

RECOMMENDATION ENGINE OVERVIEW

likeminds

What it is and is not...

Where it fits...

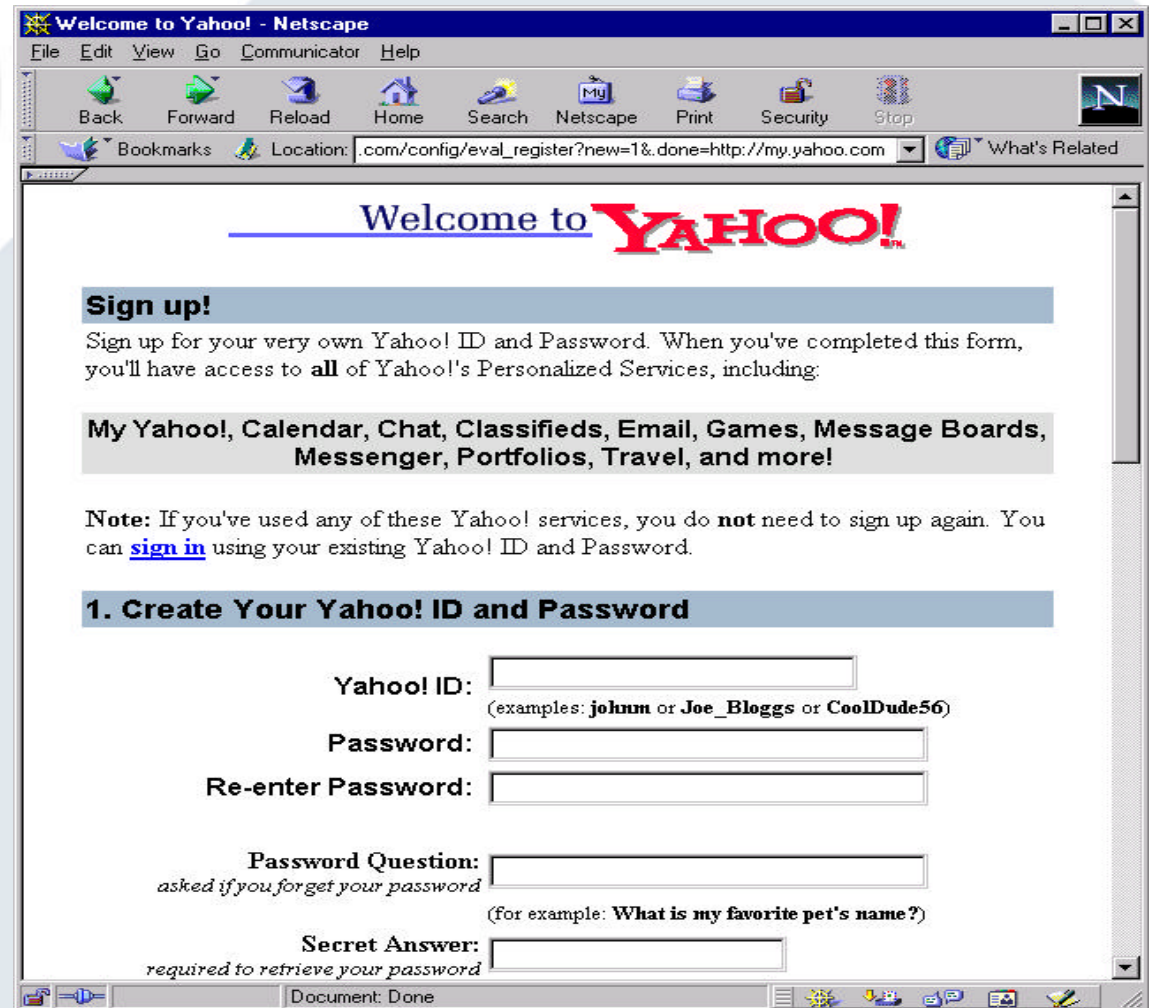
How to demo it...

Competitive Difference...

How to make more money...

It's not customization...

- User-defined
- Examples:
 - My Yahoo
 - My Excite



The screenshot shows a Netscape browser window titled "Welcome to Yahoo! - Netscape". The address bar displays ".com/config/eval_register?new=1&done=http://my.yahoo.com". The main content area features the "Welcome to YAHOO!" logo and a "Sign up!" section. Below this, there is a list of services: "My Yahoo!, Calendar, Chat, Classifieds, Email, Games, Message Boards, Messenger, Portfolios, Travel, and more!". A "Note" states that users who have used these services do not need to sign up again. The registration process is divided into steps, with the first step being "1. Create Your Yahoo! ID and Password". This step includes input fields for "Yahoo! ID:", "Password:", "Re-enter Password:", "Password Question:", and "Secret Answer:", each with a brief instruction or example.

Welcome to Yahoo! - Netscape

File Edit View Go Communicator Help

Back Forward Reload Home Search Netscape Print Security Stop

Bookmarks Location: .com/config/eval_register?new=1&done=http://my.yahoo.com What's Related

Welcome to YAHOO!

Sign up!

Sign up for your very own Yahoo! ID and Password. When you've completed this form, you'll have access to **all** of Yahoo!'s Personalized Services, including:

My Yahoo!, Calendar, Chat, Classifieds, Email, Games, Message Boards, Messenger, Portfolios, Travel, and more!

Note: If you've used any of these Yahoo! services, you do **not** need to sign up again. You can [sign in](#) using your existing Yahoo! ID and Password.

