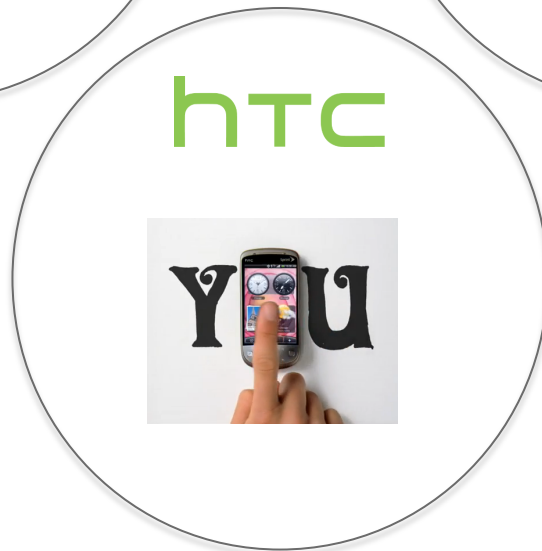


# Personalization Never Goes Out of Style



Diane Kegley  
CMO, RichRelevance  
18 July 2012

# Regardless of the Industry, Personalization Amplifies Brands



# Personalization Gives Amazon a Unique Scope of Influence



"Amazon.com has achieved this status through exceptional service and providing its own recommendations to users. This combination has made Amazon the gold standard of trust and recommendation in the U.S."

-- Nigel Hollis  
EVP & Chief Global Analyst  
Millward Brown

# How the Online Shopper Has Evolved

Cross-Channel. Complex. Connected.  
Empowered. In Control.

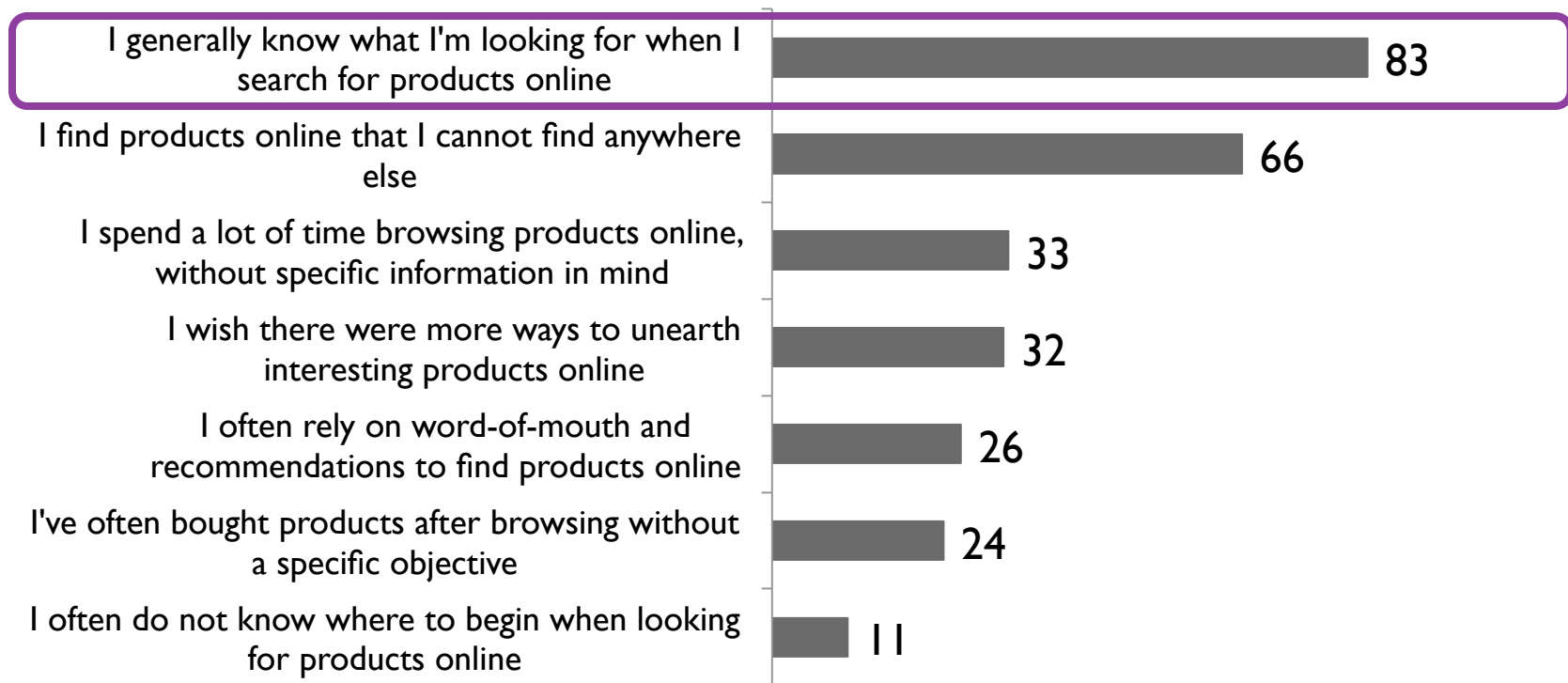


# Considering Shoppers' Split Personalities



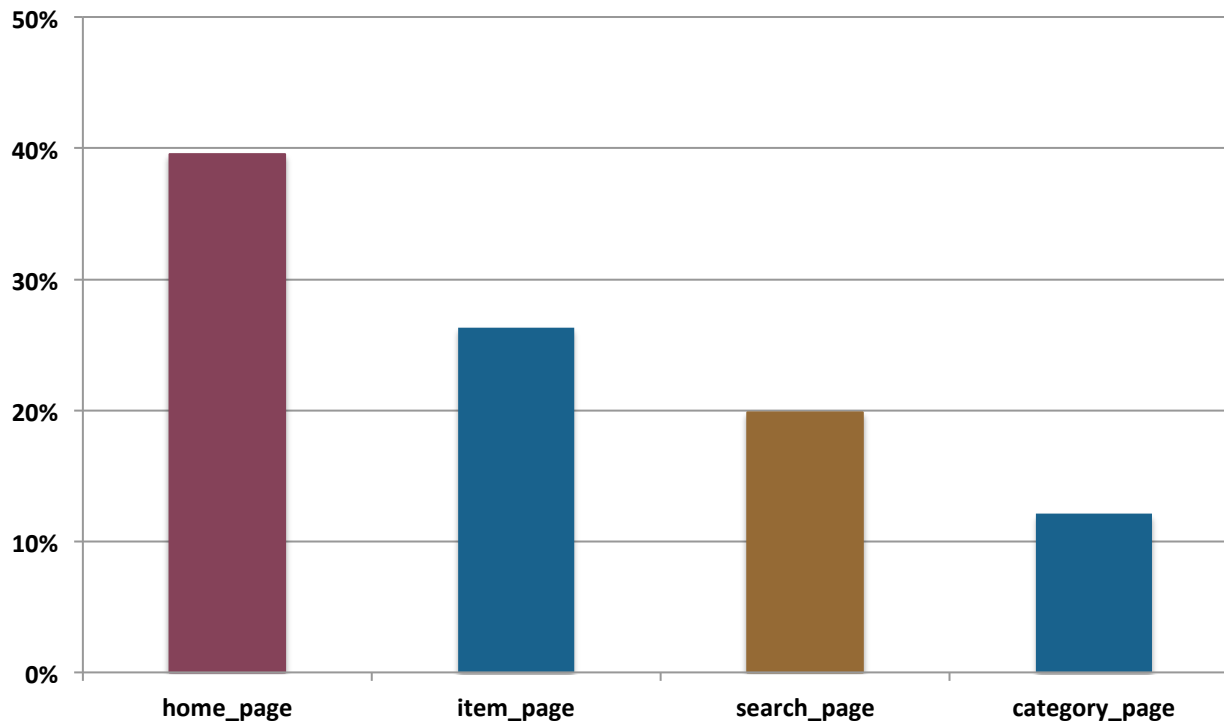
# Consumers Tend to be Very Directed Shoppers Online

