



Product Recommendations are effective

- Make the user experience more personal
- Boost content consumption
- Drive engagement and revenue

+159%

Click-through Rate

+209%

Conversion Rate

+130%

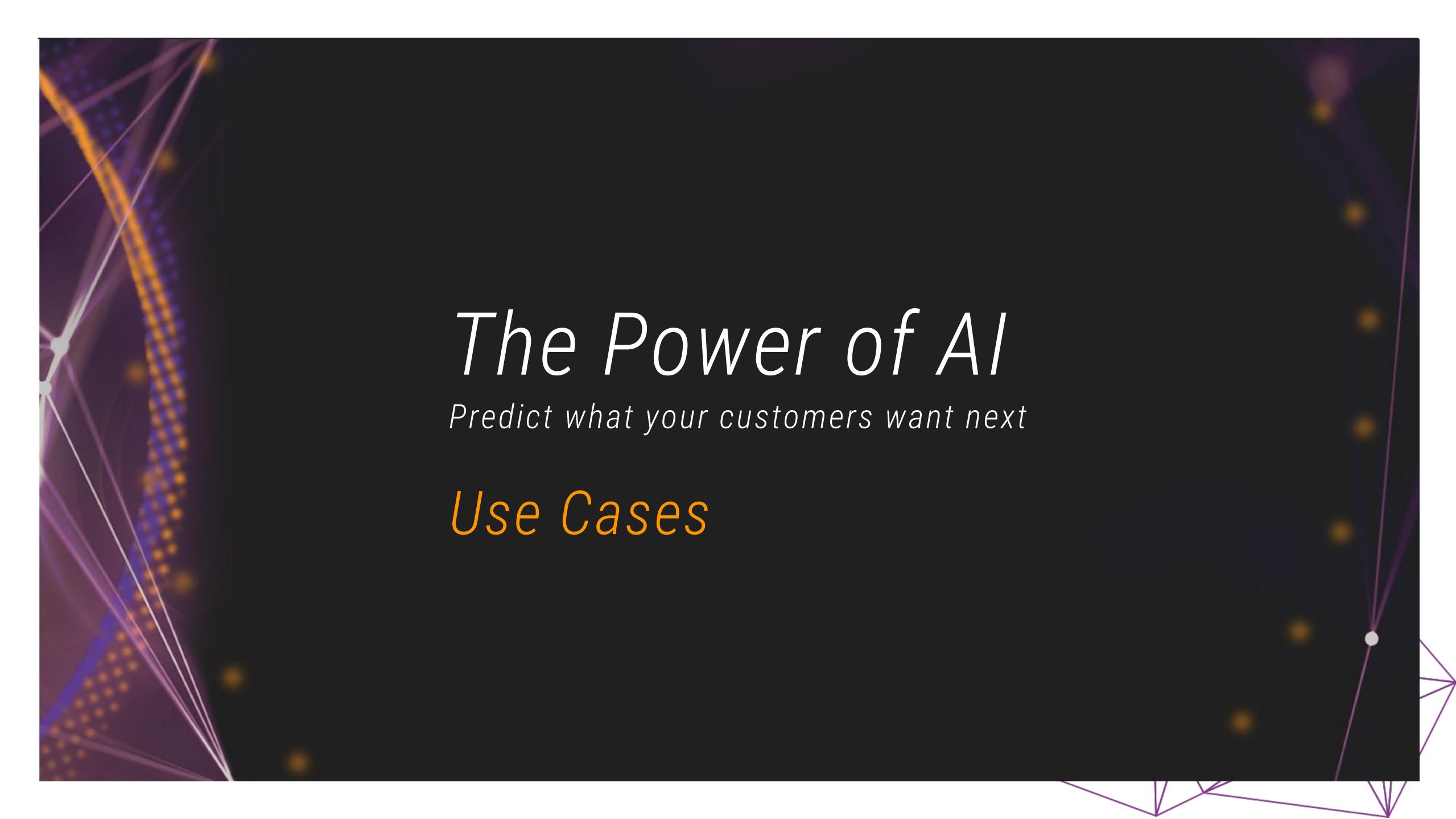
Average Order Value

*Source: Branshes Co., Ltd. (Aeon Group's) Product Recommendations AI introduction results. Actual results will vary by site.

