

Engage Shoppers with Newest Product Offerings



Merchandisers constantly attempt to enhance on-site product offerings by promoting new products, brands, styles, and even new colors of existing products. Using Evergage, you can remove the guesswork by automating this process and displaying personalized recommendations of newly released products based on each shopper's affinities and preferences.

Category	Product Discovery	Vertical	Retail, eCommerce
Topic	Display personalized recommendations of newly released products based on each shopper's affinities and preferences	ID #	198

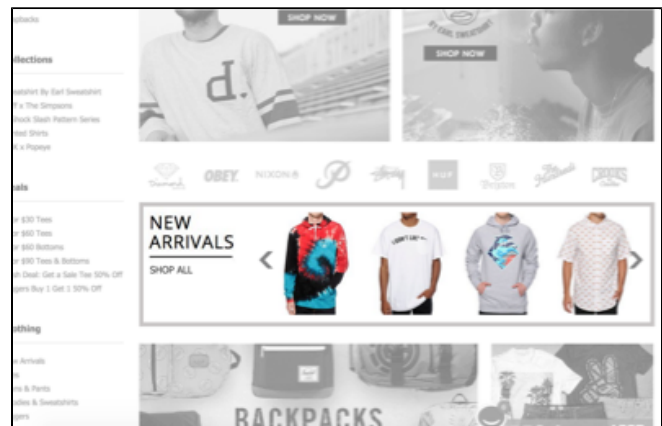
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Example

Using Evergage [Recommendations](#), you can provide individuals with a list of newly released products based on the shopper's favorite category, brand or style. This tactic drives product discovery and increases engagement.



Segment

No segments are needed for this play.

Measure

You can measure the effectiveness of this Recommendations campaign by tracking revenue per user, conversion rate, and average order value. Depending on the placement of the "new releases" recommendation campaign, other top of the funnel engagement measurements such as the number of product views and time spent will also provide valuable insight.

Setup

Process

Here is a checklist of what you need to do in Evergage to create this play on your own site:

1. Create a new recipe with "Most Recently Published" ingredient and any other boosters or exclusion needed
2. Create a new campaign with an inline message (or modify an existing *Recommendations* campaign) and adjust the *Message Settings* to point to this *Recommendations* recipe

Reference Materials

The following articles from the *Evergage Knowledge Base* will provide process steps to help you execute this play:

- [Recommendations](#)
- [Create or Edit a Web Campaign](#)
- [Adjust Message Settings](#)
- [Add Rules for Campaigns, Messages, and Experiences](#)