1. Create Your Yahoo! ID and Password

Yahoo! ID:
(examples: **johnn** or **Joe_Bloggs** or **CoolDude56**)

Password:

Re-enter Password:

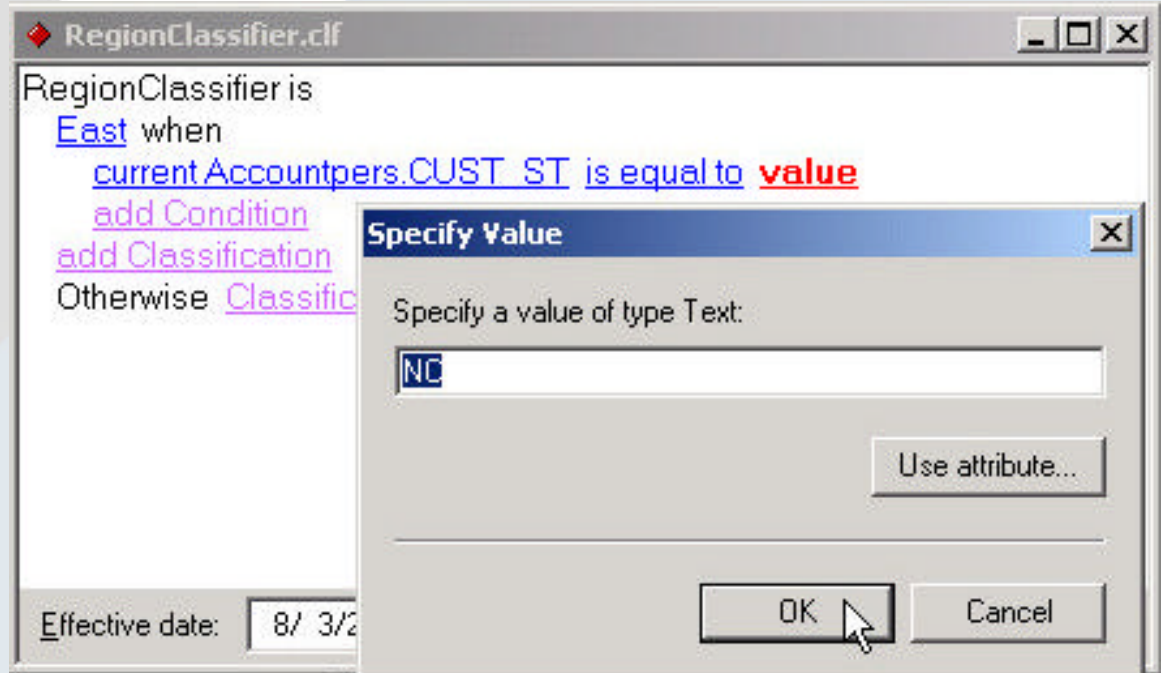
Password Question:
asked if you forget your password
(for example: **What is my favorite pet's name?**)

Secret Answer:
required to retrieve your password

Document: Done

It's not rules-based personalization...

- Target Marketing
- Segmentation
- Great rbp examples:
 - Global changes
 - General business policies
 - Moving excess inventory



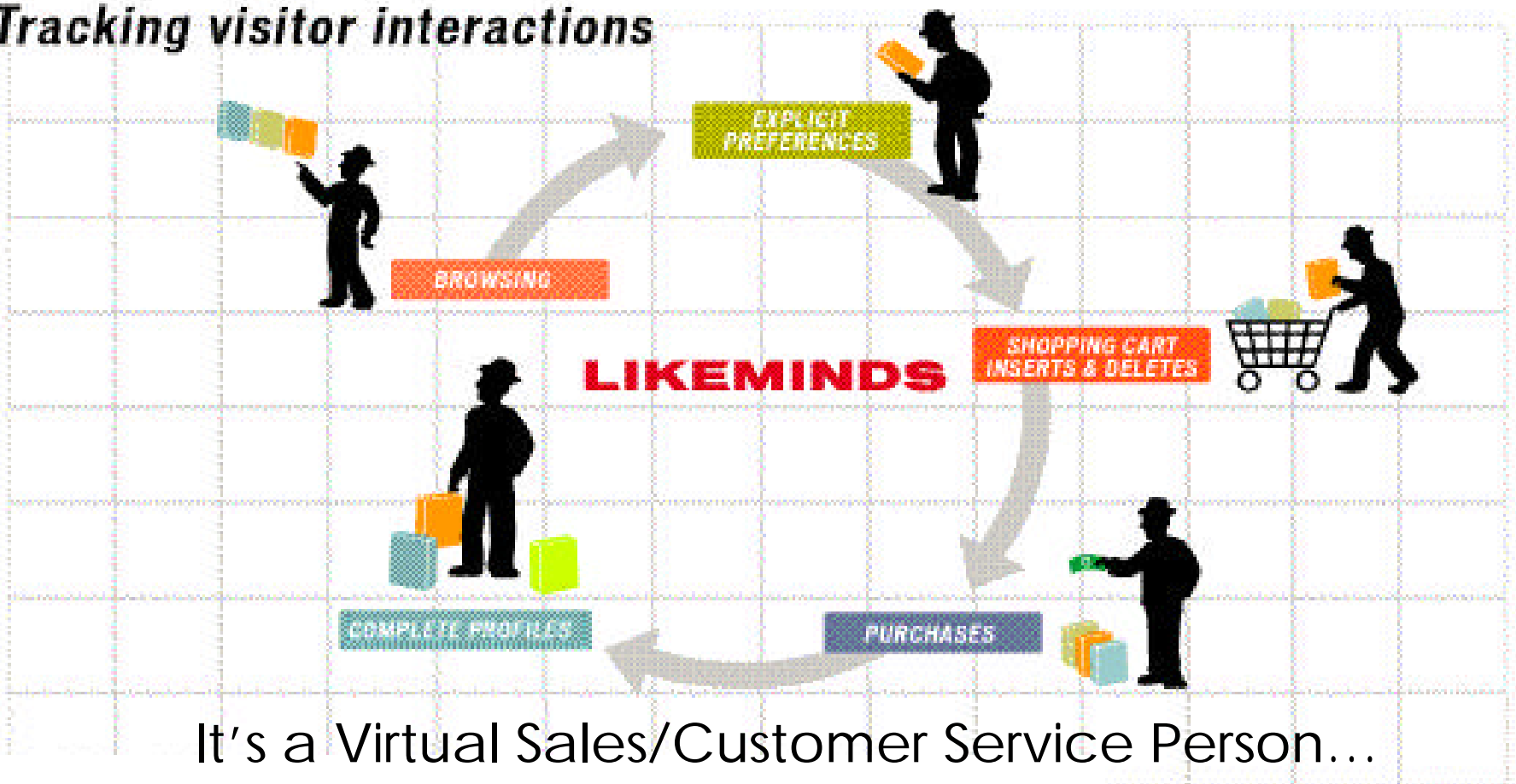
Product Recommendation:

