



Betterfy

The better choice recommender

Mission: Make customers more satisfied with their choice

OPPORTUNITY

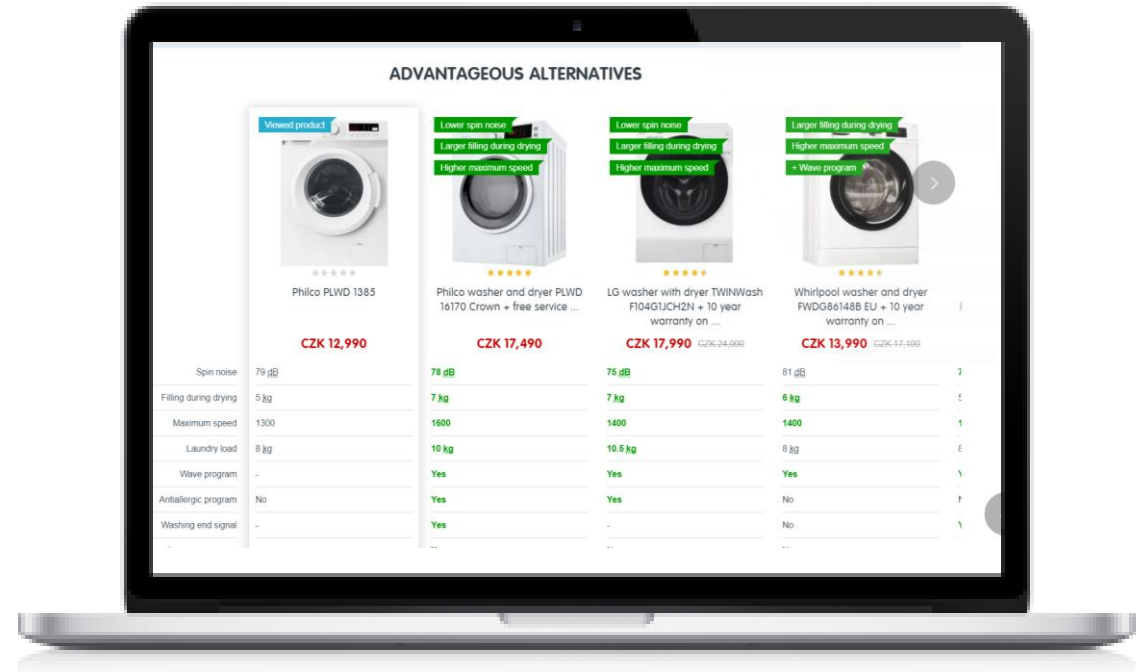
Traditional e-commerce scenarios:

1. Customers are **looking for a product**, and they **enter your e-shop**. They have a look at the product, and then they leave again. Opportunities are disappearing as soon as they arrive, and the **bounce rate is increasing**.

What if your online store had a feature, which attracts the customers and makes them stay on your website?

2. Customers **can't decide** which product is the best for them because of the wide offer and **complexity of products**.

What if your online store had a feature, which would help your customers understand the alternatives and decide for a purchase?



SOLUTION

At DataSentic, we have developed a fully **automated solution**, which gives your customers **credible product recommendations** based on **price-performance ratio**. Our product Betterfy is powered by **machine learning** model and works just like a **shopping assistant** for the online world.

By offering relevant and easy to understand set of alternatives, your **customers stay at your website, their satisfaction increases and they can decide easily**. **Apart from Amazon-like recommenders**, Betterfy is a content-based recommender. Therefore it **doesn't require any user history**.



BENEFITS FOR YOU



Increase conversion rate within the product category



Increase your customer care experience



Stand out from your competition



Fully automated




Customisable to your sales needs

DEMO MALL CZ

This is a PrintScreen from the Mall.cz e-shop, which has Betterfy **already implemented for approx. 60 several categories**. Try it yourself [here](#) & scroll under the product specifications.

