

ONLINE EVENT

Mastering E-commerce Recommendations

Agenda

1. About Raptor
2. Why Website Personalization
3. The data behind it
4. Essential setup for Website Personalization

About me



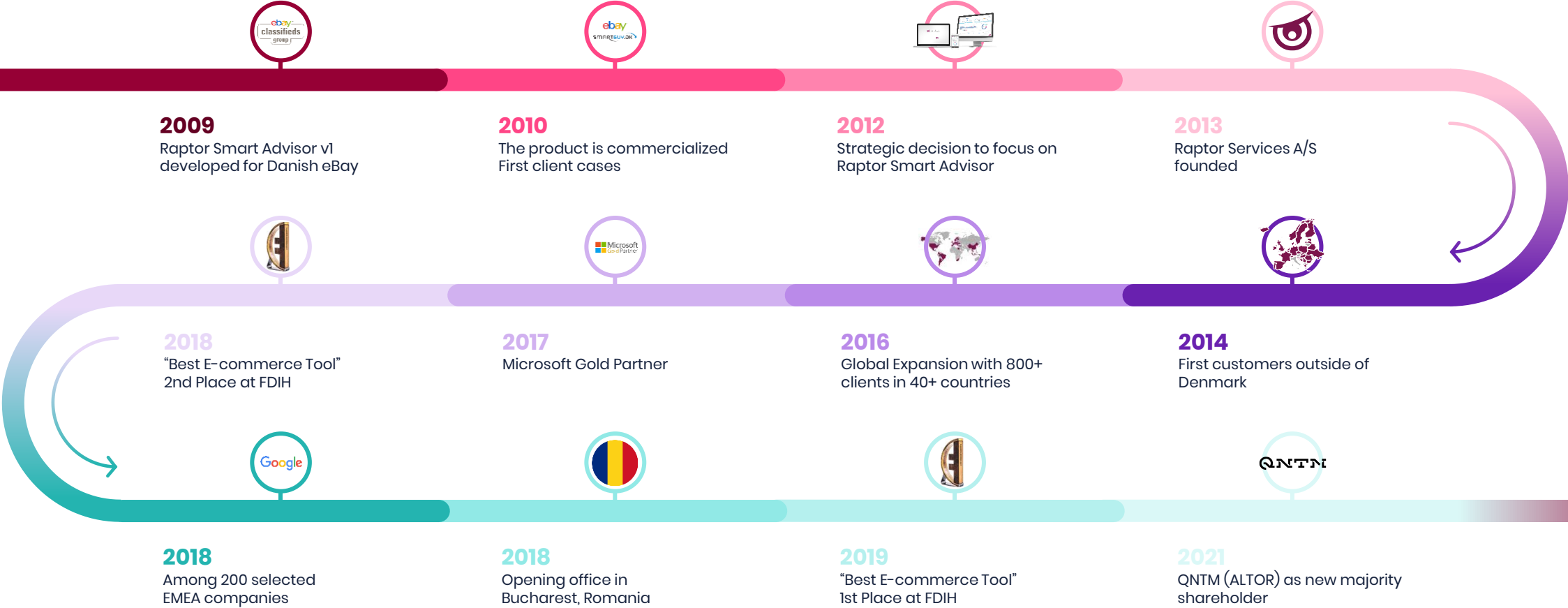
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Raptor Services A/S – From the beginning





Oslo

Stockholm

Aarhus (HQ)

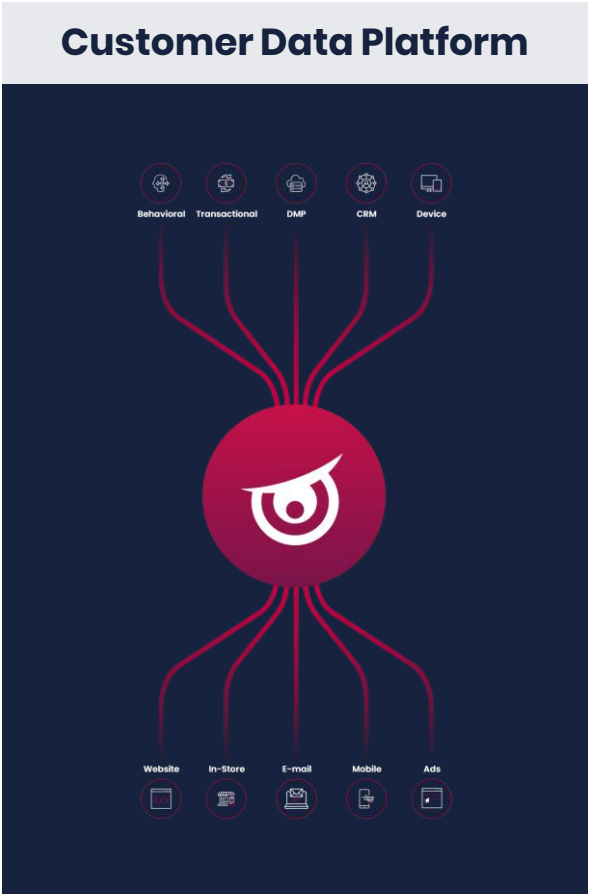
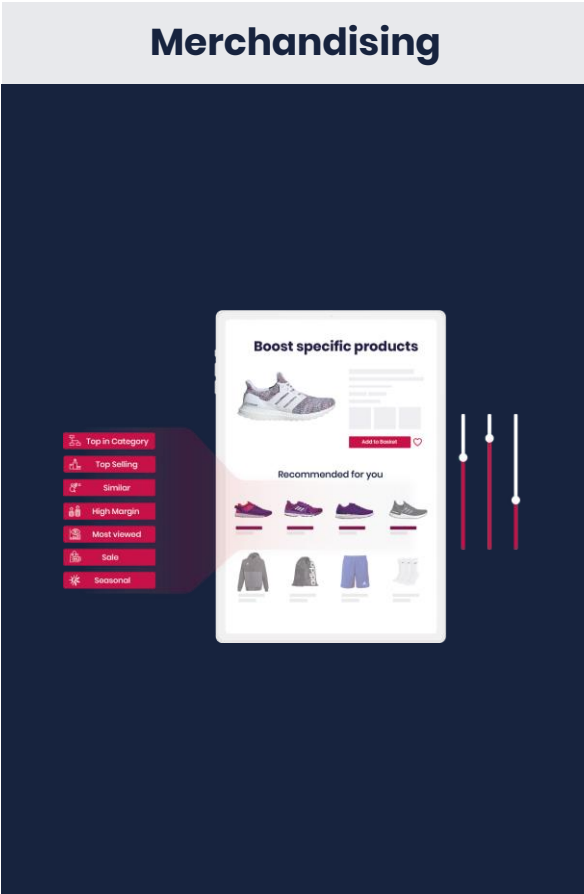
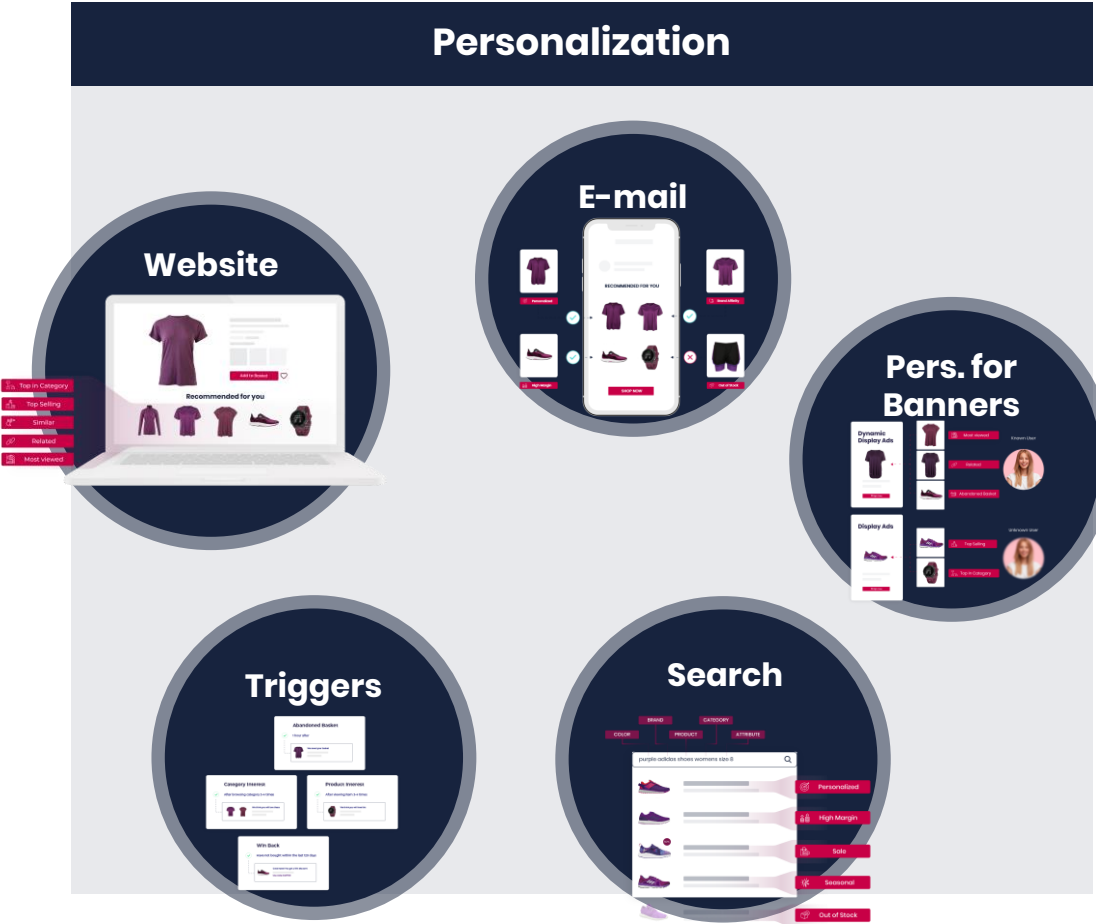
Copenhagen