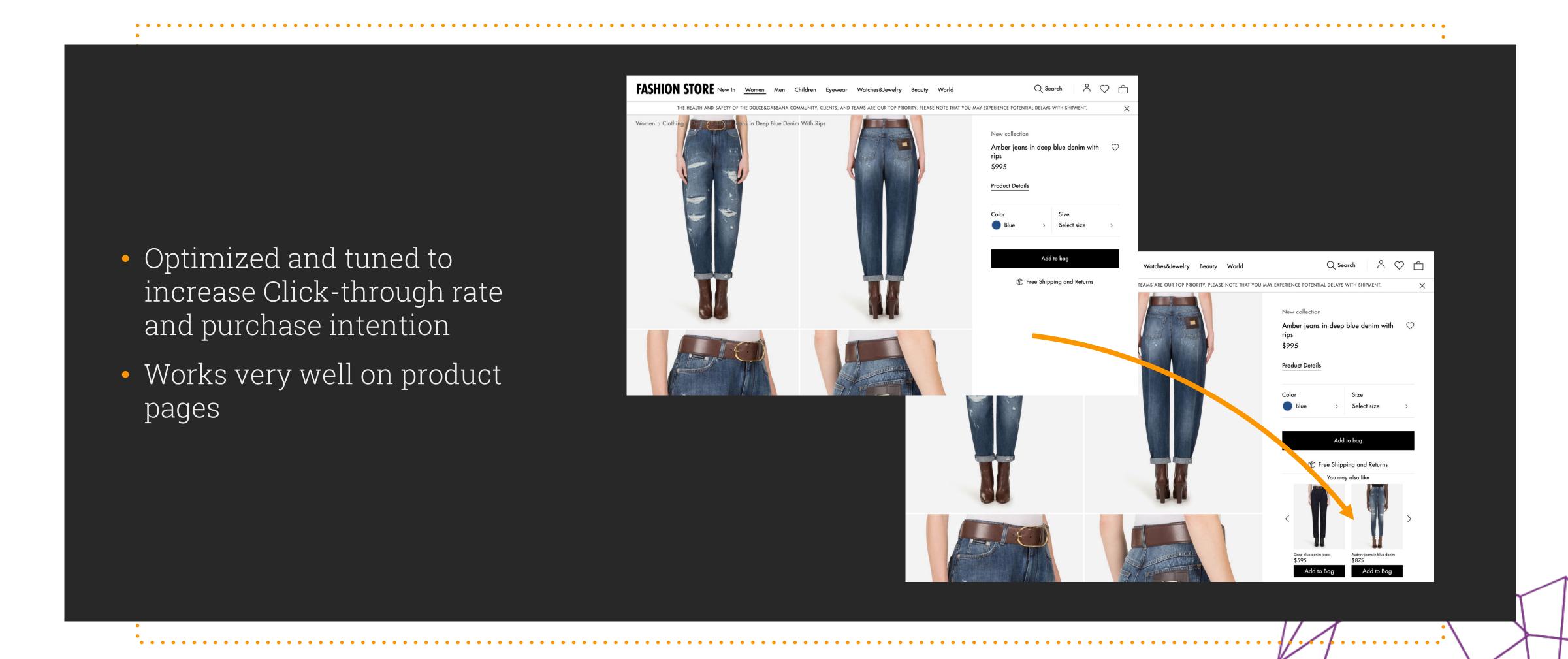


- Fast and Easy to set up and launch
- Relevant and delivered in real time using state-of-the-art AI and ranking models
- Fully Managed and Scalable Segmentation-as-a-Service
- Delivered On-site, via Email and Web Push Notifications
- Combined with Fanplayr Segmentation choosing the right strategy for the right scenario at the right moment
- Detailed performance insights combined with industry leading drill-down capabilities to identify behaviors
- Fully customized content and visualization



