Wisdom of the Crowd - Suggested Products

Overview

Have you ever been shopping online and seen "**People who bought X also bought Y**"? A great way to personalise your customer's experience is to offer them relevant product suggestions. Easily automate this with **Wisdom of the Crowd**.

Wisdom of the Crowd was written to help automate the display of related products.

The program, in conjunction with the Cross Sell / Up Sell widget, will suggest products to your customers based on the common behaviours of other users.

How it works

- If product X is often purchased with product Y, then X will be displayed by the widget when Y is being viewed (and vice versa).

- The logic can be configured to suit your volume. For example, if product X is purchased on the same order as product Y more than 10 times in a 30 day period, that will trigger the automatic link as a related product.

- It cleverly taps into your PRONTO data, meaning it will also pick up non-eCommerce sales, such as POS transactions. Let your website serve your customers using that goldmine of sales rep knowledge.

- You can still set up your own related products in the CMS; Wisdom of the Crowd generates additional suggestions to complement your own cross & up selling.

⊘ Interested in taking advantage of Wisdom of the Crowd? Get in touch with our Customer Success Team to enquire!

Additional Information

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Minimum Version Requirements	**.**.**
Prerequisites	--
Self Configurable	No
Business Function	Website User Experience
BPD Only?	Yes
B2B/B2C/Both	Both
Third Party Costs	n/a

Related help

- Personalisation Rules
- User Group Filtering
- Mailchimp Automated Email Marketing
- Layer filters - User email address
- Targeting Banners by Device