Amsterdam

Paris

Bucharest

Product suite

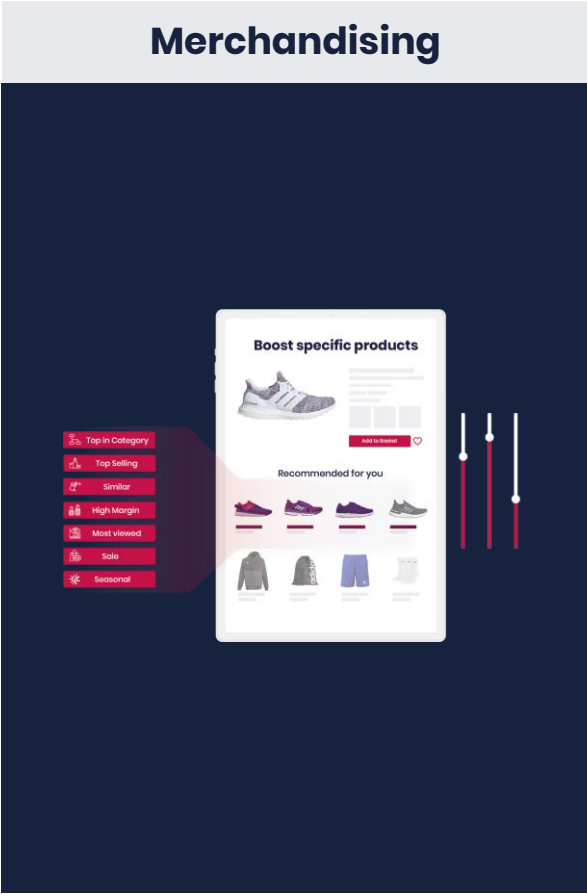


Product suite

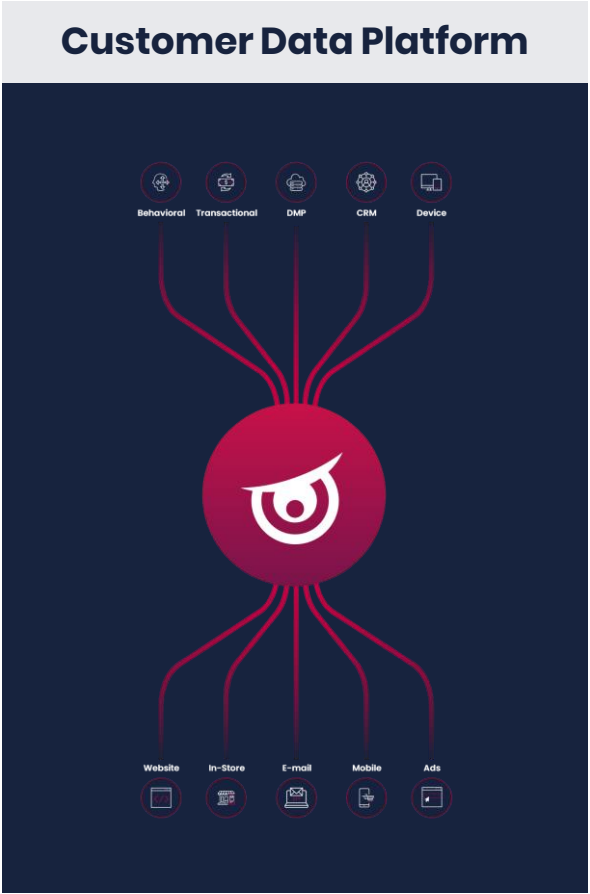
Personalization



Merchandising



Customer Data Platform



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Mastering E-commerce Recommendations

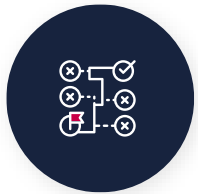
Why Website Personalization?



Increase revenue



Drive conversion and cross-sales



Increase user experience



Save time on manual work tasks

Implementation: Step-by-step

1. Setup tracking script on your website to monitor customer behaviour
2. Ingest historical purchase data to warm up the algorithm
3. Fine tune the Raptor recommendations module
4. Setup recommendations strategies on your website - using the Raptor Recommendations API
5. Adjust and monitor recommendations performance in the Raptor Controlpanel

Sources for good recommendations

Behavioural website tracking

- Product preferences (on master and variant-level)
- Brand & Category preferences
- Price point/sensitivity
- Person identifiers: CookieId, MemberId, AccountId, E-mail, Phonenumber etc.

Product information

- StockStatus (true/false or actual number)
- Gross margin

Physical store data (if available)

- Product preferences (on master and variant-level)
- Brand & Category preferences
- Price point/sensitivity
- Person identifiers: MemberId, AccountId, E-mail, Phonenumber etc.
- Location
- Favourite store

What does data tell us?

Snapshot from Live Tracking Stream in Raptor Control Panel

Implementing Tracking | Live Tracking Stream | Feeds | Email Marketing Integration

Search: V9IMYMBVLlbc9oS553m5w== Timeslot: 5 minutes Number of trackings: 176

Date	EventType	ProductId	ProductName	CategoryPath	Subtotal	Currency	Userid	BrandId	ContentId	BasketContent	BasketId	ItemPrice	ExternalUserid	CookielD	SessionID	ServerCookield	Xuid	Ruid	Reaid	Uri
2023-09-28 08:29:59	basket									WQB245CESN			V9IMYMBVLlbc9oS553m5w==	1a812406-6481-4280-b3bd-3774dcfab702	214bcf06-a019-439c-9560-2ec2ac6324a	2c4dfbf-ca97-4bba-b566-81805a9dc0b6			goxqcpzuo7kutpyucby5jsiytm	
2023-09-28 08:29:44	visit	WQB245CESN	Bosch WQB245CESN	Vitvaror#Vitvaror,Torktumlare/-skåp#Torktumlare/-skåp;Kondenstumlare#Kondenstumlare		SEK		Bosch				11999	V9IMYMBVLlbc9oS553m5w==	1a812406-6481-4280-b3bd-3774dcfab702	214bcf06-a019-439c-9560-2ec2ac6324a	db89fa64-16d8-499e-b756-1f077fc69f80			goxqcpzuo7kutpyucby5jsiytm	https://www.tretti.se/vitvaror/torktumlare-skap/kondenstorkumlare/product/bosch-wqb245cesn/
2023-09-28 08:29:44	pageview												V9IMYMBVLlbc9oS553m5w==	1a812406-6481-4280-b3bd-3774dcfab702	214bcf06-a019-439c-9560-2ec2ac6324a	eab77ad-8c14-4e63-9cd5-49a769f60874			goxqcpzuo7kutpyucby5jsiytm	https://www.tretti.se/vitvaror/torktumlare-skap/kondenstorkumlare/product/bosch-wqb245cesn/
2023-09-28 08:29:41	pageview												V9IMYMBVLlbc9oS553m5w==	1a812406-6481-4280-b3bd-3774dcfab702	214bcf06-a019-439c-9560-2ec2ac6324a	b7162fb2-6c23-46f7-b32c-14853fc1f830			goxqcpzuo7kutpyucby5jsiytm	https://www.tretti.se/vitvaror/torktumlare-skap/kondenstorkumlare/product/bosch-wtx8hki9sn/
2023-09-28 08:29:39	visit	WTX8HKI9SN	Bosch WTX8HKI9SN	Vitvaror#Vitvaror,Torktumlare/-skåp#Torktumlare/-skåp;Kondenstumlare#Kondenstumlare		SEK		Bosch				14999	V9IMYMBVLlbc9oS553m5w==	1a812406-6481-4280-b3bd-3774dcfab702	214bcf06-a019-439c-9560-2ec2ac6324a	38ce5438-b9cf-422a-bcc8-a25b17018ee8			goxqcpzuo7kutpyucby5jsiytm	https://www.tretti.se/vitvaror/torktumlare-skap/kondenstorkumlare/product/bosch-wtx8hki9sn/
2023-09-28 08:29:33	visit	WTU876IHSN	Bosch WTU876IHSN Serie 6	Vitvaror#Vitvaror,Torktumlare/-skåp#Torktumlare/-skåp;Kondenstumlare#Kondenstumlare		SEK		Bosch				8888	V9IMYMBVLlbc9oS553m5w==	1a812406-6481-4280-b3bd-3774dcfab702	214bcf06-a019-439c-9560-2ec2ac6324a	c4e6db1-88c9-4fd0-8c66-f82abe649bd6			goxqcpzuo7kutpyucby5jsiytm	https://www.tretti.se/vitvaror/torktumlare-skap/kondenstorkumlare/product/bosch-wtu876ihsn/
2023-09-28 08:29:32	pageview												V9IMYMBVLlbc9oS553m5w==	1a812406-6481-4280-b3bd-3774dcfab702	214bcf06-a019-439c-9560-2ec2ac6324a	73613a90-96b6-4cbb-a374-0c66ca59007d			goxqcpzuo7kutpyucby5jsiytm	https://www.tretti.se/vitvaror/torktumlare-skap/kondenstorkumlare/product/bosch-wtu876ihsn/
2023-09-28 08:29:26	pageview												V9IMYMBVLlbc9oS553m5w==	1a812406-6481-4280-b3bd-3774dcfab702	00000000-0000-0000-0000-0000000000	220957fe-aa4b-4f81-a532-7d9930938086			goxqcpzuo7kutpyucby5jsiytm	https://www.tretti.se/

What does data tell us?