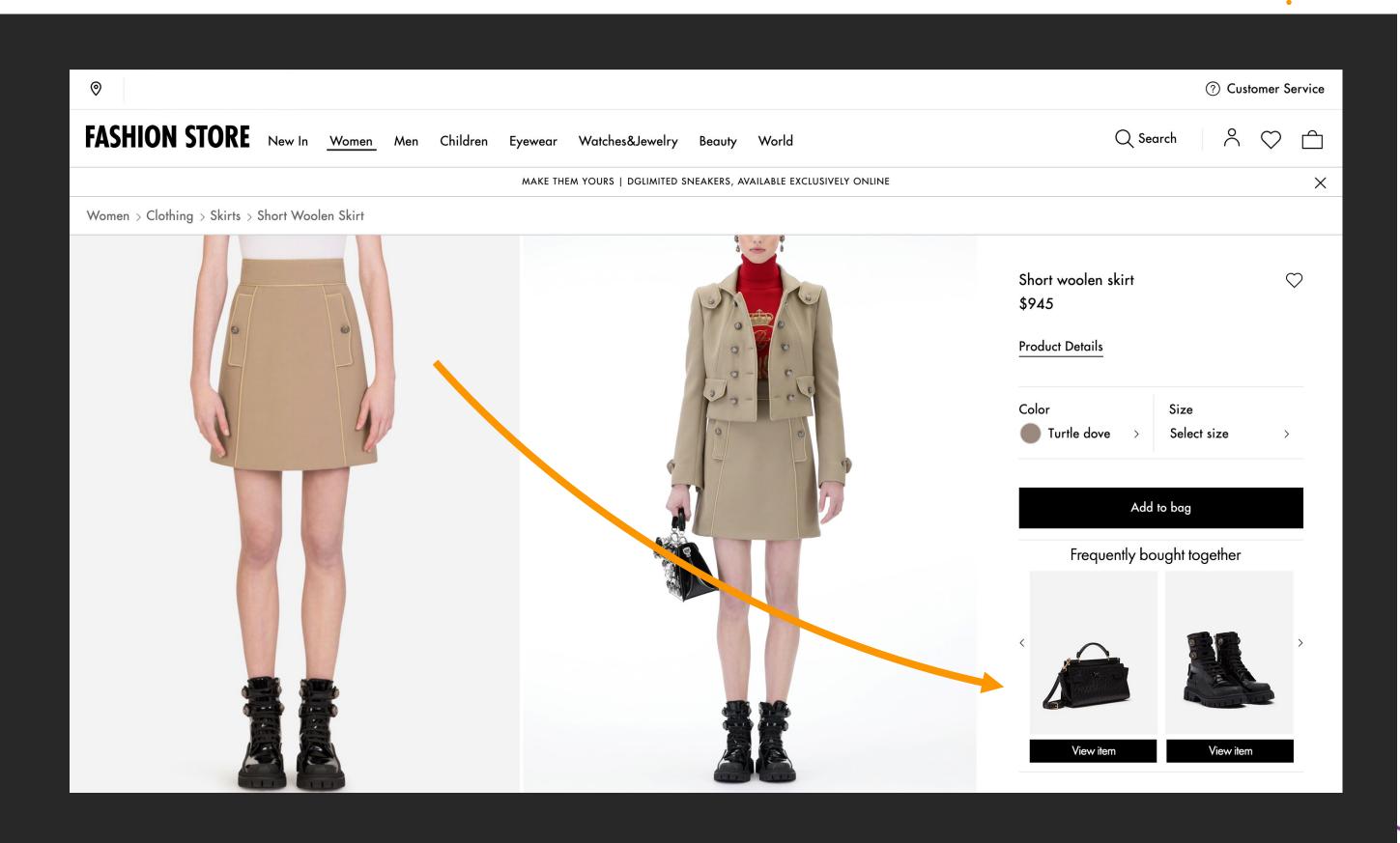


Fanplayr Product Recommendations - Others you may like

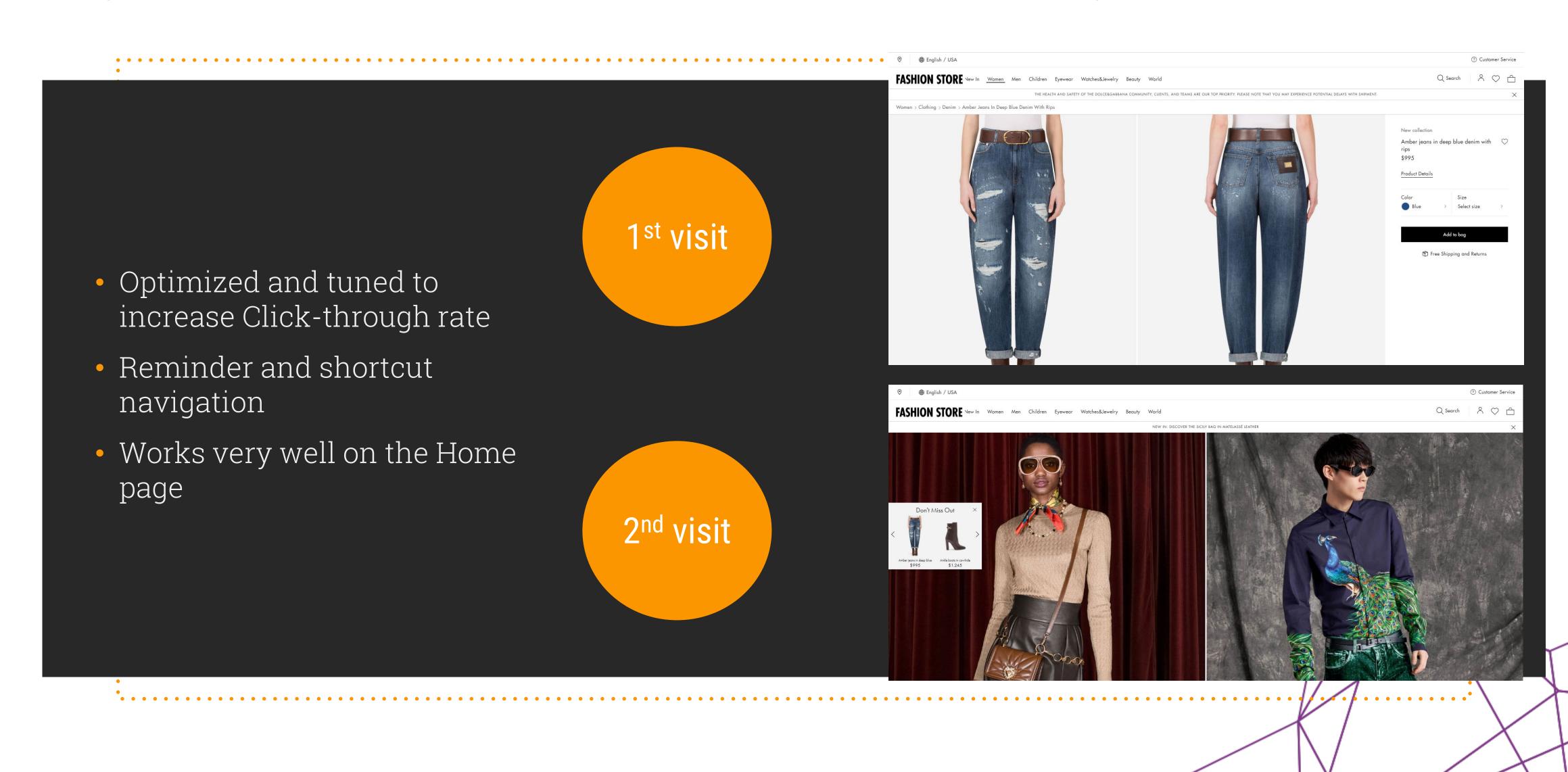


Fanplayr Product Recommendations - Frequently bought together

- Optimized and tuned to increase revenue per order and crossselling
- Works very well on the shopping cart page



