

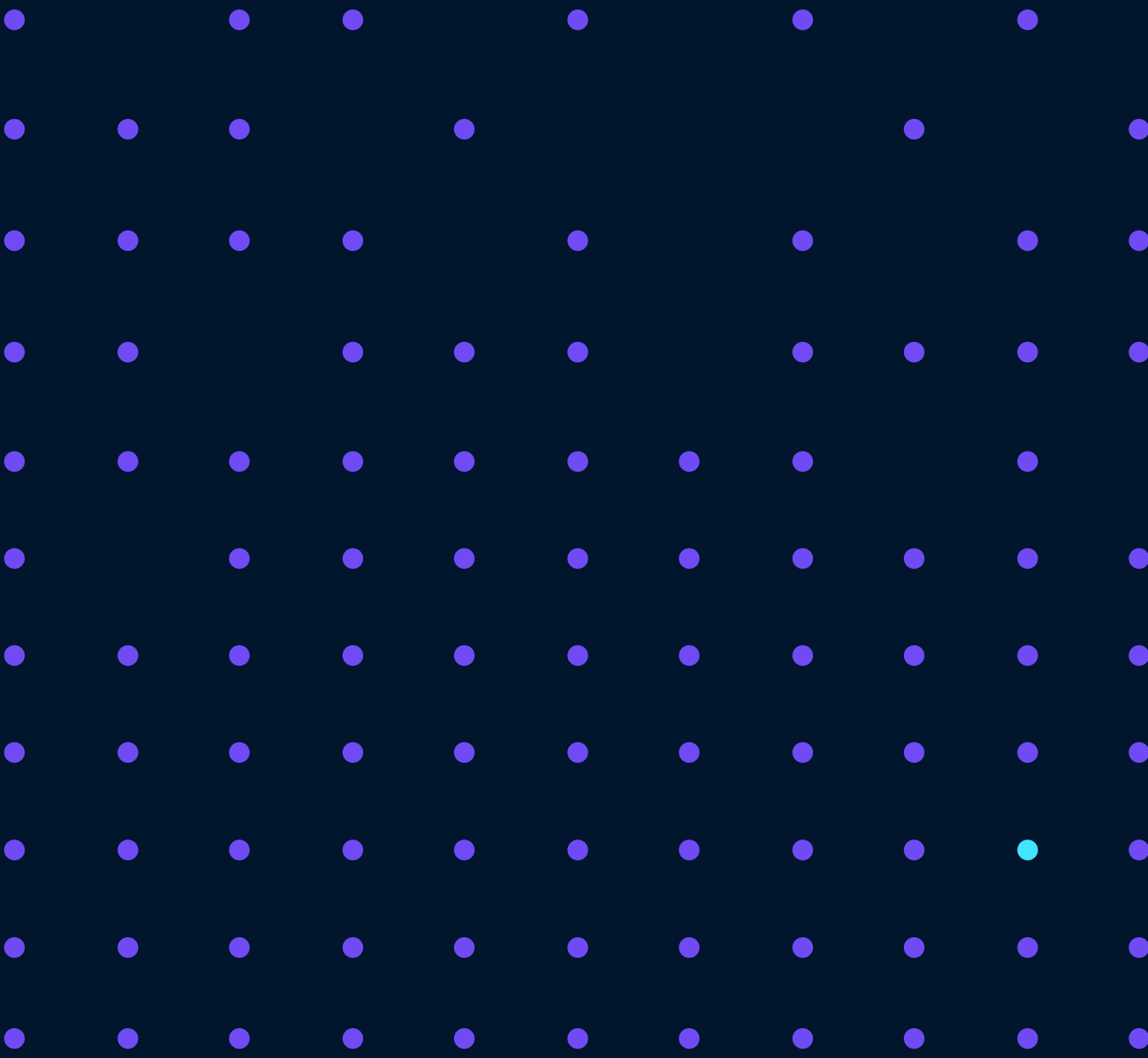
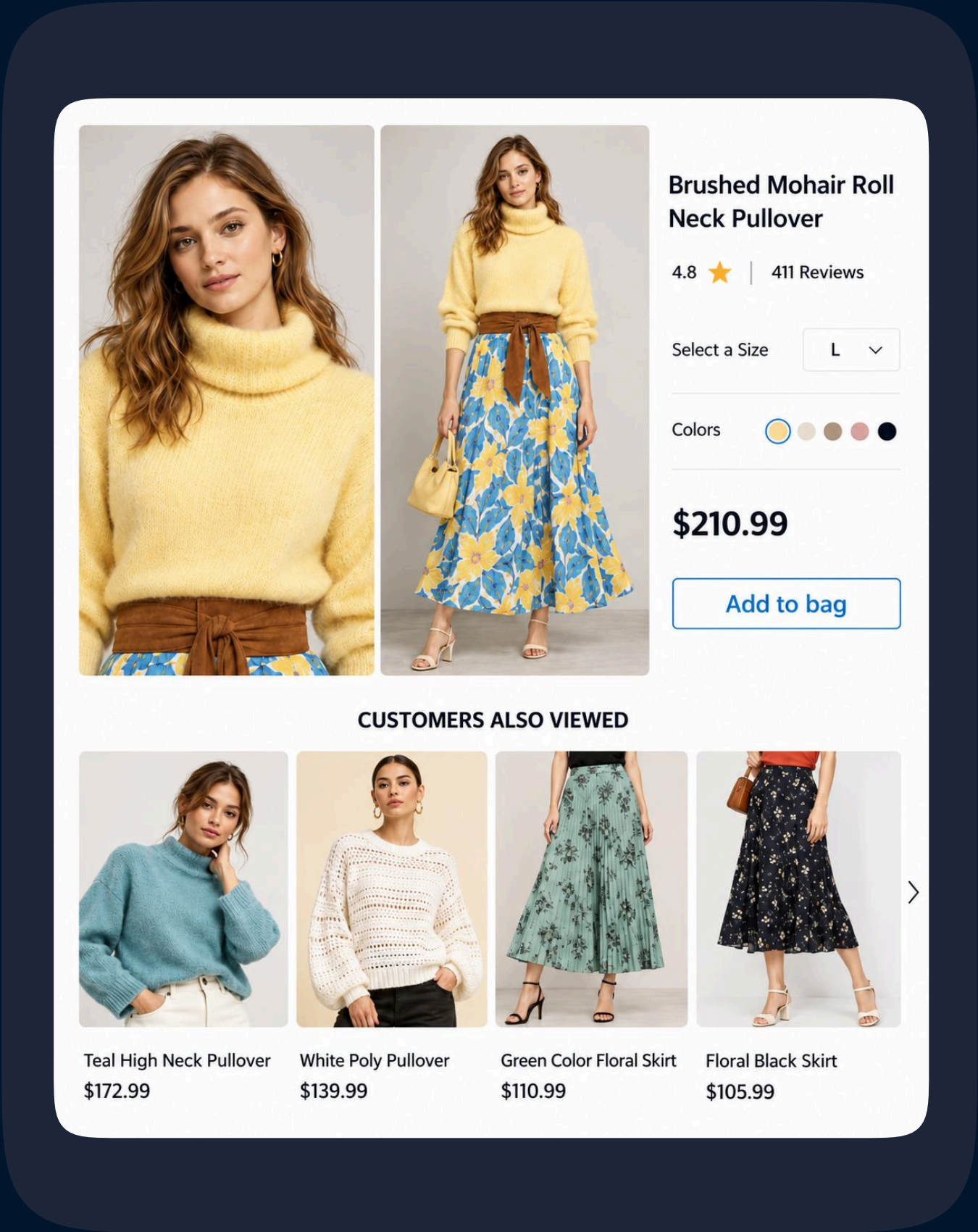
Recommendations

