

Sentient AI in Combination With an Ecommerce Recommendation Engine

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The use of sentient AI in various technological applications is rapidly increasing each year. Sentient AI provides the ability to quickly collect, sort, and properly analyze data for everything ranging from marketing campaigns to customer communication. Putting sentient AI to use with your eCommerce platform is possible with an integrated eCommerce recommendation engine that helps improve conversion rate optimization while allowing you to generate more revenue in less time.

What is an eCommerce Recommendation Engine?

An [eCommerce recommendation](#) engine provides relevant products to shoppers while they are browsing on your official online store. Showcasing related products while individuals are browsing your eCommerce site is helpful in persuading them to purchase more or look into other items or services you have to offer. Sharing relevant products with online shoppers is a way for you to learn which promotions work best while also having a better understanding of how different styles of images capture the attention of your browsers.

Are eCommerce Recommendation Engines Necessary?

Using eCommerce recommendation engines allow you to efficiently market towards new users, subscribers, and loyal customers of your shop online instantly and without manually recommending products on each individual page yourself. Without an eCommerce recommendation engine, miss out on opportunities to generate additional sales as customers are unaware of their existence. Without a recommendation engine, users may only have an interest in one product without the motivation to learn more about what you sell that is also relevant to what they are searching for themselves.

How Does Sentient AI Improve eCommerce Recommendation Engines?

[Sentient AI](#) is useful for instantly collecting and sorting data that is provided from users browsing your website, registering as a customer, and completing the purchase process. With sentient AI constantly sorting and improving its understanding of your customers, showcase the most relevant and useful products that fit with the browsing history of each individual on your site. Eliminate the task of manually sorting products and the guesswork involved with determine the best route to take when promoting new items and services that are most relevant to your followers and shoppers.

Understanding the benefits sentient AI has to offer is a way to make the most out of the ever-growing technology, even if you are launching a start-up eCommerce site for the first time. Putting sentient AI to use with an eCommerce recommendation engine is a way to learn more about your customers while gaining insight into the type of recommendations work best for each segmented user group you have created for your customers and subscribers.

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