

wynshop

Halla **Intelligence** is the only **human preference engine** built exclusively for grocery.



Recommendations

Dill
\$2.99

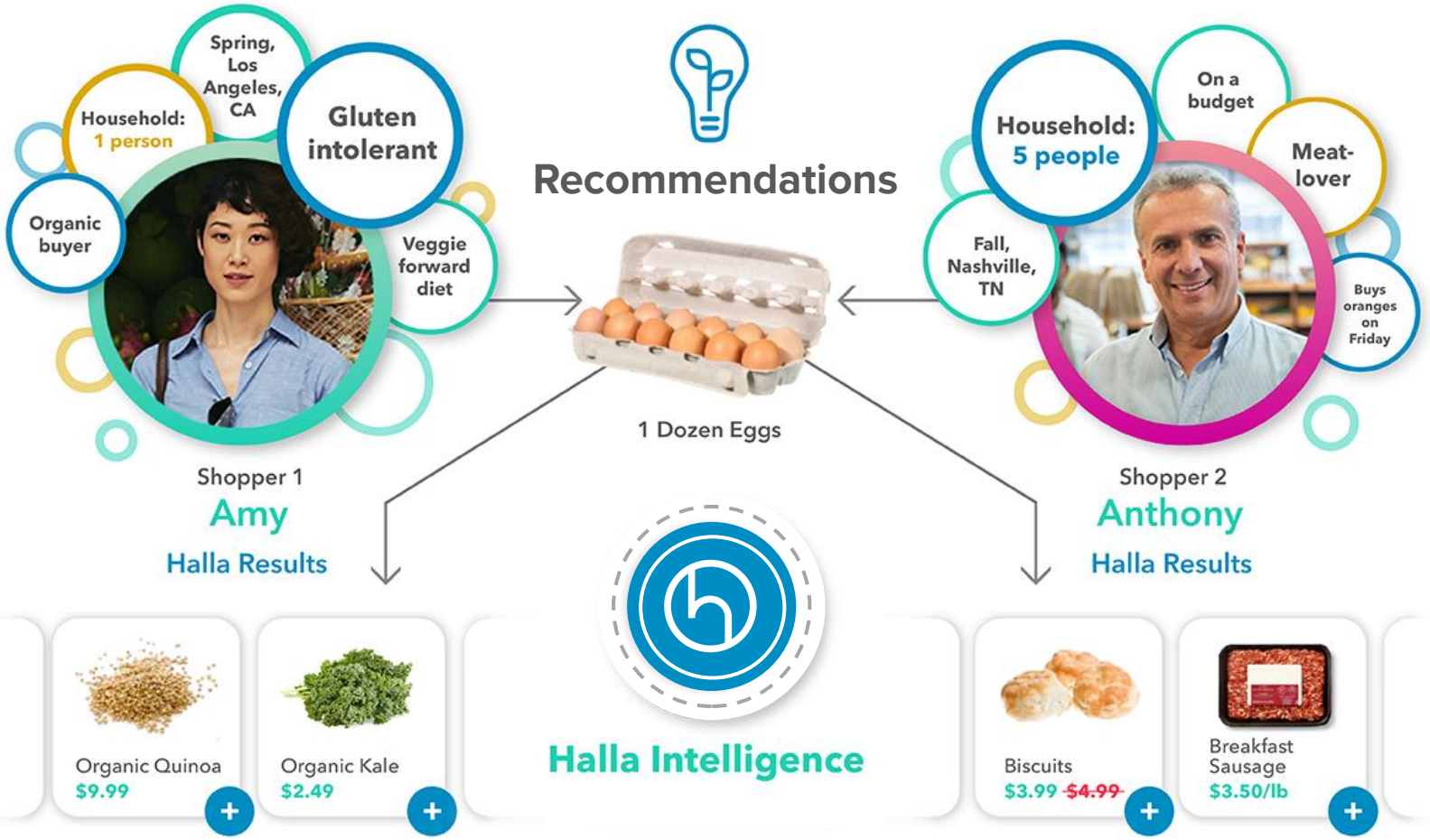
RECOMMENDATIONS FOR YOU

Sockeye Salmon
\$13.99/lb

Lemons
\$.99/lb

Halla Intelligence returns contextually relevant complementary products when and where shoppers are most likely to buy. Results change instantly as each shopper adds items to their cart, browses various aisles, or views specific products. Each action taken by a shopper on a product can result in an entirely new set of recommendations, ordered intelligently to maximize add-to-cart conversion. Use Halla Recommendations across channels from omnichannel media strategies to a simple product page.

Imagine the power to **predict** what a shopper will want before they know they want it.



Real-world Impact and Benefits

Halla Recommendations have demonstrated significant uplifts in conversion rates, revenue per customer, and average order value. Halla has achieved up to 14x increase in add-to-cart rates for recommended products, indicating a substantial improvement in product discoverability and shopping efficiency. Overall relevance of recommendations has contributed to a noticeable increase in revenue per session. These results highlight Halla's effectiveness in delivering personalized recommendations that resonate with consumers, ultimately enhancing the online shopping experience and contributing to business growth.

About Wynshop

Wynshop is an ambitious team of digital evangelists and innovators obsessed with a solitary mission—to help grocers and other local store-based retailers grow wildly successful online businesses. Our refreshingly easy-to-use digital commerce platform enables efficient in-house picking, reduces fulfillment costs, and gives retailers the ability to fully personalize the customer journey, amplifying shopper loyalty.

Key Features



Grocery-specific knowledge base

Halla's ontology contains a rich set of linked features specific to food items including taxonomy, diets, health claims, flavors, packaging and more, for each product in your store.



Real time data + instant interaction

Every product shown is influenced by the product that the shopper is looking at, in that moment. Take advantage of sales opportunities instantly, rather than wait for a weekly data upload when those sales opportunities have long passed.



Target down to each unique customer ID

Halla learns new shopper patterns and behaviors in real-time, based each consumer's unique profile, allowing for hyper-accurate and fast targeting.



Advanced merchandising

Retailers can apply a variety of biases in order to create relevant suggestions while also nudging results based on margin, price, sales volume, brand, category, attribute tag, relevance, consumer re-order likelihood, result variation and more.



Easy start + API-first approach

Our enterprise-ready technology is ready on day one – no more cold starts. Halla Intelligence is vertically integrated into the Wynshop platform and can also be easily deployed via API into any existing digital environment.