

# Discover

Personalize browse and navigation with the most relevant products

Instantly sort browse results for your customer as if you were arranging shelves in real time as a customer walks into the store. Discover™ boosts product discovery by personalizing critical real estate - browse and navigation, and category page results - on your site, mobile or app.

## Features built to drive lift

### Personalized Browse & Navigation

Enhance product discovery based on a shopper’s current and past behaviors, brand affinities, and price preferences.

### Precise Rules & Controls

Control and manage product or brand placements via manual merchandising, blacklisting, brand boosting, and slot specifications.

### Algorithm Configurations

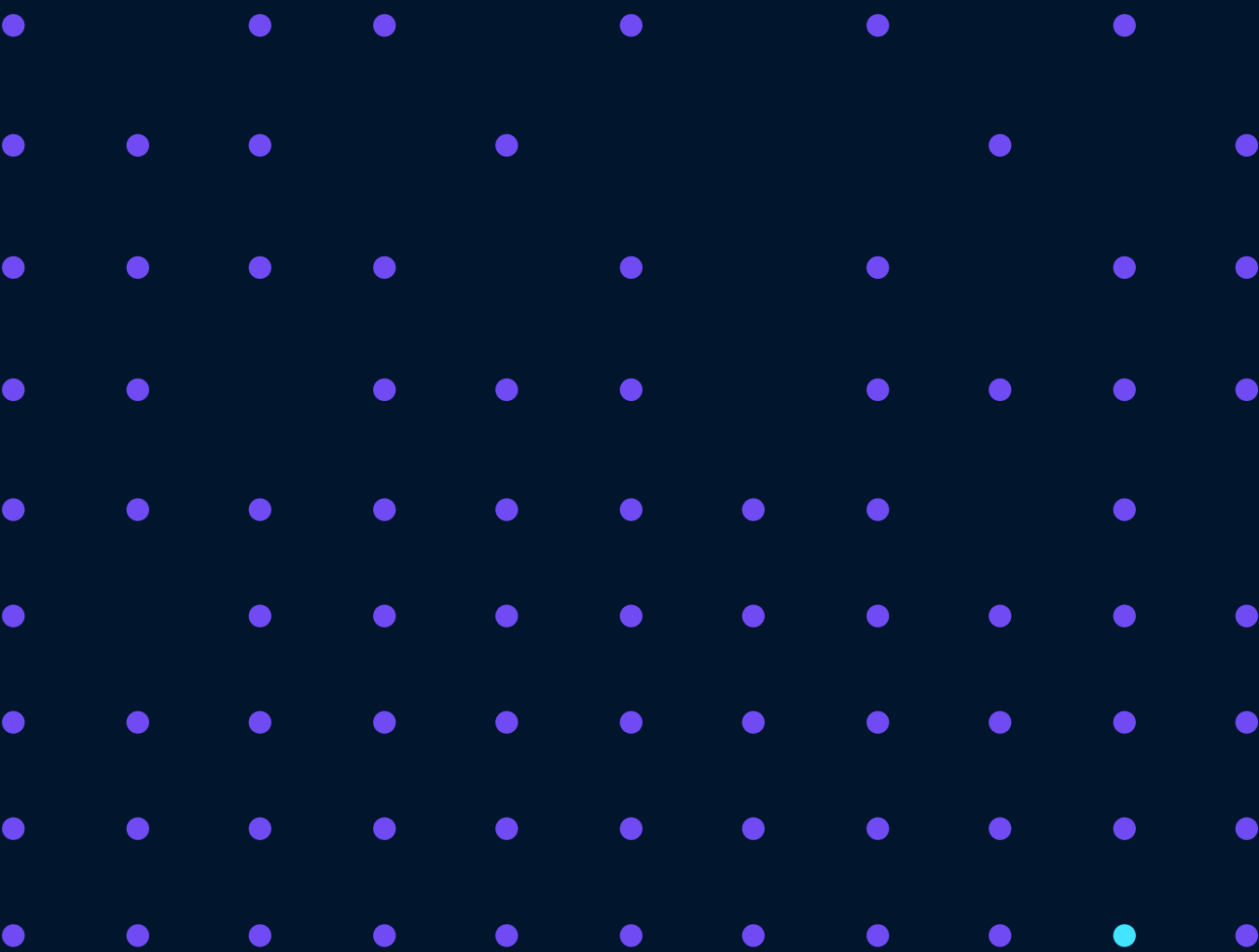
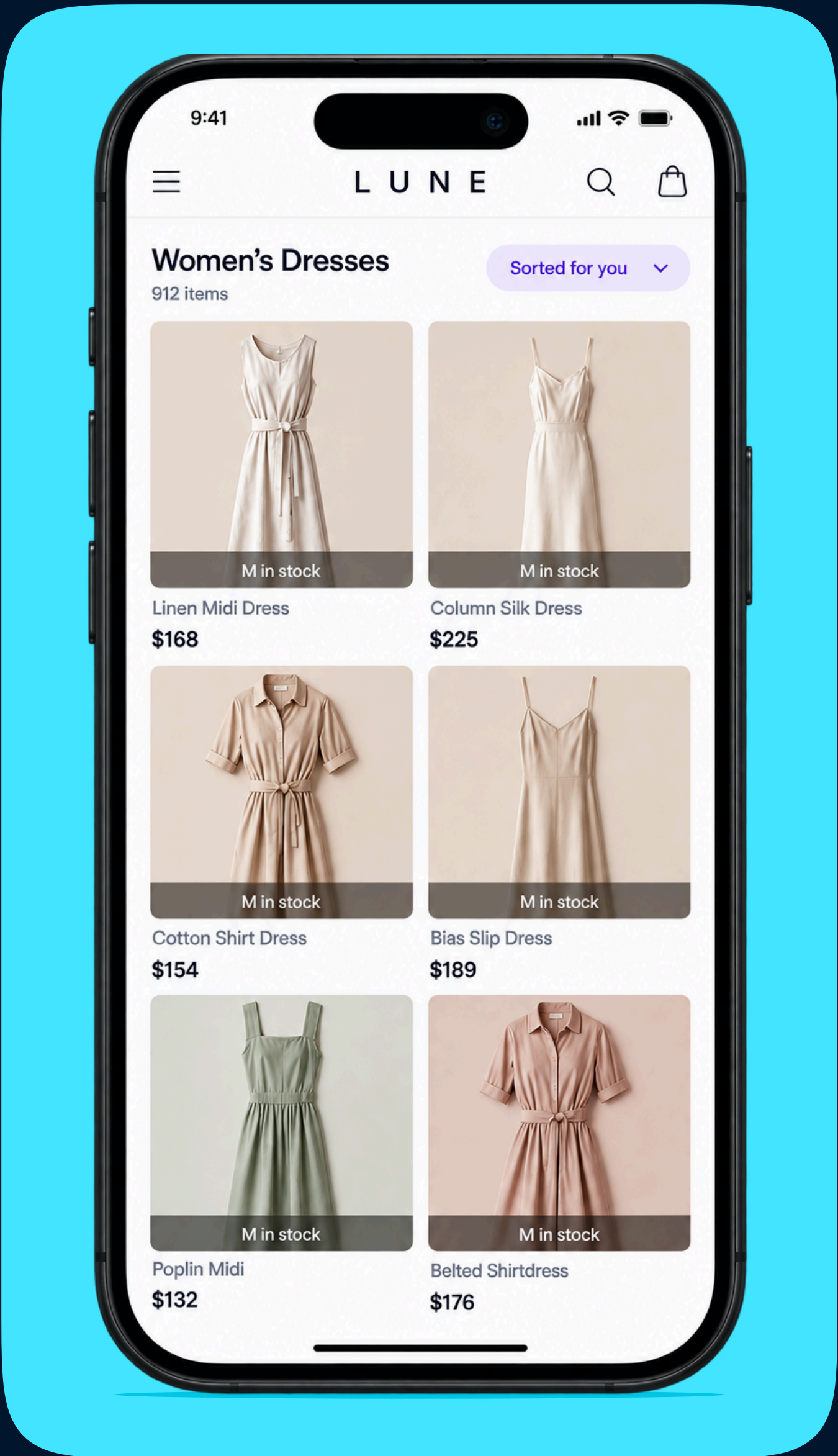
Tunable weights and variables configure custom sort settings for specific business needs.

### Mobile Sort

Personalize search and browse to drive more conversion on mobile.

### Seamless Experiences

Graph a single view of your customer across sessions, devices, and channels by storing customer data on the cloud without relying on cookies to deliver unified recommendations.



# Built on the Personalization Cloud

Real-time customer profile as the foundation of personalization

## Technology

**Robust infrastructure** with industry's fastest response times

## Connectors

**Pre-built connectors** to integrate with commerce clouds, CMS and ESPs

## Expertise

**200+ leading retail brands** using our state-of-the-art personalization technology

## Tools to enhance browse & navigation



### Control

Calibrate all your product and catalog rules and fine-tune your browse and navigation listings, as well as category pages.



