives about 7x more product views per visit on average and 6x conversion rate for visits with a product recommendation click.

**Global Luxury Brand**

## +21%

increase in average order value

## +17.6%

increase in conversion directly from recommendations

# Advanced Recommendations Powered by XO

## GROW REPEAT CUSTOMERS

Provide your shoppers with 1-to-1 recommendations and seamless experiences. Use real-time data and a wide range of algorithms to understand shoppers' behavior, preferences, and intent to provide accurate and relevant recommendations.

## ALGORITHMS TO SUIT EVERY USE CASE

One algorithm does NOT fit all. You need algorithms that work best for each specific use case. Our library of high-performance algorithms provides a wide variety of algorithms that can be combined and tested to deliver the right recommendation for each use case. You can bring your own and third-party algorithms to A/B test and optimize. For example, you can bring any algorithm to the platform and use the Algorithms Orchestrator to test it against an XO algorithm to understand which one performs better against a specific use case or strategy.

3x

increase in CTR RPM (revenue per thousand impressions)

4x

more content created and displayed

4x

global improvement in CTR

[Read Santé Discount Case Study](#)

## KEY CAPABILITIES



Product and Content Recommendations



Personalization and Targeting



Data Enrichment



Merchandising Rules Library



Extensive Algorithms Library



Algorithms Orchestrator



A/B Testing and Optimization



Google Chrome Extension

## TRANSFORM YOUR SHOPPING EXPERIENCE INTO A COMPETITIVE ADVANTAGE

Fredhopper (FHR) is a powerful search and visual merchandising solution that also offers rule-based and some AI recommendations. Go beyond one-to-many recommendations and deliver truly personalized recommendations with Experience Orchestration (XO).

Capabilities	Rule-based (FHR)	Rule-based + AI scores (FHR)	Advanced (XO)
Hand-picked Product	✓	✓	✓
One-to-many Recommendations			✓
One-to-many Recommendations (Segment-based)		No experiment across different algorithms	✓
One-to-all Recommendations (i.e., Most Popular)	✓	No experiment across different algorithms	✓
Manual Upsell and Cross-sell Recommendations, not Personalized	✓		✓
AI-based Upsell and Cross-sell Recommendations	✓	High manual effort. No 121 personalization.	✓
Visually Similar Recommendations	Add-on package	Add-on package	Add-on package
Shop the Look Recommendations	Add-on package	Add-on package	Roadmap
AI Algorithm Fallback	✓	✓	✓
Control Results with Business Rules on Top of Algorithms	✓	✓	✓
In session dynamic Recommendations		Segment only	✓

Capabilities	Rule-based (FHR)	Rule-based + AI scores (FHR)	Advanced (XO)
Target Audiences With AI-Powered Content Recommendations			✓
Control AI-Powered Content Recommendations			✓
Content Tagging	Roadmap	Roadmap	✓
Email Personalization (Product Recommendation)			✓
AI Personalized Landing Pages That Display Dynamic Content and Products			✓
On-site Popups With Personalized Product Recommendation			✓
A/B Test	✓	✓	✓
Ability to Verify, Analyze and Optimise AI Personalization Strategies			✓
Wide Library with Advanced Algorithms			✓
Ability to Leverage Third Party and BYOA			✓
Hybridise Algorithms. Blend Multiple Algorithms for a Use Case			✓
In Session Dynamic Recommendations			✓

# Why XO Advanced Recommendations?

Our self-learning algorithm becomes more accurate in its recommendations with every shopper interaction.

Data-driven: Based on real-time on-site behavioral data with the option to ingest first-and-third-party data and algorithms.

Combine predictive recommendations with merchandising rules tied to your business goals.

Easily define, test, and adjust your personalization strategy.

Cross-channel – Enabling recommendations to be consistent across your website and all your marketing channels.

One dedicated Customer Success Manager for FHR and XO helping you to make the most of both products.

One Customer Support for FHR and XO.

20+ years of e-commerce retail experience, supporting large brands with complex use cases.

Library of best practices and use cases.

Automate without losing control.

Ready for a  
personalized demo?

Get started