

smec Select

Technical Fact Sheet

Introduction

smec Select is an add-on for existing shop solutions allowing on-site rule-based page adaption in real-time. Using all available information it evaluates user intent and user history to choose highly relevant products and to offer deep personalization. Possible scenarios for the application of smec Select are as follows:

Real-time adaptations of

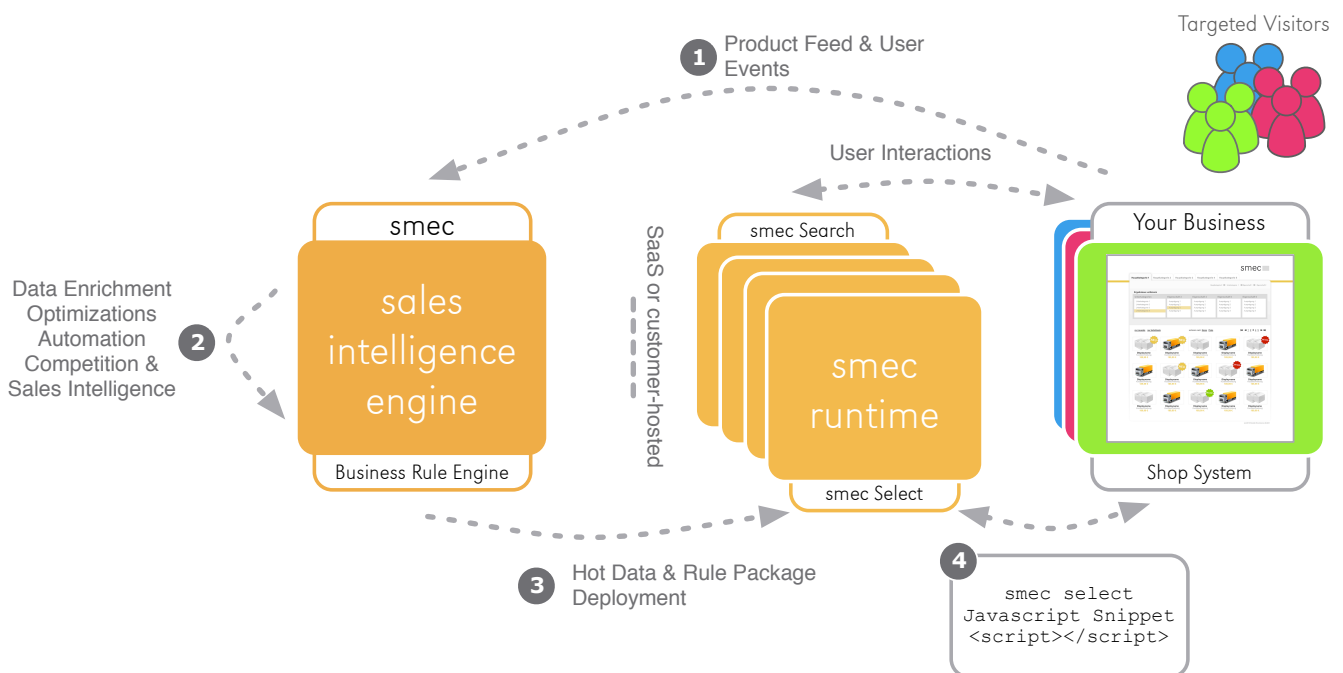
- 📄 Landing Pages
- 📄 Search result pages
- 📄 Product detail pages
- 📄 Category pages

At the same time smec Select allows shop operators to present their products in the best possible way thus enabling customers to make their buying decision. smec Select uses data mining techniques to evaluate similarities between products and customers, which can be combined freely utilizing an innovative hybrid approach. Benefiting from e-commerce best-practices becomes easy using smec's rule-based and data-driven approach.

Architecture & Process

The smec Select runtime receives its data packages and its individual configuration from the Sales Intelligence Engine. Otherwise the runtime functions completely independent and simply waits for requests from the online shop.

smec continuously imports product data updates and user events into the Sales Intelligence Engine, where the incoming data is evaluated, enriched and (re-)deployed with an individual rule package to the scalable smec Select runtime. smec Select integrates into the shop using an unobtrusive Javascript snippet.





