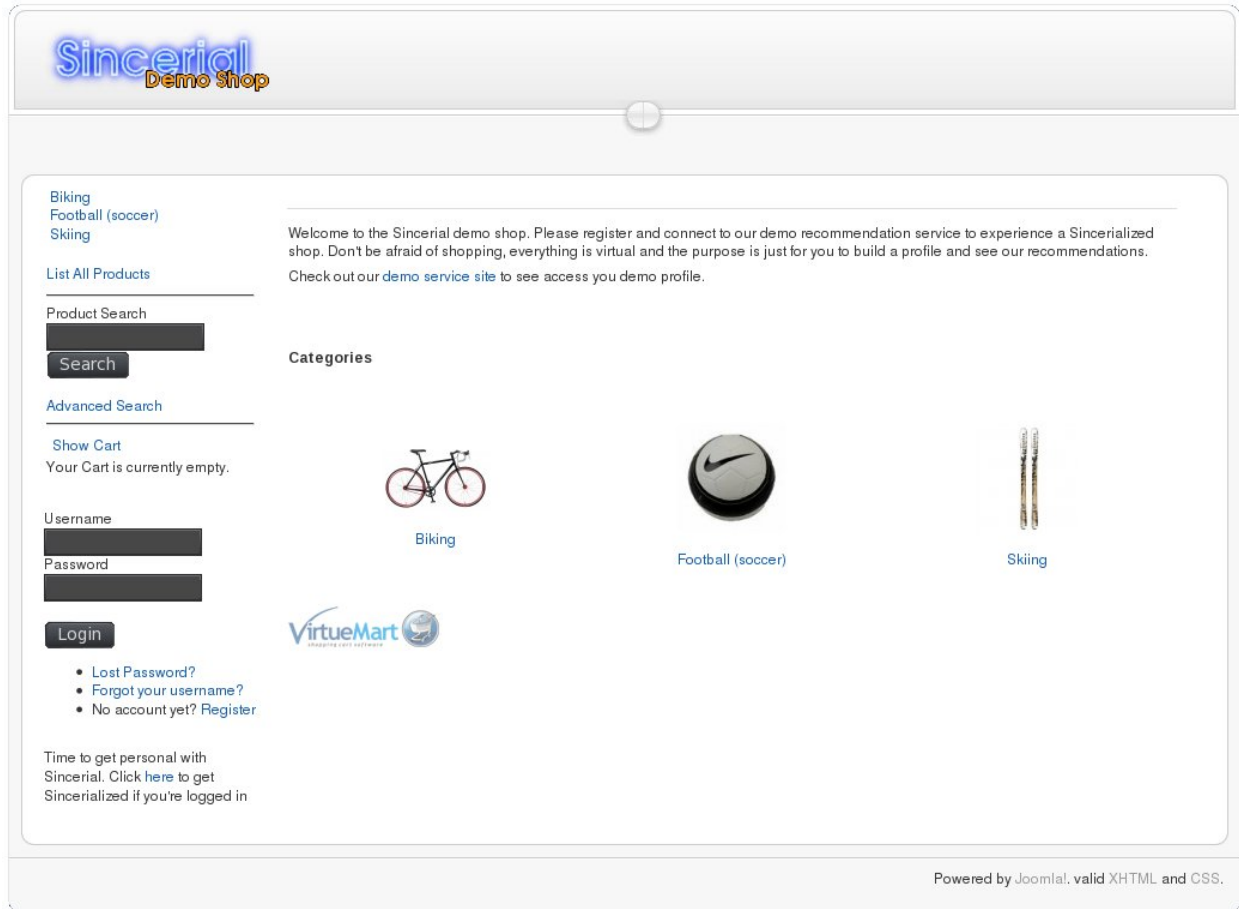


Introduction

Sincerial generates recommendations for you based on your prior shopping history, products you put in your shopping cart and your browsing in the shop during the current session. This is easier to illustrate with a couple of images than to explain by words, and trying it out interactively in our [demo shop](#) makes even more sense. Here's what the shop looks like without recommendations:



It's pretty boring with just the top level product group page as a starting point for your shopping experience. Many online stores will have sample products on the front page, but the general principle remains, what is shown is general and probably not very exciting.

If you return to an online store that uses the Sincerial recommendation system and you have shopped there before, you will see something like this:

Your favorite type of stuff

Planet X Kaffenback Drop-bar

Planet X Kaffenback Flat-bar

Planet X Pro Carbon Track

Planet X Uncle John



\$1 400.94

Add to Cart

More like this



\$1 052.01

Add to Cart

More like this



\$1 578.02

Add to Cart

More like this



\$1 139.67

Add to Cart

More like this

Other stuff similar to your favorites

Shimano Accu-3D Arm Warmers

Shimano Accu-3D sub zero LS jersey

Swobo McCluhan Wool Zip Hoody

Swobo Eddy Hoody



\$69.03

Add to Cart

More like this



\$249.27

Add to Cart

More like this



\$175.60

Add to Cart

More like this



\$98.78

Add to Cart

More like this

Other things you may like

Pearl Izumi Barrier GTX

Blackburn Flea

Burton Strapped

Burton Custom



\$564.69

Add to Cart

More like this



\$75.74

Add to Cart

More like this



\$764.87

Add to Cart

More like this



\$1 150.28

Add to Cart

More like this

Powered by Sincerial

The first row shows the products in this store that are most similar to your favorite products. These are the products we think are most interesting to you. This particular customer usually buys bikes so the first row shows bikes. The second row shows various products from a brand that you often buy. In this case, the user likes Swobo, but due to insufficient number of Swobo products, some similar products are shown as well. The last row shows various items associated with the products you have already bought.