## Percent of US web shoppers agreeing with statement



Source: Q3 2011 Forrester Consumer Technographics Online Retail Survey

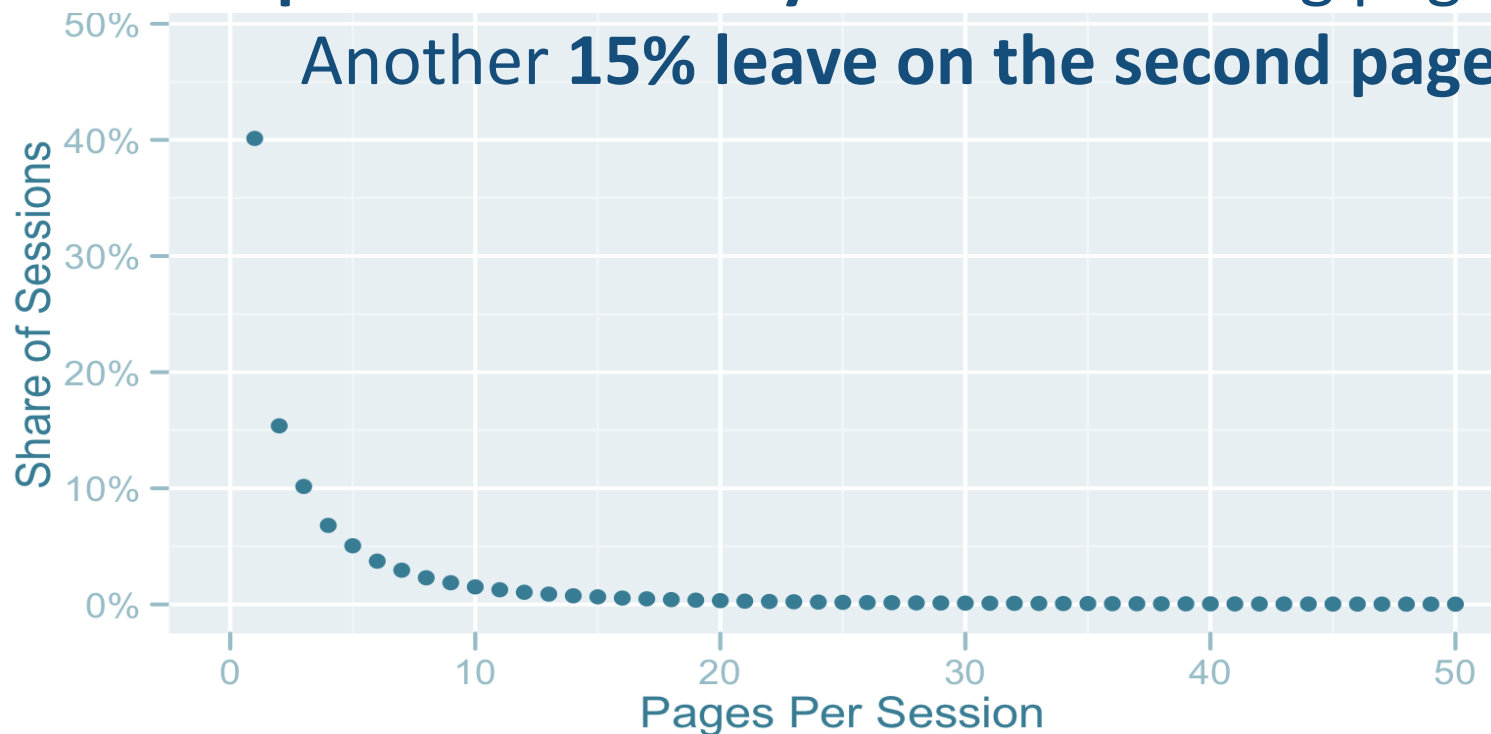
# Entry Points: Landing Pages & Side Doors



While nearly 40% of sessions begin at the home page, a significant share of visits begin deep in the site.

# Entry Points: Bounce Rates & Capture

A large portion of visitors leave quickly. **40% depart immediately** from the landing page. Another **15% leave on the second page.**





See All Departments ▾

Search

All Departments ▾

Find

My Cart (2) ▾

Choose My Store ▾

Electronics : All Cameras

All results for "walmart+digital+camera"

Related searches: digital cameras, 12.1mp digital camera, digital slr camera

People Who Viewed This Item Also Viewed



Sony Cyber-shot DSC-H70/B  
16MP Digital...

site to store  
★★★★★  
**\$188.54**



Sony Cyber-shot DSC-H70/B  
16MP Digital...

site to store  
★★★★★  
**\$188.54**



Sony Cyber-shot W370 Silver  
14MP Digital...

site to store  
★★★★★  
**\$155.35**



Sony Cyber-shot DSC-TX1  
Silver 10MP...

site to store  
Rollback  
★★★★★  
**\$189.00**



Nikon COOLPIX L120 14.1MP  
Digital Camera...

site to store  
★★★★★  
**\$259.54**



### Sony Cyber-shot HX5V Black 10MP Digital Camera, 10x Optical Zoom, 3" LCD, Full HD Movie Mode, GPS, Compass

About this product

Print

Buy from Walmart

Shipping & Pickup

**\$199.00**

Not Available at this time



TechForward Guaranteed Buyback Plans available [here](#)

Guaranteed Buyback Plan



Zoom | 360° | Video



Open a Walmart Credit Card, Spend \$100 Today and Get \$20 back\*  
\*Offer subject to credit approval  
[Learn More](#) or [Apply Now](#).



About this product

Top of Page

- Item Description
- Specifications
- Manufacturer's Warra...
- Financing Offers
- Pricing Policy
- Gifts Plans

What Do People Ultimately Purchase After Searching For Items You Searched For?

