



# Relewise Shoppertainment

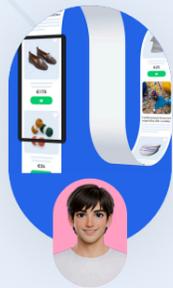
## What is it?

Traditional online shopping is built around static lists and predefined paths, running the risk of shoppers losing patience, leaving uninspired, and you losing conversions.

Shoppertainment replaces this with experiences that continuously respond to shopper behavior and actively shapes what shoppers see next while they're still exploring.

## Adaptive Discovery

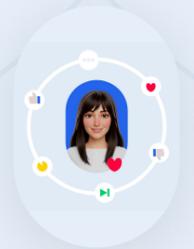
The Relewise Adaptive Discovery feature delivers an endless, personalized stream of product recommendations mixed with inspirational content.



Shoppers' feed adapts in real time, learning through our User Engagement feature. It's continuously tailored to behavior, creating a more engaging and inspiring discovery experience.

## User Engagement

User Engagement captures how shoppers interact with what they see. Some signals are explicit, like favorites [❤️], likes [👍], and dislikes [👎]. Others are more subtle, such as scrolling and dwell time.



Together, these signals help Relewise understand what shoppers are interested in without relying on clicks alone. When enabled, they're used instantly to provide insight across your site with no extra setup.

## Why webshops love it



### Smart & relevant discovery

A living scrollable feed that keeps discovery fresh, enables longer sessions, higher dwell-time, and more paths to purchase.



### Loyalty & retention

Micro-interactions like favorites give shoppers a reason to return. Create personalized assortments and tailored re-order lists across channels to drive loyalty and repeat purchases.



### Owning your engagement data

Every interaction is captured as first-party data that webshops fully own. This creates a more comprehensive understanding of customer intent that supports business decisions.

## How are we doing it?



### Hybrid AI models

Hybrid AI models are combined with new tracking events for FeedScroll, Dwell, Click, and Feedback to continuously re-score and reorder results.



### New Feed API

The new Feed Recommendation API returns mixed products and content in a single ordered stream to deliver continuous, signal-driven discovery that updates between each request.



### Cross-channel engagement signals

Engagement signals can be turned into business rules and reused across channels, allowing merchandisers to control how personalization behaves from on-site discovery to email and in-store recommendations.