Snapshot from Live Tracking Stream in Raptor Control Panel

Implementing Tracking **Live Tracking Stream** Feeds Email Marketing Integration

Search: Timeslot: Number of trackings: 176

Date	EventType	ProductId	ProductName	CategoryPath	Subtotal	Currency	UserId	BrandId	ContentId	BasketContent	BasketId	ItemPrice
2023-09-28 08:29:59	basket									WQB245CESN		
2023-09-28 08:29:44	visit	WQB245CESN	Bosch WQB245CESN	Vitvaror#Vitvaror;Torktumlare/- skåp#Torktumlare/- skåp;Kondenstumlare#Kondenstumlare		SEK		Bosch				11999

Differences between B2B and B2C

B2C

- Low frequency
- Based on one user
- Access to full product catalogue
- Same price for all
- Many guest check-outs

B2B

- High frequency
- Based on multiple users
- Access to a limited product catalogue
- Customer-specific prices
- Requires login for check-out

Essentiel setup

Front page:

- Personal recommendations
- Top selling products
- Trending right now
- Top visited products
- Personalized Offers

Category pages:

- Top selling in category
- Top viewed in category
- Trending categories

Brand pages:

- Top selling in brand
- Top viewed in brand
- Trending brands

Product pages:

- Similar products
- Related products
- Last seen products
- Related content

Powerstep:

- Related products

Basket:

- Related for basket

Account page:

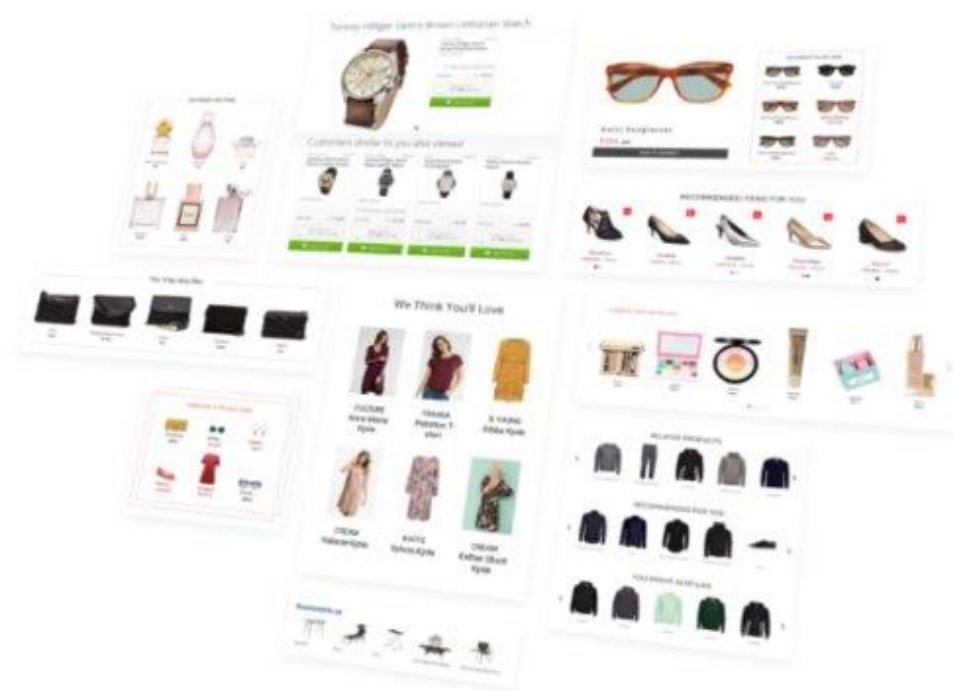
- Top selling user products
- Personal Recommendations
- Personalized Offers

Content front page:

- Top read content
- Personalized content

Content pages:

- Similar content
- Related products



Front page

- Personalized product recommendations
- Difference between known and unknown customer
- Disqualify purchased products or not?
- Change recommendations in-session

The screenshot shows the front page of the XL BYG website. At the top, there is a search bar and navigation links for Webshop, Inspiration, Info, Udlejning, and Kampagner. Below this is a secondary navigation bar with icons for 'HURTIG LEVERING TIL DØREN', 'AFHENT OG SPAR FRAGTEN', and 'FIND VEJ OG SE ÅBNINGSTIDER'. The main content area features three hero banners: 'GØR-DET-SELV' (DIY projects), 'DYRUP ÅRETS FARVE 2024' (Year's color), and 'GRILL' (Grill inspiration). Below the banners is a section titled 'POPULÆRE PRODUKTER' (Popular products) with four items: a VÆG paint bucket (999,-), a Nordlux lamp (249,-), a Boliginterior chair (299,-), and a Duka ventilator (599,-). The bottom section, 'ANBEFALEDE PRODUKTER' (Recommended products), is enclosed in a red dashed border and features four items: three Bosch grass trimmers (999,-, 1.250,-, and 569,-) and a VÆG paint bucket (899,-).

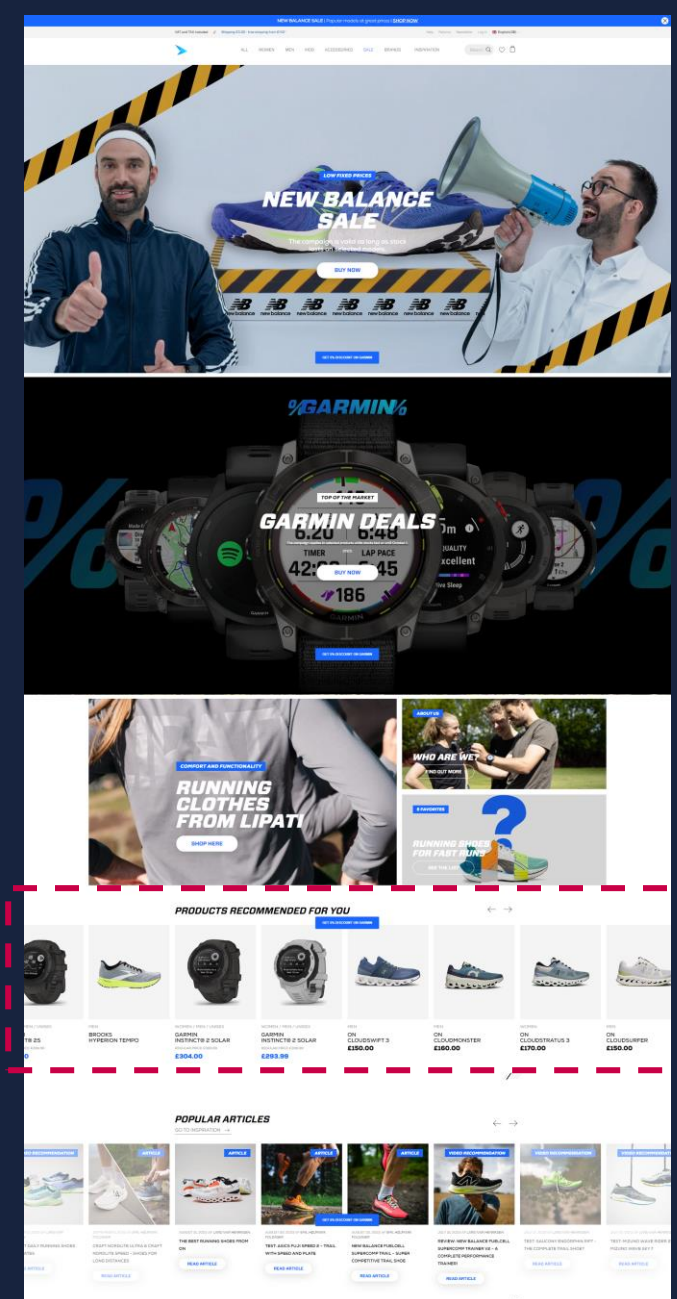
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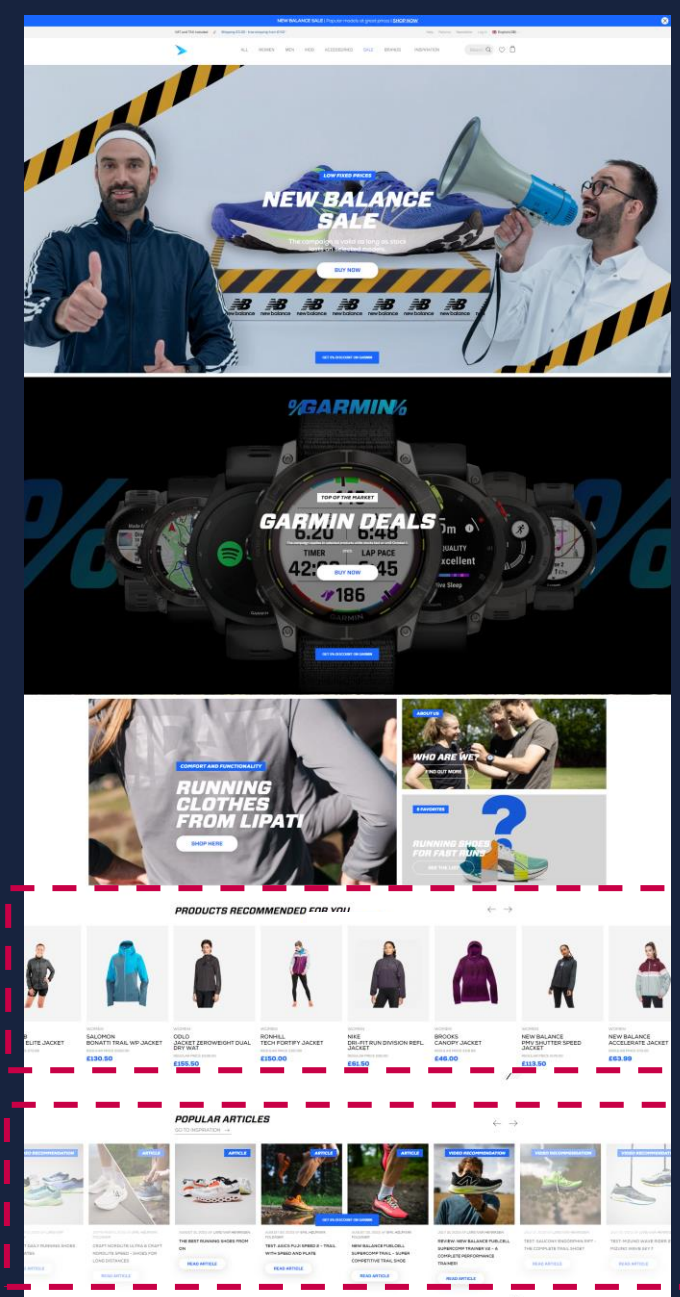
Front page

- Avoid a static frontpage but inspire instead
- Dont focus solely on last visited product
- Inspire the customers with alternatives
- Focus on both products and content (blogs/banners)
- B2B focus: Boost product purchased before