If [Digital Camera] then [Memory Card]

Content Recommendation:

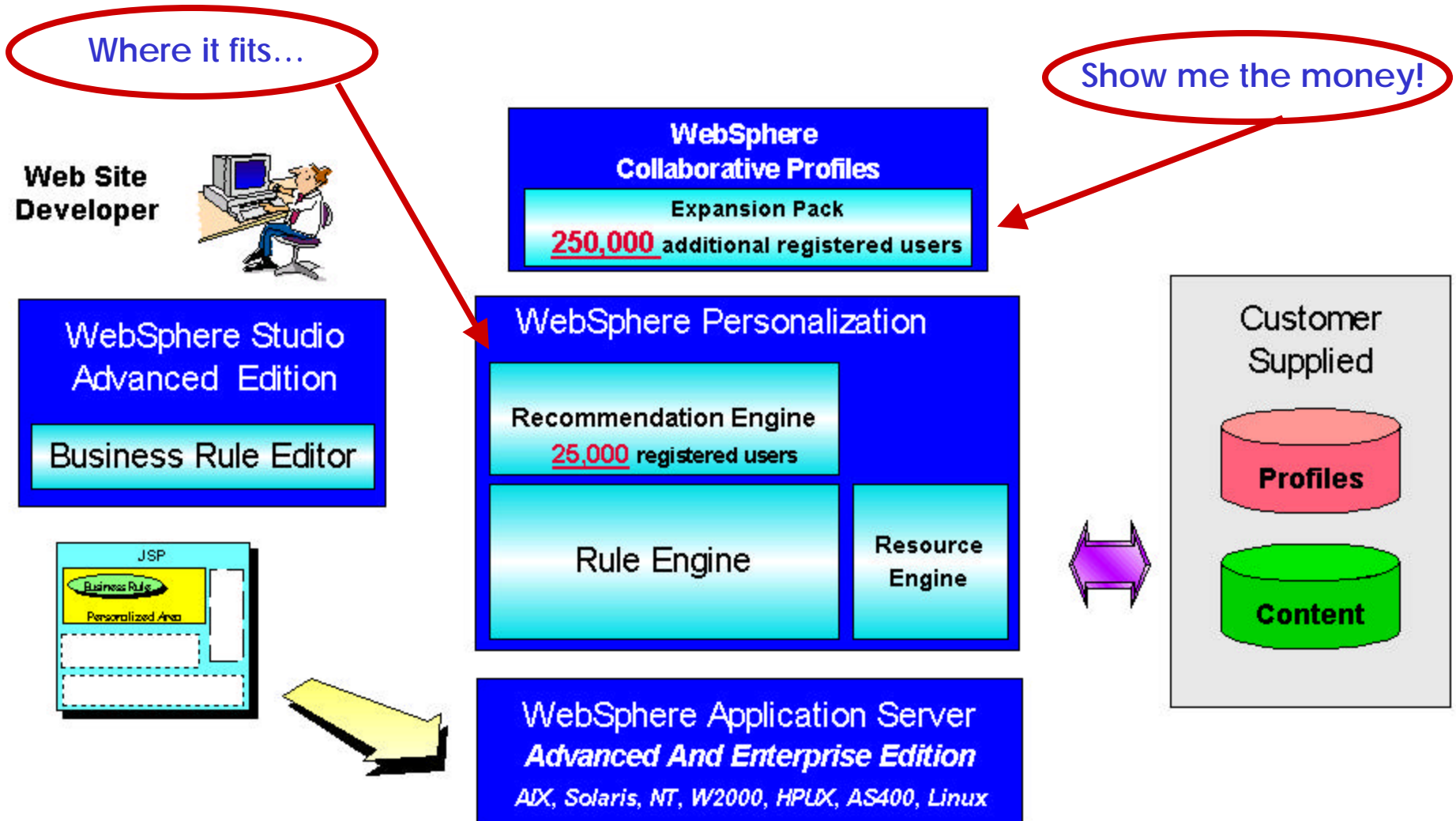
If [NC] then recommend a [Policy/Law Updates for that State]

