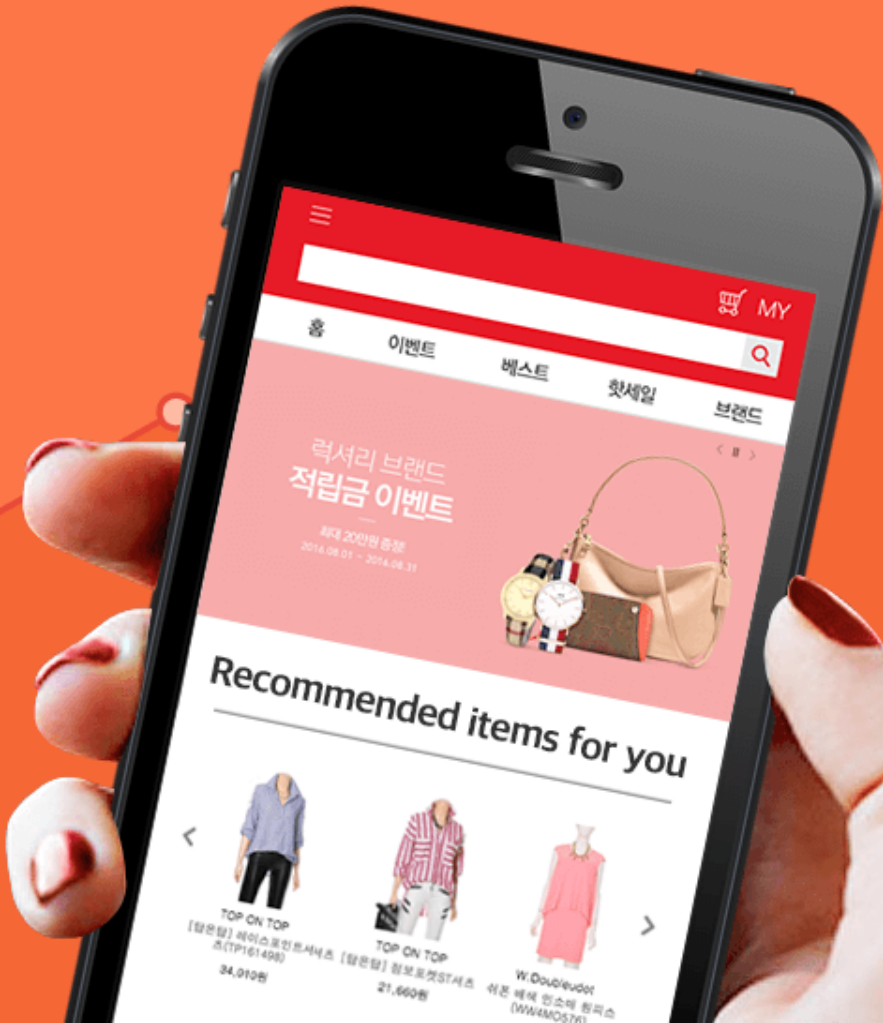


RecoPick Recommendation

The secret to turning visitors into actual buyers



Can potential buyers that visit via costly advertisements become actual buyers?

Turn your attention to customers that are already visiting your website.



With RecoPick, anyone can become an actual buyer.

RecoPick

RecoPick will make sure that all visitors stick by and become 'actual buyers'.

The role of RecoPick

1

Purchase behavior log analysis of customers landing on your website

A women in her 20-30s has landed on your website while searching for a "shirt"

2

Real-time recommendation of products that are most likely to be purchased based on user's latest interests

Products that she may be interested in are instantly recommended in real-time.

