# Wisdom of the Crowd - Suggested Products

### Overview

Have you ever been shopping online and seen "People who bought X also bought Y"? A great way to personalise your customer's experience is to offer them relevant product suggestions. Easily automate this with Wisdom of the Crowd.

Wisdom of the Crowd was written to help automate the display of related products.

The program, in conjunction with the Cross Sell / Up Sell widget, will suggest products to your customers based on the common behaviours of other users.

#### How it works

- If product X is often purchased with product Y, then X will be displayed by the widget when Y is being viewed (and vice versa).
- The logic can be configured to suit your volume. For example, if product X is purchased on the same order as product Y more than 10 times in a 30 day period, that will trigger the automatic link as a related product.
- It cleverly taps into your PRONTO data, meaning it will also pick up noneCommerce sales, such as POS transactions. Let your website serve your customers using that goldmine of sales rep knowledge.
- You can still set up your own related products in the CMS; Wisdom of the Crowd generates additional suggestions to complement your own cross & up selling.





Interested in taking advantage of Wisdom of the Crowd? Get in touch with our Customer Success Team to enquire!

#### Additional Information

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| Minimum Version Requirements | ** ** **                |
|------------------------------|-------------------------|
| Prerequisites                |                         |
| Self Configurable            | No                      |
| Business Function            | Website User Experience |
| BPD Only?                    | Yes                     |
| B2B/B2C/Both                 | Both                    |
| Third Party Costs            | n/a                     |

## Related help

- Personalisation Rules
  User Group Filtering
  Mailchimp Automated Email Marketing
  Layer filters User email address
  Targeting Banners by Device