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BENEFITS OF PRODUCT RECOMMENDATION ENGINE

Article from [Revalsys Technologies](#)

This article explains about
the benefits of product
recommendation engine

When a shopper indulges in shopping, they are likely to purchase products they like. And when they see the products they are looking for without making a search, they feel good, view the products and buy if they like. The competition getting higher with each passing, e-Commerce marketers are using some sort of product recommendation engine.

For any online merchants, product recommendation engine is one of the most important tools. It benefits them in many ways and thus helps in making more sales and get better revenues.

What is product recommendation engine?

Basically, a product recommendation engine is a filtering system that can predict and show the products that the shoppers may be interested in purchasing. By making use of algorithms and data, it recommends products that are most relevant to a particular visitor.

Types of Product Recommendation Engines

Basically, there are three approaches based on which product recommendation engines work. All these three methods mentioned below use machine-learning approaches.

- **Content-based filtering**

In this method, the product recommendation engine collects data regarding the likes and dislikes of the website visitors. Cookies help to track over multiple visits of a single visitor. Based on the browsing history, it makes recommendations.

- **Collaborative filtering**

In this filtering method, data is collected from the users who have made quite similar purchases. The engine then combines the data to provide recommendations.

- **Hybrid recommendation system**

In this system, the recommendation engine combines both content-based and collaborative method. But the focus is put on the attributes of a specific website visitor.

Benefits of Using a Product Recommendation Engine

Let's check some advantages that product recommendation engine can offer to make better your e-Commerce business:

- **Boost Sales**

One of the most important advantages of using product recommendation engine is that it helps in boosting sales. When you offer personalised options, the average order value rises. In addition, the number of items per order goes up when product recommendation engine is used. When you show various options that meet the interest of the shoppers, they are likely to add more items to their cart to make purchases. It thus helps in boosting sales and revenue gets better.

- **Customer Satisfaction**

Product recommendation engines can really perform well to offer a sense of satisfaction among shoppers during and also after the searching session is completed. The right suggestions at the proper time make your visitors get the products they're looking for easily. Finding the products without making any effort makes the visitors feel happy. It thus helps in customer retention, as well.

- **Personalise Individual Interest**

Product recommendation engines don't offer suggestions based on the taste and preferences of the shoppers. It also takes into account the opinions of other shoppers so that they can buy products which other people have used and turned out to be good.

- **Provide reports**

This is an important function that product recommendation engine offers as it affects the decision of the customers directly. By providing the customers the most up-to-date and accurate report, the customers can take proper decisions and manage their orders easily.



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