when Synaptic Intelligence meets
eCommerce

THE PROBLEM

#PersonalizationFail is all too common online. When recommendations fail to truly reach the individual, the eCommerce industry loses credibility in the eyes of the consumer. There are several reasons for why eCommerce is failing at what seems to be a simple problem of knowing your customer:

1) We often only have a few signals for personalization.
2) Advanced segmentation is still segmentation, producing false positives.
3) Collaborative filtering is just a new form of segmentation.
4) Context is often ignored due to complexity of the calculations.
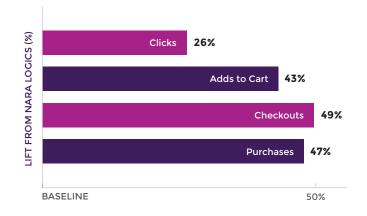
THE SOLUTION

Data Amplification. Nara Logics takes the data you have about products and customers and amplifies it through building millions of connections across products, attributes of those products, customers, and each of their purchase histories. For eCommerce customers, our artificial intelligence platform takes product, sales, click stream, and customer data to automatically build a *synaptic network* tailored to each company's customers and inventory.
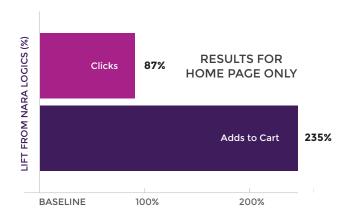
Inspired by recent research discovering the mathematics of neural connectivity – the synapses – our platform decides the strength of connections between products, their attributes, customers and preferences.

The synaptic network is built with two key purposes: (1) signal-to-noise amplification and (2) context-based personalized recommendations. This dramatically decreases the number of false positives and increases the factors being considered for personalization.

None of the above matters if the results do not prove the theory. For Nara Logics, they do:

- **47% increase** in purchase conversion
- **235% increase** on homepage add to carts, i.e. the case of the cold start problem
- **87% lift** in homepage clicks

One customer's ROI metric was a 10% increase compared to a finely-tuned selection of algorithms across the sales funnel. The results showed ROI-crushing lift across all KPIs.

LIFT FROM NARA LOGICS (%)

Clicks	**26%**
Adds to Cart	**43%**
Checkouts	**49%**
Purchases	**47%**

BASELINE — 50%

LIFT FROM NARA LOGICS (%)

RESULTS FOR HOME PAGE ONLY

Clicks	**87%**
Adds to Cart	**235%**

BASELINE — 100% — 200%

BETTER DECISION MAKING FOR

ecommerce product recommendations

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customer & company data unity

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getting a "why" behind every recommendation

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supply chain product purchasing

NARA LOGICS PLATFORM RESULTS

25% lift in revenue per user

40% click rate increase

87% lift in homepage clicks

CONTACT

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THE HOW

In a matter of weeks and 10-20 hours of effort from you, the Nara Logics platform is easily tested with four basic steps:

1) **Data ingestion.** Simply feed in information from your inventory system, website logs, transactional systems, etc.

2) **Synapse building.** Our synaptic intelligence engine builds explicit and inferred connections across all ingested data, then calculates the strength of each connection.

3) **Recommendation review.** Together, we review personalized recommendations made with our engine to validate that your synaptic network is healthy.

4) **A/B testing.** We're now ready for offline or online A/B testing against your current solution.

After testing is complete, your synaptic network is built and ready for automated data ingestion and implementation of recommendations across all channels. Our eCommerce customers have found the process simple and straight forward.

"Out of all of the different vendors I have worked with in the past, the Nara team has really been one of the best."
Development Team Lead, Digital Marketplace

DRIVING HIGHER CONVERSION

When you are ready to add more, so are we. Synaptic Intelligence also delivers:

- **Personalized Why.** Every recommendation is returned with a "why" so you can personalize the message for each customer, highlighting what is important to them.
- **Data Treasure Trove.** While we start with the basics, we can easily mine customer support systems, detailed product specs, external reviews, etc., to further improve results.
- **Product Sourcing.** Get recommendations for your inventory based on their users' click and purchase behavior — not their demographics.
- **Content Personalization.** The same synaptic network can be used to drive related product content.

"Using the Nara platform, companies can leverage relevant data across multiple lines of business, with the goal of making the customer experience simpler, cleaner and more personal."
Chief Executive Officer, E-commerce Company

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