

LISTING PAGE PERSONALIZATION



Replacing Static Browsing with Real-Time Personalization

We partnered with DACH regions leading farm to table, organic online grocer to power onsite product recommendation and make listing pages dynamic to consumer intent. For example, the top row of the bakery section would reshuffle to show burger buns up top if a customer had just added mince to their cart.

A magically relevant user experience that drove a whopping 71.61% click conversion rate, on a click through rate of 3.88%. Time to value greatly reduced for shoppers.

Dynamic re-ranking would simply disappear as soon as a customer began to use facets and filters thereafter.



+183%

PLP Lift Over PDP Sales

+163%

PLP Lift Over Home Page Sales

3.9%

Click Through Rate

71.6%

Click Conversion Rate