Tracking visitor interactions



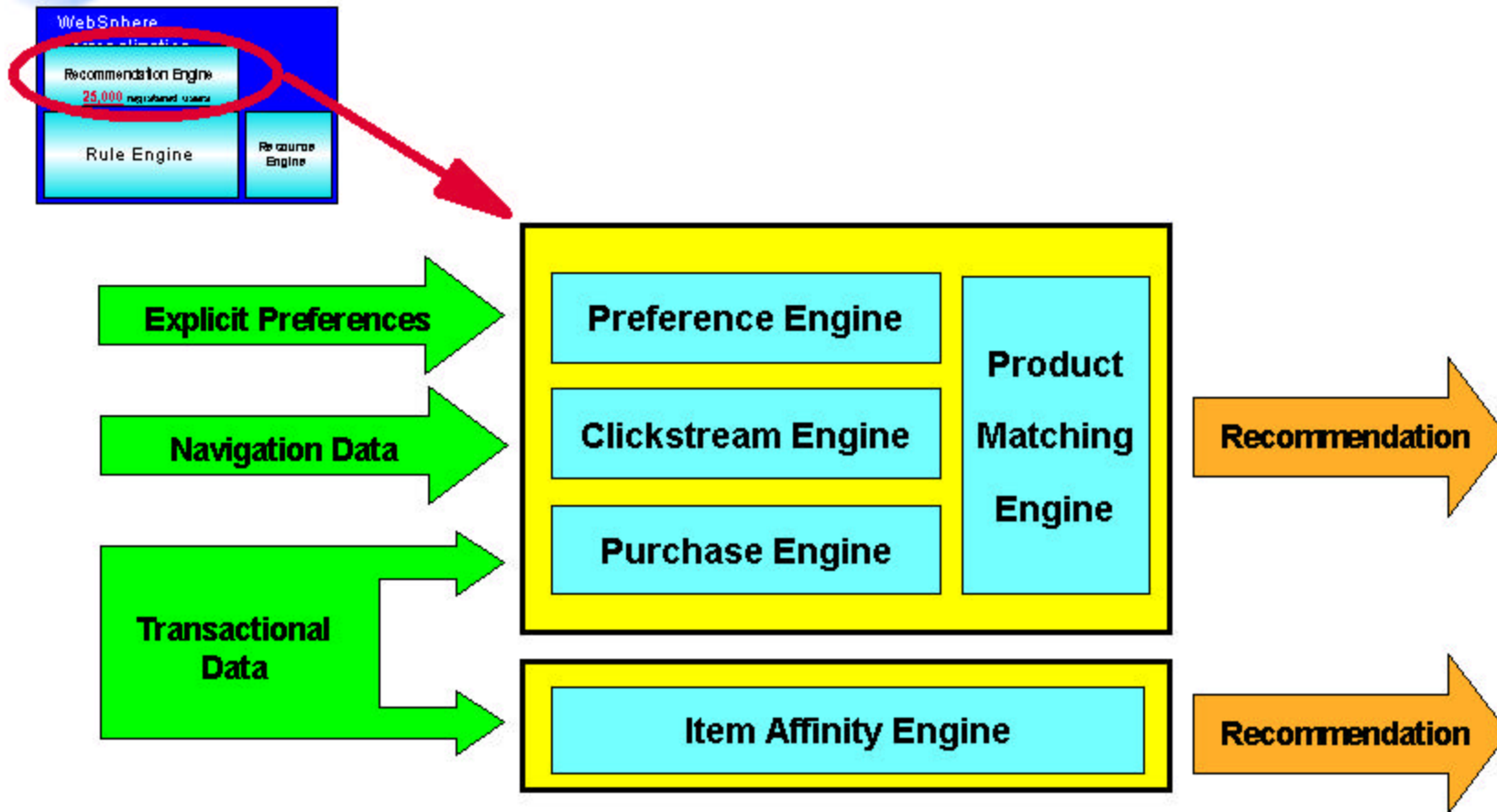
Highly complimentary to rules... ❖❖❖
Real-Time product and/or content recommendations
Adapts to behavioral patterns in real-time

WebSphere Personalization Solution Elements



Note: The Recommendation Engine currently supports AIX, NT, W2000 and Solaris

A quick look under the covers...