Top of Page



**20% buy**  
Kodak EasyShare C143 12MP Digital Camera...  
site to store  
★★★★★  
**\$29.00**



**20% buy**  
Kodak EasyShare C183 12MP Digital Camera...  
**\$59.00**



**17% buy**  
Kodak EasyShare C183 12MP Digital Camera...  
site to store  
**\$74.00**



**16% buy**  
Kodak EasyShare M580 14MP Digital...  
site to store  
★★★★★  
**\$99.00**

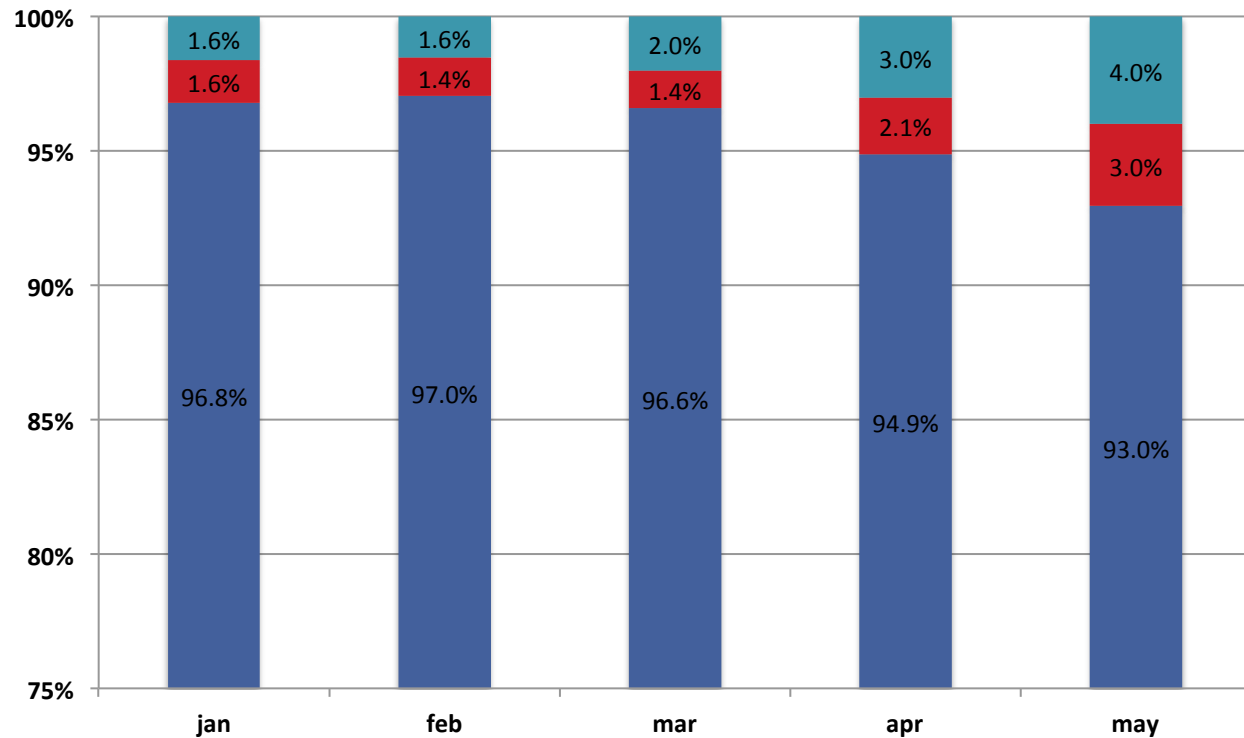


**15% buy**  
Sanyo Xacti VPC-S880 Pink Refurbished 8MP...  
site to store  
★★★★★  
**\$39.00**

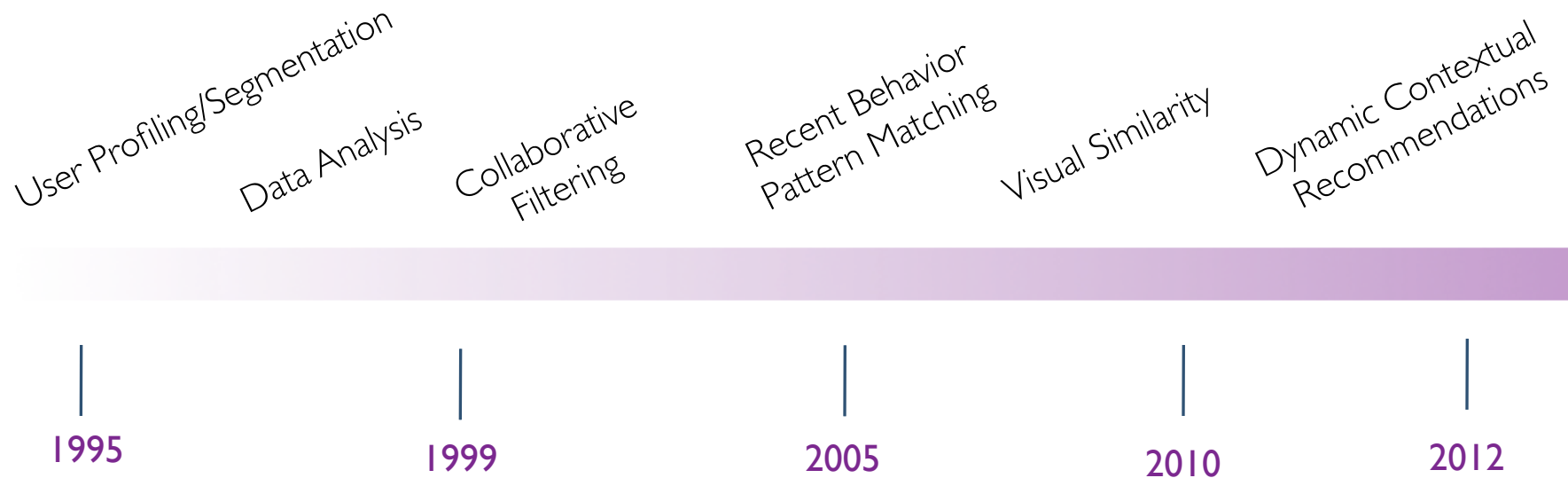


# Social Media Share of Sessions

Sessions originating on social sites: **Pinterest** is growing steadily during the last four months, although the bulk of traffic comes from **Facebook**.



# Just as Online Shoppers Have Grown More Sophisticated...So Have Personalization Solutions



Increasingly important is a solution's ability to power through large sets of data and choose the right strategy in the right context.

# Personalization: Monetizing every Pixel

The screenshot displays the Office Depot website interface. At the top, there's a navigation bar with the date 'DECEMBER 23, 2006 | JANUARY 1, 2007' and the website URL 'www.officedepot.com'. Below this, the Office Depot logo is visible along with navigation links for 'Store Locator', 'Shop by Catalog', and 'Customer Service'. A search bar is prominently featured. The main content area is dominated by a large promotional banner for 'EVERY MONDAY IS CYBER MONDAY' featuring an 'Ativa 21.6" HD LCD Monitor' priced at '\$119.99', with a 'Save \$50 Instantly' offer. To the right of the main banner is a 'Recently Viewed' section showing products like 'Great White Recycled Copy Paper' and 'Belkin Pro Series USB 2.0 Device Cable'. Below the main banner is a 'Products You Purchase Frequently' section with five product cards, each showing an image, name, and price. At the bottom of the page, there are several smaller promotional banners, including one for '15% Off All Your Party Supplies' and another for 'Digital Prism ATSC-710 7" Portable LCD TV'. The website layout is clean and organized, with clear navigation and targeted product recommendations.

- Offer Targeting: Who are we to you?
- Product Selection & Merchandising
- Driving Conversion, Revenue
- Drive Margin



- Leverage Intent Data for every decision

# Melding Personalization & Merchandising

- ✓ Ability to automate merchandising
- ✓ Increases in units per transaction
- ✓ Increases in average order value
- ✓ Increases in time on site; exposing customers to more of your content
- ✓ Overall revenue lift
- ✓ Brand Loyalty



# The Personalization Continuum

Manual  
Merchandising



Email

# The Personalization Continuum

The screenshot shows the Sephora website interface. At the top, the Sephora logo is on the left, and navigation links for 'shopping basket 0 items' and 'CHECKOUT' are on the right. Below the logo is a horizontal menu with categories: MAKEUP, SKINCARE, FRAGRANCE, BATH & BODY, HAIR, TOOLS & ACCESSORIES, MEN, GIFTS, SEPHORA TV, and BEAUTYTALK. A search bar and a 'BRANDS' dropdown menu are also visible.

The main content area features a 'SEPHORA COLLECTION' sidebar on the left with sub-categories: Eye Makeup, Pencils, Face & Body Makeup, Shimmer & Glitter, Nail Polish & Treatments, Lipstick & Lip Gloss, and Palettes & Sets.

The central focus is a section titled 'Sephora collection makeup you might like' which displays six product recommendations in a grid:

- PAlettes & Sets** (see all): Includes a 'NEW LIMITED EDITION' 'SEPHORA COLLECTION Hot Hues Baked Eyeshadow Palette - Mulberry, \$24'.
- COMBINATION SETS** (see all): Includes a 'LIMITED EDITION' 'SEPHORA COLLECTION Medium Shopping Bag Makeup Palette (\$165 Value), \$24'.
- EYESHADOW SETS** (see all): Includes a 'NEW LIMITED EDITION' 'SEPHORA COLLECTION Hot Hues Baked Eyeshadow Palette - Burnished Cocoa, \$24'.
- BRONZER** (see all): Includes a 'NEW LIMITED EDITION' 'SEPHORA COLLECTION Hot Hues All Over Bronzer - Bronzed Glow, \$24'.
- LIP TREATMENTS** (see all): Includes a 'NEW LIMITED EDITION' 'SEPHORA COLLECTION Hot Hues Neon Lip Balm, \$10'.
- PRIMER** (see all): Includes a 'SEPHORA COLLECTION Perfecting Ultra-Smoothing Primer, \$16'.

# The Personalization Continuum





# The Personalization Continuum

**SEPHORA** shopping basket 0 items CHECKOUT

MAKEUP SKINCARE FRAGRANCE BATH & BODY HAIR TOOLS & ACCESSORIES MEN GIFTS SEPHORA TV BEAUTYTALK

SEARCH

## MY ACCOUNT

Welcome Sarah Northen ([Sign Out](#))

Complete your [beauty profile](#) and we'll spoil you with exclusive perks like personalized product picks ▶

This page has everything you need to keep your account current.

If you are a Beauty Insider, here is where you update and manage your Beauty Insider and Beauty Talk profiles. This information allows us to give you personalized product recommendations straight from our beauty experts, so make sure it's always up-to-date.

Already a Beauty Insider? Update your Beauty Profile Questions.  
Not a Beauty Insider? Sign up below.

We respect your privacy and limit the use of your information. Read our [privacy policy](#).

