



BEST PRACTICES for Optimizing Results with eStara Recommendations



This document is intended to provide guidance for the implementation of eStara Recommendations on your Web site. Following these guidelines will help ensure you see the greatest benefits of our service and help to optimize revenue generation for your company.

GUIDELINE 1. Place JavaScript on all pages of your Web site.

Place eStara's JavaScript through your entire Web site, not just on the pages you want recommendations to be shown. Proper installation of the JavaScript also includes having the "checkout code" (a different piece of JavaScript than the rest of the site) installed on the order confirmation page.

How will this optimize results?

eStara Recommendations uses many types of data contained in the shopping clickstream to understand a customer's entire experience. It not only looks at the product a shopper is currently viewing, but also the pages the customer has looked at previously (including the order in which they were viewed) to understand how a customer is shopping. For example, by capturing when customers are browsing on category pages, searching for specific products or moving around brands or categories quickly, eStara Recommendations improves the relevance of the recommendations delivered.

Just place the basic JavaScript in the footer of your site and we will be able to see all of a customer's behavior without additional work on your end.

GUIDELINE 2. Display multiple panels of recommendations.

How will this optimize results?

You are not limited in the number of recommendation panels you can show on a page. Multiple recommendation sets give your customers more alternatives.

GUIDELINE 3. Place eStara Recommendations in easy-to-view locations throughout your Web site.

- (1) above the fold
- (2) product detail pages
- (3) landing page
- (4) category pages
- (5) search pages – including "zero results" search pages
- (6) checkout page

How will this optimize results?

Placing recommendations on more than just the product detail pages helps increase conversion rates, shopping cart value, and overall revenue per visit.

- (1) **above the fold** - Placing the product recommendations above the fold allows a customer to easily transition from one product to the next.



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(2) product detail pages

(3) **landing page** - Showing them a panel of items they may be interested in. eStara Recommendations already has knowledge about the customer before they land on this page.

(4) **category page** - When a customer is on a category page they are typically presented with many choices. Let eStara Recommendations supplement these choices with what the best choices in the entire category are for that specific shopper. Showing specific products on these pages makes it easier for customers to find the items that they may be interested in. Typically a customer will go to a category page and be presented with many options for items in the category. Deploying recommendations here is a very good way of helping borderline browsers dive deeper into your product catalog and help them find what interests them on your site.

(5) **search page, including zero results** - Many customers will search for an item you don't have or they may misspell the word and see no items that match. By placing recommendations on the search results page when no search results match, customers keep shopping - even if you don't have the exact item they are looking for.

(6) **checkout page** - Checkout pages have proven to be a very successful place for showing customers products for last-minute purchases. eStara Recommendations provides relevant cross-sell recommendations for the shopper based on what they've previously looked at and what they currently have in their cart.

GUIDELINE 4. Call correctly sized product images.

For the best possible results, make sure you are calling the thumbnail images, not the larger display images.

How will this optimize results?

eStara servers have a response time of less than 50 milliseconds. It can be slower if these are not thumbnail images. Pixelated images may load through as we scale an image down to the correct size for the recommendations box. For the best possible results, make sure you are calling the thumbnail images, not the larger display images.

GUIDELINE 5. Make sure you have good text descriptions for your products.

In-depth product descriptions not only help the customer feel more comfortable with their purchase, it also helps eStara Recommendations make better connections between the products.

How will this optimize results?

eStara extracts data from the text descriptions of your products. Complete product descriptions allow us to show products located deep in your product catalog that would otherwise be overlooked.