



## Data Sheet

Istobe eCommerce Recommendation Engine

### Improved Customer Engagement, Increased Conversion Rates, and Higher AOV

Istobe is a recommendation engine that delivers personalized product recommendations for each shopper on your site in real-time.

Customers experiencing Istobe recommendations click through at more than twice the rate of those receiving hardcoded recommendations. Those that click Istobe recommendations **spend 20-50% more** per order than the average visitor.

### Features

**Real-Time Personalization.** Istobe uses past behavior, purchasing history, and the wisdom of crowds to create a personalized shopping experience for your customers.

**Flexible Placement and Delivery.** Recommendations can be deployed on landing pages, product pages, cart pages, and your home page. They can also be delivered by email.

**Marketing Automation.** Automatically trigger abandoned cart emails, new product alerts, and reactivation emails with personalized content.

**Merchandising Rules.** Use Istobe to support your merchandising goals by setting rules to include or exclude specific products, categories, brands, and price ranges.

**Google Analytics Integration.** See which recommendations are driving the most revenue in each customer segment, all from your Google Analytics dashboard.

**Easy Setup.** Just copy the recommendation widget code to your website and upload a product catalog and order file. Most Istobe customers are up and running within 24 hours.

#### Recommended for You



Satellite T115-S1100  
Notebook

Price: \$489.00



SanDisk 8GB SDHC  
Memory Card

Price: \$26.45



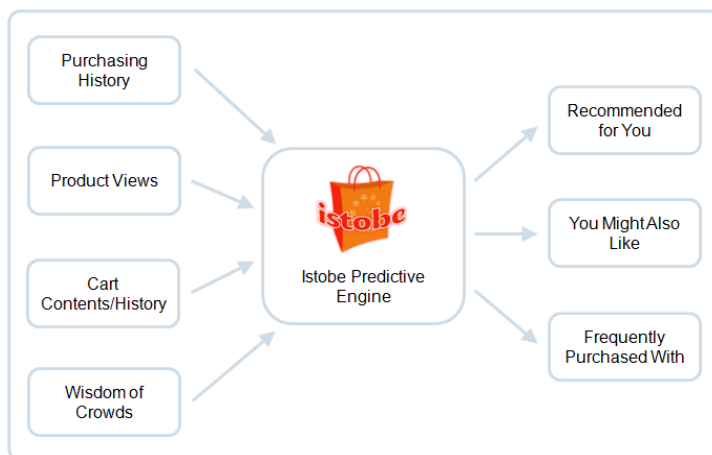
Logitech QuickCam Chat  
Webcam

Price: \$21.90



Western Digital My Book  
Essential 1TB Hard Drive

Price: \$94.90



### Benefits

**Increased Revenue.** Improve conversion and average order value by creating an individualized shopping experience.

**Immediate ROI.** Istobe creates an instant measurable increase in sales that usually pays for itself within a few days.

**Saved Time and Reduced Costs.** Istobe eliminates the need to manually enter cross-sell and upsell rules into your system.

**Improved Customer Engagement.** Increase email open and clickthrough rates with emails that target customer interests.

**Understand Buying Patterns.** See which products your customers are buying together and which products are likely to be the next big sellers using our unique analytics dashboard.

### Getting Started

There are two ways to get started using Istobe.

1. Our self serve interface lets you get up and running right away. Sign up for a free 15 day trial at <http://istobe.com>.
2. Call at (617) 415-1796 or email us at [sales@istobe.com](mailto:sales@istobe.com) to learn more or to let us guide you through the setup process