### beautyinsider

You have 163 points in your Beauty Bank

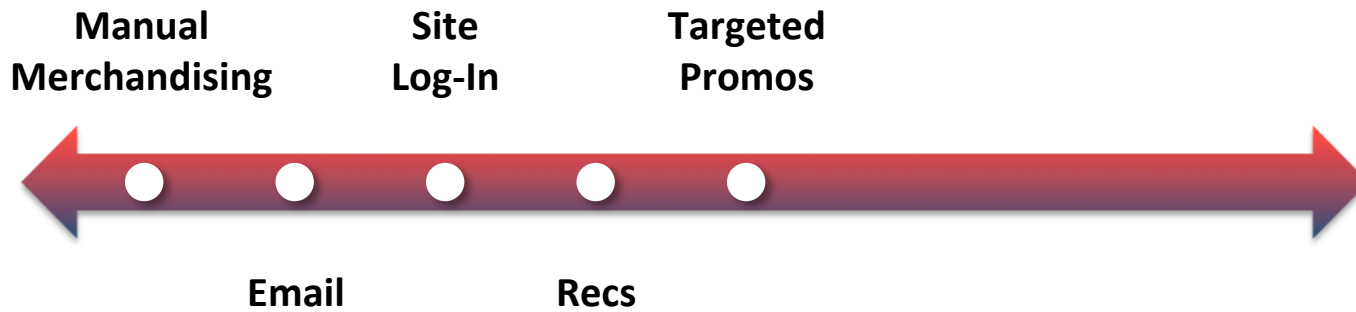
**FREE 100-POINT PERK**  
**CONGRATULATIONS!** You have over 100 points in your Beauty Bank. You can select a Beauty Insider reward that's perfect for you.  
[More info](#)

**500-POINT PERK**  
**KEEP SAVING!** Once your Beauty Bank hits 500 points, you can trade them in for a free, limited-edition product. Every few months it's something new, so start saving.  
[More info](#)

**INTRODUCING V.I.B. (VERY IMPORTANT BEAUTY INSIDER)**  
V.I.B. is the premium level for Beauty Insiders and the ticket to bigger, better, even more beauty-full rewards.  
[Learn more about V.I.B.](#)

**VIB**  
beautyinsider  
SEPHORA

# The Personalization Continuum



# The Personalization Continuum

The screenshot shows the Sephora website interface. At the top, the Sephora logo is on the left, and navigation links for 'shopping basket 0 items' and 'CHECKOUT' are on the right. Below the logo is a horizontal menu with categories: MAKEUP, SKINCARE, FRAGRANCE, BATH & BODY, HAIR, TOOLS & ACCESSORIES, MEN, GIFTS, SEPHORA TV, and BEAUTYTALK. A search bar and a 'BRANDS' dropdown menu are also present.

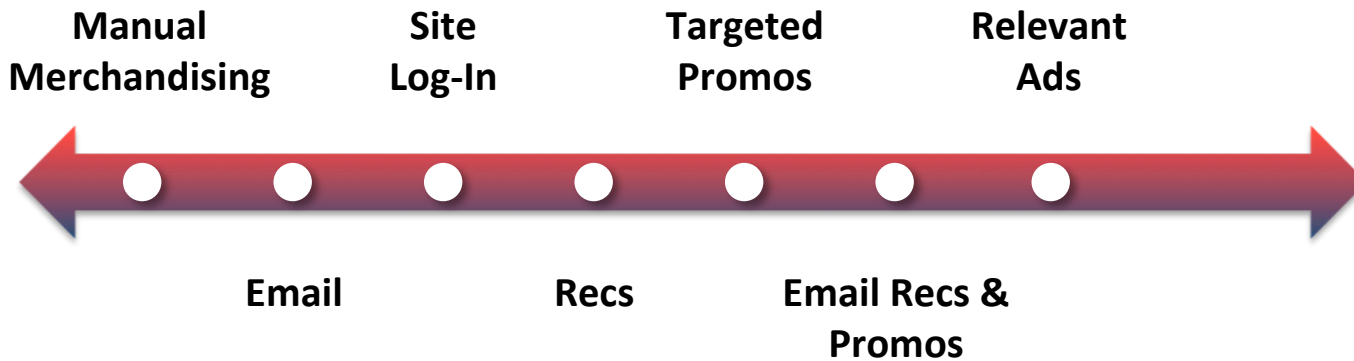
The main content area features a personalized welcome message: 'Welcome back, Mary!' in red text. To the right of this message is a 'You may like...' section. Below the welcome message is an 'EXCLUSIVE' banner for 'best of buxom' makeup products, with a 'SHOP BUXOM' link. A navigation bar below the banner includes 'WEEKLY PICKS' (highlighted in red), 'BEST SELLERS', 'WHAT'S NEW', and 'EXCLUSIVES'. A note indicates '\* Free SHIPPING OVER \$50'.

The main product grid displays several items with their respective categories and prices:

- COMBINATION SETS** [see all](#): Too Faced Natural Flirt Makeup Collection (\$113 Value), \$45
- LIPSTICK** [see all](#): Dior Dior Addict Extreme Lipstick, \$30
- COMBINATION SETS** [see all](#): Benefit Cosmetics Cabana Glama, \$36
- COMBINATION SETS** [see all](#): MAKE UP FOR EVER HD Complexion Starter Kit (\$109 Value), \$79
- COMBINATION SETS** [see all](#): Kat Von D Triple Threat Tattoo Liners, \$39
- LIP GLOSS** [see all](#): Soap & Glory Super-Colour Sexy Mother Pucker™ Lip Plumping Gloss, \$15
- POWDER FOUNDATION** [see all](#): Bare Escentuals bareMinerals SPF 15 Foundation, \$26
- BLUSH** [see all](#): NARS Blush, \$27 - \$28
- EYESHADOW SETS** [see all](#): Urban Decay Naked2, \$50

On the left side of the page, there is a 'MAKEUP' sidebar with sub-categories: Gift Ideas & Palettes, Value Sets, Face, Eyes, Cheeks, Lips, Nails, Body, SEPHORA COLLECTION Makeup, Makeup Brushes & Applicators, Tooth Whiteners, Accessories & Apparel, and Natural. Below this is a 'SEPHORA COLLECTION BRUSH GUIDE' and a 'MAXIMIZE YOUR MAKEUP APPLICATION' button. At the bottom left, a black box with red and white text reads 'FREE SHIPPING for all MAKEUP'.

# The Personalization Continuum



# The Personalization Continuum

The screenshot shows the Sephora website homepage with a personalized welcome message: "Welcome back, Mary!". The navigation bar includes categories like MAKEUP, SKINCARE, FRAGRANCE, BATH & BODY, HAIR, TOOLS & ACCESSORIES, MEN, GIFTS, and a "CHECKOUT" button. A search bar and a "BRANDS" dropdown menu are also visible.

The main content area features several promotional blocks:

- EXCLUSIVE best of buxom**: A banner for Buxom makeup products, highlighting "Healthy formulations for major impact, vivid color, and high performance—NOW only at Sephora." with a "SHOP BUXOM" link and a "Free SHIPPING OVER \$50" badge.
- WEEKLY PICKS**: A grid of featured products including:
  - COMBINATION SETS**: Top Face Natural Flirt Makeup Collection (\$113 Value), \$45.
  - LIPSTICK**: Dior Dior Addict Extreme Lipstick, \$30.
  - COMBINATION SETS**: Benefit Cosmetics Cabana Glama, \$36.
  - COMBINATION SETS**: MAKE UP FOR EVER HD Complexion Starter Kit (\$109 Value), \$79.
  - COMBINATION SETS**: Kat Von D Triple Threat Tattoo Liners, \$39.
  - LIP GLOSS**: Soap & Glory Super-Colour Sexy Mother Pucker™ Lip Plumping Gloss, \$15.
- POWDER FOUNDATION**: Bare Escentuals bareMinerals SPF 15 Foundation, \$26.
- BLUSH**: NARS Blush, \$27 - \$28.
- EYESHADOW SETS**: Urban Decay Naked2, \$50.

Additional elements include a "SEPHORA COLLECTION BRUSH GUIDE" and a "FREE SHIPPING for all MAKEUP" banner.

At the bottom, there are three more promotional tiles:

- HOT NOW editors' picks**: featuring Smashbox camera ready SPF 30.
- EXCLUSIVE lancôme glamour eyes by michelle phan**: featuring Lancôme Eyes by E. Phan.
- NEW sephora by opi jewelry top coats**: featuring OPI jewelry top coats.