Now these recommendations speak to me as an individual. Those biking shoes look like they could be a bit warmer than the ones I use so by getting them I might not need a couple of hours to thaw my feet after a late fall bike ride. I'm not looking for snowboard gear at the moment, but many bikers are snowboarders so that's fine with me. If you agree, I think we're on to something. Let's take a look at our demo store.

Our Demo Store

You can find our demo store at http://demo.sincerial.com/demo_shop/. If you go there, you may register and play with our recommendation engine without buying anything. We admit that it would be more fun to get the products shipped to you than just virtually shopping them, but then again you don't have to pay so it kind of evens out.

Registration

It is very easy to get our recommendations at a Sincerial enabled shop as you just have to complete the normal registration process.



(+)

[Biking](#)
[Football \(soccer\)](#)
[Skiing](#)

[List All Products](#)

Product Search

[Advanced Search](#)

[Show Cart](#)
Your Cart is currently empty.

Username

Password

- [Lost Password?](#)
- [Forgot your username?](#)
- No account yet? [Register](#)

(* = Required)


Email*

Username*

Password*

Confirm Password*

I agree to the [Terms of Service](#) *
[\(Terms of Service\)](#) *



Powered by Joomla!, valid XHTML and CSS.

Once you have registered, or logged in, you can start shopping. If you buy a single Burton snowboard, you get recommendations like these:

Advanced Search

Account Maintenance

Show Cart

Your Cart is currently empty.

Hi demo

- Account Maintenance

Logout



Biking



Football (soccer)



Skiing



Your favorite type of stuff

Burton Custom



\$1 150.28

Add to Cart

More like this

Other stuff similar to your favorites

Burton Ruler



\$536.69

Add to Cart

More like this

Burton Strapped



\$764.87

Add to Cart

More like this

Atomic Race Skibag



\$76.51

Add to Cart

More like this

Nordica Speedmachine 110



\$670.92

Add to Cart

More like this

Other things you may like

Atomic Evox 045 jr



\$114.86

Leki Aergon II



\$172.38

Pearl Izumi Barrier GTX



\$564.69

Atomic Race 10 XTL 7 jr



\$479.17

The first row shows a Burton snowboard. This is the only Burton snowboard in the store so only one recommendation is given. The second row primarily shows Burton skiing gear (of which there are only two items in this store) and other skiing gear for a total of 4 recommendations. The last row shows gear that is typically bought together with the Burton snowboard.

You can get recommendations without shopping anything in the demo shop as well. If you go there and click Biking > Bikes > Planet-X Uncle John, you will get something like this.

Stuff similar to what you have looked at

Planet X Kaffenback Drop-bar



\$1 400.94

Add to Cart

[More like this](#)

Planet X Kaffenback Flat-bar



\$1 052.01

Add to Cart

[More like this](#)

Planet X Pro Carbon Track



\$1 578.02

Add to Cart

[More like this](#)

Planet X Uncle John



\$1 139.67

Add to Cart

[More like this](#)

Stuff others buy with what you have looked at

Atomic Evox 045 jr



\$114.86

Add to Cart

[More like this](#)

Blackburn Flea



\$75.74

Add to Cart

[More like this](#)

Shimano Accu-3D Arm Warmers



\$69.03

Add to Cart

[More like this](#)

Rossignol AXIAL 2 120



\$383.30

Add to Cart

[More like this](#)

Powered by [Sincerial](#)

Note that since the demo shop is available for use and people continuously test the shop, the recommendations may change over time so this may not be exactly what you see.

How we recommend

If you have previously shopped in the online store you are visiting, you will start out with recommendations based on your shopping history. Otherwise you will start your visit at the store without recommendations. If you browse around the store to see what they have, we will recommend product based on those you look at. When you add a product to the shopping cart, we will recommend products based on that as well.

We blend recommendations from all the three sources, i.e. browsing, cart and actual purchases, and we constantly improve the blending algorithm. Your shopping history is the baseline, but it is a general representation of your interests, and it may not describe well what you are interested in right now. Your current visit to the store has a specific purpose. If you browse around the store, you browse to find products fulfilling that purpose. The product you browse in this session is more closely related to your current purpose and takes

precedence over your past shopping history for recommendations.

If you add a product to the shopping cart, that indicates you have found a product fulfilling at least some of your purpose for visiting the store. This can be considered a conclusion of your browsing session, unless it is removed or replaced. The product you put in your cart is important since it represent all or parts of your purpose for visiting the store. Your browse history is not that important at this point. The cart contents also win over your shopping history. If you browse again after putting something in the shopping cart, that browse history becomes more important and takes priority over the cart which still has priority over your shopping history for recommendations.

Our main focus of development is exactly these recommendation and blending algorithms. We strive to give you the best recommendations possible and continuously change our algorithms to achieve that.

Recommendations in search

The recommendation engine is very flexible. We can also help you search in online stores either by pre-filling search forms if they are complex or pulling out products from the search results according to the same rules we use to recommend products elsewhere.

Go Sincerial!

You can now experience our recommendation system at fundies.no (<http://www.fundies.no/>). We are in the process of increasing the number of stores connected to our service, so please look for our logo when you are shopping online.

We would love to get your feedback. All information is greatly appreciated, however, the following is particularly interesting to us:

- Suggestions for stores and web services where you would like to get recommendations from Sincerial?
- If you are a shop owner that want to add Sincerial recommendations to your site, please drop us a note at sales@sincerial.com