

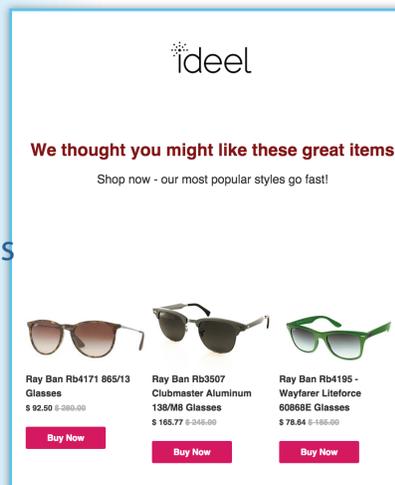


Marketer's Playbook: Enabling Collaborative Filtering to drive Purchases & Engagement

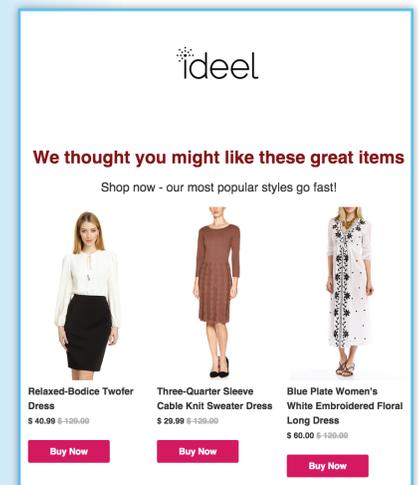
Marketer's Playbook: Enabling Collaborative Filtering

Marketers know that they can drive nearly **10 times greater conversions** by personalizing their marketing messages based on each user's purchasing and browsing history. Collaborative Filtering helps you leverage the power of your website or app's community of shoppers to help craft useful recommendations for your users based on the behavior of "People Like You" who browsed or purchased similar items.

Email for Melissa,
who recently
browsed sunglasses
on the app:



Email for Amy,
who recently
browsed dresses
on the website:



Collaborative Filtering Recommendations can take a few different forms, including:

- » **View-> Purchase:** For users who were browsing/viewing products, collaborative filtering helps find the items that were purchased by others after viewing the same items as the user
- » **View -> View:** If you are interested in driving more engagement instead of purchase, you can use collaborative filtering to recommend the items that others viewed after viewing the same items as the user»
- » **Purchase -> Purchase:** For users who recently purchased something, collaborative filtering can be used to find the items that others purchased after purchasing the same items as the user

To launch collaborative filtering recommendations across all marketing channels, start by tracking all user behavior, then build models for the type of collaborative filtering you intend to roll out, and connect the models with your marketing tools.

Collaborative Filtering With Blueshift

Blueshift makes it extremely easy to launch various forms of marketing, including emails & push notifications, based on collaborative filtering.

First, create a dynamic segment of users you would like to target:

Edit Segment: Abandoned Browse, High Intent, Category Affinity Fashion

Recent activity Filter users by recent activity in past 90 days

Lifetime activity: AND

Catalog Activity: Select Event

Demographic: Select Timeline

Predictive scores: + ADD FREQUENCY

Category Affinity: + ADD EVENT ATTRIBUTE (OPTIONAL)

Traffic source: Reset Save

User attributes

Custom lists

Messaging

Matching Users

Total	Email	Display	Push	SMS
103,912	27,486	61,249	6,934	6,832

Applied Filters

Recent Activity
Event is equal to pageload within past 3 Months

AND NOT
Event is equal to purchase

Completed

Then, customize your marketing templates using one of Blueshift's several personalization options, including multiple "People Like You" targeting types:

