

Basket Pop Up Personalization

Use the intent to purchase a product as an opportunity to capture the attention of your customer

Homepage

Product page

SELL MORE
PRODUCTS

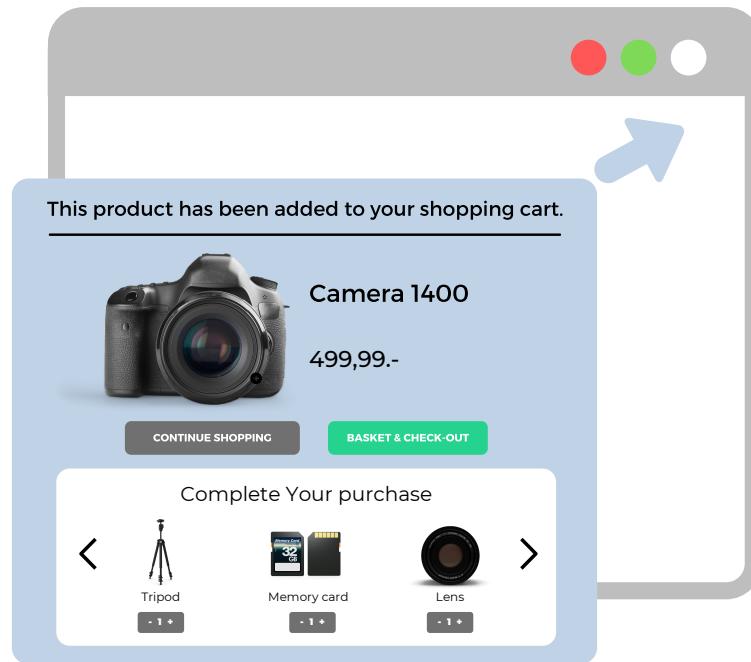
Challenge

No matter the channel, choosing the right moment to try and up sell a product can be tricky. In order to be successful, your timing needs to be perfect, while also ensuring your recommendations do not cannibalise on the product already in the basket.

Solution

Once a product has passed the research phase and is added to the basket, your customer has that product top of mind.

The Froomle "Basket Pop Up" module will capitalizes on this moment by automatically showing a pop-up screen with personalized and complimentary recommendations, with no manual effort on the part of your team.



By allowing for the complimentary items to be added directly to the basket from the pop up screen, the chances of your customer being distracted are decreased.

BENEFITS

Capture attention quickly and while the product is top of mind

- **Avoid distracting from the product that was already chosen**
- **Increase AOV by showing complimentary items to complete the purchase**

PERFECT FOR ➤

- Replicating a brick and mortar experience you would receive from a sales associate
- Teams looking to automate product recommendations
- Teams looking for ways to optimise complimentary product offering

How it works?

Using first party cookies, recommendations that accompany a chosen product are chosen based off the individuals behavior.

Froomle specializes in using AI to show the most relevant items to that specific user using algorithms trained off the data of all your customers in order to predict the right products to show.

Get started

To get started, Froomle will require the following data:

- Online events (page views, impressions, clicks and purchases)
- Your product catalogue including all metadata and stock data you can share

The pop up interface can be created by your team with Froomle recommendations embedded or use a standard branded pop up with recommendations set up by Froomle.

This data combined with a few lines of code will have your module up and running!

Let us show you the Froomle effect: Reach out to us at demo@froomle.com!