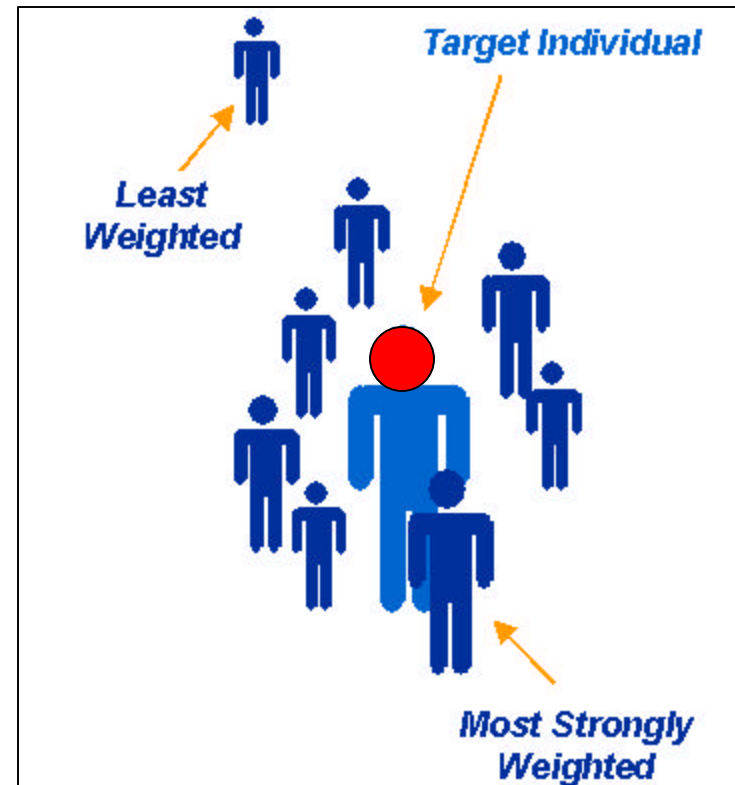


Recommendation Engine 3.5

Collaborative Filtering

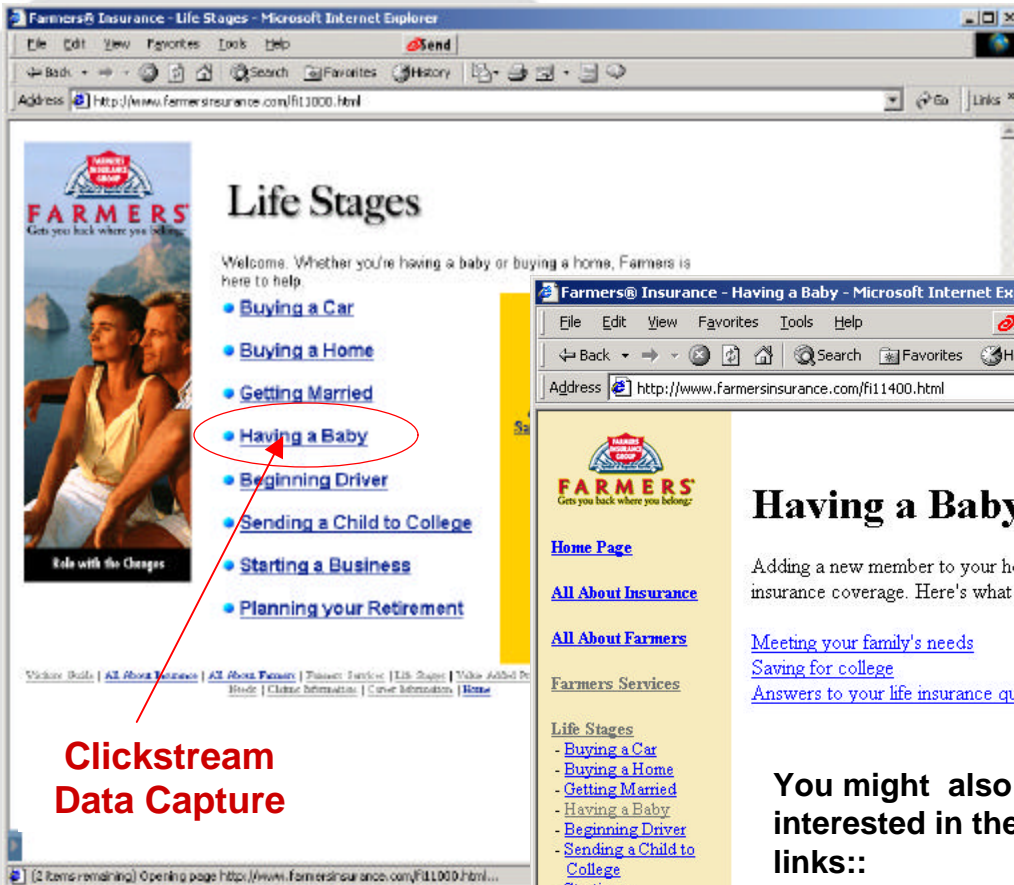
How it works

1. Build user profile in real-time based on user interactions (implicit and explicit).
2. Identify users with similar profiles.
3. Mark most similar users as the target user's "mentors."
4. Weight mentors on how similar they are to the target user.
5. Generate recommendations based on mentors' behaviors.



Example of collaborative filtering can be found at:
<http://www.moviecritic.com/>

Demo of a content Recommendation...



Clickstream
Data Capture



IBM
Rules

macromedia®
eBUSINESS
SOLUTIONS



Content Recommendations

Likeminds
can power
Navigation
Links

Farmers Insurance - Frequently Asked Life Insurance Questions - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites History Print Mail News RSS Links

Address <http://www.farmersinsurance.com/fi3450.html> Go Links >>

FARMERS
Gets you back where you belong

[Home Page](#)

[All About Insurance](#)

- [Auto](#)
 - [Safety Tips](#)
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[All About Farmers](#)

[Farmers Services](#)

[Life Stages](#)

[Farmers Advantage Products®](#)

[Calculate Your Needs](#)

[Claims Information](#)

[Career Opportunities](#)

Frequently Asked Questions

[Why should I purchase life insurance?](#)

[How much life insurance should I purchase?](#)

[When does my coverage start?](#)

[Is a medical exam necessary to qualify?](#)

[When I send in my application, should a check be included?](#)

[What's the difference between standard and preferred rates, and how do I qualify for preferred rates?](#)

[Should I get coverage on my spouse and/or children?](#)

[Will my policy ever be canceled for health reasons?](#)

[Does smoking cigarettes affect my rate?](#)

[What happens if I become disabled?](#)

[After the initial period of guaranteed premiums, what will my insurance cost?](#)

[Is there a money-back guarantee or free look period?](#)

Why should I purchase life insurance?

The primary reason for life insurance is to provide income for your dependents if you or another family income provider should die prematurely.

How much life insurance should I purchase?