ADVANTAGEOUS ALTERNATIVES

| | | | | |
|--------------|--|---|--|---|
| |  <p>★★★★★ Candy CS C8DG-S 5 990 Kč 8-990 Kč</p> |  <p>★★★★★ Candy GVS H9A2TCE-S 7 990 Kč 15-190 Kč</p> |  <p>★★★★★ Zerowatt ETD H8A1DE-S 6 999 Kč 8-990 Kč</p> |  <p>★★★★★ Amica SUPF 810 W 6 548 Kč 7-990 Kč</p> |
| Filling | 8 kg | 9 kg | 8 kg | 8 kg |
| Consumption | 4.7 kWh | 1.17 kWh | 1.24 kWh | 2.55 kWh |
| Energy class | B | A++ | A+ | B |

DEMO HAVEX AUTO

Our second client uses Betterfy for **car recommendations**. This is extremely useful since cars have many specifications which make them hard to compare for a human. **Betterfy makes them understand the alternatives and choose** the best product for their needs.

🚧 Porovnejte varianty

Vybraný vůz



Škoda Kodiaq

2.0 TDI 176kW 4x4 DSG RS
900 520 Kč

| | |
|-----------|----------------------|
| Objem | 1968 cm ³ |
| Výkon | 140 kW |
| Barva | Modrá |
| V provozu | 2019 |
| Najeto | 9 193 km |

Výhodné alternativy



Škoda Kodiaq

2.5 TDI 200 kW
1 200 520 Kč

- ✓ Objem 2500 cm³
- ✓ Výkon 200 kW
- ✓ Vyhřívané sedačky
- ✓ Parkovací asistent
- ✓ Dvouzónová klimatizace

Další výhody ▾

[více o vozu →](#)



Škoda Kodiaq

2.5 TDI 200 kW 4x4 DSG Style+
1 300 520 Kč

- ✓ Do provozu 2020
- ✓ 4x4
- ✓ Nájezd 200 km
- ✓ Bezklíčkové ovládání
- ✓ Xenony

Další výhody ▾

[více o vozu →](#)



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Další výhody ▾

[více o vozu →](#)

Líbí se vám Samsung Galaxy A10, 2GB/32GB, Blue?

-20 %



6,2" Infinity-V IPS displej 19:9 s rozlišením 1520x720 px, Android 9.0, 8jádrový procesor Exynos 7884, 2 GB/ 32 GB, Dual SIM, dedikovaný slot na paměťovou kartu. Fotoaparát s rozlišením 13 Mpx, 5Mpx selfie kamera.

[Více informací](#)**3 790 Kč**

✓ Zboží je skladem

Přidat do košíku

Výhodné alternativy

-20 %

DÁREK
NAVIC**Samsung Galaxy A20e, 3GB/32GB, Blue**

★★★★★

- + Více objektivů zadního fotoaparátu
- + Vyšší rozlišení předního fotoaparátu

4 290 Kč ~~4 990 Kč~~

Detail produktu

-20 %

**Samsung Galaxy A10, 2GB/32GB, Red**

★★★★★

- + Více objektivů zadního fotoaparátu
- + Vyšší rozlišení předního fotoaparátu

NEWSLETTER

Betterfy can be **used** for an **automated follow up emailing**: „You did not like this product? What about these alternatives? They are better from certain aspects.“

WHAT OUR CLIENTS SAY?



Roman Dušek
Head of Mall e-shop

*“**Betterfy**, the better-value product recommender, which DataSentic developed for us, enables our customers to choose alternative products transparently based on their advantages and disadvantages. The solution is unique in the space of recommenders thanks to using **machine learning** to generate **transparent and explainable** recommendations to our customers. This led to an **increase in revenue of up to 20%** in certain categories while increasing **customer satisfaction** at the same time. DataSentic was a partner for us along the whole journey from the initial idea to a scalable solution in production and worked with us as one team.”*

MALL GROUP

Leading e-commerce platform in Central and Eastern Europe with a turnover of over **EUR 500 million**.

AB testing results for Mall (displaying product with Betterfy vs without within a category):

- **20%** increase in revenue per user for **notebooks**
- **20%** increase in revenue per user for **car seats**
- **13%** increase in revenue per user for **diapers**

TRY BETTERFY, START WITH POC

How does it work?