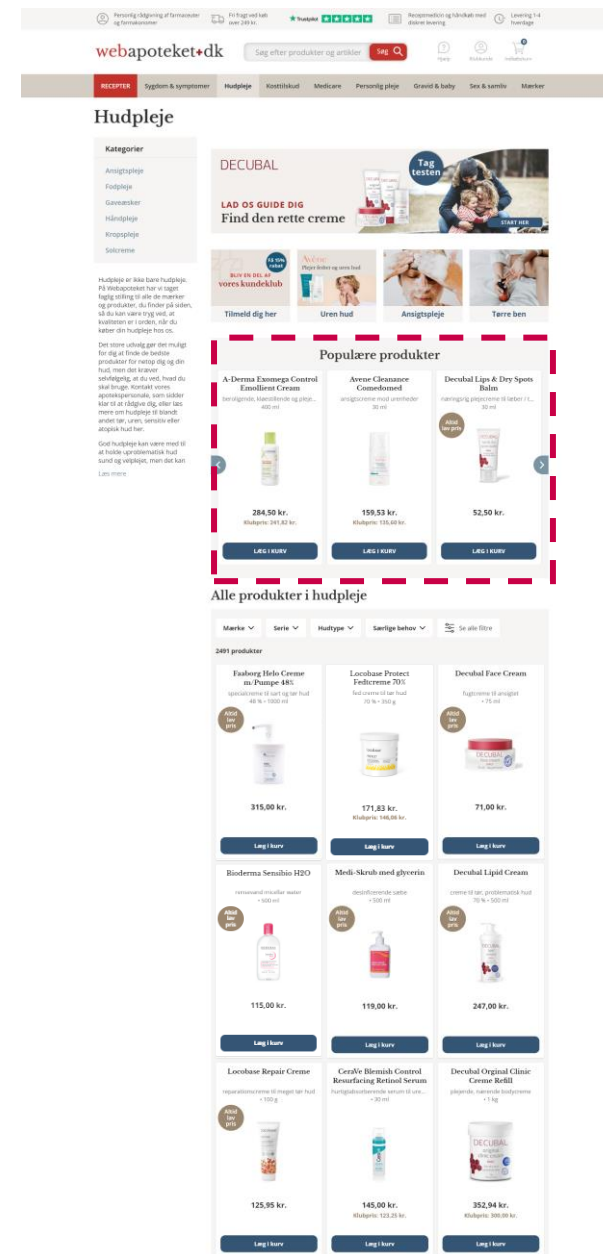
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Category / Brand pages

- PLP's often contains 1.000+ products
- Use the knowledge about the customer
- Use social proof
- Personalized based on the customer
- Example: Placed on top as a slider



Category / Brand pages

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- Use the knowledge about the customer
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- Example: Placed on top as a slider

The screenshot shows the 'Hudpleje' (Skincare) category page on webapoteket.dk. The page layout includes a top navigation bar with search and account options, a category menu on the left, and a main content area. A prominent banner for DECUBAL is at the top, followed by a 'Populære produkter' (Popular products) slider. Below the slider is a grid of product listings, each with a product image, name, price, and a 'Læg i kurv' (Add to cart) button. The products listed include Faaborg Helo Creme, Locobase Protect, Decubal Face Cream, Bioderma Sensibio H2O, Meli-Skrub med glycerin, Decubal Lipid Cream, Locobase Repair Creme, CeraVe Blemish Control, and Decubal Original Clinic Creme. The page also features a 'Tilmeld dig her' (Sign up here) button and a 'Læs mere' (Read more) link.

Category / Brand pages

- Another way of implementing the strategy
- Push brand preferences
- B2B specific: Push popular company products

The screenshot shows the Carl Ras website's product page for 'Skrue- & Boremaskiner'. The page is structured as follows:

- Header:** Carl Ras logo, navigation links (Bilå Pris, Find butik, Services, Opret Konto), search bar, and user account links (Favoritter, Mit Carl Ras, Kurv).
- Navigation:** A row of icons representing different product categories: Tilbud, Værktøj, Entreprenør, Beslag, Befæstigelse, Arbejdstøj, El & VVS, Sikkerhed, Kemi, Skunvognsartikler, Certificeret, and Mærker.
- Breadcrumbs:** Værktøj > El- & alku værktøj > Akku værktøj > Skrue- & Boremaskiner.
- Left Sidebar:**
 - Værktøj:** Håndværktøj, El- & alku værktøj, Akku værktøj, Batterier og ladere, Dørehænder, Exciterslibere, rysteputtere og have, Fræsere og liggerlibere, Løgter og tilbehør, Mærkesæt, Multicuttere, Radioer, Saks, pilere, Sæve.
 - Skrue- & Boremaskiner:** Boremaskiner, Skruemaskiner & automater, Slagboremaskiner, Slagvagnler, Slagvagntrækker, Tilbehør til skrue- & boremaskiner, Virkeboremaskiner, Sløvsagere & tilbehør, Sam-, dykker- & hæftespåler, Virkeislibere, Øhvirgt alku værktøj, Ekværktøj, Skærende Tilbehør, Silbende Tilbehør, Indehing, stiger & villadøer, Høve & udendørsartikler.
 - Filterer efter:** TILGÆNGELIGHED (Web lager, Skatlevare), VÆRETYPE (Akku boremaskiner, Tilbehør til akku bore-, skruemaskiner, Akku slagboremaskiner, Akku slagvagnler, Akku slagvagntrækker), MÆRKE (Denkolt, Makita, Bosch, Milwaukee, Festool), SPENDING VOLT (18, 12, 10,8, 36, 40), OMR./MIN. (1600, 2000, 280, 0-450/0-1500, 0-450/1300/2000), BATTERI AH (2, 4, 5, 0, 3).
- Main Content Area:** A list of products with filters (BLÅ PRIS, POPULAR, KAMPAGNE) and sorting options (Vis pris, Ekskl. moms, Sortering, Popularitet). Each product card includes an image, name, price, and a 'LEG I KURV' button.
 - Product 1:** BOSCH Bore-/skruemaskine GSR 12V-15 2X2AH 25X78 tasker. Price: 949,00 DKK. Features: Spænding volt: 12, Batteri kapacitet Ah: 2, Borerotation mm: 1-10.
 - Product 2:** BOSCH Slagboremaskine 18V GSR 18V-90C 2X4AH L-BOXX. Price: 1.799,00 DKK. Features: Spænding volt: 18, Batteri kapacitet Ah: 4, Borerotation mm: 1,5-19.
 - Product 3:** BOSCH Skruemaskine GSR 12V-15 2X2,0AH 1XGA 12V-20... Price: 969,00 DKK. Features: Spænding volt: 12, Batteri kapacitet Ah: 2, Borerotation mm: 1-10.
 - Product 4:** MILLARKEE Slagvagn M18 PHTW2F120X 18V Solo. Price: 1.939,00 DKK. Features: Spænding volt: 18, Værktøjs holder: 1/2" trekant, Omdr./min.: 0-1260/1325/1950/2575.
 - Product 5:** MILLARKEE Slagvagn M18 FHWZ12-0X 18V Solo. Price: 1.839,00 DKK. Features: Spænding volt: 18, Værktøjs holder: 1/2" trekant, Omdr./min.: 0-900/1200/1650/2400.
 - Product 6:** DENKOLT Virkeboremaskine 18 V XR DCD740N solo. Price: 1.229,00 DKK. Features: Borekapacitet tra mm: 28, Borekapacitet stål mm: 10, Omdr./min.: 0-650/2000.
 - Product 7:** DENKOLT Slagvagntrækker 18V DCF040L Solo. Price: 999,00 DKK. Features: Spænding volt: 18, Batteri kapacitet Ah: 0, Omdr./min.: 3200.
 - Product 8:** DENKOLT Slagboremaskine 18V XR PS 2XS 0 TSTAK. Price: 2.399,00 DKK. Features: Spænding volt: 18, Batteri kapacitet Ah: 5, Kode: DCD805H2T-QW.
 - Product 9:** BOSCH Slagvagn 18V GDS 18V-830 HC, Solo. Price: 1.579,00 DKK. Features: Spænding volt: 18, Værktøjs holder: 1/2" trekant friktionssporning, Omdr./min.: 0-1200/0-1500/0-2800.

Category / Brand pages

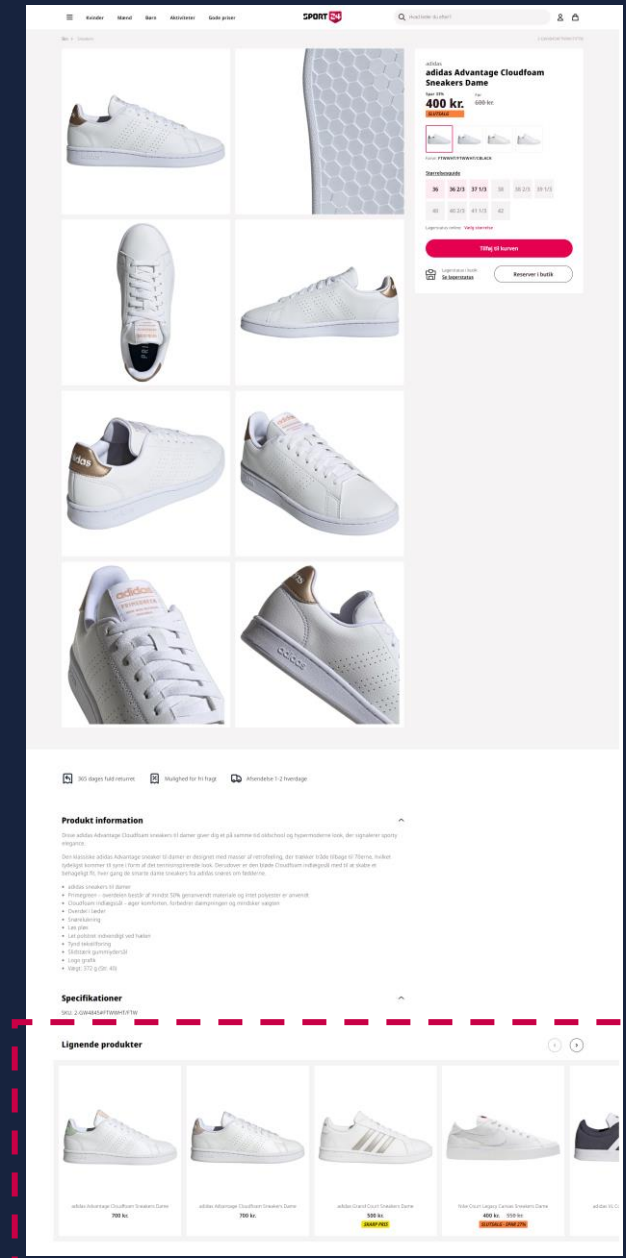
- Another way of implementing the strategy
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- Header:** Carl Ras logo, navigation links (Bil Pris, Find butik, Services, Opret Konto), search bar, and user account links (Favoritter, Mit Carl Ras, Kurv).
- Navigation:** A row of icons representing various product categories like Tilbud, Værktøj, Entreprenør, Beslag, etc.
- Breadcrumbs:** Værktøj > El- & akku værktøj > Akku værktøj > Skrue- & Boremaskiner
- Left Sidebar (Filters):**
 - Værktøj:** Håndværktøj, El- & akku værktøj, Akku værktøj, Batterier og ledere, Borehamre, Skrue- & Boremaskiner, Boremaskiner, Skruemaskiner & automater, Slagboremaskiner, Slagvågler, Slagakstrækker, Tilbehør til skruer- & boremaskiner, Vinkeboremaskiner, Slagvågler og tilbehør, Sam-, dykker- & hæftepistoler, Vinkelslibere, Øhvirgt akku værktøj, Elværktøj, Skærende Tilbehør, Silbende Tilbehør, Indehæng, sliger & villadser, Høve & udendørsartikler.
 - Filterer efter:** TILGÆNGELIGHED (Web lager, Skuffevare), VARETYPE (Akku boremaskiner, Tilbehør til akku bore-, skruemaskiner, Akku slagboremaskiner, Akku slagvågler, Akku slagakstrækker), MÆRKE (DeWalt, Makita, Bosch, Milwaukee, Festool), SPENDING VOLT (18, 12, 10,8, 36, 40), ØNDAR..MIN (1600, 2000, 280, 0-450/0-1500, 0-450/1300/2000), BATTERI AH (2, 4, 5, 0, 3).
- Main Content Area:**
 - Header:** 'Skrue- & Boremaskiner', 'Her finder du vores store udvalg af skruer- & boremaskiner til ethvert formål i vores sortiment indenfor skruer- & boremaskiner har vi det meste, men finder du ikke præcis, hvad du mangler - så skaffer vi det fra en af vores mere end 570 faste leverandere.'
 - Product Grid:** A list of products with filters for '355 Værdi', 'Vis pris', 'Ekskl. moms', and 'Sortering'. Products include:
 - Vinkeboremaskine 18 V XR DCD740N solo (1.229,00 DKK)
 - Slagakstrækker 18V DCF840N, Solo (999,00 DKK)
 - Slagboremaskine 18V XR PS ZX5.0 TSTAK (2.399,00 DKK)
 - Slagvågler 18 V DCF921E2T 1/2" (2.789,00 DKK)
 - Slagvågler 18V DCF896NT Toolconnect TSTAK Solo (2.449,00 DKK)
 - Boremaskine 18V XR DCD800E2T, TSTAK (2.315,00 DKK)
 - Måskinsæt 18V 2-pak DCK266P2T (2.999,00 DKK)
 - Slagvågler 18V XR 1/2" DCF921N, Solo (1.499,00 DKK)
 - Slagboremaskine 18V XR DCD805E2T, TSTAK (2.315,00 DKK)

