Unlock AI-Fueled Recommendations To Create Powerful Experience & Boost Shopper Loyalty

Boost offers 9 Product Recommendation types with AI-powered models, statistic-based, and manual selection. All is to help you kick off upselling and cross-selling strategies that squeeze sales like top eCommerce brands.

4.9 ★
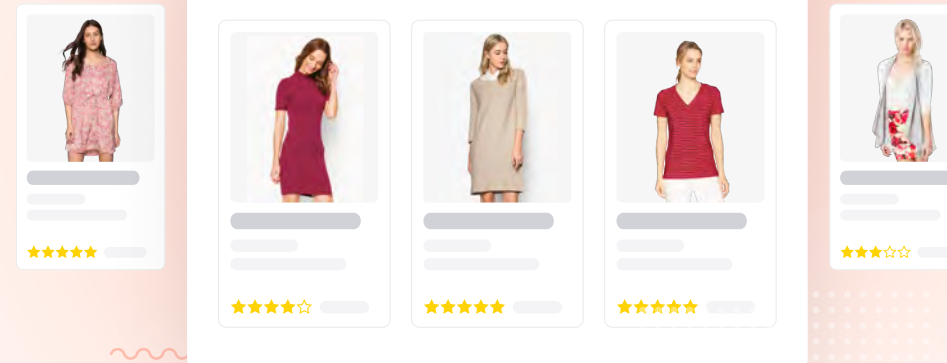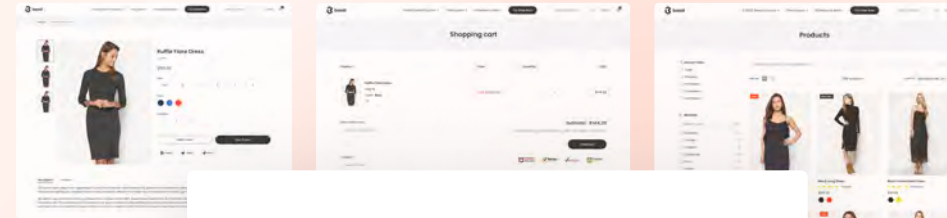on Shopify App Store

1,700+
5-Star Reviews

14,000+
customers are using Boost

Real stories from top Shopify brands on how Boost AI Search & Discovery helped them running their eCommerce business effectively.

THE **INKEY** LIST™

yesbebebooks
be yourself

dropout

Recently Viewed Product

Maximize Conversions & Win Repeat Customer Visits With Intuitive Recommendation Blocks

Did you know that **80% of online buyers** are more likely to purchase your products if you offer a personalized experience? Also, **two-thirds of consumers** agree that the lack of personalization in content would stop them from buying items. Hence, it is no longer a secret that **Product Recommendations** in eCommerce is now a great weapon to win returning customers and gets a big boost in sales.

To bring online merchants more fantastic tools that skyrocket sales, **Boost AI Search & Discovery** recently rolled out this feature **Product Recommendation** that fulfills the product discovery.

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Features

◆ **9 recommendations types:** frequently bought together, related items, bestsellers, newest arrivals, trending products, handpicked products, recently viewed, and most viewed, recently purchased *(coming soon)*.

◆ **Cover key customer touchpoints** on homepage, search page *(soon)*, collection page, product page, cart page, and thank-you page *(soon)*.

◆ **Theme App Extension** to help recommendation widgets blend well with your store design.

Benefits

◆ Streamline product discovery.

◆ Provide personalized and hyper-relevant experience.

◆ Boost conversion rates and AOVs.

◆ Build brand trust and loyalty to ensure repeat purchases.

◆ Reduce customer acquisition costs.
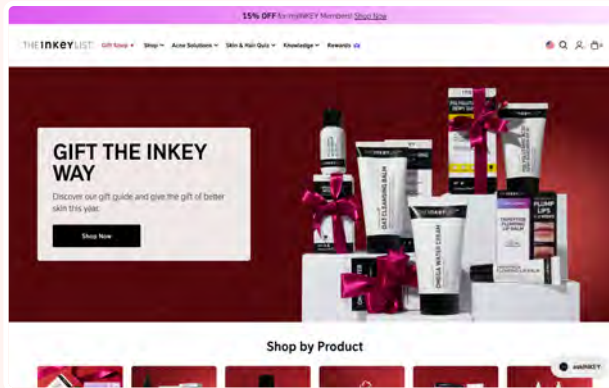
The INKEY List

Introduced back in 2018, The INKEY List is a skincare brand built around the idea of 'knowledge' - knowledge about ingredients, packaging, and the environmental impact of the products/production. Formulated with clean, cruelty-free ingredients, The INKEY List offers simple, ingredient-driven products available at a very affordable price.

