

Optimizely Product Recommendations

General Overview

Product Recommendations lets the customer personalize each visitor's online experience, one-to-one and in real time across all channels including but not limited to: online, mobile, email, in-store, call center, personalized catalogs, and print. Individuals see product suggestions, messages, promotions, images, and banners that are personally relevant to them.

Functionalities, Capabilities and Features

The functionality and capabilities of the Subscription may vary depending on whether the Features are part of the Subscription, and/or have otherwise been activated or de-activated by the Customer

Optimizely Product Recommendations. Lets the customer display suitable product recommendations via the native integration package or custom implements towards the Product Recommendations Service API. Features include, amongst others as described in the Documentation -

- Omni-channel tracking into the Recommendations Engine
- Product recommendations
- Self-service widgets for personalization

Optimizely Email Triggers. Lets the customer display suitable recommendations within the content of messages in an email campaign and create transactional emails that can be used to re-engage visitors on scenarios such as abandoned carts. Features include, amongst others as described in the Documentation -

- Omni-channel tracking into the Recommendations Engine
- Templated product recommendations for use a part of email content in campaigns
- Behavioral transactional email triggers

AI features

AI and machine-learning features

- Uses Optimizely's algorithms to [examine visitor behavior and recommend products](#).

Prerequisite Optimizely Software Services

Not applicable.

APIs

<https://docs.developers.optimizely.com/recommendations/docs/recommendations-api>

Optimizely Options and Add-Ons

Commerce Connect and Search & Navigation – By applying machine learning and statistical analysis to behavioral data, Content Recommendations enables attribute boosting tailored for each individual Commerce Connect visitor to optimize the ranking of search results returned by Optimizely Search & Navigation.

Integrations to Other Optimizely Software Services

Not applicable.

Service Descriptions: Optimizely Software Services

2025-11. Optimizely Confidential Information

Third-party software and Platform Integrations

Not applicable.

Included services

The following services are included in this Software Service.

- Onboarding
 - Onboarding is described in the applicable Onboarding Documentation.
 - Onboarding services are only available in the initial subscription term, unless otherwise stated in the Order Form.
- Support – [Support Policy](#).