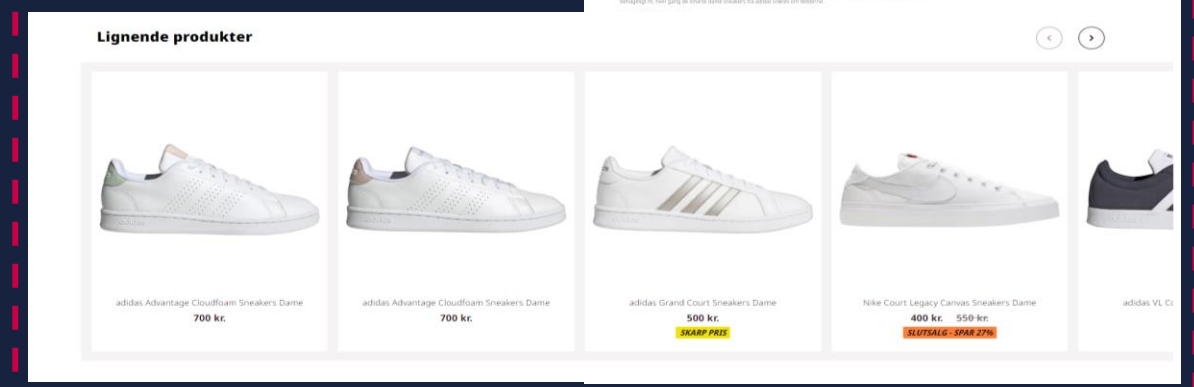
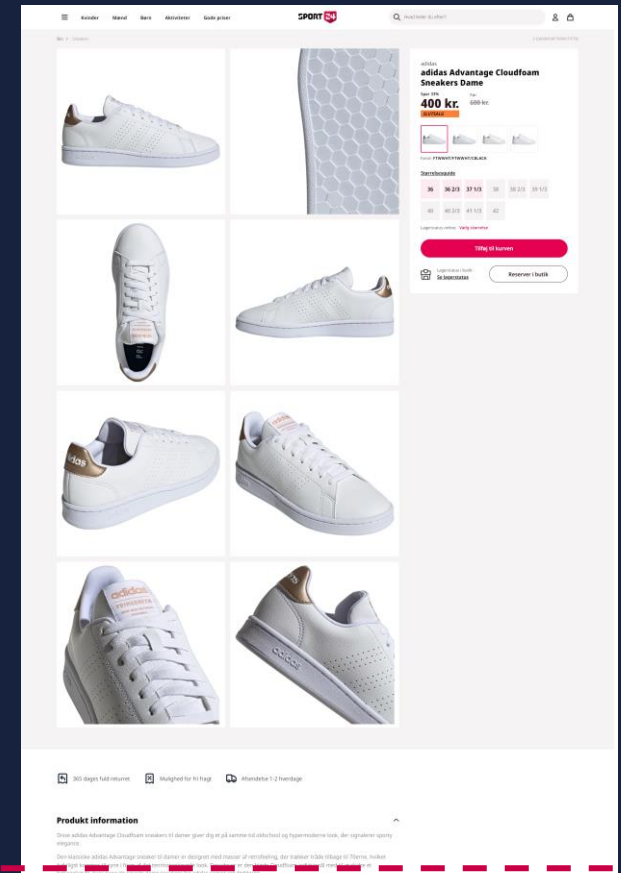
Product pages

- Drive conversion and avoid bounce
- Show similar items
 - Same colour and brand



Product pages

- Drive conversion and avoid bounce
- Show similar items
 - Same colour and brand



Product pages

- Drive conversion and avoid bounce
- Show similar items
 - Same colour and brand
- Mind customers' brand preferences and price sensitivity
- Make room for potential cross-sell

The screenshot shows a product page for a Makita DHP4B25F1J 18V 3.0 Ah cordless drill on the DAVIDSEN website. The page layout includes a main product image, a price of 995,00 kr./stk., and a 'Køb nu' button. Below the main product, there are sections for 'RELEVANTE ARTIKLER' (relevant articles) and 'ANDRE KIGGEDE OGSÅ PÅ' (also viewed). The 'ANDRE KIGGEDE OGSÅ PÅ' section is highlighted with a red dashed border and contains five related products with their prices: Makita DHP4B25F1J (1.495,00 kr./stk.), Makita DHP4B25F1J (1.245,00 kr./stk.), Makita DHP4B25F1J (1.195,00 kr./stk.), Makita DHP4B25F1J (1.370,00 kr./stk.), and Makita DHP4B25F1J (1.855,00 kr./stk.). The 'ANDRE KØBTE OGSÅ' section contains five more products: Makita DHP4B25F1J (495,00 kr./stk.), Makita DHP4B25F1J (610,00 kr./stk.), Makita DHP4B25F1J (80,00 kr./stk.), Makita DHP4B25F1J (1.140,00 kr./stk.), and Makita DHP4B25F1J (620,00 kr./stk.). The page also includes a navigation menu, a search bar, and a footer with contact information and social media links.

Product pages

- Drive conversion and avoid bounce
- Show similar items
 - Same colour and brand
- Mind customers brand preferences and price sensitivity
- Make room for potential cross-sell

The screenshot shows the product page for a Carl Ras safety shoe, 'Sikkerhedsandål F22 Sort, str. 36'. The page layout includes a top navigation bar with the Carl Ras logo and search bar, a secondary navigation bar with icons for various product categories, and a main content area. The main content area features a large product image of the shoe, a price tag of 2.350,00 DKK, and a 'LÆG I KURV' button. Below the product image is a size selection table with sizes 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48. The page also includes a 'Beskrivelse & Specifikationer' section with a detailed description of the shoe's features, a 'Specifikationer' table, and an 'Andre kiggede også på' section with four similar product recommendations. At the bottom, there is an 'Oft købt sammen med' section with four recommended accessories. The page is designed to be clean and informative, with clear calls to action and related product suggestions.

Product pages (don't)

- Drive conversion and avoid bounce
- Show similar items
 - Same colour and brand
- Mind customers brand preferences and price sensitivity
- Make room for potential cross-sell
- Avoid showing variants twice
 - The "variant headache"



Product pages (do)

- Drive conversion and avoid bounce
- Show similar items
 - Same colour and brand
- Mind customers brand preferences and price sensitivity
- Make room for potential cross-sell
- Avoid showing variants twice
 - The "variant headache"

The screenshot shows a product page for a sneaker on the Carl Ras website. The main product is the 'Sikkerhedsandøl F22 Sort, str. 36', priced at 2,350.00 DKK. The page includes a detailed description and specifications section, followed by two recommendation sections: 'Andre kiggede også på' (Other items viewed) and 'Oftet købt sammen med' (Often bought together). The 'Andre kiggede også på' section displays four similar sneakers, and the 'Oftet købt sammen med' section displays four complementary items like socks and shoe care products.

Product pages

- Educate and be the expert
- Drive traffic towards your content
- Avoid manual maintenance mapping products to content

The screenshot shows a product page for 'Epletre, Malus dom. 'Discovery', 8,5 liter potte'. The page layout includes a header with navigation links, a main product image, a price of 359 kr./stk, and a 'Køb nu' button. Below the product, there is a 'Andre har også købt' section with five related products and a 'Populære tips og tricks' section with five tips. The footer contains navigation links, contact information, and a newsletter sign-up form.