### Report

Assess the status and impact of your browse and navigation personalization within minutes.



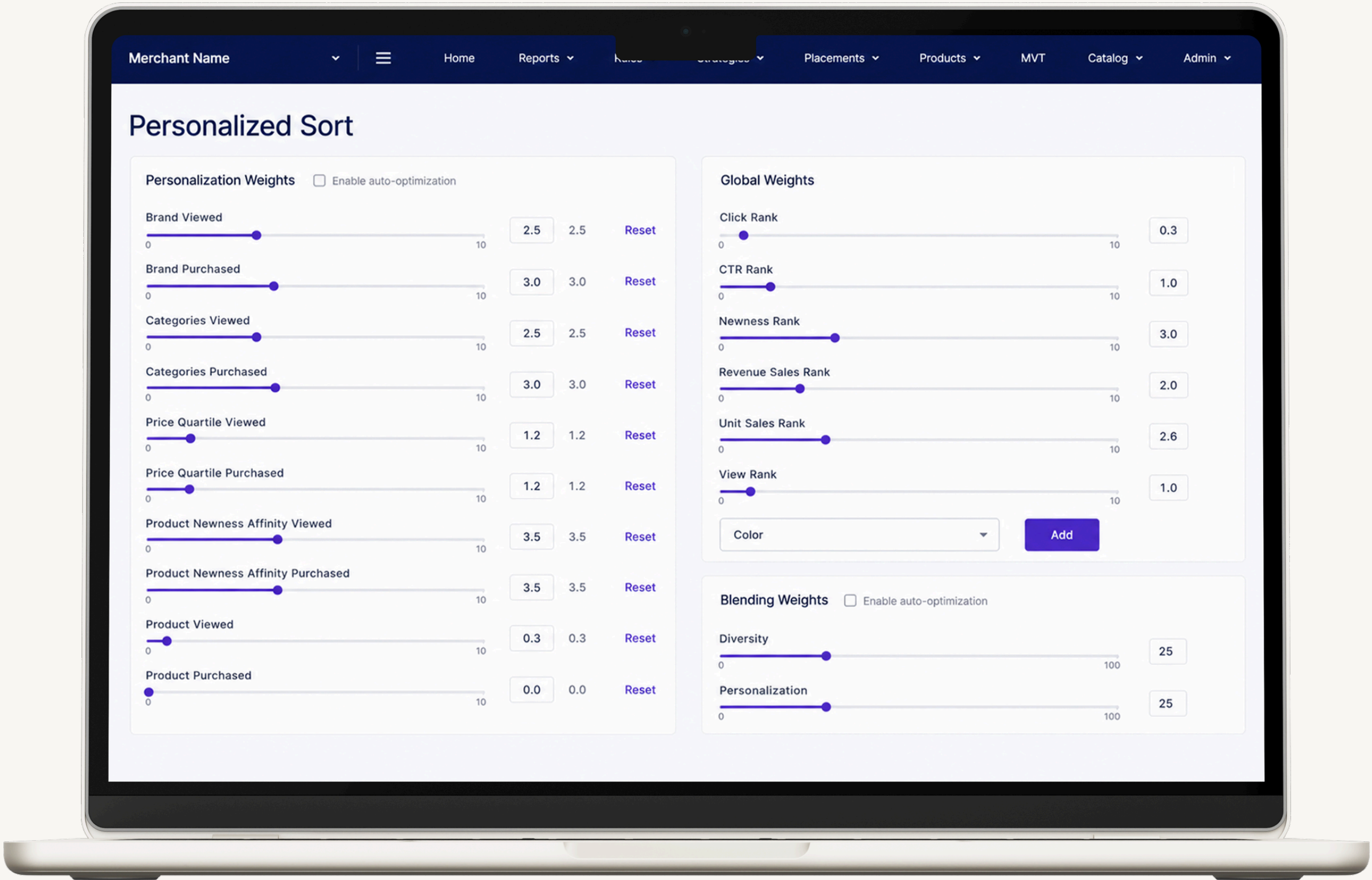
### Test & Optimize

Each strategy using our A/B test and MVT capabilities.



### Integrate

personalized browse and sort into any application using our APIs.



Interested in **Discover** or want a demo?

Talk to Us

ADA is the Data & AI Experience Company, combining platforms, AI accelerators, and always-on operations to deliver measurable growth at scale.