If you have a family, many experts suggest that you need an amount equal to 5 to 10 times your annual salary. However, many people own higher coverages to provide more income for their family.

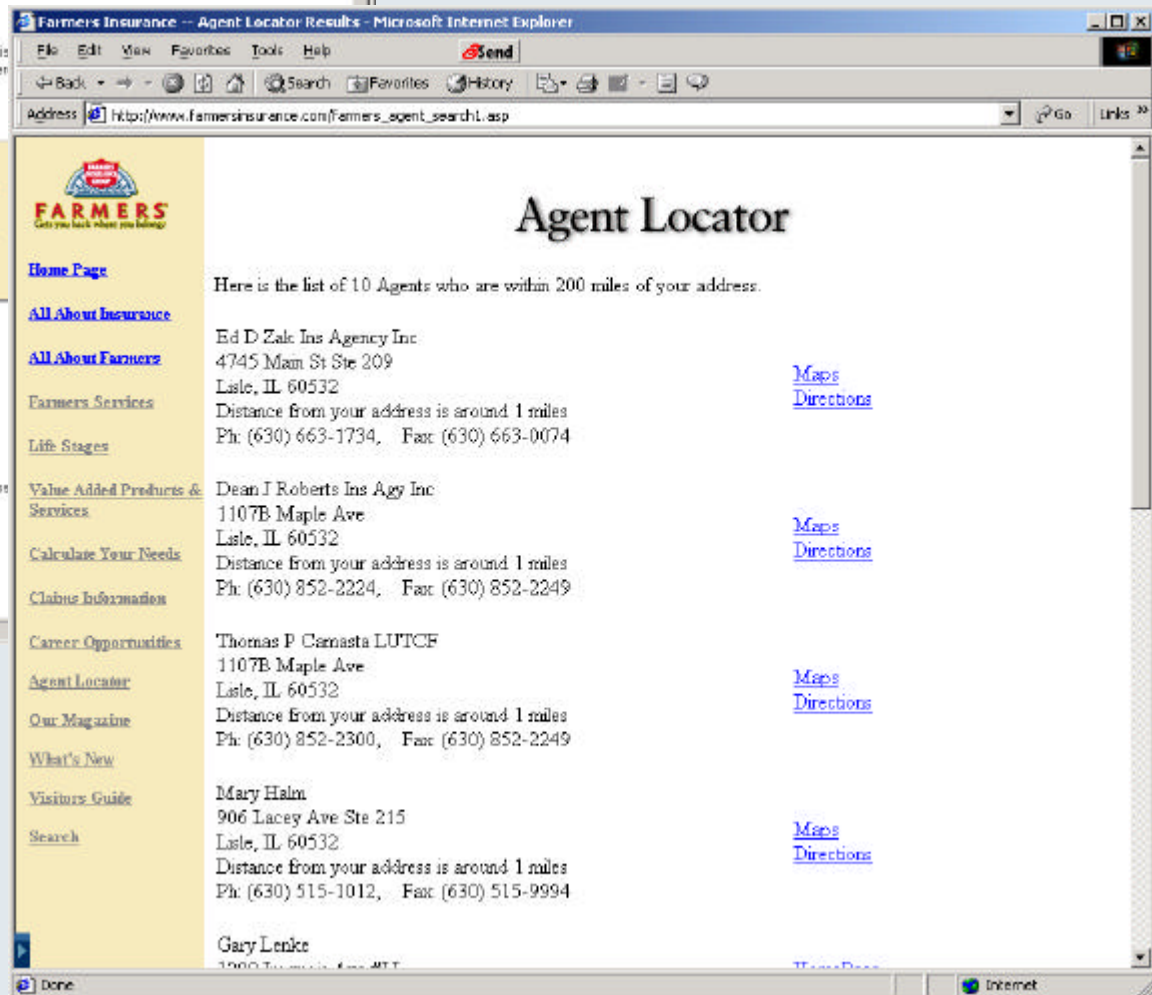
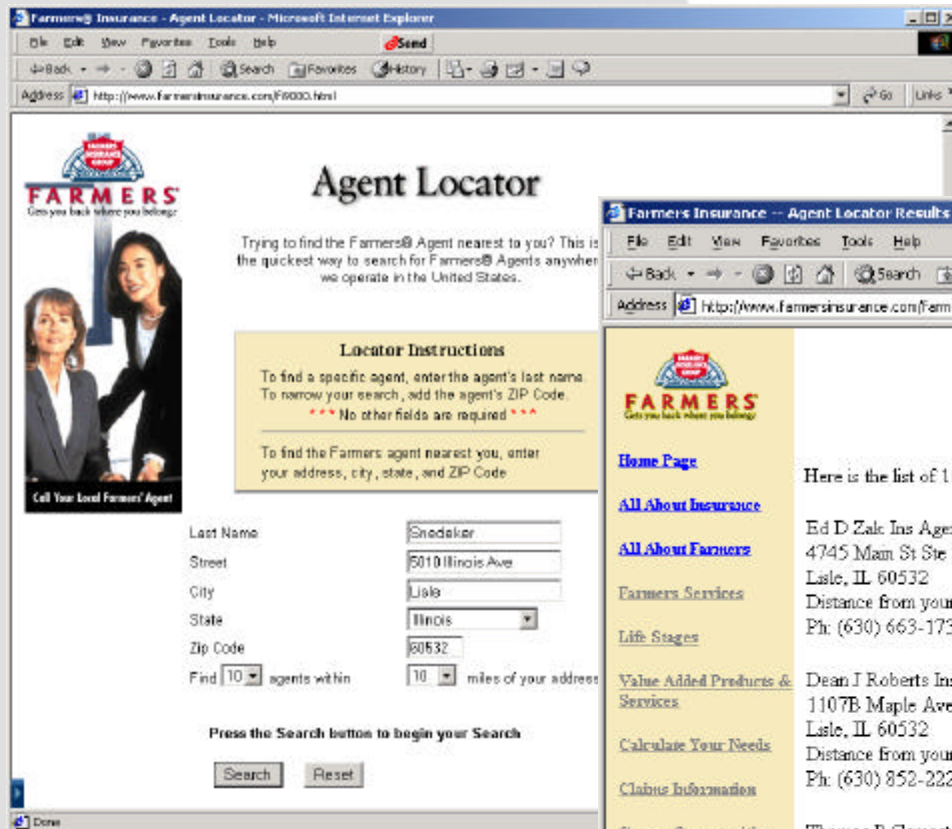
When does my coverage start?

