

PERSONALIZE EVERY CUSTOMER INTERACTION

Guide Your Customers Through Every Step of the Buyer's Journey

Home Page

Recommendations on the homepage can improve engagement, promote product discovery, and increase AOV and conversions. "Best Sellers" work well here.

In Checkout

Offer hyper-relevant, low-cost, high-margin add-ons during checkout to boost profitability. Consider offering a limited-time discount to sweeten the deal and increase conversion.

Product Page

The Product Detail Page (PDP) is where your shoppers most often decide whether or not to buy from you. "Bought Together" and "Similar Products" are popular recommendations for this page.

Post-Purchase

Purchase intent peaks at the point of sale. The moment after an order is placed (and before the Thank You page) is full of opportunities for product discovery.

Cart Page / Cart Flyout

Including personalized product recommendations in the cart can tip the scales in favor of completing the order. "Bought Together" and "Similar Products" are popular recommendation options here.

Thank You Page

With payment data stored, the Thank You Page becomes an excellent opportunity to market to your newly-converted customers. You also have more page space to promote your offers.

AI-POWERED PERSONALIZATION FOR SHOPIFY AND SHOPIFY PLUS

Start Building **Intelligent** Shopping Experiences

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