



# ODOSCOPE

## Individualized Product Lists

Powered by Data.  
Personalized through AI.  
Scaled by Automation.

### Challenges



**Users expect the most relevant products** on the first page. This gets even more important as users tend to explore products via small displays on mobile phones while at the same time their attention span decreases.

**Everyone**, known and unknown users, **should immediately see a product list which is sorted by individual relevancy**. Additionally, in order to optimally support campaigns, boosting or penalizing specific products is necessary.

**Your challenge: Provide relevance in real time for each user** - known or unknown - corresponding to their personal interests and in line with their current shopping situation.

**How to display a relevant and individual product list to every single user?**

### Solution

**Individualized product lists based on session-based profiling.**

**Leverage your 1st party data. Unleash its knowledge. Display relevancy automatically and in real time.**

Deliver individually relevant product lists to every single user right up from their very first impression. **Learn from every click. Act fully data-driven and in real time.** Use your data treasure to individualize product lists even from different categories.

#### Display your product lists

- > based on data-driven insights
- > with relevance to the current user in their current situation
- > based on individual relevance scorings and prescriptive analyses
- > optionally weighted to support your campaign goals

With the **ODOSCOPE** technology you display truly relevant product lists. **ODOSCOPE** predicts user interests for any category or product – for new and returning users and independent from 3<sup>rd</sup> parties.

**Integrating the ODOSCOPE intelligence to your online shop will deliver truly individual relevancy.**

**Pure data-driven optimization – act user-centrally and in real time!**



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#### How it works

**ODOSCOPE** takes the user data and builds a segment around it ("users like you") instead of allocating users to pre-defined or rule-based segments.

**ODOSCOPE's** approach is **user-centric** and fully data-driven without any predetermined assumptions.

This allows **ODOSCOPE** to display always relevant content based on significant data correlations.

#### Advantages

**In a direct comparison with a conventional product list sorting:**

##### **ODOSCOPE** product list sorting

**Dynamic sorting based on users` characteristics**

**Individual relevancy by analyzing multiple user-centric data points**

**Automated personalization for any category**

**Dynamical, data-driven segments around each user**

**Success measurement through built-in test & adopt processes**

##### Conventional product list sorting

Static sorting based on bestsellers or campaigns

One product list for all users

Recurring high workload for people sorted product lists (manual rules)

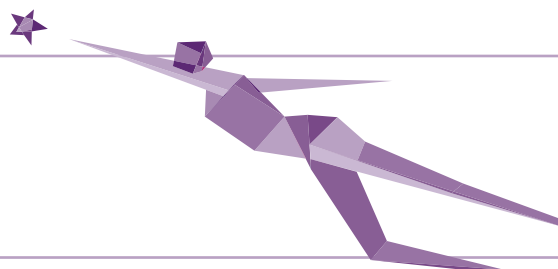
Rule-based user segments

No testing, no data-driven optimization

- > **Significantly increased order uplifts**
- > **Each user can be addressed individually** from the very first page view
- > **Optimal campaign support** by optional product boosts
- > **Increased marketing efficiency** by operationalizing your 1<sup>st</sup> party data and addressing 100% of your traffic

#### Get a demo!

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