Personalization can improve the User Experience

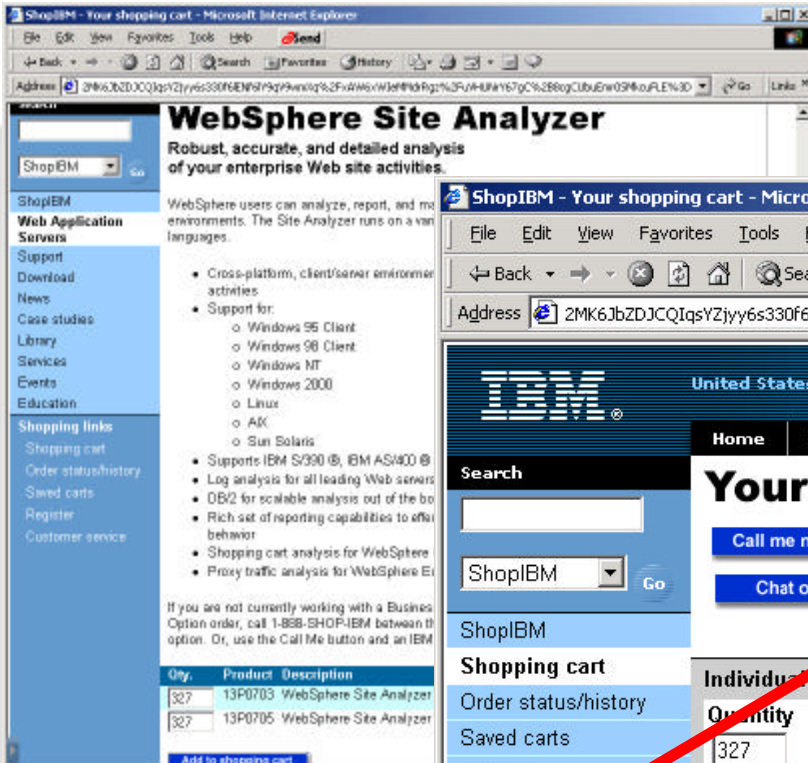
The image displays two browser windows side-by-side. The left window, titled 'Friendly Exchange - Free Issues - Microsoft Internet Explorer', shows a registration form. The form includes fields for 'Full Name' (filled with 'Dan Brongel'), 'Street Address' (filled with '11010 Personalized Way'), 'City' (filled with 'Evanston'), 'State' (a dropdown menu showing 'Illinois'), and 'ZIP Code' (filled with '60532'). Below these fields are radio buttons for 'I am currently a Farmers Insurance policyholder.' (Yes/No) and an 'E-Mail' field (filled with 'dbrongel@macromedia.com'). The right window, titled 'Farmers@ Insurance - Agent Locator - Microsoft Internet Explorer', shows the 'Agent Locator' page. It features a search form with fields for 'Last Name', 'Street', 'City', 'State' (a dropdown menu showing 'Select State'), and 'Zip Code' (filled with '60532'). Below the search form are 'Find' and 'Reset' buttons. A blue arrow points from the '60532' value in the left window's ZIP Code field to the '60532' value in the right window's Zip Code field.

**Websphere
Rule**

Personalized Recommendations



How to demo a Product Recommendation...



WebSphere Site Analyzer
Robust, accurate, and detailed analysis of your enterprise Web site activities.