# The Personalization Continuum



# The Personalization Continuum



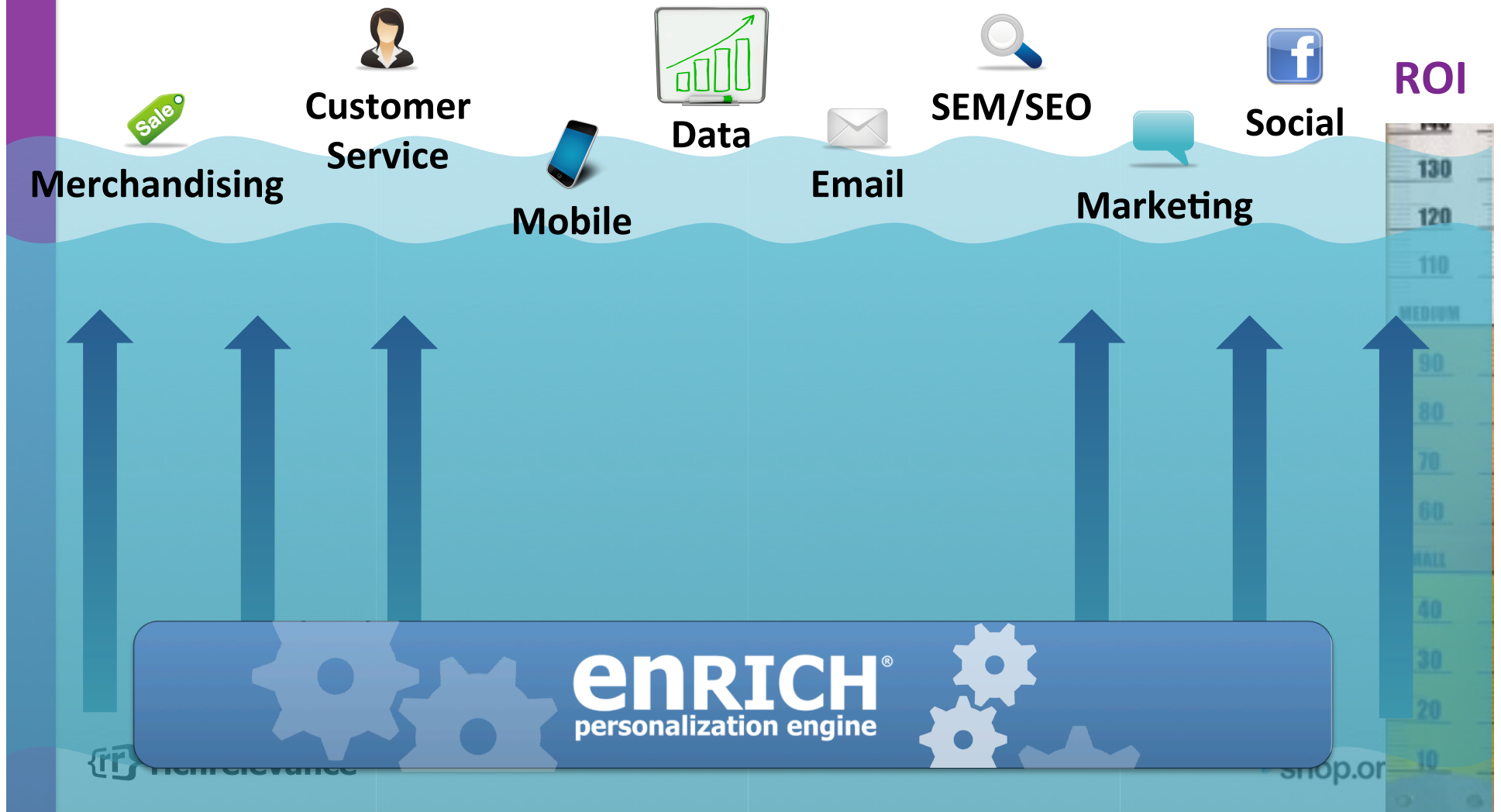
Highly  
Personalized  
Multichannel  
Experience

# The Path to Personalization: Build vs. Buy





# Personalization: Improves ROI Across All Channels



 richrelevance

# The Power of ME



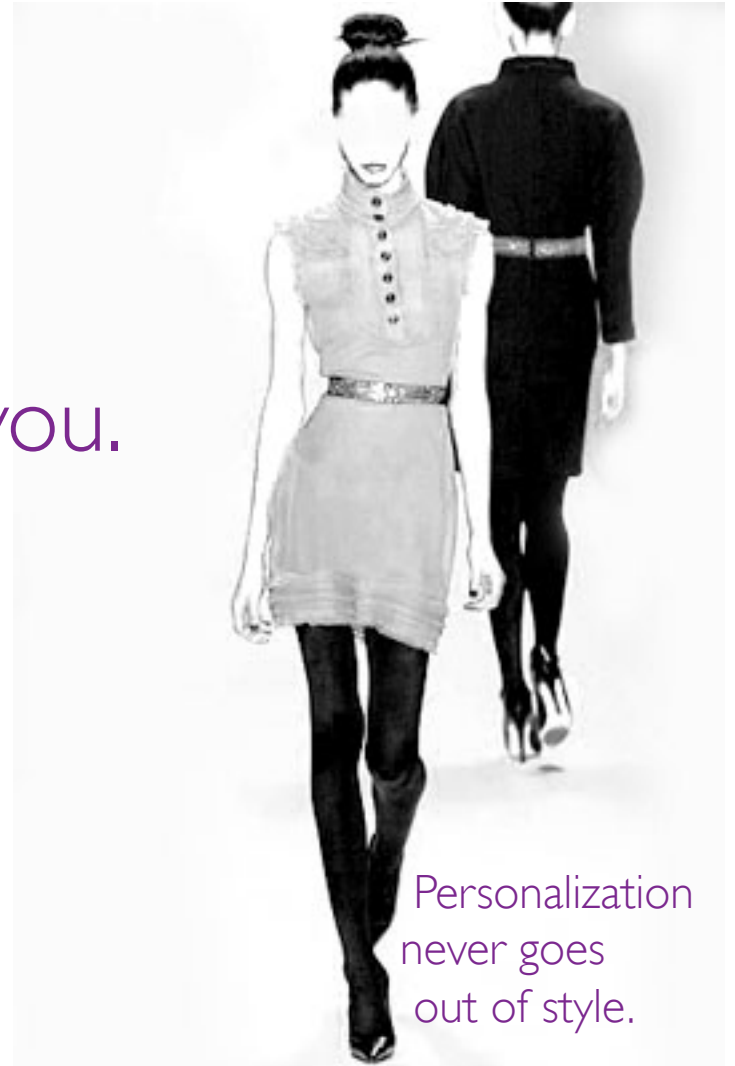
The Connected Consumer



 richrelevance

 shop.org

Thank you.



Personalization  
never goes  
out of style.



shop.org 2012

# online merchandising workshop

# Personalization Never Goes Out of Style

Karen Kobus  
Lead Functional Analyst  
Office Depot



# How We View Personalization

- Identify gaps in our business – uncover new ways to improve and optimize our sites
- Help create a better user experience
- Help deliver higher engagement and sales across all page types

# Current Global Implementation



**27** sites

**15** languages


# Current Personalization: Recommendations & Promotions

# Home Page: RichPromo

Home Corporate/Government Customers Shop by Catalog Store Locator Customer Service 1.800.GO.DEPOT (1.800.463.3768)

**Office DEPOT.** Fast & FREE delivery on \$50 & over qualifying orders

Search by Keyword or Item#


Weekly Ad 


0 Item(s): \$0.00  Delivery  Pick-Up


Add \$50.00 more for FREE Delivery!\*

Welcome, Guest [Log in](#) | [Register](#) Browsing 94101 [Change Zip](#) [Order Tracking](#)

**Office Supplies** **Paper** **Ink & Toner** **Breakroom** **Cleaning** **Technology** **Furniture** **Our Services** **My Account**

**July 4th Savings Event**  Save up to **\$100** on select Technology & Furniture [SHOP NOW](#)

**buy the HP toner you need**  **FREE** Dymo® Label Maker when you buy 2 of the same HP Toners (Multipacks count as one toner) [SHOP NOW](#)

**Special Savings**  [LEARN MORE](#)

- It's Depot Time! Learn More
- Clearance Center

**Exclusive Offers** [+](#)

**Shopping Tools** [+](#)

**Add a Coupon** [+](#)

**Ink DEPOT**

Select Manufacturer  or

Cartridge  Printer

- Shop Office Depot Brand Ink & Toner

**Paper DEPOT**

- Paper Buyer's Guide
- Shop Paper Depot

**Copy & Print DEPOT**


- Document & Copy Services
- Business Cards
- Posters, Signs & Banners
- Stationery Products
- Custom Stamps
- Promotional Products