Product Details:

- Product Name: Epletre, Malus dom. 'Discovery', 8,5 liter potte
- Price: 359 kr./stk
- Availability: Kun 55 stk til en pris af 359 kr. (LIM)
- Buttons: Køb nu

Andre har også købt:

- Hjertebær, Cornidaphylum japonicum, 9 liter potte - 229 kr./stk
- Hortensier, Hydrangea pan. 'Pink Winky', 10 liter potte - 499 kr./stk
- Syrisk rose, Hibiscus Blue Cliffer, 9 liter potte - 239 kr./stk
- Pangonem, Cortaderia sel. 'Rosa', 7,5 liter potte - 299 kr./stk
- Magnolia, Magnolia Georg Henry Karm, 9 liter potte... - 299 kr./stk

Populære tips og tricks:

- Udførelse og pottning af frugttræer
- Bestemning af frugttræer
- Forsælingsretter fordeling og gode råd
- Sået frugttræer i beholdere
- Epletreer i regnen

Footer:

- Kundeservice: Spørgsmål og råd, Lager- og leveringsplaner, Levering, Besvarelse og information, Persondataskærm, Cookies, Enhverstunde
- Om os: Historie, Besøgstidspunkt, Job & Karriere, Nyheder, Gårdsplaner, Kontakt administration, Spørrer, Guide, LIVE
- Info: Etiket systemer, Kontakt butikken, Café og Epletre House, Gården af Plantorama
- Nyhedsbrev: Indtast her, Send
- Copyright © 2023 Plantorama AS

Product pages

- Educate and be the expert
- Drive traffic towards your content
- Avoid manual maintenance mapping products to content

The screenshot shows a product page for 'RUM ECO 10 VÆGMALING 10 L HVID'. The page layout includes a product image at the top left, a price of 579 kr, and a 'Køb nu' button. Below the product image is a 'BESKRIVELSE' section with a detailed description and 'Tekniske specifikationer'. The 'SPECIFIKATIONER' section lists technical details. Below this is a 'Andre har også set' section with three product recommendations. The 'Andre købte også' section shows three more products. The 'INSPIRATION' section features three articles with images. The footer includes a navigation menu, contact information, and social media links.

Product pages

- Educate and be the expert
- Drive traffic towards your content
- Avoid manual maintenance mapping products to content

The screenshot shows a product page for 'RUM ECO 10 VÆGMALING 10 L HVID'. The page layout includes a navigation bar at the top with the XL BYG logo and search bar. The main content area features a large image of the paint bucket, a list of product specifications (Max. rækkevidde: 8, Min. rækkevidde: 6, Mærke: Rum, Produkttype: Vægmaling), and a price of 579,- pr. sp. Below this is a selection interface for 'Vælg farve' and 'Vælg mængde'. The 'INSPIRATION' section contains three video thumbnails with titles: 'Årets farve 2023 fra Dyrup - Vining Ivy', 'Sådan maler du dine vægge trin-for-trin', and 'Se Signe Wenneberg male køkkenvæg'. The footer includes contact information for XL BYG Webshop ApS and XL BYG s.m.b.a., a privacy policy, and social media links.

Power step

- Make sure the customers sees the related products
- Create a Power Step when customers "add to basket"


MID SEASON SALE | Sidste sæsons modeller til skarpe priser | [SHOP HERRE](#) | [SHOP DAME](#)

Fragt fra 39,- Gratis ved køb over 999,-** // 180 dages retur // Bestil inden 7t 19m 36s - levering næste dag

Gæsekort | Retur | Hjælp | Nyhedsbrev | Log ind | Dansk (DK)


ALLE DAME HERRE BØRN LØBEUDSTYR **UDSALG** BRANDS INSPIRATION

✓ Du har tilføjet Kawana til din indkøbskurv.



DAME
HOKA
KAWANA

★★★★★ VÆR DEN FØRSTE TIL AT ANMELDE DETTE PRODUKT



VISTE FARVE: Nimbus Cloud/ice Flow
STYLENR: 1123164-NCIF

VEJL. PRIS: 1.299,00 KR.
-38%
799,00 kr. 1.299,00kr.

Tjek vores konkurrenters priser

Vælg variant (EU / UK / US)


38	38%	39%
40	40%	41%
42		

Er din størrelse ikke på lager?

Kun 4 på lager i denne størrelse

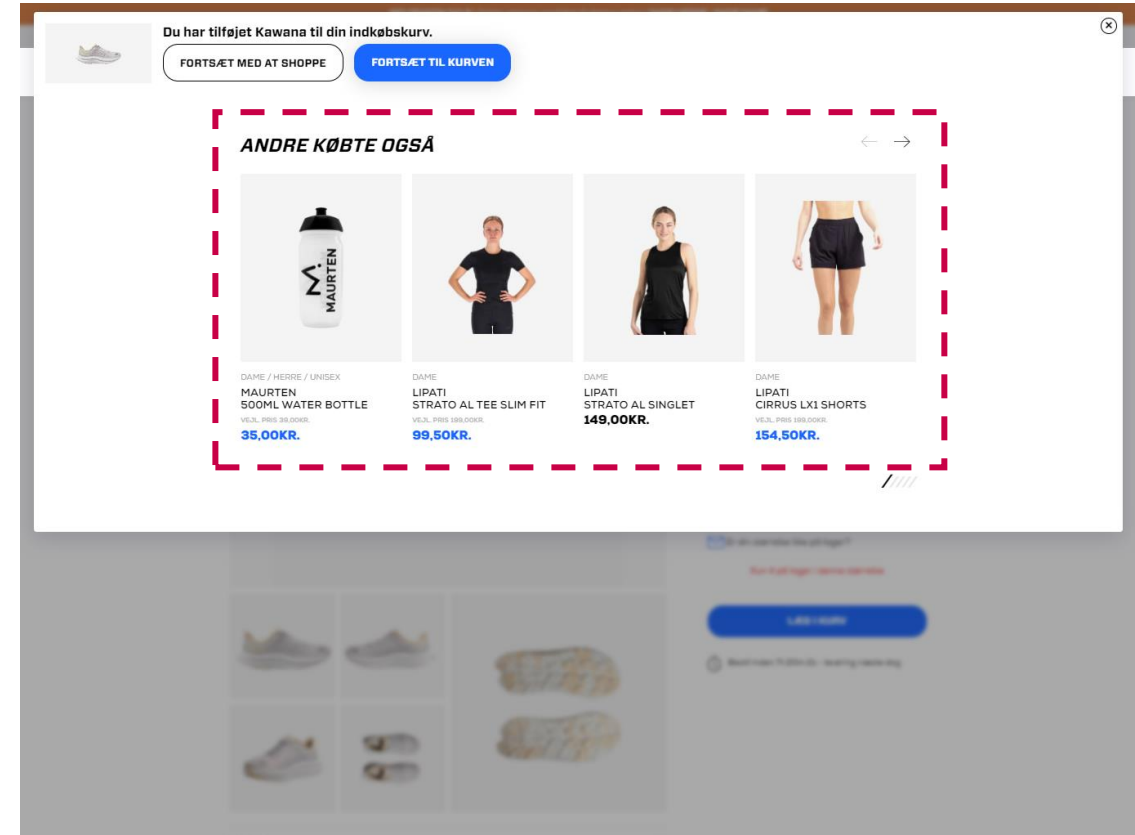
LEG I KURV

Bestil inden 7t 19m 36s - levering næste dag



Power step

- Make sure the customers sees the related products
- Create a Power Step when customers "add to basket"
- Products should be related to the product added basket
- Boost products purchased before



Power step (do)

- Be realistic when trying to cross-sell
- Keep products within the same main category

The screenshot shows the DAVIDSEN website's product page for a Weber Q3200 gas grill. The page layout includes a blue header with the DAVIDSEN logo, a search bar containing 'grill weber', and a navigation menu with categories like TRÆ, BYG, BEFÆSTELSE, VÆRKTØJ, EL OG BELYSNING, VVS OG VARME, MALING, TØJ OG SIKKERHED, HAVE OG BOLIG, GRILL, and TILBUD. The main content area features a large image of the grill, a vertical gallery of smaller images on the left, and a detailed product description on the right. The price is listed as 3.499,00 kr./stk., with a note that delivery starts from 249,00 kr. There are buttons for 'KØB ONLINE' and 'HENT I BUTIK', along with a quantity selector set to 1. Below the product information, there are links for 'Vis flere' and 'Se en video'.

Alt til byggeri Bæredygtigt byggeri Rådgivning Sortiment Levering Nyhedsmail Aviser og kataloger Find Davidsen Din butik: Davidsen Fredericia

DAVIDSEN grill weber

TRÆ BYG BEFÆSTELSE VÆRKTØJ EL OG BELYSNING VVS OG VARME MALING TØJ OG SIKKERHED HAVE OG BOLIG GRILL TILBUD

< Tilbage Forside / Grill / Gasgrill / Weber gasgrill / Weber Q3200 gasgrill

Weber Q3200 gasgrill
3.499,00 kr./stk.
Levering fra 249,00 kr

- 1 +

KØB ONLINE **HENT I BUTIK**

● Til levering (10+ stk.) i postnr. 8000
Leveringstid: 1 hverdag

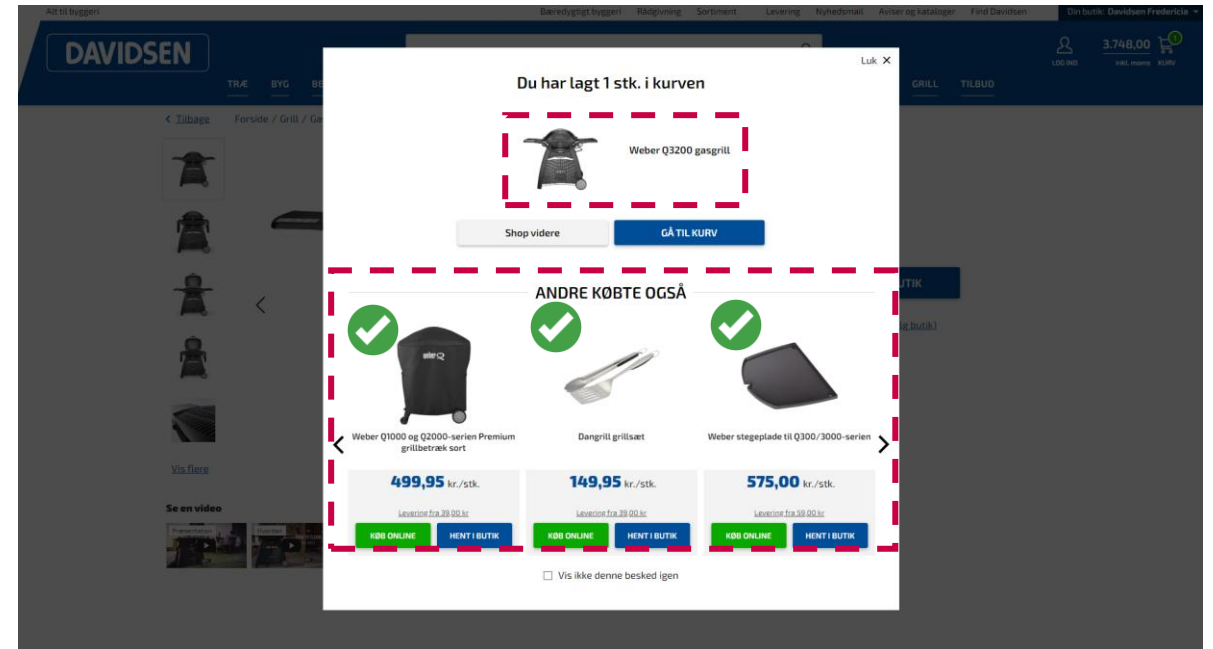
● Kan hentes i 16 butikker (vælg butik)

