

Prediggo Moves Exsila Beyond Blockbusters

Customer

Exsila.ch is Switzerland's #1 site for legal exchange of media items such as DVDs and video games.

Challenge

Making real-time personalized recommendations on a rapid turnover catalog. On average, items remain available only a few days and may never reappear.

Solution

Prediggo helps Exsila expose back catalog items to all its users through personalized recommendations while, at the same time. Prediggo patented technology does in minutes what other solutions take days to achieve.

APPLICATIONS

- Landing Pages
- Internal Search Results
- Product Detail Pages
- Home or Category Pages
- Shopping Cart / Check-out
- Reminder Emails / Newsletters

TYPICAL RESULTS

- 80% Long Tail Items Sold
- 50% Increase in Basket Size
- 5x More Page Views
- <5 ms to Calculate Recos

INTEGRATION

- eShop Platform Modules
- Custom API (Java, PHP, .Net)
- No Java Scripts
- Fully XML Compliant
- Up and Running in 2 Days

SOME CUSTOMERS

- Payot
- Techmania
- Dvd-Shop
- Exsila
- Edipresse Group

GET STARTED

- Contact us today for a free Cross Selling Evaluation.
- More info: sales@prediggo.com
- +41 (0)21 550 5135
- www.prediggo.com



Prediggo customizes the Home Page with the most popular items based on the user's behavior and profile.

Prediggo drives more product page views through "Long Tail" items recommendations.

Performance

> 82 %

Over 82% of the sales issued from the recommendations are long tail items.

> 22 %

The sales facilitated by Prediggo recommendations represent more than 22% of the entire sales volume.

+ 43 %

The average basket size for users that bought at least one item through our recommendations is 43% bigger than users who did not use Prediggo

< 8 ms

Average time to compute targeted recommendations is under 8 milliseconds.

Testimonial

Prediggo is an amazing partner helping us boost the visibility of our back catalog and increase customer satisfaction. I'm so satisfied with it that I've deployed it throughout Exsila.

For such a sophisticated technology, it's surprisingly easy to use. We were able to get it up and running within hours. You simply turn it on and the magic appears.

Rouven Küng, CEO

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