360px 500px 630px

ideel

We picked these just for you
Take a look at these popular items

SHOP

Annie-01 \$ 29.99 \$ 54.00 SHOP

Rosegardens3 \$ 24.99 \$ 59.00 SHOP

BB-Fiona \$ 16.99 \$ 70.00 SHOP

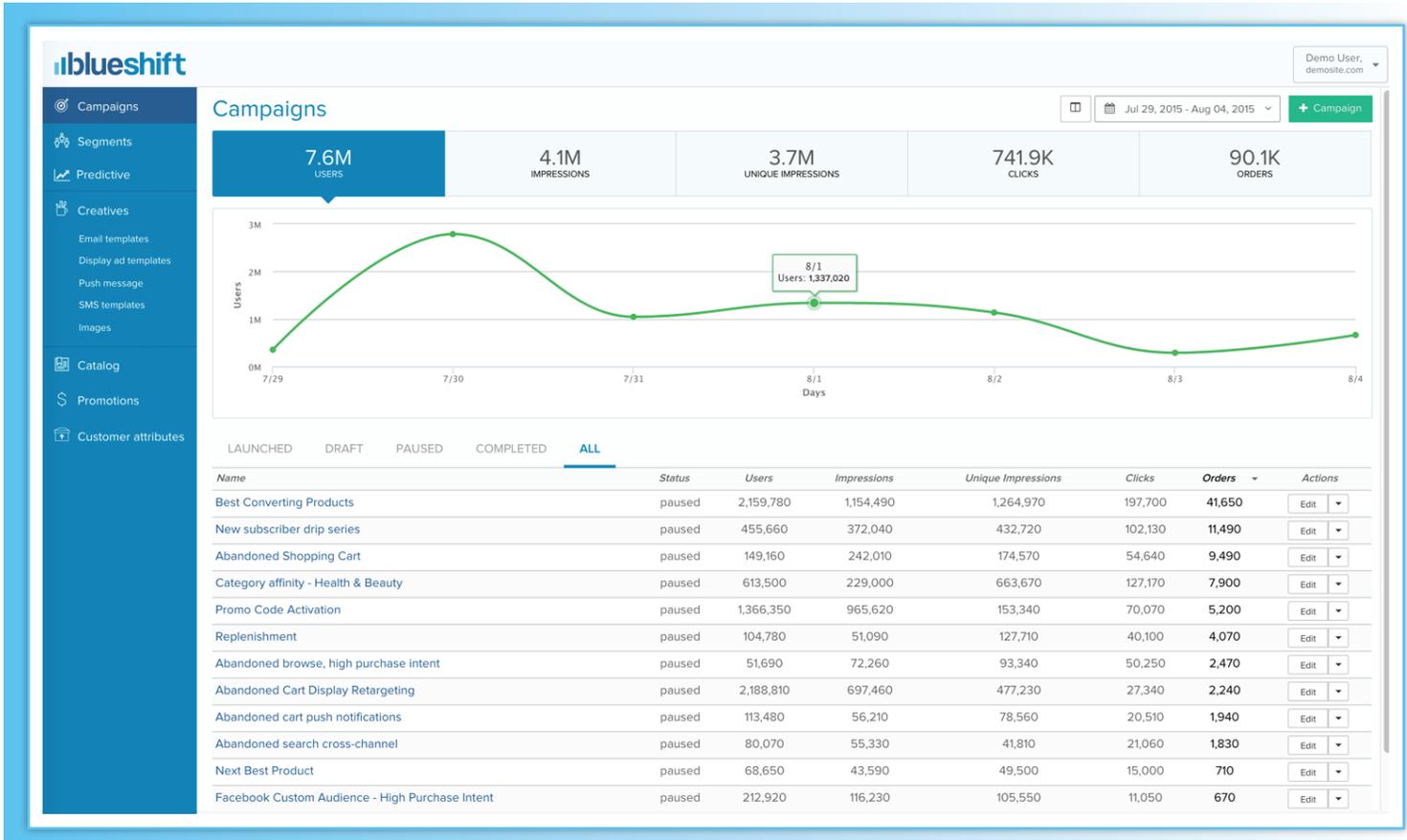
Elements Source Products Template Info

Show View to purchase cr for bichhoang1983@gmail.com

Test send Save

Launch & Measure Campaigns In Real Time

With Blueshift, you can launch & test “People Like You” and other automated campaigns instantly, and track real-time results:



Blueshift is already integrated with your favorite marketing tools: tag managers, ESPs, push notification providers & more. Including:

Selected Data Integrations



Segment

Selected Delivery Integrations