**Tech DEPOT**


- Services
- Software
- Networking
- Notebooks


**Business Resource Center**

- Important Legislation Affecting Your Small Business
- Free Business Forms
- Webcafe
- NEW! Office Depot Merchant Services

**SAVE \$30** on HP Officejet 6700 Premium All-in-One Printer **\$139.99** 

**STOCK UP** while supplies last 

**SUMMER IS HERE** Everything You Need From Setup to Cleanup 


**10% OFF** \$25 purchase on ALL Promotional Products 

online merchandising workshop

shop.org 2012




# Search Page: Recommendations


[Read all 6 reviews](#)  
 ✓ Sold Online  
 ✓ Sold in Stores  
 ✓ Store Pickup Available ⓘ  
 • Material Safety Data Sheets  
 • Ink & Toner Guarantee

HP 88XL Cyan Ink Cartridge (C9391AN) (max. yield: 1,700 pages)  
 Item # 310216  
 Rating: ★★★★★  
[Read all 1 reviews](#)

Your Price **\$27.99** / each  
 Qty  **ADD TO CART**  
 ADD TO SHOPPING LIST


---


[Read all 1 reviews](#)  
 ✓ Sold Online  
 ✓ Sold in Stores  
 ✓ Store Pickup Available ⓘ  
 • Material Safety Data Sheets  
 • Ink & Toner Guarantee

HP 88XL Magenta Ink Cartridge (C9392AN) (max. yield: 1,980 pages)  
 Item # 310232  
 Rating: ★★★★★  
[Read all 1 reviews](#)

Your Price **\$27.99** / each  
 Qty  **ADD TO CART**  
 ADD TO SHOPPING LIST





---


[Read all 10 reviews](#)  
 ✓ Sold Online Only

HP 88 Colour Printhead  
 Item # 295325  
 Rating: ★★★★★  
[Read all 10 reviews](#)

Your Price **\$71.95** / each  
 Qty  **ADD TO CART**  
 ADD TO SHOPPING LIST

## Related to Items in Your Search Results

 HP 2000-410US Laptop Computer With 15.6" LED-Backlit Screen & Intel® Pentium® B960 Processor, Dark Gray Item #766534	 HP S2031 20" LCD Monitor, Black Item #947013	 HP Photosmart 6510 e-All-In-One Printer, Copier, Scanner Item #569677	 HP Photosmart 7510 e-All-in-One Printer, Copier, Scanner Item #367753
Rating: ★★★☆☆ <a href="#">Read all 13 reviews</a>	Rating: ★★★★★ <a href="#">Read all 57 reviews</a>	Rating: ★★★★★ <a href="#">Read all 160 reviews</a>	Rating: ★★★★★ <a href="#">Read all 165 reviews</a>
Your Price <b>\$399.99</b> / each	Your Price <b>\$99.99</b> / each	Your Price <b>\$119.99</b> / each	Your Price <b>\$149.99</b> / each
Qty <input type="text"/> <b>ADD TO CART</b>	Qty <input type="text"/> <b>ADD TO CART</b>	Qty <input type="text"/> <b>ADD TO CART</b>	Qty <input type="text"/> <b>ADD TO CART</b>



# Product Page: Recommendations

[Home](#)
[Corporate/Government Customers](#)
[Shop by Category](#)
[Store Locator](#)

Fast & FREE delivery on \$50 & over qualifying orders

Search by Keyword or Item#

Fast & FREE delivery on \$50 & over qualifying orders

Search by Keyword or Item#

### What did people buy after viewing this item?

**63% bought this item:**

Black

Compare

HP 88 Black Ink Cartridge (C9385AN) (max. yield: 850 pages)

**12% bought:**

Color

Compare

HP 88 Tricolor Ink Cartridges (CC606FN), Pack Of 3 Item # 330837

**7% bought:**

Cyan

Compare

HP 88 Cyan Ink Cartridge (C9388) (max. yield: 860 pages)

### Recently Viewed Items

HP 2000-410US Laptop Computer With 15.6" LED-Backlit Screen & Intel® Pentium® B960 Processor, Dark Gray  
Item #766534

Rating: ★★★★☆  
[Read all 13 reviews](#)

Your Price **\$399.99** / each

Qty  ADD TO CART

HP S2031 20" LCD Monitor, Black  
Item #947013

Rating: ★★★★☆  
[Read all 57 reviews](#)

Your Price **\$99.99** / each

Qty  ADD TO CART

HP Photosmart 6510 e-All-In-One Printer, Copier, Scanner  
Item #569677

Rating: ★★★★☆  
[Read all 160 reviews](#)

Your Price **\$119.99** / each

Qty  ADD TO CART

HP Photosmart 7510 e-All-in-One Printer, Copier, Scanner  
Item #367753

Rating: ★★★★☆  
[Read all 165 reviews](#)

Your Price **\$149.99** / each

Qty  ADD TO CART

**Popular Products In Technology**

HP g6-1d73us Laptop Computer With 15.6" LED-Backlit Screen & 2nd Gen Intel® Core™ i3-2350M Processor, Dark Gray  
Item #766669

Rating: ★★★★★  
[Read all 7 reviews](#)

Your Price **\$449.99** / each

Qty  ADD TO CART

# Enhancing the User Experience

# Internal Search

Utilize valuable real estate for recommendations off of a search

Expected Impact to Business

- Increased customer interaction with products

The screenshot shows the Office Depot website interface. At the top, there's a navigation bar with 'Office DEPOT' logo, 'United States (English)', and 'Corporate/Government Customers'. Below that, there are links for 'Store Locator', 'Shop by Catalog', and 'Weekly Ad'. A search bar is prominently displayed with the text 'SEARCH' and a 'GO' button. The main content area is titled 'Laptops' and features a 'Learn More' section with a 'Backstory Playback Video Introduction'. Below this, there are 'All Categories' and 'Laptops (241)' with a filter for 'Tablet PCs (37)'. A sidebar on the left offers various filters: 'Brands' (HP, Lenovo, Toshiba, Asus, Samsung), 'Price' (\$100-\$500, \$500-\$1000, \$1000-\$10000), 'Processor Speed' (2.1-3.0 GHz, 1.6-2.0 GHz), 'Processor Model', 'Memory', and 'Hard Drive Capacity'. A 'More Ways to Shop' section lists 'Office Depot Brand Products' and 'Green/Office Products'. The main product grid displays four laptop models with their specifications, prices, and ratings. Below the grid, there's a 'Customers Who Viewed Items in Your Recent History Also Viewed' section with four related products. At the bottom, there are sections for 'Gift Cards', 'Credit Cards', 'Worklife Rewards', 'Smart Email Deals', and 'Mobile Alerts'. The footer contains 'Site Info', 'Company Info', 'Customer Service', 'Products', and 'Specials'.



# Internal Search

Office DEPOT

Popular Products in Laptops

HP g6-1d73us Laptop Computer With 15.6" LED-Backlit Screen & 2nd Gen Intel® Core™ i3-2350M Processor, Dark Gray  
Item #768669  
Rating: ★★★★★  
Your Price **\$579.99** / each  
ADD TO CART

HP g7-1310us Laptop Computer With 17.3" LED-Backlit Screen & 2nd Gen Intel® Core™ i3-2350M Processor, Dark Gray  
Item #768584  
Rating: ★★★★★  
Your Price **\$629.99** / each  
ADD TO CART

HP 2000-410US Laptop Computer With 15.6" LED-Backlit Screen & Intel® Pentium® B960 Processor, Dark Gray  
Item #766534  
Rating: ★★★★★  
Your Price **\$469.99** / each  
ADD TO CART

HP EliteBook 8560p XU063UT 15.6" LED Notebook - Core i5 i5-2410M 2.3GHz- Smart Buy  
Item #323023  
Write the first review  
Your Price **\$1,592.99** / each  
ADD TO CART

HP ProBook 6560b XU053UT 15.6" LED Notebook - Core i5 i5-2410M 2.3GHz- Smart Buy  
Item #322996  
Write the first review  
Your Price **\$899.99** / each  
ADD TO CART

HP EliteBook 8460w XU079UT 14.0" LED Notebook - Core i7 i7-2630QM 2.00GHz- Smart Buy  
Item #323698  
Write the first review  
Your Price **\$1,548.95** / each  
ADD TO CART