Vis flere

Se en video

Power step (do)

- Be realistic when trying to cross-sell
- Keep products within the same main category
- Focus on accessories to the main product
- Often products with a lower price than the added to cart product



Power step (don't)

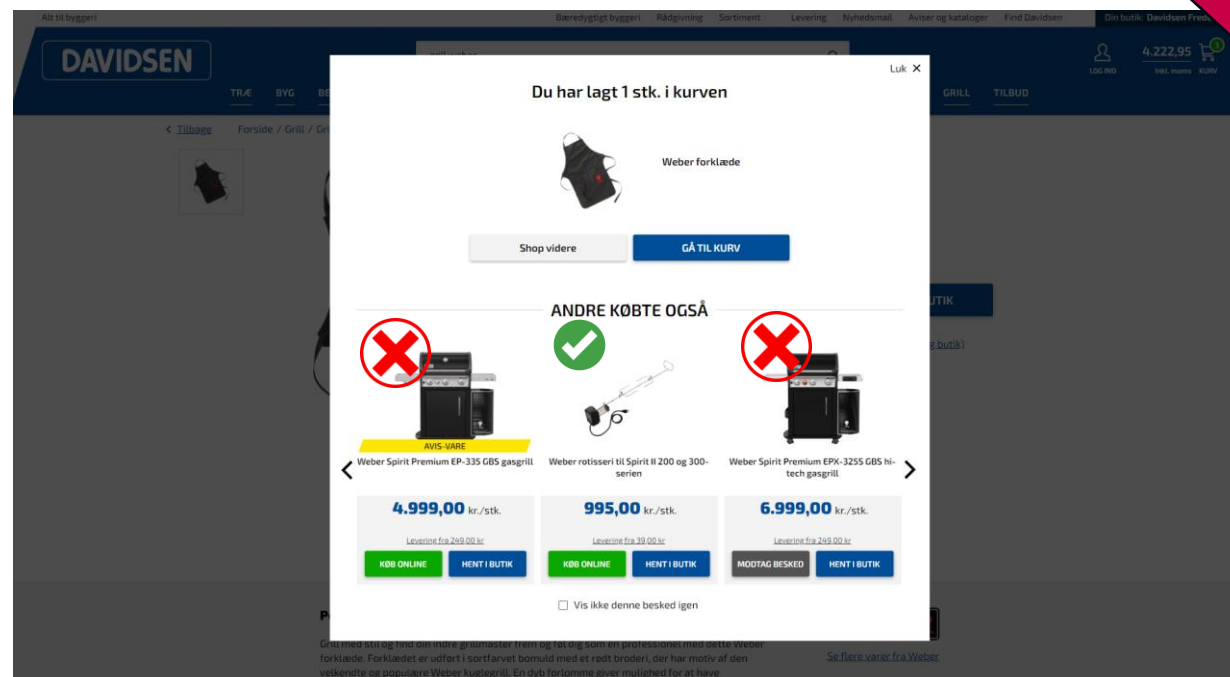
- Be realistic when trying to cross-sell
- Keep products within the same main category
- Focus on accesories to main product
- Often products with a lower price than the added to cart product
- Don't try to do the "impossible"

The screenshot shows the DAVIDSEN website interface. At the top, there is a navigation bar with the DAVIDSEN logo and a search bar containing 'grill weber'. Below the navigation bar, there are several menu items: TRÆ, BYG, BEFÆSTELSE, VÆRKTØJ, EL OG BELYSNING, VVS OG VARME, MALING, TØJ OG SIKKERHED, HAVE OG BOLIG, GRILL, and TILBUD. The main content area displays a product page for a 'Weber forklæde' (apron). The product is shown in a large image and a smaller thumbnail. The price is listed as 175,00 kr./stk., with a note 'Levering fra 39,00 kr.'. There are buttons for 'KØB ONLINE' and 'HENT I BUTIK'. Below the product image, there are tabs for 'BESKRIVELSE' and 'SPECIFIKATIONER'. The 'BESKRIVELSE' tab is active, showing a short description of the apron and the Weber logo. The 'SPECIFIKATIONER' tab is also visible.

EXAMPLE ONLY

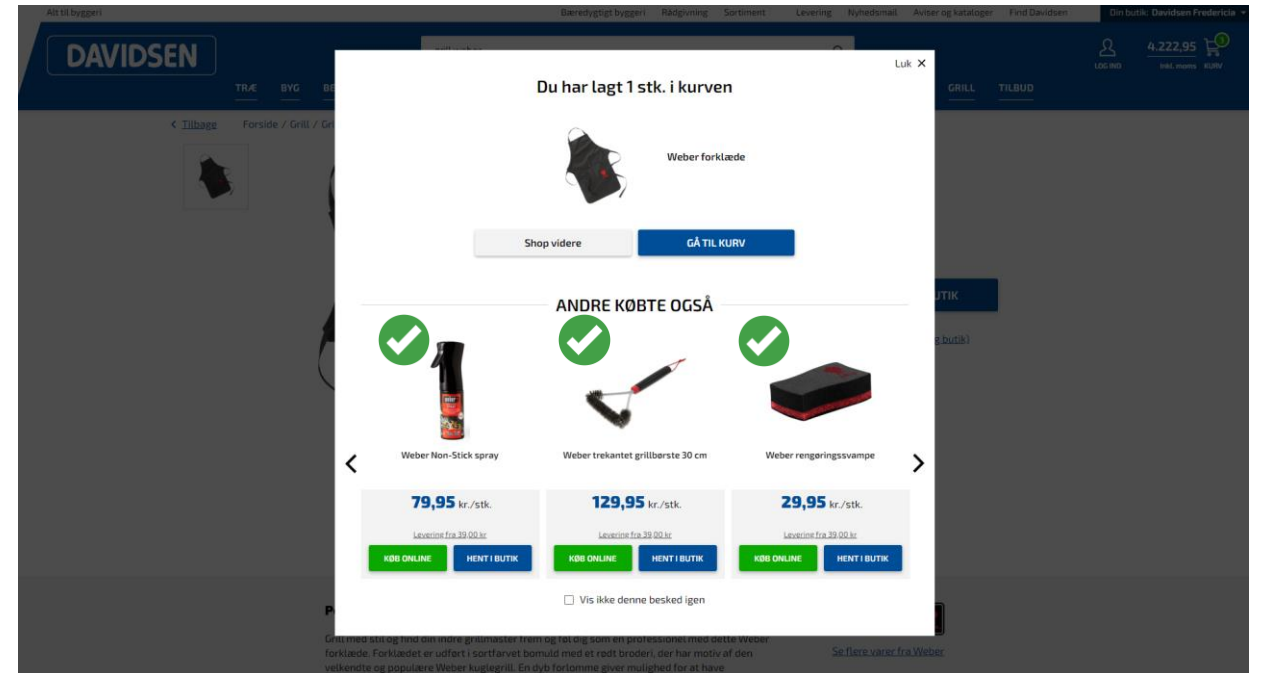
Power step (don't)

- Be realistic when trying to cross-sell
- Keep products within the same main category
- Focus on accesories to main product
- Often products with a lower price than the added to cart product
- Don't try to do the "impossible"



Power step (do)

- Recommendations as they should
- Other accesories in focus
- Small add ons to the basket



Basket

- Increase the basket size
- Base recommendations on all products in the basket
- Don't jeopardize the conversion
- Promote mainly related products (B2C)

The screenshot displays the Golf Experten website's shopping basket and product recommendations. The basket contains one item: XXIO Prime driver, priced at 8,299.00DKK. The total amount is 8,299.00DKK. The website also features a 'GÅ TIL BESTILLING' button and a 'SPAR XPRES' section with a 'Delbetaling' of 830 kr. pr. måned. Below the basket, a red dashed box highlights a row of six recommended products: Masters Eyeline Speed Trap 2.0 (799.00DKK), Masters Fiskestang (3 meter) (149.00DKK), Masters Super Deluxe tilhærsække (99.00DKK), Masters Driving Range Tees - 3 SÅK (39.00DKK), Strike Spray (129.00DKK), and Masters Strong Arm - til repcover (199.00DKK). The footer contains navigation links, contact information, and logos for payment methods and shipping services.

Basket

- Increase the basket size
- Base recommendations on all products in the basket
- Don't jeopardize the conversion
- Promote mainly related products (B2C)
- Remove products if added along the way

The screenshot displays the Golf Experten website's shopping basket and product recommendations. The basket contains one item: XXIO Prime driver, priced at 8,299.00DKK. The total amount is 8,299.00DKK, including a 1.659.00DKK discount. The website also features a 'GÅ TIL BESTILLING' button and a 'SPAR XPRES' section with a 'Delbetaling' of 830 kr. pr. måned. Below the basket, a section titled 'Andre har også købt' (Others also bought) displays six recommended products: Masters Eyeline Speed Trap 2.0 (799.00DKK), Masters Fiskestang (3 meter) (149.00DKK), Masters Super Deluxe tilhærsække (99.00DKK), Masters Driving Range Tees - 3 SÅK (39.00DKK), Strike Spray (129.00DKK), and Masters Strong Arm - til recovery (199.00DKK). The footer contains contact information for Golf Experten A/S, including a phone number (30115489) and website (www.golf-experten.dk).