Feature Overview

Product Selection

- Utilization of all available information
- Individual product boosting strategies
- Content-based similarities for text and media files
- Knowledge-based similarities
- Collaborative Filtering

Sales Strategies

- Rule-based sales strategies
- Leverage sales psychology
- Deep personalization
- Intuitive Navigation
- Automated split testing of sales strategies
- KPI-based monitoring
- Soft-Rollout & Soft-Rollback

Non functional features

- High performance and fast response times
- Vertically scalable
- Unobtrusive integration

Configuration

- Flexible and agile configuration using business rules
- Dedicated SMEC e-business manager and customizing engineer

Interfaces

smec Select has the following interfaces

- Product data feed import
- JSON-based API via HTTP
- Integration of 3rd party plugins possible

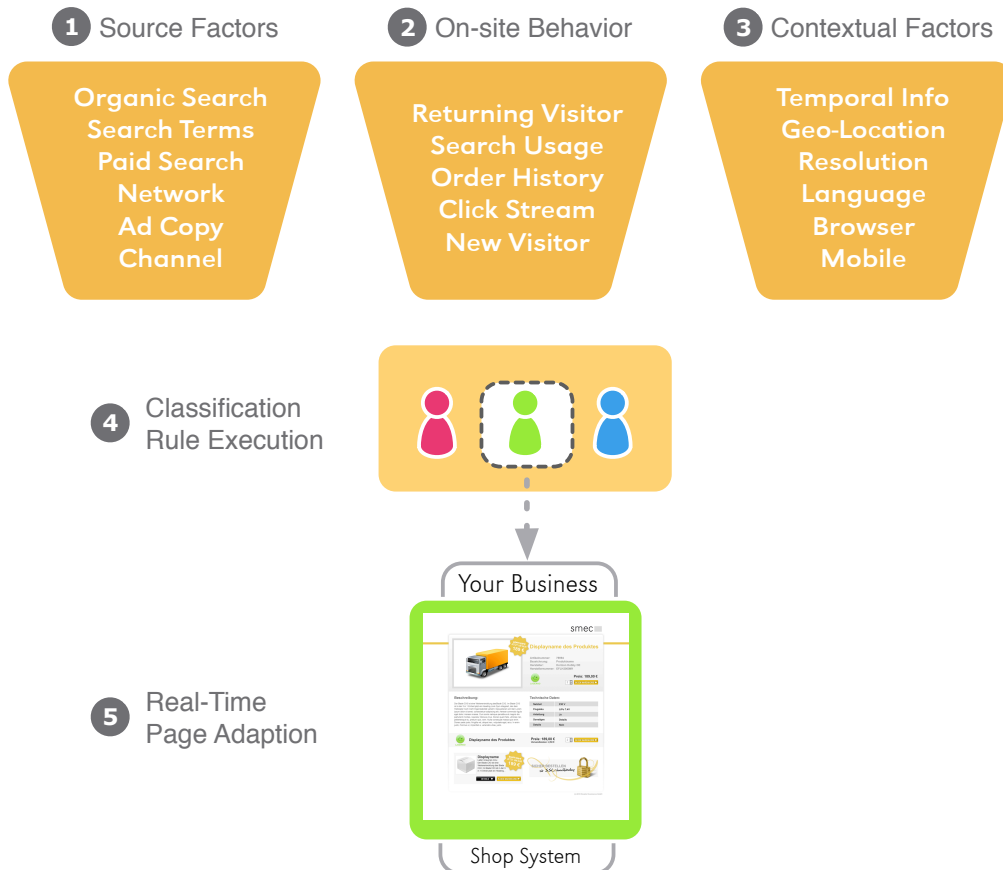
Integration

smec Search integrates into shop solutions using

- Unobtrusive Javascript snippet
- Server-side JSON processing

On-site Targeting & Deep Personalization

Using smec Select online retailers are able to customize web site behavior for each user. Using historic data from web analytics tools and the real-time click stream monitored smec Select is able to classify the customer and to adapt your web site according to his specific needs, while also following your business goals. Real-time segmentation in smec Select is in accordance with the high impact segments below:



