

PerfectClerk

P R O D U C T A D V I S O R



Take the guesswork out of product recommendations.



Learn about your visitors' preferences in real time. So you can respond instantly and continually with the right product recommendation at the right time. Everytime. And turn them into loyal customers.

Product Advisor knows Frank Stone's RealSegment (Lunch Pail Rural) from the moment he enters his zip code. It instantly delivers the titles most preferred by his segment.

Intelligent product recommendations from the moment of contact.

You're in a bind. More than 90% of visitors to e-commerce sites never buy and never return. So you can't afford to wait until you know more about them to make compelling product recommendations. And you can't afford to guess wrong.

Real-time learning and targeting for a long-term relationship.

At the same time, you have to know a lot about your customers to deliver the personalized experience that turns them into long-term, profitable customers.

Turn browsers into buyers; buyers into life-long customers.

PerfectClerk Product Advisor delivers on both counts. Based on RealSegments™ methodology, Product Advisor begins intelligent targeting the minute a visitor touches your business, before he buys; recommending products in high demand among the visitor's demographic and geographic segment.

But not all segment members are created equal. So Product Advisor further divides them into clusters based on favorite product category. And learns about customer preferences and market trends in real time by tracking purchases, clicks and feedback. Updating each customer's history instantly, *automatically* and continually. So you know which Sinatra-listening grandmother wears rollers, and which wears rollerblades. And you deliver the right product recommendation to the right customer at the right time. Everytime.

The screenshot shows the CD Direct website with a personalized welcome message: "Welcome back, Frank Stone." Below this, there are search filters for "by artist", "by title", and "by genre". A "New Releases" dropdown menu is visible. The main content area displays two product recommendations:

- Tom Petty**: "Damn the Torpedoes" CD, Price \$18.99. Description: "Petty's classic frat album." A "Tell me more" link is provided.
- Bruce Springsteen**: "Greatest Hits" CD, Price \$18.99. Description: "Bruce Springsteen is the foremost live performer in the history of rock & roll." A "Tell me more" link is provided.

A "Give me more recommendations" button is also present on the right side of the interface.

Product Advisor continually learns from Frank's purchases, clicks and feedback, and market trends among Lunch Pail Rural visitors. When he shows interest in classic rock, such as requesting more information about a Bruce Springsteen concert, PerfectClerk's real-time analysis and targeting engine instantaneously delivers a new product recommendation.

Integrated learning across all customer channels.

Product Advisor learns from all customer interactions, across all channels and delivers targeted product recommendations to your website, email, physical stores, and customer service. It also synchronizes recommendations to eliminate the redundant and inconsistent product offers that result when sales channels don't talk with each other.

Make the most of your customer acquisition efforts.

Product Advisor identifies the key traits of your best customers. So you can find the "right" prospects, and make your e-marketing and direct mail campaigns "customer smart" by recommending the right products to create first-time purchases.

Increase revenue per visit.

Make the most of every sales opportunity by up-selling and cross-selling the products your customers really want. Real-time targeted product recommendations help them find "search" products, and encourage impulse "non-search" purchases.

Increase frequency and customer loyalty.

By creating a "mystore.com" environment tailored to fulfilling a customer's needs quickly and completely, your site becomes their preferred destination. And by continually learning about them and responding with personalized service, you build a trusting and long-term relationship.

Integrates seamlessly with your existing infrastructure.

PerfectClerk Product Advisor can be easily deployed with an onsite or hosted installation. It works independently of your platform or database, so configuration is no problem. And can be operational with only a few lines of new code.



Robust reports and analysis to maximize revenue per visit and per customer.

PerfectClerk™ Reporting Manager identifies the actionable traits of your customers, their favorite products, sales patterns, and the best offers for each customer segment.

RealSegment/Gender - Product	Dollars	Units	Dollar Share	Avg. Price	Profits	Avg. Margin
Lunch Pad Rural/Male						
Bruce Springsteen - Greatest Hits	\$5,715	540	6.1	\$17.99	\$1,454	17.6
Tom Petty - Damn the Torpedoes	\$5,204	502	5.2	\$16.34	\$872	13.9
Bruce Springsteen - The River	\$7,193	450	4.5	\$16.00	\$950	13.2
Neil Young - Harvest	\$7,057	395	4.4	\$17.87	\$1,097	18.4
Cresby, Stills, Nash and Young - Deja vu	\$5,782	372	3.6	\$15.54	\$245	10.5
Young Professionals/Male						
Dr. Dre - 2001	\$5,530	569	8.7	\$14.99	\$1,048	14.0
Fox Fighters - Nothing Left to Lose	\$5,202	372	6.8	\$13.99	\$639	14.0
Radiohead - Kid A	\$4,770	374	3.8	\$13.28	\$737	17.4
BPac - Greatest Hits	\$3,651	154	2.0	\$23.72	\$345	10.5
Kid Rock - The History of Rock	\$3,070	271	3.8	\$13.28	\$356	12.3
Small Town Success/Male						
Faith Hill - Breathe	\$5,082	383	5.8	\$13.28	\$735	16.9
Shania Twain - Come on Over	\$4,695	313	3.1	\$14.99	\$689	17.2
Tim McGraw - All I Want	\$4,187	350	2.7	\$11.97	\$449	12.0
Trisha Yearwood - Everybody Knows	\$3,883	324	2.6	\$11.97	\$653	20.2

Product Advisor is part of PerfectClerk, the most capable targeting software for Internet Marketers. PerfectClerk provides a complete targeting solution that intelligently targets customers from the moment they touch your business, learns about customer preferences and delivers targeted messaging in real time. Together, its modules for real-time product recommendations, gift recommendations, content, advertising, and customer acquisition programs maximize the lifetime value of your customers by targeting them at every stage of your relationship.

PerfectClerk™

A product of Strategic Data Corp.
Translating Analysis into Action™



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