Fanplayr Product Recommendations - Recommended for you



Fanplayr Product Recommendations - Recently viewed

Optimized and tuned to increase Click-

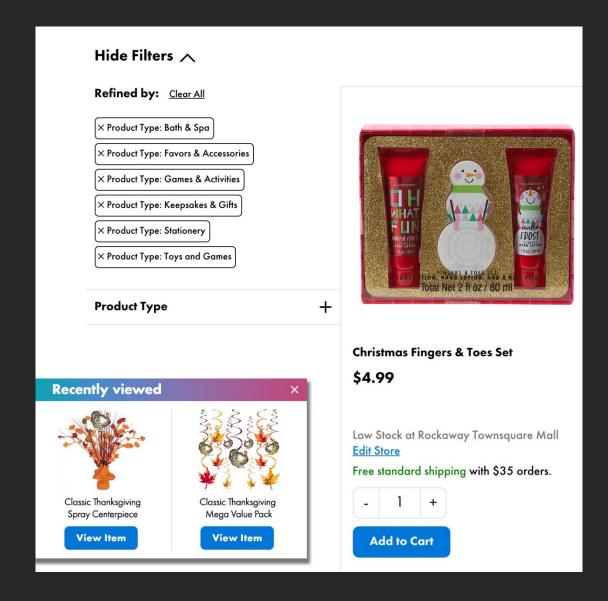
- Re-engage hesitant customer on interested items
- Works very well on category pages