Gift Cards, Credit Cards, WorkLife Rewards®, Smart Email Deals, Mobile Alerts

Site Info, Company Info, Customer Service, Products, Specials

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Utilize valuable real estate for recommendations off of a search

## Expected Impact to Business


- Increased customer interaction with products



# Improve UI





Today:

Binders & Accessories Best Sellers

 Office Depot® Insertable Dividers With Big Tabs, Buff, Assorted Colors, 5-Tab Item #574803	 Office Depot® Erasable Big Tab Dividers, 5-Tab, White Item #360669	 Office Depot® Insertable Dividers With Big Tabs, Buff, Clear Tabs, 5-Tab Item #574789	 Office Depot® Erasable Big Tab Dividers, 8-Tab, White Item #360685
Rating: ★★★★★ <a href="#">Read the review</a>	Rating: ★★★★★ <a href="#">Read the review</a>	<a href="#">Write the first review</a>	Rating: ★★★★★ <a href="#">Read the review</a>
Your Price <b>\$1.29</b> /set	Your Price <b>\$1.49</b> /set	Your Price <b>\$1.29</b> /set	Your Price <b>\$2.19</b> /set
Qty <input type="text"/> <b>ADD TO CART</b>	Qty <input type="text"/> <b>ADD TO CART</b>	Qty <input type="text"/> <b>ADD TO CART</b>	Qty <input type="text"/> <b>ADD TO CART</b>

Tomorrow:

What goes best with your selections?

 Office Depot® Insertable Dividers With Big Tabs, Buff, Assorted Colors, 5-Tab Item #574803	 Office Depot® Erasable Big Tab Dividers, 5-Tab, White Item #360669	 Office Depot® Insertable Dividers With Big Tabs, Buff, Clear Tabs, 5-Tab Item #574789	 Office Depot® Erasable Big Tab Dividers, 8-Tab, White Item #360685
★★★★★ (8)	★★★★★ (1)	★★★★★ (5)	★★★★★ (12)
Your Price <b>\$1.29</b> /set	Your Price <b>\$1.29</b> /set	Your Price <b>\$1.29</b> /set	Your Price <b>\$1.29</b> /set
Qty <input type="text"/>	Qty <input type="text"/>	Qty <input type="text"/>	Qty <input type="text"/>
<b>ADD ITEM(S) TO CART</b>			

- Improve UI by concentrating on color & image size
- Consider inline pricing, updated rating format, singular Add to Cart button, & consistency in price story
- MVT these design concepts

## Expected Impact to Business

- Better user experience

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# Optimizing Strategies and Rules

# Attribute-Based Strategies

Map multiple products with a single rule (Green attributes go with green attributes) or price band (only show products that are higher in price, or within a range)

The screenshot displays the Office Depot website interface. At the top, there's a navigation bar with categories like Office Supplies, Paper, Ink & Toner, Breakroom, Cleaning, Technology, Furniture, and Our Services. A search bar is visible. The main content area features a product listing for 'Xerox® 30% Recycled Multipurpose Color Paper, 8 1/2 x 11, 20 Lb, Yellow, Ream Of 500 Sheets' priced at \$8.49. Below this, a 'Top-Selling "Green" Products' section is highlighted, featuring three products:

- Office Depot® Brand 100% Recycled EnviroCopy® FSC Certified Paper, 8 1/2" x 11", 20 Lb, 92 (US)/104 (Euro) Brightness, 500 Sheets Per Ream, Case Of 10 Reams** (Item #521980) - Rating: 4 stars, Price: \$55.99 / case.
- Smead® 100% Recycled Pressboard Classification Folders, 2 Dividers, Letter Size, Green, Pack Of 5** (Item #463786) - Price: \$20.99 / pack.
- Office Depot® Brand 100% Recycled Paper Towels, 11" x 8 11/16", 70 Sheets Per Roll, Case Of 30 Rolls** (Item #694165) - Rating: 4 stars, Price: \$25.44 / case.

Below the 'Green' products, there are more listings for 'Wausau® Brights Color Cover Stock' in Solar Yellow (Item #424367) and Terra Green (Item #423545), both priced at \$13.99 / pack. A 'Wausau® Brights 30% Recycled Color Cover Stock, 65 Lb, 8 1/2" x 11", Lunar Blue, Pack Of 250 Sheets' (Item #424152) is also listed at \$13.99 / pack. The bottom of the page includes a footer with 'onli', 'workshop', and 'shop.org 2012' branding.

## Expected Impact to Business

- Higher revenue with more precise relevance



# Leverage Replenishment Strategies

The screenshot shows the Office Depot website home page. At the top, there's a navigation bar with 'Home', 'United States (English)', 'Corporate/Government Customers', and 'Customer Service | 1.800.GO.DEPOT'. Below this is a search bar and a shopping cart icon showing '3 items(s) \$248.77' and 'FREE Delivery!'. A main banner features 'TWO GREAT OFFERS' with two product cards: 'HP Office Paper Case of 10 Reams' for \$32.99 (save \$16) and 'Office Depot® Brand Paper Case of 10 Reams' for \$29.99 (save \$10). Below the banner are several category-specific sections: 'Ink DEPOT', 'Paper DEPOT', 'Copy & Print DEPOT', 'Tech DEPOT', and 'Business Resource Center'. There are also promotional banners for 'SAVE \$50 HP Officejet Pro 8600 All-in-One Printer' and 'SAVE UP TO 40% on filing, desks, seating and more'. At the bottom, there are sections for 'Gift Cards', 'Credit Cards', 'Worklife Rewards®', 'Smart Email Deals', and 'Mobile Alerts'. A footer contains 'Site Info', 'Company Info', 'Customer Service', 'Products', and 'Specials'.

Provide timely reminders to repeat shoppers and shorten the click through path to the cart.

## Expected Impact to Business

- Greater shopper interaction with recs

Home Page



# Leverage Replenishment Strategies

Provide timely reminders to repeat shoppers and shorten the click through path to the cart.

## Expected Impact to Business

- Greater shopper interaction with recs

The screenshot shows the Office Depot website homepage. At the top, there's a navigation bar with 'Home', 'United States (English)', and 'Corporate/Government Customers'. The main header features the Office Depot logo, 'Store Locator', 'Shop by Catalog', and 'Weekly Ad SEE IT NOW'. A shopping cart icon indicates 3 items for \$248.77 with 'FREE Delivery\*'. Below this is a navigation menu with categories like 'Office Supplies', 'Paper', 'Ink & Toner', 'Breakroom', 'Cleaning', 'Technology', 'Furniture', 'Our Services', and 'My Account'. A search bar is present. A prominent banner offers a '\$20' discount on a qualifying purchase of \$100 or more. Below the banner are 'TWO GREAT OFFERS' for HP Office Paper and Office Depot Brand Paper. Further down are sections for 'Ink DEPOT', 'Paper DEPOT', 'Copy & Print DEPOT', 'Tech DEPOT', and 'Business Resource Center'. At the bottom, there are 'SAVE UP TO 40%' offers on various office supplies.

The 'Time to Restock?' section displays five product recommendations:

Product	Rating	Your Price	Action
Office Depot® Brand 30% Recycled EnviroCopy® FSC Certified Paper, 8 1/2" x 11", 20 Lb, 104 (Euro)92 (U.S.) Brightness, 500 Sheets Per Ream, Case Of 10 Reams Item #940650	Rating: ★★★★★ <a href="#">Read all 18 reviews</a>	Your Price <b>\$45.99</b> / case	Qty <input type="text"/> <b>ADD TO CART</b>
Brother® TN-420 Black Toner Cartridge (max. yield: 1,200 pages) Item # 695697	Rating: ★★★★★ <a href="#">Read the review</a>	Your Price <b>\$44.99</b> / each	Qty <input type="text"/> <b>ADD TO CART</b>
Office Depot® Brand 100% Recycled Retractable Ballpoint Pens, 11" x 8 11/16", 70 Sheets Per Roll, Case Of 30 Rolls Item #694185	Rating: ★★★★★ <a href="#">Read all 2 reviews</a>	Your Price <b>\$25.49</b> / case	Qty <input type="text"/> <b>ADD TO CART</b>
Pilot® BeGreen RexGrip 77% Recycled Retractable Ballpoint Pens, 1.0 mm, Medium Point, Black Barrel, Black Ink, Pack Of 3 Item #470695	Rating: ★★★★★ <a href="#">Read the review</a>	Your Price <b>\$2.99</b> / pack	Qty <input type="text"/> <b>ADD TO CART</b>
OIC® Assorted Binder Clips, 9/16", Assorted Colors, Pack Of 60 Item #482161	<a href="#">Write the first review</a>	Your Price <b>\$5.99</b> / box	Qty <input type="text"/> <b>ADD TO CART</b>

Home Page

# Maximizing Effectiveness of Real Estate

# Add Dynamic Search Landing (SEO)

Provide an experience specific to inbound traffic from search engines.