3

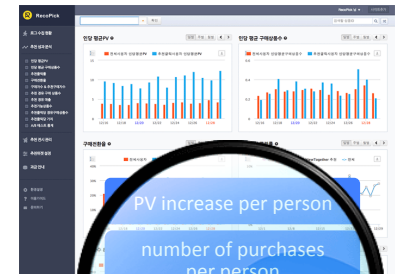
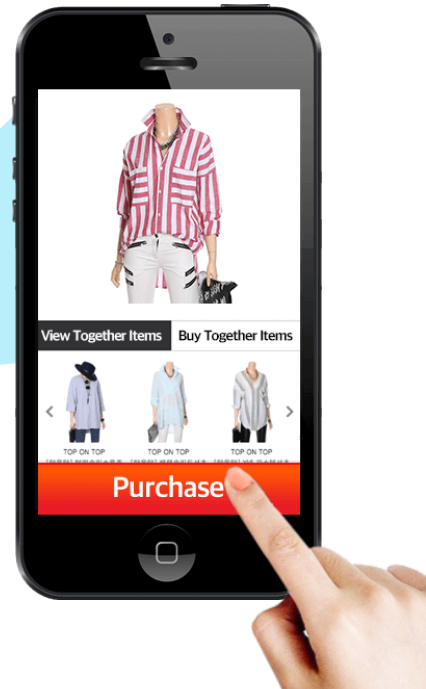
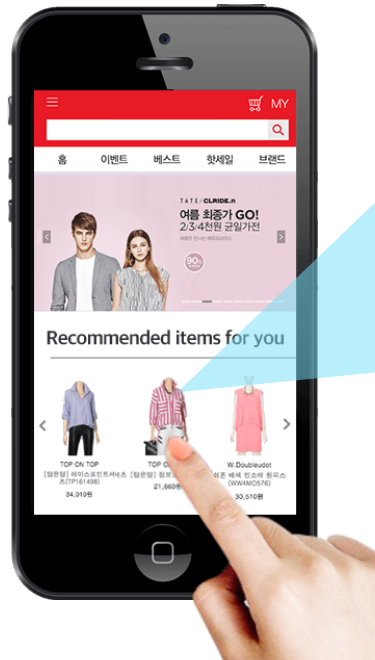
Prevent customer churn and induce clicks to ultimately generate sales

Products with similar taste but different style are also recommended. She finds the perfect shirt, conversion

4

Provide an administrator's page to monitor increase in PV via recommendation and contribution to sales (11 recommendation performance indices provided)

Monitor increase in traffic and sales via recommendation



PV increase per person
number of purchases per person
recommendation click-through rate
revenue via recommendation

RecoPick's edge Mobile real-time personalized recommendation!



The trend in mobile web is 'Real-time'

Naver's real-time search, Melon's real-time top charts, Amazon's real-time recommendation

The core of customer service is 'real-time response'

An immediate recommendation of the perfect product must be made during the users' short visit.



The best real-time personalized recommendation out of all domestic recommendation solution companies

real-time personalized recommendation

(3 times higher conversion rates than other solutions)



Products

Real-time personalized recommendation

Personalized recommendation that reflects the character and current needs of users by analyzing individualized recent interests in real-time.

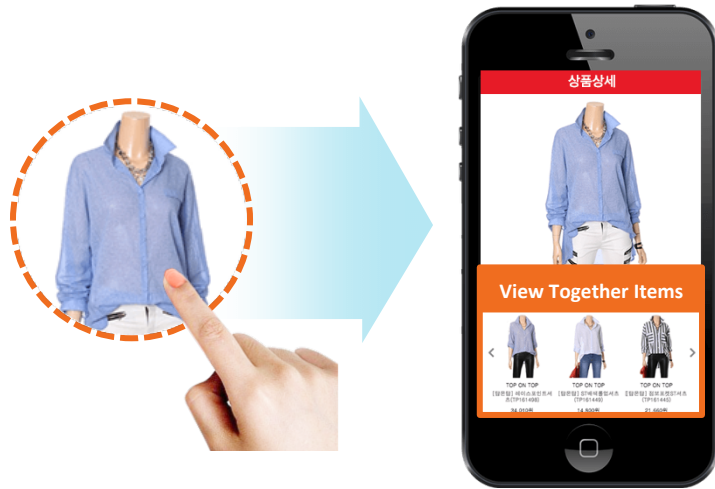


<p>Exposure location</p>	<p>May be applied on all pages including the main page</p>
<p>Examples</p>	

Products

View Together Items

Recommends products that are most related to the product that the user is browsing.



Buy Together Items

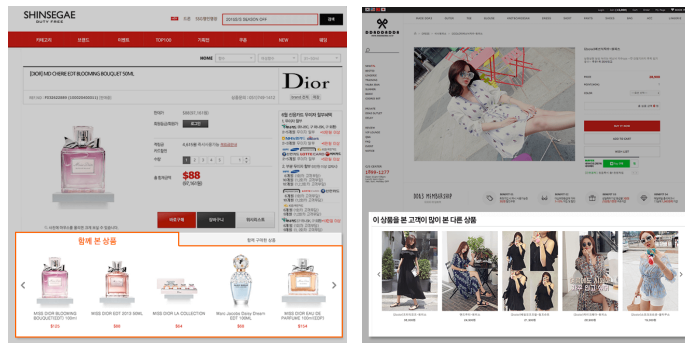
Recommends products that go well with the product that the user is about to purchase.