Intuitive Navigation

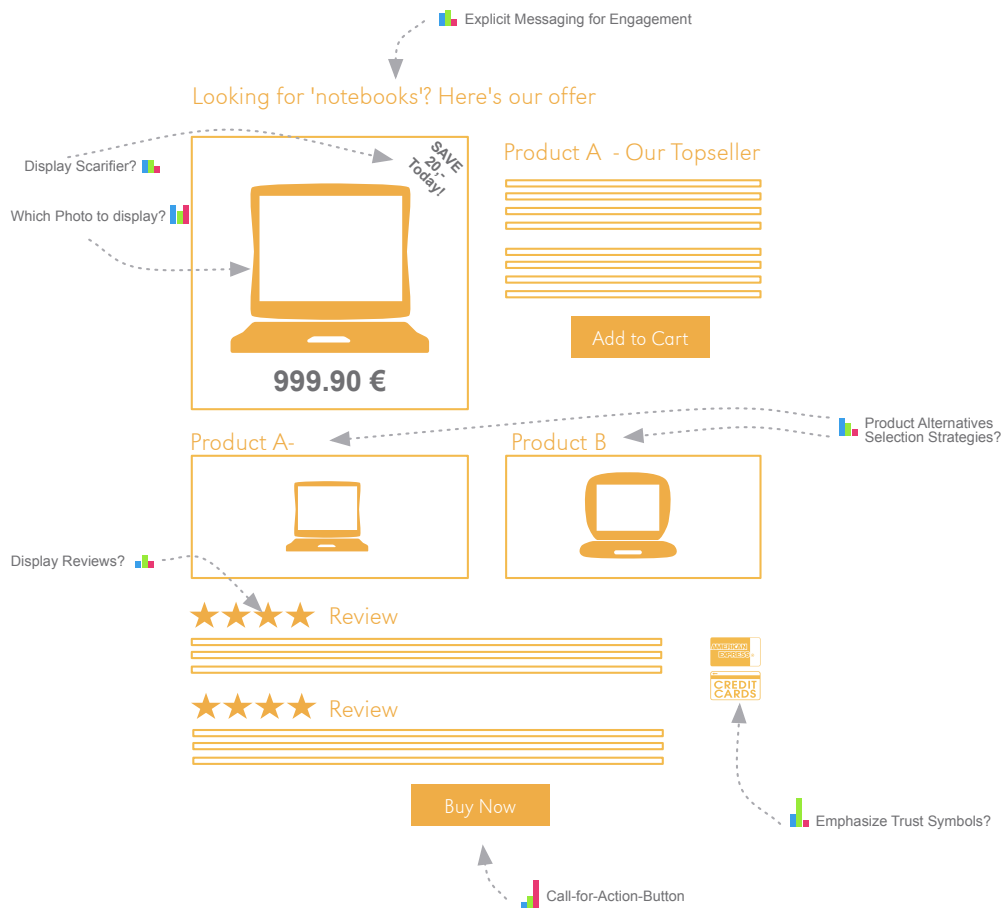
smec Selects Intuitive Navigation relies on click stream analysis to determine the preferences of users. It then adapts the site accordingly. For example if a user likes to read customer reviews, this part of the site can be displayed more prominently for the next product page he visits.



Selling Strategies

smec Select uses a rule-based and data driven approach that allows shop operators to define individual selling strategies based on the persona classification from the real-time segmentation and thus utilize sales psychology. Each of these strategies can be tested against each other to optimize web shop performance.

For flexibility and agility smec Select offers Soft-Rollout and Soft-Rollback. Soft-Rollout permits fine-grained targeting, rolling out single strategies to specific personas, geo-locations or traffic sources. Complementing this feature is the Soft-Rollback, that facilitates the removal of strategies and also acts as safety rope should performance rates drop. In combination with ad-hoc testability this enables shop operators to effectively experiment with new creative strategies.



Blending of Product Selection Strategies

smec Select offers data mining techniques and machine learning algorithms to determine the most relevant product for each visiting customer. To detect similarities in text and media shop operators are able to apply content and knowledge-based similarity strategies. User events (page-views, add-to-cart, buy) are used to capture customer behavior. These methods are interchangeable and combinable to enable highly customized behavior:

Hybrid product selection

- **Weighted:** A combination of the various techniques is used with different weights.
- **Switching:** All methods are used in a certain order. The first method that delivers usable results will be applied.
- **Cascading:** The results of one product select strategy are refined with another.



About smec

Smarter Ecommerce GmbH was founded 2007 and has since then been focussing on e-commerce and sales intelligence algorithms developing various services and generating value for its customers. smec firmly believes that automation in conjunction with business rules and continuous optimization is one of the main pillars of e-commerce success. To facilitate automation smec developed a software platform, the Sales Intelligence Engine, as a stable base for its services. The ability to connect to any kind of data source, to operate with any text or multimedia data and to dynamically deploy new high level business actions at runtime allow for the flexibility and agility needed in a fast-paced business like e-commerce.

smec is supported by the following high-tech incubators and programs:



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