

Increase Product Discovery by Displaying Trending Products



Visitors frequently come to a website deep-linked from search results and arrive directly on a product page. If this is a first-time visitor, how do you get him or her to discover more of your products and offerings?

Category	Increase Engagement, Guide Through Funnel, Product Discovery	Vertical	Retail, E-Commerce
Topic	Drive product discovery and increase engagement by providing shoppers with a list of trending products based on the category they began viewing	ID #	147

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Example

With Evergage, you can provide individuals with a list of trending products based on the category they began viewing. This tactic drives product discovery and more engagement.



Segment

This advanced-level campaign should be displayed to all site visitors.

Measure

The campaign's effectiveness can ultimately be measured by tracking revenue per user, conversion rate and average order value. Depending on the placement of the "what's trending" recommendation banner, other top of the funnel engagement measurements such as number of product views and time spent will also provide valuable insight.

Setup

Process

This advanced-level campaign targets individuals who have browsed at least one product or product category. It can be configured to display top sellers (e.g. "What's Trending") based on a visitor's affinity towards a specific product category or simply to display trending products from across your website.

Time ranges can be configured independently for each variable. For example, the configuration in the screenshot below will display: "Products purchased the most times today in the department/category the visitor has viewed the most times for all time."

Reference Materials

The following articles from the *Evergage Knowledge Base* provide additional information related to this play:

- [Recommendations](#)
- [Create, Edit, or Delete a Recommendations Recipe](#)
- [Troubleshoot Recommendations](#)
- [Add Boosters to a Recipe](#)
- [Add Exclusions to a Recipe](#)

Trending ⓘ



Weight

- Order By
- most revenue generated
 - most purchased
 - most time spent viewing
 - most viewed