through rate

Previous Product viewed

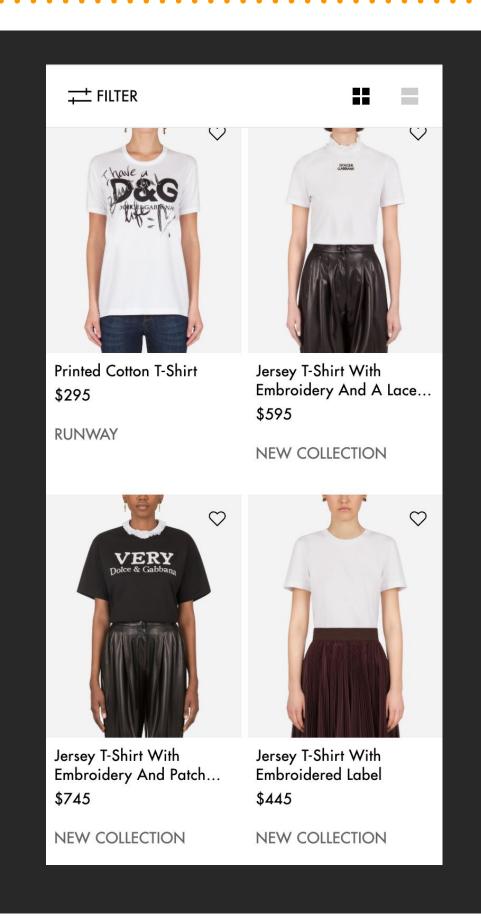


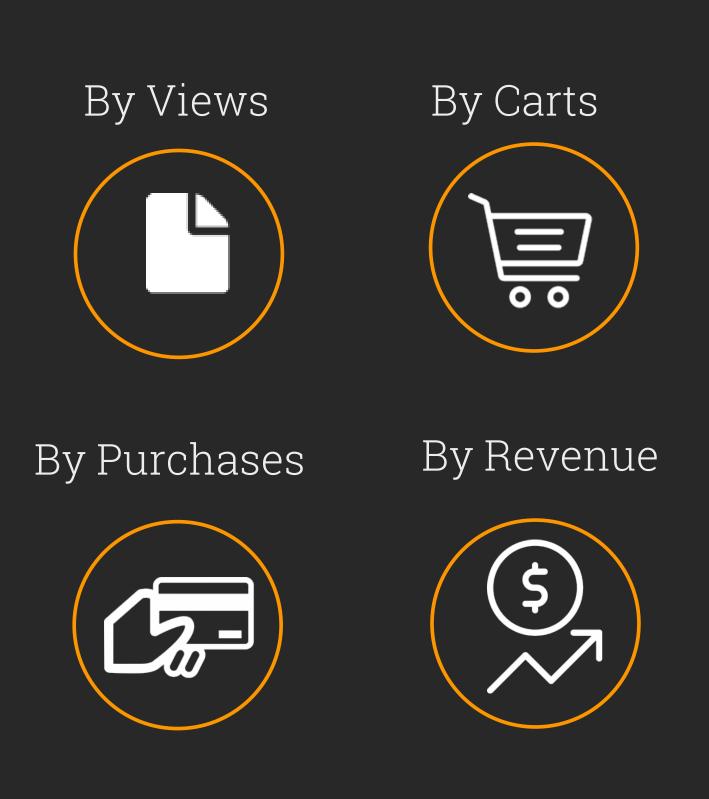
Category Page



Product Recommendations – Fanplayr Smart Rankings®

- Optimized and tuned to increase Click-through rate and purchase intention
- Works very well on home page and category pages