Basket

- Increase the basket size
- Base recommendations on all products in the basket
- Don't jeopardize the conversion
- Promote mainly related products (B2C)
- Remove products if added along the way

The screenshot displays the 'Indkøbskurv' (Shopping Basket) page on the Golf Experten website. The basket contains two items: 'Masters Eyeline Speed Trap 2,0' for 799,00 DKK and 'XXIO Prime driver' for 8,299,00 DKK. The total amount is 9,098,00 DKK. Below the basket, there is a 'GÅ TIL BESTILLING' (Go to checkout) button and a 'SPAREXPRES' (Save Express) section with a 'Delbetaling' (Installment) option for 910 kr. pr. måned. A red dashed box highlights a 'Andre du også kan lide' (Others you might like) section featuring six recommended products: Masters pitchfork (49,00 DKK), Masters Skum træningsbolde (39,00 DKK), Masters Driving Range Tees (39,00 DKK), Masters scorekortholder (99,00 DKK), Masters Airflow XP Bolde (39,00 DKK), and Masters Overspeed Swing Trainer (449,00 DKK). The footer contains navigation links, contact information, and logos for payment methods and shipping services.

Basket

- Increase the basket size
- Be aware of the price point
- Nudge by offering free delivery etc.

The screenshot shows the Zizzi website's shopping cart and a promotional banner. The banner, titled "Gratis levering" (Free delivery), features a progress bar indicating that the user is 49.05 kr away from qualifying for free delivery. Below the progress bar, five clothing items are displayed with their current and original prices:

Item	Current Price	Original Price
2-pak basis t-shirt i bomuld	160,96 kr	229,95 kr
Wide fit sneakers	149,98 kr	499,95 kr
Elastik bælte	99,95 kr	
3-pak basis sportstrømper	69,97 kr	199,95 kr
Bomulds t-shirt med prikker og v...	160,96 kr	229,95 kr

The shopping cart, titled "Din kurv", contains one item: "Ellen bootcut jeans med høj talje" (Blue, size 52x32) for 349,95 kr. The total price is 388,95 kr, including 77,79 kr in VAT. A green button labeled "FORTSÆT TIL BETALING" (Continue to payment) is visible. Below the cart, there are sections for "Pris i alt" (Total price) and "Når du handler ved Zizzi får du" (When you shop at Zizzi you get), which lists benefits like fast delivery, free delivery over 399 kr, and a 100-day return policy for members.

Basket

- Increase the basket size
- Be aware of the price point
- Nudge by offering free delivery etc.

Gratis levering

Du mangler 49,05 kr for at få mulighed for gratis levering.

0 kr **49,05 kr** 399 kr

2-pak basis t-shirt i bomuld	Wide fit sneakers	Elastik bælte	3-pak basis sportsstrømper	Bomulds t-shirt med prikker og v-...
160,96 kr	149,98 kr	99,95 kr	69,97 kr	160,96 kr
229,95 kr	499,95 kr		139,95 kr	229,95 kr

Basket

- Increase the basket size
- Be aware of the price point
- Nudge by offering free delivery fx
- Don't be greedy

The screenshot shows the Zizzi website's shopping basket and a promotional banner. The banner, titled "Gratis levering" (Free delivery), indicates that the user is 49.05 kr away from qualifying for free delivery. It features a carousel of clothing items with their prices and a progress bar showing the current basket total of 399 kr. The basket itself, titled "Din kurv", contains one item: "Ellen bootcut jeans med høj talje" (Ellen bootcut jeans with high waist) in blue, size 52x32, priced at 349,95 kr. The "Pris i alt" (Total price) section shows a total of 388,95 kr, including 77,79 kr in VAT. A green button labeled "FORTSÆT TIL BETALING" (Continue to payment) is visible. Below the price section, there are sections for "Når du handler ved Zizzi får du" (When you shop at Zizzi you get) listing benefits like 1-day delivery, free returns, and a 100-day return policy, and a "Bemærk: Produkterne er ikke reserveret for dit køb er gennemført" (Note: Products are not reserved for your purchase) warning. Payment logos for Klarna, VISA, and Mastercard are shown at the bottom.

Gratis levering
Du mangler 49,05 kr for at få mulighed for gratis levering.

399 kr

Lange wide fit støvler med... 1.299,95 kr
Pufferfrøkke med hælte og lommer 1.599,95 kr
Elastik bælte 99,95 kr
Blomstret madrasjole med... 599,95 kr
Bomulds t-shirt med prikker og v... 160,96 kr
229,95 kr

Din kurv

Ellen bootcut jeans med høj talje
Blå | 52x32
349,95 kr

Pris i alt

1 Produkter 349,95 kr
Levering 39,00 kr
Har du en rabatkode? +

Moms 77,79 kr
Samlet pris 388,95 kr

FORTSÆT TIL BETALING

Bemærk: Produkterne er ikke reserveret for dit køb er gennemført

Når du handler ved Zizzi får du

Hurtig levering: 1 hverdag
Gratis levering ved køb over 399,-
Gratis retur for medlemmer
100 dages returret for medlemmer

Hvordan returnerer jeg en vare?
Hvad koster det at returnere?
Hvornår får jeg penge retur, hvis jeg har fortrudt mit køb?

Klarna VISA VISA Mastercard

EXAMPLE ONLY

Basket

- B2B specific recommendations
- Based on account / company level
- Top-up products in the basket

The screenshot shows the Carlsberg website's shopping basket. The basket contains four items:

- Børstestøvsauger 12 V XR (1.788,00 DKK)
- Batterilad 12V XR til 2x18 Ah (3.267,00 DKK)
- Batteri 12 V XR DC1224G, 1,0 Ah (1.467,00 DKK)
- Børsteskive 12V XR DC1224G (599,00 DKK)

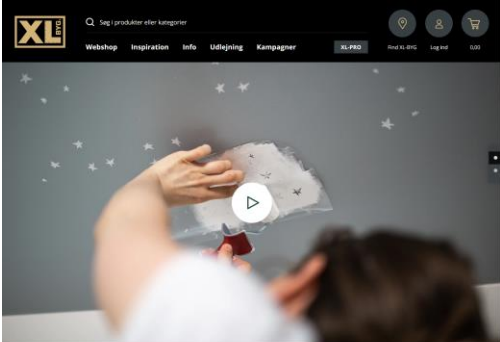
Below the basket, there are two recommendation sections:

- Baseret på din indkøbskurv, kunne du overveje:** This section shows four recommended products, including various power tools and accessories.
- Lige nu køber andre:** This section shows four products that other customers are buying, including gloves and safety equipment.

At the bottom of the page, there is a contact information section for customer service (44 85 55 11) and a footer with the Carlsberg logo and address.

Content pages

- Be relevant at all times
- Inspire customer with related products
- But also similar content to keep inspiring the customer
- Avoid manual maintenance and mapping



The screenshot shows the top part of a website page. At the top is a navigation bar with the XL PRO logo, a search bar, and links for Workshop, Inspiration, Info, Udførelse, and Kampanjer. Below the navigation bar is a large video player showing a person's hands working on a project. Below the video is the title "GUIDE: MAL DIN EGEN STJERNEHIMMEL" and a short introductory paragraph. Below the text is a list of materials needed for the project, including paint, brushes, and a stencil. Below the list is a grid of product cards for the materials, each with a price and a small image. Below the grid is a section titled "FIND MERE INSPIRATION HER" with three smaller images and titles for related content.

VIDEOSIDE





GUIDE: MAL DIN EGEN STJERNEHIMMEL

Skab en fantastisk stemning på børneværelset ved at forvandle loftet til en stjernehimmel. Projektet er super nemt at gå til men giver en stor wow-effekt til rummet. Se hele videoen med Emma Martiny øverst i artiklen.




Denne guide er udviklet i samarbejde med Emma Martiny

Det skal du bruge

- Afmærkning
- Maler tape
- Maling i samme farve som dine vægge
- Pensel
- Malerulde med skuff
- RUM vægmalning i farven Ferrum Esser PFG1039-3
- Malerulde
- Et lille stykke plastik
- Hobbykniv
- Malerulde af skum
- RUM vægmalning i farven Commercial white PPG1025-1

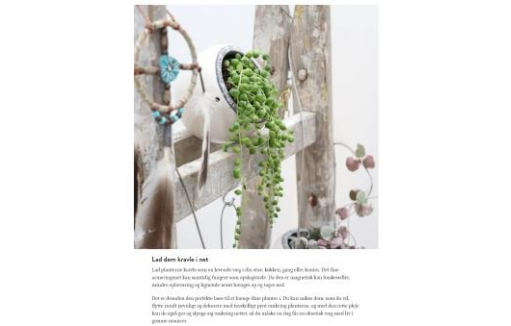
 <p>BRUGSBAR GLATTE FLADER (LAK) - HVID MALERULDE 10 L 44,95 pr. stk. LØSLÅS-ØRNING</p>	 <p>ARBEJDSPLATHEM MED FINE FLADER (MØRKE) RULLESET 200 MM 199,- pr. sæt. LØSLÅS-ØRNING</p>	 <p>VEG MALING MED RØDE LAKKE AFSPENNINGSTÆT 15 X 1,5 MM GUL 74,95 pr. stk. LØSLÅS-ØRNING</p>	 <p>RUM EET 5 L VÆG MALING I HVID 199,- pr. 5L LØSLÅS-ØRNING</p>
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FIND MERE INSPIRATION HER

 <p>VIDEOSIDE Guide: Byg din egen volhyld Læs en detaljeret guide til bygning af din egen volhyld. Denne guide viser dig, hvordan du kan bygge en volhyld, som passer til dit rum og din stil.</p>	 <p>ARTIKEL Årets farve 2022 - Olive Sprig Vi har valgt, hvilken farve der skal være i dit rum i 2022. Olive Sprig er vores favorit farve til året.</p>	 <p>ARTIKEL Hvilken type maling skal jeg vælge? Der findes mange forskellige typer maling, som hver især er egnet til forskellige typer projekter.</p>
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Content pages

- Be relevant at all times
- Inspire customer with related products
- But also similar content to keep inspiring the customer
- Avoid manual maintenance and mapping



Sum up

- Data is the main source for good recommendations
- Use the knowledge of the customer preferences (Brand, Category, Price, Product etc.)
- Focus on the first conversion – after increase basket size
- When trying to increase basket size - don't be unrealistic
- Recommendations is not only products but content as well

Questions?

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