1. You provide us with product data for a category of your choice
2. We configure Betterfy for you
3. You can test Betterfy recommendations for yourself

Price

5 000 EUR excl. VAT

Afterwards, you can try recommendations in our **testing environment** and decide for **up-scaling** accordingly to your needs.

The screenshot shows the 'Better Product' interface. At the top, there's a search bar with the text 'Zadejte ID produktu' and a 'VYHLEDAT' button. Below the search bar, there are two sections: 'Vybrany produkt:' and 'Doporučene produkty:'. The 'Vybrany produkt:' section shows a single car, a Škoda Rapid, with a price of 355000 Kč and ID: 602822. The 'Doporučene produkty:' section shows five recommended cars, all Škoda Rapid models, with prices ranging from 348000 Kč to 365000 Kč and various IDs. Below the car images, there is a table with columns for 'Délka', 'Výška', 'Kč/lt', 'Převodník', 'Náklad', 'Výhody', and 'Nezbytný'. The table contains detailed specifications and features for each car model.

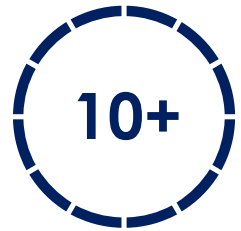
| | Škoda Rapid 355000 Kč ID: 602822 | Škoda Rapid 348000 Kč ID: 604321 | Škoda Rapid 348000 Kč ID: 604304 | Škoda Rapid 348000 Kč ID: 604278 | Škoda Rapid 365000 Kč ID: 604112 |
|-----------|----------------------------------|--|--|---|---|
| Délka | 4322 | 4322 | 4322 | 4322 | 4322 |
| Výška | 1450 | 1450 | 1450 | 1450 | 1450 |
| Kč/lt | benzin | benzin | benzin | benzin | benzin |
| Převodník | manuální | manuální | manuální | automatická | automatická |
| Náklad | 13400 kg | 13700 kg | 13700 kg | 13200 kg | 13800 kg |
| Výhody | | <ul style="list-style-type: none">• výkon 81 kW• Navigace• Mladší 2.1 mlá.• sportovní podvoček• sportovní pánevní• Škoda Rapid• zadní kabinová opěrka• el. zrcátka s vyhříváním• Dálková ovládací jednotka | <ul style="list-style-type: none">• výkon 81 kW• Navigace• Mladší 2.1 mlá.• sportovní podvoček• sportovní pánevní• Škoda Rapid• zadní kabinová opěrka• el. zrcátka s vyhříváním• Dálková ovládací jednotka | <ul style="list-style-type: none">• automatická převodovka• výkon 81 kW• Navigace• Mladší 2.1 mlá.• sportovní podvoček• sportovní pánevní• Škoda Rapid• zadní kabinová opěrka• el. zrcátka s vyhříváním• Dálková ovládací jednotka | <ul style="list-style-type: none">• automatická převodovka• výkon 81 kW• Navigace• Mladší 2.1 mlá.• sportovní podvoček• sportovní pánevní• Škoda Rapid• zadní kabinová opěrka• el. zrcátka s vyhříváním• Dálková ovládací jednotka |
| Nezbytný | | <ul style="list-style-type: none">• Náklad 13400 kg | <ul style="list-style-type: none">• Náklad 13700 kg | <ul style="list-style-type: none">• Náklad 13200 kg | |



Revenues increases **up to 20%** per category



Works for **up to 99%** of the products (even for the new one)



More than 10 options for configuration of recommendations to exactly fit the sales needs



WHO ARE WE?

We are **DataSentics**. A team of 70+ **machine learning and cloud data engineering** professionals, based in Prague.

We generate **profits and savings** with the power of **data analytics, machine learning & cloud technologies**. To our clients, we offer our tailored products and custom agile solutions with consulting.

We have years of experience in the industries of **Media and Entertainment, Banking, Insurance, Retail & E-commerce**.



Your key contact

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Find more at www.datasentics.com