Exposure location

top portion of the product details page

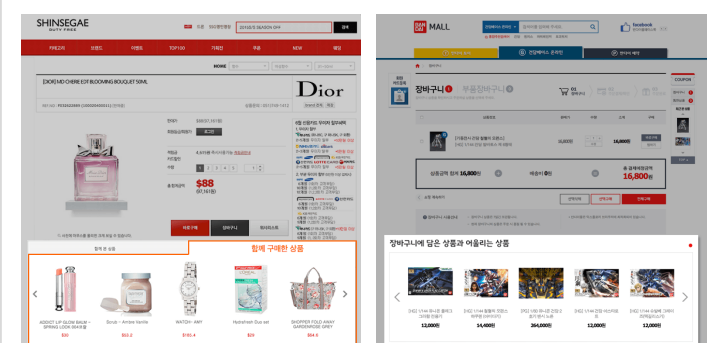
Examples



Exposure location

bottom portion of the product details page, my cart page

Examples

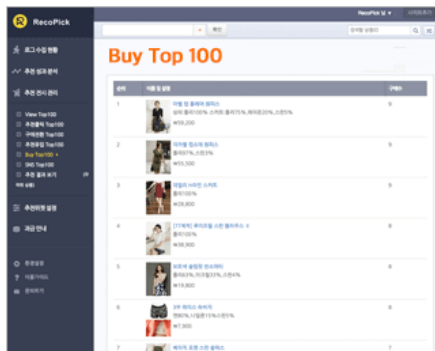


Statistics-based Recommendation

Based on a variety of statistical data, recommends best selling items along with items that are likely to be purchased.

* Used for complementary purposes when real-time personalized and viewTogether/buyTogether recommendation results are insufficient.

Types of statistics-based recommendation	details
Real-time popular items Top 100	Items with the most views within the last hour
Conversion Top100	Exposes items with highest purchase per view
View Top100	Exposes items with most daily views
Buy Top100	Exposes items with most daily purchases
Recommendation Click Top100	Exposes items with highest click per recommendation list exposure
Recommendation Inflow Top100	Exposes items with highest proportion of inflow via recommendation
Category Top100	Items most popular in each category






Monitor every little detail with one quick glance ~

With the Dashboard, you can easily monitor various statistics of your products

RecoPick performance

Your competitors are already experiencing successful results with RecoPick.

PV increase per person	Conversion rate	revenue via recommendation
<p data-bbox="349 791 556 886">x3 ↑</p>  A hand holds a magnifying glass over a smartphone displaying a clothing catalog. The magnifying glass is positioned over the top section of the screen, highlighting a specific item.	<p data-bbox="865 791 1072 886">x2 ↑</p>  A hand taps a red 'Purchase' button on a smartphone screen. A blue curved arrow points from the top of the screen down to the button, indicating the user's path from viewing to purchasing.	<p data-bbox="1282 791 1663 872">10% of total sales</p>  A smartphone displays a clothing catalog. To its right, a gold arrow points upwards and to the right, accompanied by three stacks of gold coins, symbolizing revenue.

Pricing Information

Enjoy our services at the lowest price in the industry along with a free trial period.

All RecoPick recommendation service	
Real-time personalized recommendation, View Together Items, Buy Together Items, Statistics-based Recommendation	
Pricing Criteria (Korean Won)	₩2 per average daily PV
Minimum Charge	₩ 500,000 If average daily PV is less than 250,000 (PCweb, mobile sum)
Benefit	Free 30-day Trial

- * charge amount is calculated based solely on average daily pageview regardless of the type or application criteria of recommendation. That is, how much you use RecoPick recommendation will not have any effect on charging.
- * Average daily pageview is the daily average value of the monthly sum of the number of pages viewed by a user on your website, based on log data transmitted to RecoPick. For example, if monthly PV exceeds 3,000,000, average daily PV will be 100,000.
- * If number of items exceeds 10,000, an additional ₩2 is charged per item. (PCweb and mobile charged separately)
- * Script installation service fees are not included and are charged separately

Our Clients

Many shopping malls have already chosen RecoPick. Start now!