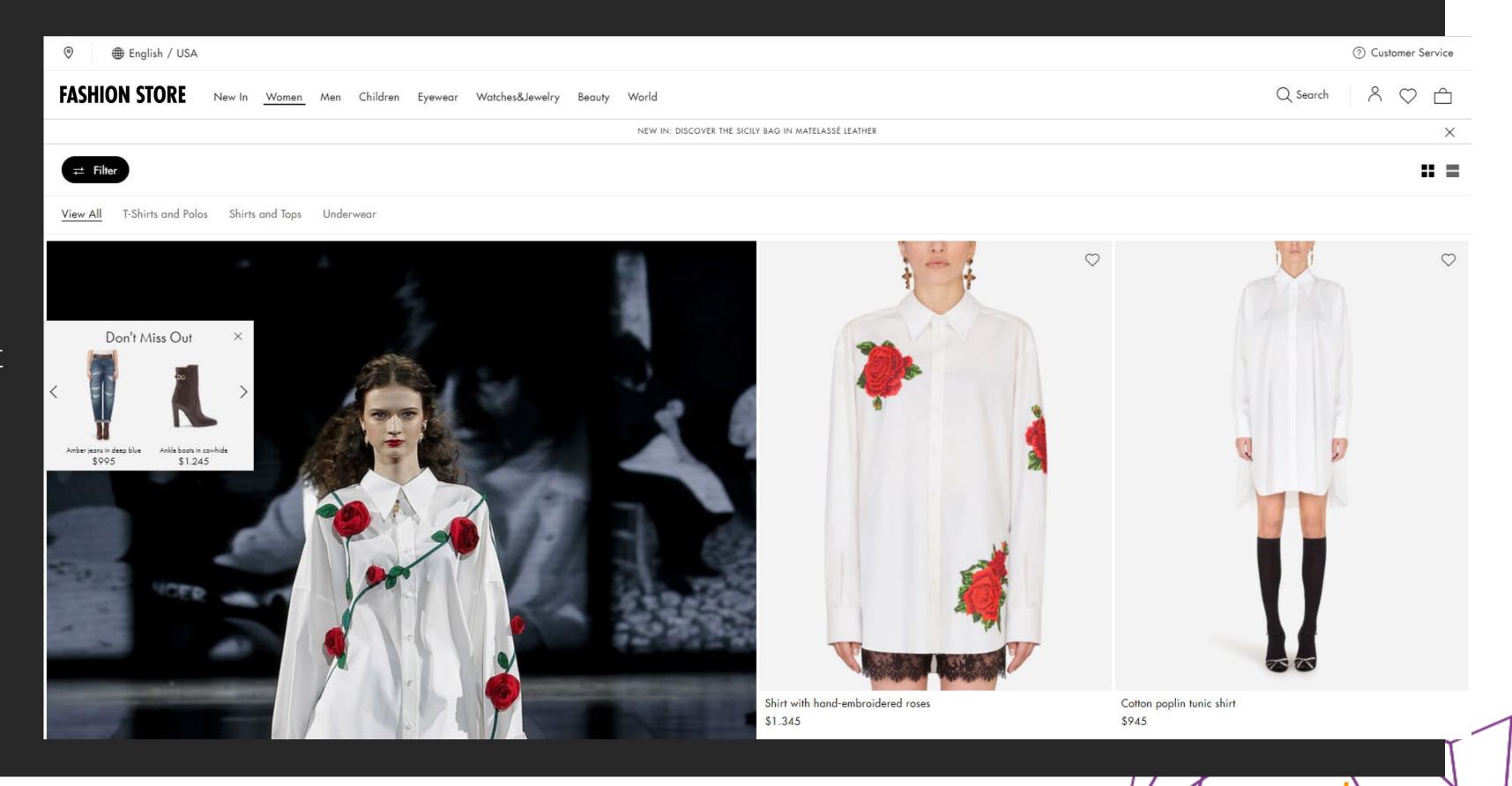


Delivery Use Cases

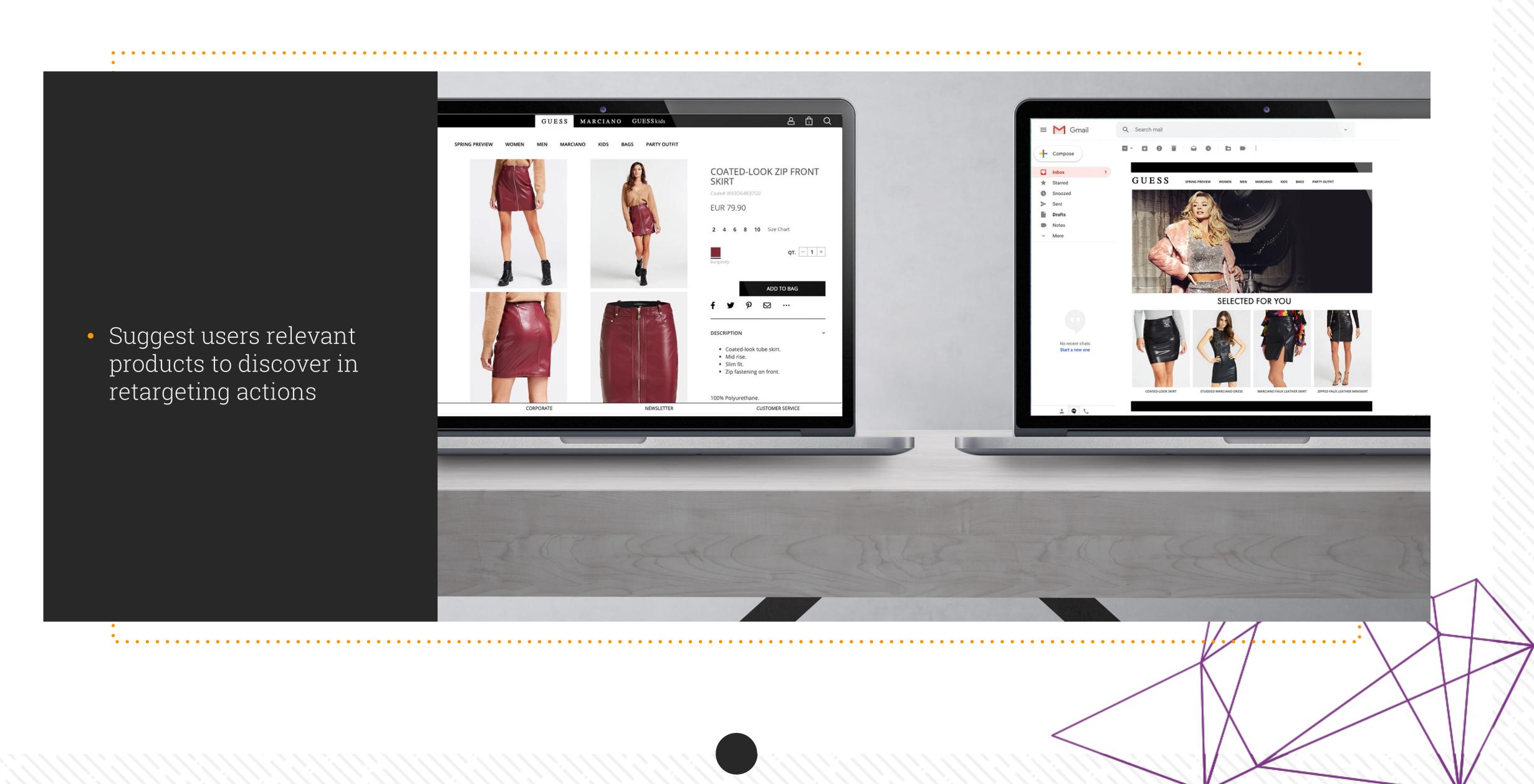
Delivered On Site

• Suggest users relevant products to discover onsite

• Every time a user views a product, adds it to cart, purchases a product, clicks on a recommended product or even views a recommendation, a signal is sent to the Fanplayr algorithm that in real-time personalizes the preferences of the user, recommending other products.



Delivered by Email



Delivered by Web Push Notification

 Re-engage users suggesting relevant recommendation to increase your qualified traffic WALLER nel carrello! INDISPENSABILI PERSONALIZZA



Fan playr[®]

The Real-Time Behavioral Data Platform

Thank you.

725 Alma Street +01 855 326 759 info@fanplayr.com

USA

NEW YORK 401 Park Avenue S 9th floor +01 415 320 5573 info@fanplayr.com

ITALY

MILANO Via Vittor Pisani 9 +39 392 5352395 europe@fanplayr.com

UK

LONDON 17 Gresse Street 6TH Floor Charlotte Building +44 7791 837220 andy.mcnab@fanplayr.com

FRANCE

MARSEILLE 16 boulevard de Maillane, 13008 kilian@fanplayr.com

NETHERLANDS

AMSTERDAM Michelangelostraat 50 1077 CE +31 653 171 252 yan.stuyf@fanplayr.com

LATAM

BUENOS AIRES Gdor. Valentín Vergara 1485 Vicente López +54 11 4590 2235 latam@fanplayr.com

MEXICO

MEXICO CITY Calle Gral. Antonio León 51 San Miguel Chapultepec II Secc Miguel Hidalgo 11850 +52 55 6204 5776 mariano@fanplayr.com

JAPAN

TOKYO 6-14-18 Shimouma Setagaya-ku 154-0002 +81 80 1342 0258 info@jamuinc.com

AUSTRALIA & NZ

MELBOURNE 152 Elizabeth Street VIC 3000, Australia matt@fanplayr.com