

# Recommendation Strategy Cheat Sheet

## Business Objectives

- Average order value (AOV)
- Revenue per visit (RPV)
- Profit margin
- Conversion rate
- New visitor conversion rate
- Returning visitor conversion rate
- Abandoned cart rate
- Customer lifetime value (CLV)



## Results Engine

- Complementary
- Alternative
- Filtered Items
- Best Sellers
- User Featured
- Recently Viewed
- Query Recommendations



## Placement

- Homepage
- Product pages
- Search pages
- Category pages
- Shopping cart page
- Zero-results and 404 pages
- Pop-ups
- Email campaigns



## Visual Cues & Buzzwords

- Product ratings
  - Discounts
  - User-generated images
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- *New*
  - *Exclusive*
  - *Don't miss out!*
  - *Bestselling items this week*
  - *Complete the look*
  - *You might also like*
  - *Fan favorite*
  - *Community pick*