ShopIBM

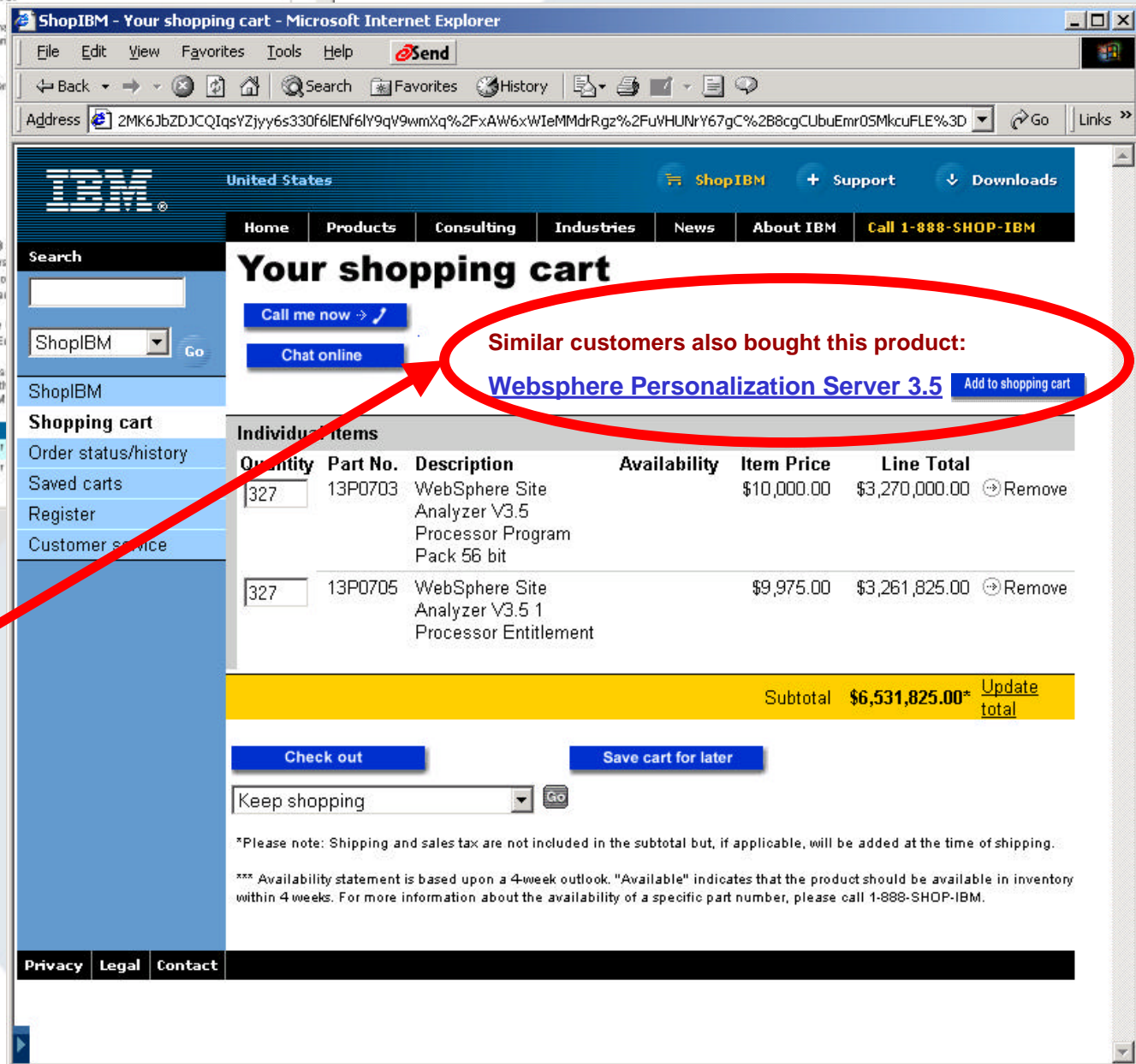
WebSphere users can analyze, report, and monitor environments. The Site Analyzer runs on a variety of languages.

- Cross-platform, client/server environment activities
- Support for:
 - Windows 95 Client
 - Windows 98 Client
 - Windows NT
 - Windows 2000
 - Linux
 - AIX
 - Sun Solaris
- Supports IBM S/390®, IBM AS/400®
- Log analysis for all leading Web servers
- DB2 for scalable analysis out of the box
- Rich set of reporting capabilities to affect behavior
- Shopping cart analysis for WebSphere
- Proxy traffic analysis for WebSphere E

If you are not currently working with a Business Edition order, call 1-888-SHOP-IBM between 9am and 5pm. Or, use the Call Me button and an IBM

Qty.	Product	Description
327	13P0703	WebSphere Site Analyzer
327	13P0705	WebSphere Site Analyzer

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Quantity	Part No.	Description	Availability	Item Price	Line Total	
327	13P0703	WebSphere Site Analyzer V3.5 Processor Program Pack 56 bit		\$10,000.00	\$3,270,000.00	Remove
327	13P0705	WebSphere Site Analyzer V3.5.1 Processor Entitlement		\$9,975.00	\$3,261,825.00	Remove

Subtotal **\$6,531,825.00*** [Update total](#)

[Check out](#) [Save cart for later](#)

Keep shopping [Go](#)

*Please note: Shipping and sales tax are not included in the subtotal but, if applicable, will be added at the time of shipping.
*** Availability statement is based upon a 4-week outlook. "Available" indicates that the product should be available in inventory within 4 weeks. For more information about the availability of a specific part number, please call 1-888-SHOP-IBM.

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Automated & highly accurate personalized cross-sells to boost sales.

LikeMind's

Drive Revenue, Loyalty, & Stickiness

E-Commerce Revenues Soar

33% Higher Spend Rate (on average)

67% More Products Viewed
(increased average from 6 to 10)

E-Marketing Results Skyrocket

75% More Time on the Site
(increased average from 4 to 7)

27% Higher Repeat Visit Rate (on average)

Survey Results Prove Accuracy and Popularity

94% Of Visitors Had Fun

92% Found it Easy to Use

87% Said They Will Purchase the Products
Recommended

84% Said Recommendations Were Just Right



Highlights...

- Only App Server to offer both technologies
- Most accurate form of collaborative filtering
- Cost justify entire deal...increase conversion rates by 1/2 % or site stickiness 20 seconds
- 3 yr relationship...IBM provides support
- Danske Bank and Farmers Insurance!!

Contact Information

- Dan Brongiel

Macromedia

WW Personalization

Sales Manager

630-551-4718

dbrongiel@macromedia.com

- Tucker Snedeker

Macromedia

WW Personalization

Technical Manager

630-258-3072

tsnedeker@macromedia.com

Dedicated Sales Support Team!!

