

Intelligent Cross-Sell™

Case Study: Dell

Industry Online Marketplace

Sites Dell.co.uk

With more than \$60 billion in annual revenue, Dell is one of the world's largest computer companies. In 2008 Dell deployed CNET Content Solutions' Intelligent Cross-Sell at Dell's United Kingdom site, Dell.co.uk. The goal was to increase revenue from recommendations of accessories and similar products. In a test against Dell UK's existing recommendations, Intelligent Cross-Sell more than doubled recommendation revenue.

“Intelligent Cross-Sell surpassed our expectations,” said Marc Brunel-Walker, Beyond the Box Merchandising Manager, Dell EMEA. “It had a successful trial, and since full deployment has sustained a high level of performance. We are pleased to be rolling it out to other EMEA sites.”

To establish Intelligent Cross-Sell's revenue impact, Dell UK tested Intelligent Cross-Sell in its Electronics & Accessories section across a fixed set of products and categories. Dell UK compared revenue from recommended products within that set before and after Intelligent Cross-Sell. The increase in recommendation revenue was immediate and sustained.

Notably, the increased revenue came without additional human costs. Intelligent Cross-Sell is a software-as-a-service offering, so Dell did not need to dedicate ongoing IT resources. In addition, Intelligent Cross-Sell automatically generated recommendations as new products were introduced and adjusted existing recommendations based on inventory, user behavior, profitability, and a wide variety of other factors. Where desired, Dell merchants were able to create rules to guide Intelligent Cross-Sell's choices. Then they relied on the solution to execute on those defined rules in an automated fashion, reducing the time merchants would otherwise spend manually associating products.

Recommendation types included accessories and similar products. For a computer monitor, accessories might be a mounting system, a stand, desktop speakers, and so on. A similar product would be another monitor, typically with slightly more features and higher price.

Since the original deployment, Dell UK went on to license Intelligent Cross-Sell for wider use on the Dell UK site, as well as other select Dell EMEA sites.

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