◆ Industry: **Beauty & Cosmetics**   ◆ Website: **www.ca.theinkeylist.com**

◆ Location: **Canada**   ◆ Boost's customer: **Since 2021**

- Location: **Homepage**
- Product recommendation type: **Trending product**

By default, the trending widget highlights the most popular items that customers have recently viewed or purchased within **7 days**. For newly-built stores, it is advisable to use view events to create the trending suggestion block.

The INKEY List is using **carousel** layout - the most popular widget layout for product recommendations on eCommerce sites. In practice, it lets them display products in one interactive, sliding block, from the left to the right and vice versa. Besides, the brand can save a vast space on a page while you to grouping specific items together. Thus, this option is a perfect fit for highlighting recommended items in online stores.
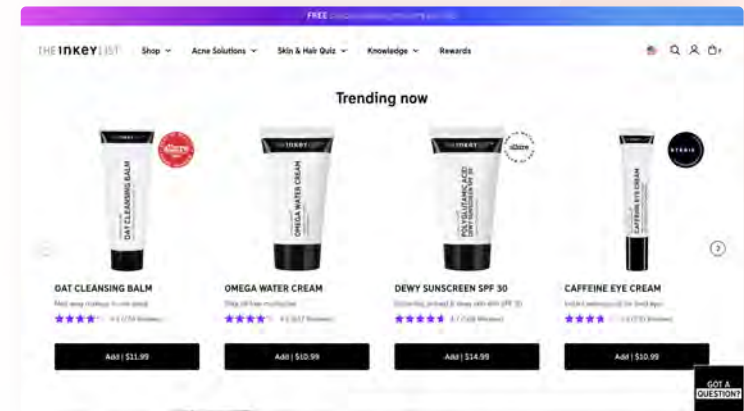
Some suggested names you might want to label this type are Trending now, Popular now, or Highly rated.
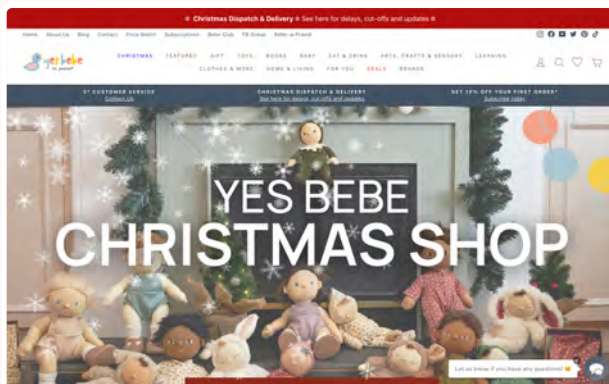
Yes Bebe

Yes Bebe is a brand from UK that focuses on sustainably and consciously-minded clothing, eco and natural toys, nappies and more for babies and children. Their mission is to bring quality to all budgets in all walks of life.
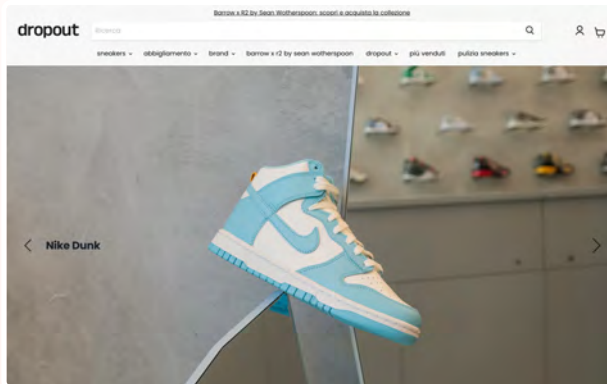
◆ Industry: **Toys & Hobbies**