## Expected Impact to Business

- Reduction in bounce rates from 10% to 40%.

The screenshot shows the Office Depot website's 'Paper' category page. The page features a navigation bar with categories like Office Supplies, Paper, Ink & Toner, Breakroom, Cleaning, Technology, Furniture, Our Services, and My Account. A search bar is prominently displayed. Below the search bar, there's a promotional banner for 'Fast & FREE Delivery on qualifying orders of \$50 or more'. The main content area is titled 'Paper' and features a large promotional offer for 'HP Office Paper Case of 10 Reams' priced at \$32.99, down from \$48.99. Below this, there are several category tabs: 'Copy & Printer Paper', 'Art & Craft Papers', 'Notebooks & Journals', 'Photo & Presentation Papers', 'Writing Pads & Filler Paper', and 'Computer Paper & POS Rolls'. Each category has a list of sub-products and a 'View All' link. At the bottom, there are sections for 'All Paper Depot Categories', 'Gift Cards', 'Credit Cards', 'Worklife Rewards', 'Smart Email Deals', and 'Mobile Alerts'. The footer contains 'Site Info', 'Company Info', 'Customer Service', 'Products', and 'Specials'.

Category Page

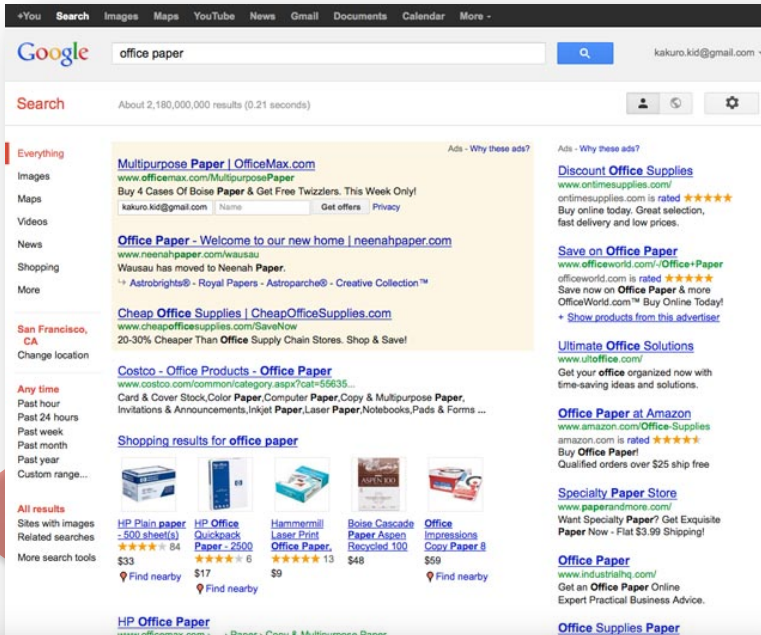


# Add Dynamic Search Landing (SEO)

Provide an experience specific to inbound traffic from search engines.

## Expected Impact to Business

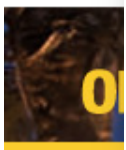
- Reduction in bounce rates from 10% to 40%.



**Paper: Copy Paper, Photo Paper & Printer Paper at Office Depot**  
[www.officedepot.com/a/browse/paper/N=5+530715/](http://www.officedepot.com/a/browse/paper/N=5+530715/)

For copy paper, printer paper or photo paper, Office Depot is your paper resource. Shop the huge selection of paper types to find the supplies you need!

Category Page



# Add Dynamic Search Landing (SEO)

Provide an experience specific to inbound traffic from search engines.

## Expected Impact to Business

- Reduction in bounce rates from 10% to 40%.

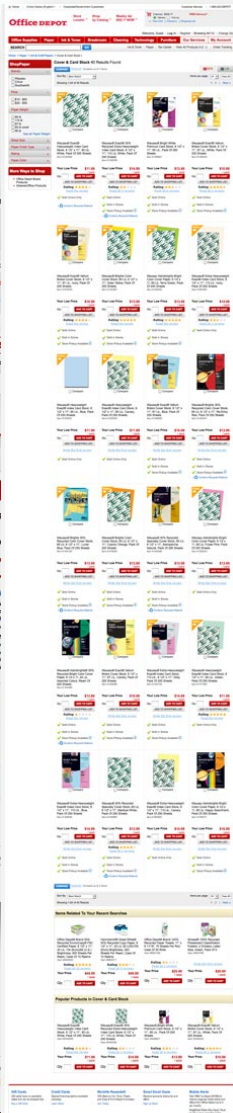
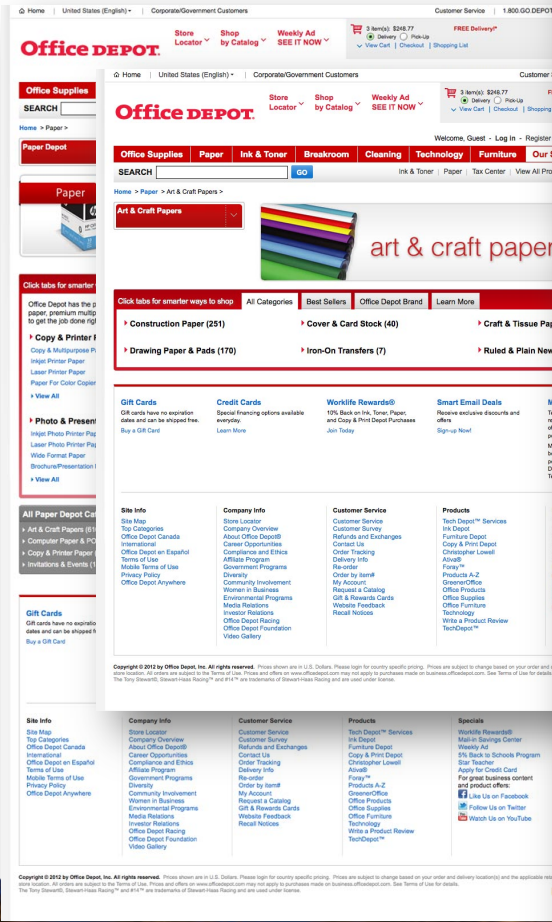
The screenshot shows the Office Depot website interface. At the top, there's a navigation bar with 'Office DEPOT.' logo, 'Store Locator', 'Shop by Catalog', and 'Weekly Ad SEE IT NOW'. Below that, a search bar is visible. The main content area features a 'Paper Depot' section with a 'Fast & FREE Delivery on qualifying orders of \$50 or more' banner. A prominent product is 'HP Office Paper Case of 10 Reams' priced at \$32.99, with a 'Save \$16' badge. Below this, a red banner reads 'People who searched for "office paper" also viewed:'. This section displays four product cards, each with a star rating, a 'Read all reviews' link, and an 'ADD TO CART' button. The products include Office Depot Brand 30% Recycled Inkjet Paper, Office Depot Brand Color Copy Paper, Hammermill Color Copy Paper, and HP Bright White Inkjet Paper. Below the 'also viewed' section, there's a 'All Paper Depot Categories' section with various sub-categories like 'Copy & Printer Paper', 'Art & Craft Papers', 'Notebooks & Journals', etc. At the bottom, there are sections for 'Gift Cards', 'Credit Cards', 'Worklife Rewards', 'Smart Email Deals', and 'Mobile Alerts'. The footer contains 'Site Info', 'Company Info', 'Customer Service', 'Products', and 'Specials'.

Category Page



# Add Personalized Recs Higher in Tree

1. First click – no recs
2. Second click – no recs
3. Third click – finally recs



Multiple category levels with no access to products or recommendations decreases customer interaction

## Expected Impact to Business

- Earlier shopper interaction with recs

Category Page

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# Add Personalized Recs Higher in Tree

1. First click – Recently Viewed
2. Second click – Recently Viewed
3. Third click – Add vertical rec

Multiple category levels with no access to products or recommendations decreases customer interaction

## Expected Impact to Business

- Earlier shopper interaction with recs

Category Page