

GROW YOUR CUSTOMER ENGAGEMENT

6 Product Recommendation Themes for Ecommerce & Retail Companies

Connect customers with relevant products based on their individual interests, including stated preferences, inferred affinities, and previous browsing behaviors. The SmartHub CDP does the heavy lifting in collecting and activating customer data to personalize content while maintaining a seamless brand experience. Blueshift customer CarParts.com increased customer engagement by **400%** (2020).



Most Popular

Highlight top purchased, carted, or browsed items. Narrow down by category or location.



Trending

Highlight the most purchased or browsed products over a particular timeframe.



Early Access

Provide first access to new products from across all categories or in a specific category or location.



Limited Stock

Create urgency by giving one last chance to purchase items before they're out of stock.



Expiring Deals

Drive urgency by highlighting deals that are about to end. Narrow down by category or location.



Best Value

Make your customer feel confident in their purchase by highlighting best price point items.

A SmartHub CDP like Blueshift can help you determine the best recommendation theme based on a particular customer's stage in their journey. Ready to start implementing personalized recommendations for customers that drive revenue for your brand? [Schedule a demo](#) with one of our SmartHub CDP experts.