◆ Location: **UK**

◆ Website: **www.yesbebe.co.uk**

◆ Boost's customer: **Since 2023**

- Location: **Product page**
- Product recommendation type: **Related items (AI-powered)**

If customers are viewing the building block mat for playtray page, they will see an **alternative product widget called You might also like** - when scrolling down. These suggested options are all great add-ons to playtray. In other words, this tactic allows shoppers to opt for the 'right' items they're looking for. Hence, customers would leave their store happy, and they are more likely to return for a second transaction, resulting in a greater conversion rate and customer retention.
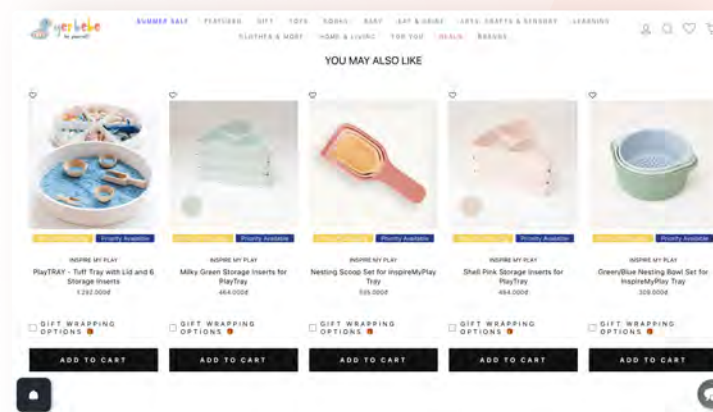
Some suggested names you might want to label this type are Similar items, Find similar, or More to love.

Boost AI Search & Discovery

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Dropout

Active since 2018, Dropout is an Italy-based business specializing in the sale of authentic limited-edition sneakers and streetwear. With a popular flagship store located in the center of Milan, the brand guarantees the authenticity of all products shipped and providing free delivery throughout the EU.

◆ Industry: **Clothing & Fashion**   ◆ Website: **www.dropoutmilano.com**

◆ Location: **Italy**   ◆ Boost's customer: **Since 2021**

- Location: **Cart page**
- Product recommendation type: **Frequently bought together**

The **frequently bought together** is to recommend products that other customers bought, based on items added to the shopping cart. In practice, this strategy is best used when the store's inventory includes many diverse products, with synergies, and is best utilized on either the Product page or the Cart page.

Back to the Dropout case, they know the shopping cart page is the last chance for cross-selling so the brand sets up an often purchased Nike Drunk Low sneakers when someone adds a pair of Nike shoes to basket. Also, the team chooses a carousel layout to show off a diverse range of products without building too many recommendation blocks.
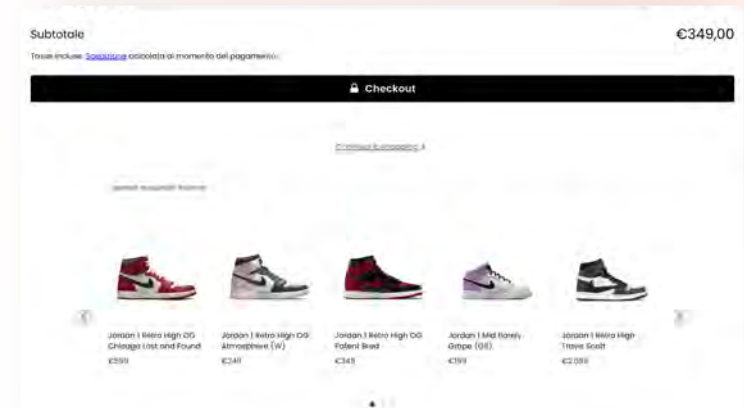
Some suggested names you might want to label this type are Buy it with, Combo products, Bought together, or Often purchased together.

Create Powerful Product Recommendations To Maximize AOVs Now!

Let's start with the best-in-class tools like **Boost AI Search & Discovery** to win conversion boosting as well as increases the lifetime value of each one.

For more success stories on ways how Boost is helping eCommerce sites drive powerful, unique, proven product discovery and shopping experiences, visit our **success stories**.

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