Large-scale online shopping malls



11th street



Samsung Electronics Store



AK Duty Free Shop



Shinsegae Duty Free Shop



Galleria Duty Free Shop

Fashion



Samsung C&T
Fashion Group



NAIN



Daily Monday



JStyle



ILoveJ



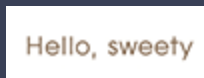
Fashion plus



MUST'IT



Click n Funny



Hello sweetly



GABANG POP



ODE



DDADDADDA



Gray Chic



real coco



MANDARINA
DUCK

Beauty



AMOREPACIFIC



Swanicoco



SkinRx



Dr. Bronner's



Bonajour

Furniture/interior



Hyundai Livart



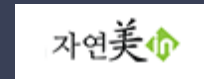
Moongori.com



1200M



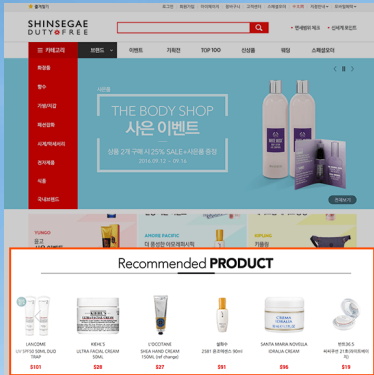
dodot



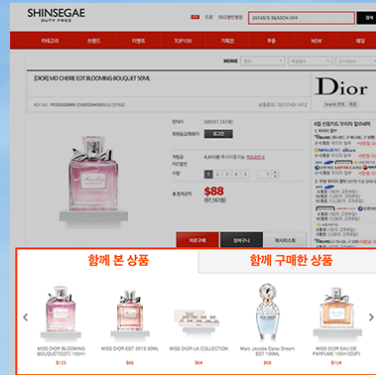
Jayeonmiin

RecoPick Application Examples

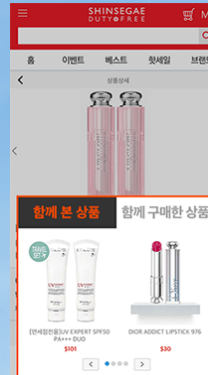
Here are some examples of major domestic shopping malls with RecoPick applied.



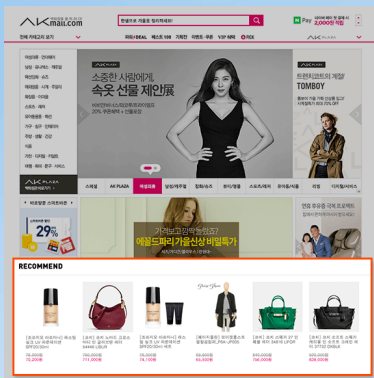
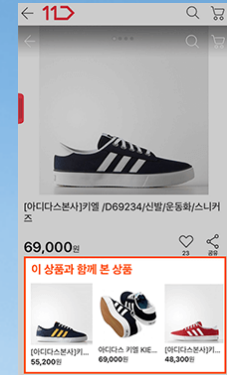
Recommended Product
(Real-time personalized recommendation)



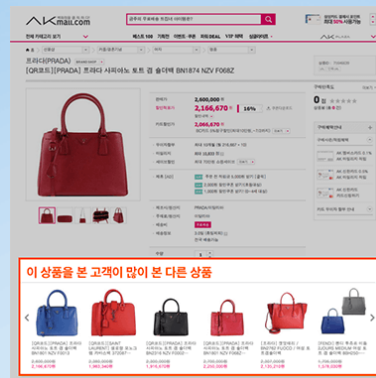
Items viewed together (View Together Items)
Items purchased together (Buy Together Items)



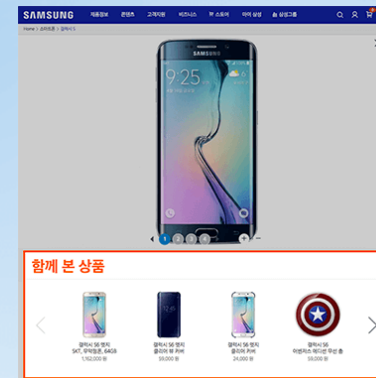
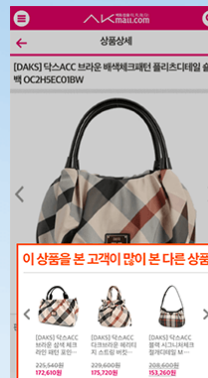
Items viewed by users who viewed this item
(View Together Items)



Recommended
(Real-time personalized recommendation)



Items viewed by users who viewed this item
(View Together Items)



Items viewed together
(View Together Items)





Thank you

www.recopick.com

recopick-help@skplanet.com