

Vignette[®] Recommendations

Product Datasheet

Overview

Vignette Recommendations is designed to help you increase your online conversion rates, lower support cost and generate more qualified leads. It's just one facet of the Vignette's Web Experience Management Platform. Working in tandem with other Vignette offerings, it allows you to create personal solutions for acquiring new customers, better supporting your existing customers and growing the ones you have.

The Challenge: Keep your Online Visitors Engaged

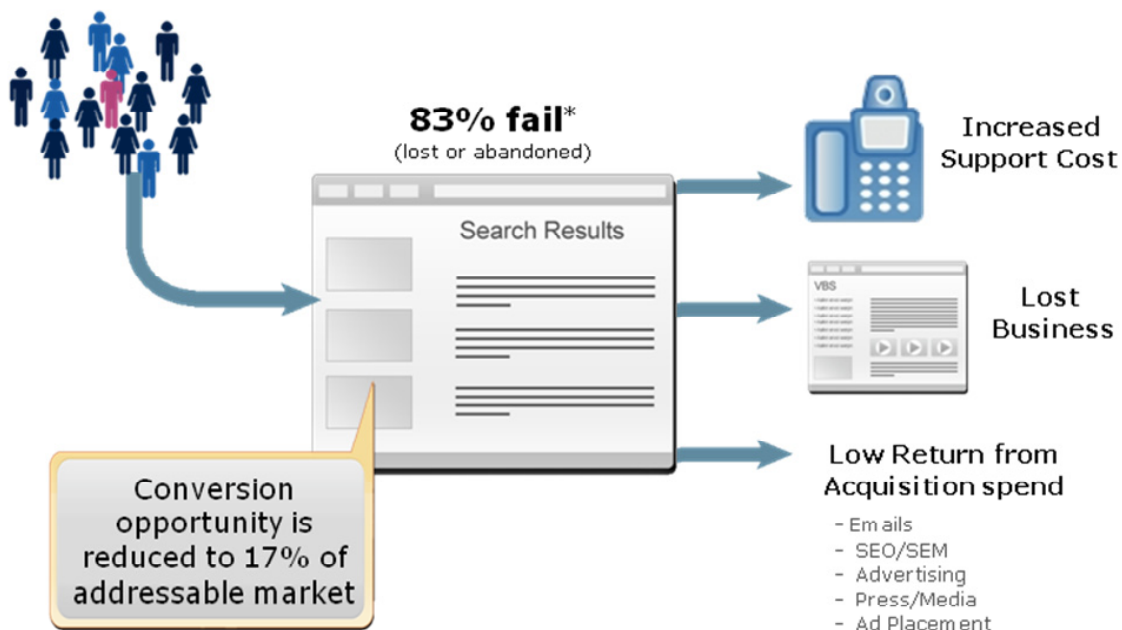
The reality of today's site experience is that people tend to **not** find what they are looking for quickly enough. Vignette Recommendations is a powerful new product aimed at delivering a more personal and valuable online experience through content recommendations, product recommendations and social search. The solution allows organizations to better understand a user's intent based on what others have done, then recommend relevant content, products, and search results in order to increase conversions rates, generate a lift in sales, and lower support costs.

The Solution: Vignette Recommendations

The Vignette Recommendations product can be applied across a number of different business areas. To support media, it delivers compelling and popular content to new visitors, allowing for more targeted advertising. Marketing efforts can be augmented by guiding site visitors to the most useful and contextually relevant content with fewer clicks. Online support can be improved through faster issue resolution. For sites driving eCommerce, Vignette Recommendations can enable more effective upselling and cross-selling a diverse set of products at multiple buyer engagement points.

Built on a Proven Web Experience Management Platform

Delivering online experiences with rich personal, social, and multichannel qualities requires a strong technology foundation. Vignette's Platform is built on technologies that power some of the world's largest and most prominent Web brands. The platform is based on industry standards and it is architected to coexist with and leverage an organization's existing IT investments.



Vignette Recommendations

FEATURES:	BENEFITS:
Recommending Similar Products	<ul style="list-style-type: none"> • Display products that shoppers are most likely to compare, providing more choices to the user • Help increase conversion rates and up-sell of products
Popular Product Recommendations	<ul style="list-style-type: none"> • Display the most popular products with the greatest appeal, increasing conversion rates • Vignette Recommendations can be limited to specific product categories such as cameras, handbags or house wares
AdGuide Product Recommendations	<ul style="list-style-type: none"> • Recognize the visitor's intent expressed from a search engine query and display relevant products on landing pages • Deliver SEO/SEM landing pages that can increase conversion rates
Insights	<ul style="list-style-type: none"> • Show real time analysis of products whose popularity is on the upswing • Highlight product gaps and new revenue opportunities • Help optimize promotional merchandising efforts
Social Search	<ul style="list-style-type: none"> • Return content based on intent, offering more accurate search results than traditional keyword search • Reduce calls to customer service centers and increase customer satisfaction by delivering results through faceted navigation links
Auto FAQ	<ul style="list-style-type: none"> • Automatically generate links to FAQ content that is most relevant to the visitor's needs and reduces clicks to related content • Auto FAQ also helps eliminate the need for support personnel to maintain links throughout the site
Forum Topic Recommendations	<ul style="list-style-type: none"> • Identify content most relevant to the visitor, whether it is a hot topic or common knowledge the community has already developed • Eliminate the need to manually create "stickies" that are labor-intensive to maintain and are irrelevant to intermediate and advanced users
NextStep Recommendations	<ul style="list-style-type: none"> • Display dynamic content links that are best consumed in a specific order • Help reduce clicks to intended content, which can result in increased customer satisfaction

Find Out More About Vignette Recommendations

Vignette Recommendations is part of Vignette's Web Experience Platform, an integrated family of enterprise content management products. With these products, Vignette's customers improve their content-driven business processes and deliver any content, to both internal and external audiences, anytime, anywhere and to any device making the Web experience relevant, social and multi-channel. For more information about Vignette's products, solutions and their demonstrated value to organizations in virtually every industry, please visit www.vignette.com or call +1 888 608 9900.