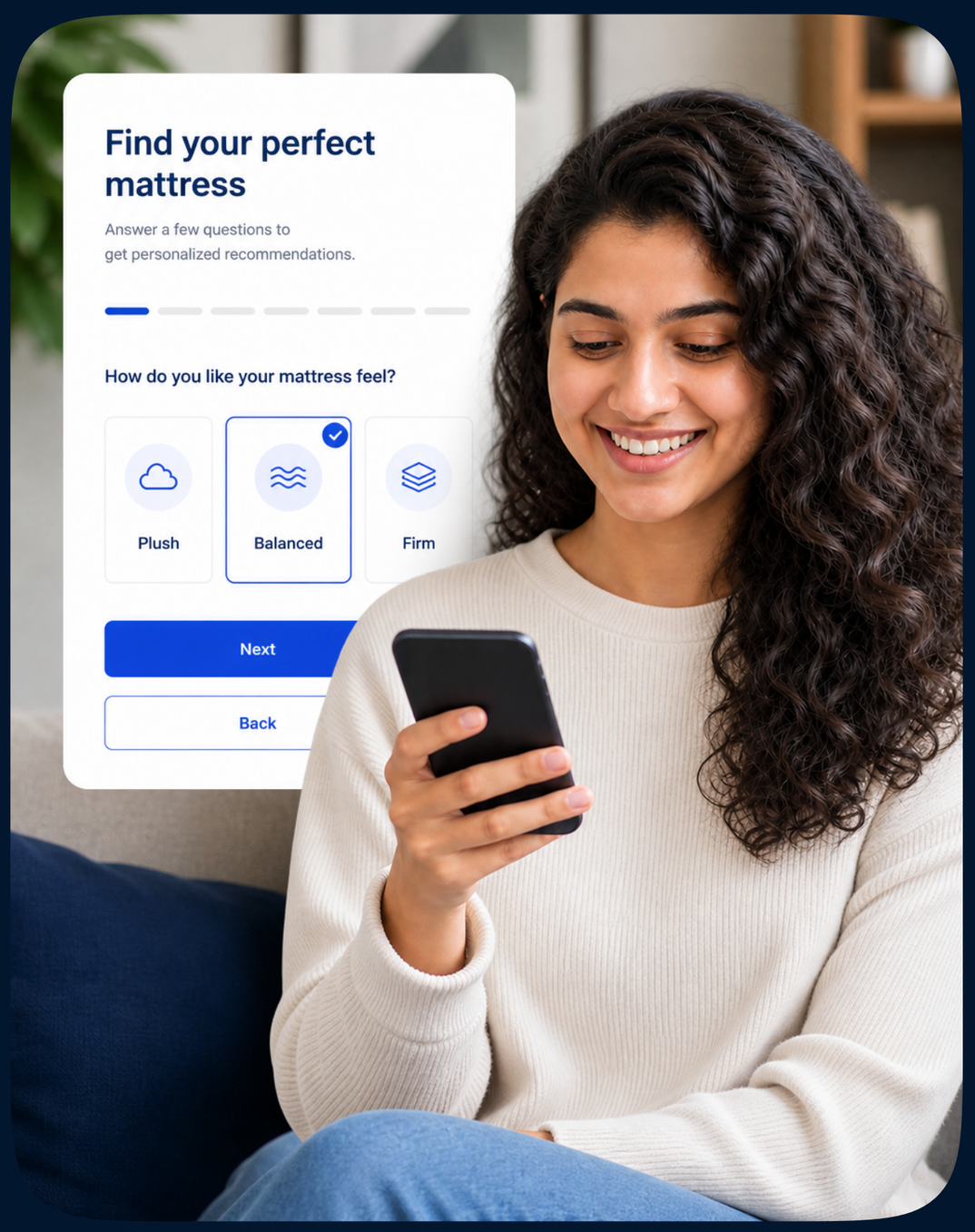
The Data and AI Experience Company

Data Sheet

Guided Selling

Superch1rge Personalization by Combining Explicit and Implicit Shopper Data



While traditional discovery methods like search and browse still hold value, they often fall short in guiding shoppers towards the right products as quickly as possible.

Guided Selling solves this problem by guiding shoppers through the process of purchasing a product, just like a sales associate would in a physical store. It gathers shoppers' explicit input (from their responses to quizzes or questionnaires) and combines it with their implicit data (gathered from their on-site behavior, purchase history, etc.) to hyper-personalize product recommendations, thereby improving conversion rate and revenue.

Use a Simple, Merchandiser-Friendly Interface to Create Engaging Quizzes-Without Developer Support

Create Customizable Quizzes

Map questions and answers to catalog elements, such as categories, product attributes, or price. Preview the experience on the dashboard interface before publishing the quiz.

Deliver Consistent, On-Brand Experiences

Effortlessly modify colors, fonts, sizes, and the overall look and feel to align with your brand guidelines, without developer support.

Deep Merchandising Controls

Influence and sort product recommendations based on brand, category, price, newness, user affinity, and more.

Test And Optimize

Leverage the built-in variation testing feature to assess and compare the performonce of different quiz versions and identify the most effective one.

Collect And Leverage Zero-Party Data

Store shoppers' quiz responses within their Real-time User Profiles, enhoncing personalization across all eCommerce touchpoints, including recommendations, search results, category pages, and content.

Impact

Client
An American Specialty Retailer

Customers who complete the Product Finder convert **+160%** more than normal visits, and the **RPV is +396%**. The Product Finder has the highest engagement, at **129%** greater than the next highest placement.





Client
A Major Jewelry Retailer

Customers who view the Gift Finder convert **40%** more than those who do not. The Gift Finder has the highest recommendation engagement, with a **4x higher CTR** thn the next highest placement.

Interested in Guided Selling 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.