

Sugestio

What

SUGESTIO is a highly scalable web service that provides personalised offerings on your website. This is done by monitoring and processing user behaviour such as user ratings, click tracking, purchase behaviour, etc. ... The technology behind SUGESTIO has been developed by researchers at Ghent University (Ghent, Belgium) and provides a state of the art system to personalise your website and your services to your customers.

Why

Personalisation of your website content is known to increase click rate and content or item consumptions. Offering a relevant and personalised offer to your visitors or customers helps them in finding the right content and avoids users getting lost in a sometimes vast amount of content. The importance of this service cannot be underestimated.

How

SUGESTIO provides the tools to site owners to build these features into their website. These tools include a highly scalable and fault tolerant recommendation engine that uses several algorithms to provide recommendations. Developers can easily access the SUGESTIO engine using a simple to use web service interface and multiple libraries (PHP, Java, Drupal, Magento) that make the development easy and cost efficient.

Use cases

Typical use cases of the SUGESTIO recommendation service to increase customer participation are:

- E-Commerce Stores like Amazon succeed in translating customer behaviour (ratings, purchase history, ...) in a highly relevant offering. SUGESTIO can provide a similar personalised product offering for any e-commerce website.
- Social Network Sites enhance their services by providing content and friend recommendations. SUGESTIO can collect user data to provide friend, events, and content recommendations to your users.
- Content Portals can increase the click rate by providing (news, video, ...) content that is highly relevant to the visiting user. By collecting user feedback (e.g., ratings) SUGESTIO will provide personalised offerings to your readers.

More information at info@sugestio.com

www.sugestio.com