Recommend™ (Product) + Engage™ (Content) – one decisioning engine, two specialist capabilities

Algonomy pairs Recommend™ for product recommendations with Engage™ for content recommendations—both powered by the same AI decisioning, real-time affinity, and retail-grade merchandising & governance. The result is consistent, on-brand relevance across web, app, email, contact center, and stores— built to lift revenue, AOV, and loyalty.

Why Algonomy for Recommendations?

- 01 One engine for both products and content, so every touchpoint tells a consistent story.
- 03 Deep merchandising control to balance revenue, inventory, margin, compatibility, visibility, and brand commitments.
- 02 Affinity-driven relevance that adapts to each shopper and page context in real time (beyond static segments).
- 04 Enterprise scale & clarity with in- session visibility, and omnichannel reach.
- 05 Faster time to value with templates (category tabs, comparisons), catalog-aware content, and transparent analytics.



See unified product + content personalization on your catalog and high-impact templates.

Book a demo

What can you do with this suite?

Lift AOV and conversion on PDP/PLP

Complete-the-look and visually similar items; compatibility-aware bundles so products shown together actually fit; ready-to-use tabs that surface top categories in a single placement; product comparisons for high-consideration buys.

Optimize continuously

Run A/B & multivariate tests across strategies, rules, creatives, and placements—or switch on goal-seeking to auto-optimize to your KPI (conversion, revenue, AOV) for both products and content.

Make every surface shoppable

Serve affinity-ranked hero banners and carousels on home and department pages, and surface contextual PDP/PLP content— manuals, videos, size guides, buying guides, blogs—matched to page context and each shopper’s real-time (and wishlist-informed) affinities, with dynamic brand/category pickers that adapt to the shopper, not just the page.

Govern with confidence

Apply brand and compliance guardrails, B2B visibility groups, inventory-aware prioritization, and compatibility handling across all placements and channels.

Reach every channel

Web & app (tag/SDK/APIs), email, contact-center guided selling, and in-store clienteling—all powered by a unified shopper profile.

Proven Enterprise Impact

+55% ↑

Average Order Value

+20% ↑

Average Order Value

+3X ↑

Revenue

+4% ↑

Conversion Rate

10% ↑

Attributable Sales

+20% ↑

Average Basket Value







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

