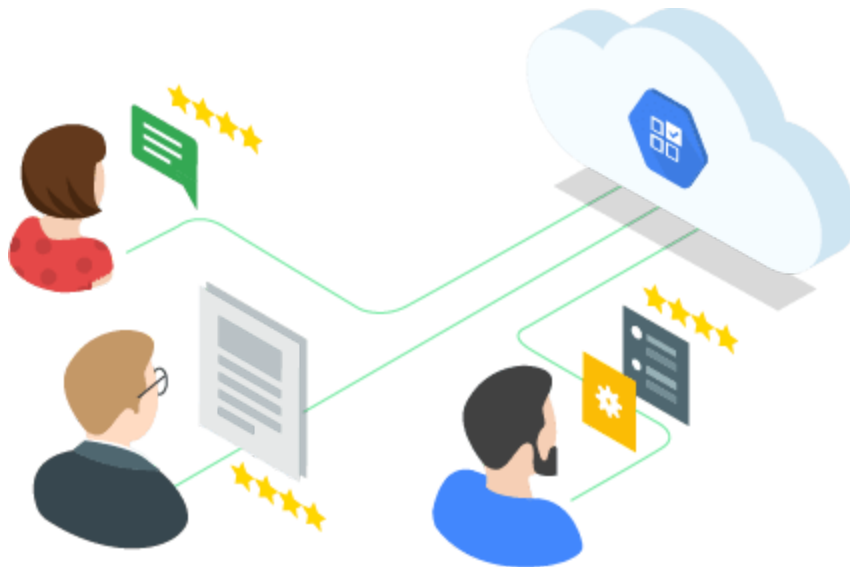# Recommendations AI ^{BETA}

Deliver highly personalized product recommendations at scale.

View documentation (https://cloud.google.com/recommendations-ai/docs/)

Give customers more of what they love

Earn your customers' trust and loyalty by proving how well you understand them. Google has spent years delivering recommended content across flagship properties such as Google Ads, Google Search, and YouTube. Recommendations AI draws on that experience to deliver personalized recommendations that suit each customer's tastes and preferences across all your touchpoints. Ask your Google Account Manager about this limited beta opportunity.

Dramatic improvements to meaningful metrics

Recommendations AI uses Google's latest machine learning architectures, which dynamically adapt to real-time customer behavior and changes in variables like assortment, pricing, and special offers. Early results from retailers around the world have shown dramatic improvements on previous recommendation systems, with some achieving up to the following results.

+90%

click-thru rate

driven by recommendations

+40%

conversions

driven by recommendations

+50%

revenue

driven by recommendations

+5%

total revenue per visit

* Source: Google LLC. Actual results will vary by retailer.

Benefits

⚙

Fully managed service

No need to preprocess data, train or hypertune machine learning models, load balance or manually provision your infrastructure to handle unpredictable traffic spikes. We do it all for you automatically.

🔗

Get up and running fast

Integrate your data, configure and launch recommendations, and monitor system performance, all from an easy-to-use graphical interface. Quickly connect data by using existing integrations with Google Tag Manager (//marketingplatform.google.com/about/tag-manager/), Google Shopping

(//www.google.com/shopping), Google Cloud Storage (https://cloud.google.com/storage/), and BigQuery. (https://cloud.google.com/bigquery/)

Maximize your data's value

Put all your data to work producing great predictions by incorporating unstructured metadata like product name, description, category, images, product longevity, and more.

Choose your strategy

Customize recommendations to deliver your desired outcome: engagement, revenue, or conversions. Easily apply business rules to fine-tune what shoppers see, diversify what products are shown, filter by product availability, custom tags, etc.

Deliver at any touchpoint

Offer first-time users and loyal customers alike high-quality recommendations via web, mobile, email, and more, anywhere in their journey from homepage to shopping cart to order confirmation and more.

Your data. Your models.

Your data and models are yours and yours alone. They'll never be used for any other Google product nor shown to any other Google customer. You're never locked in, and

can delete your data and models anytime. Learn more
(https://cloud.google.com/files/trusting-your-data-with-google-cloud-platform.pdf).

Simple pricing

Pay only for the predictions you consume. Google covers all underlying infrastructure
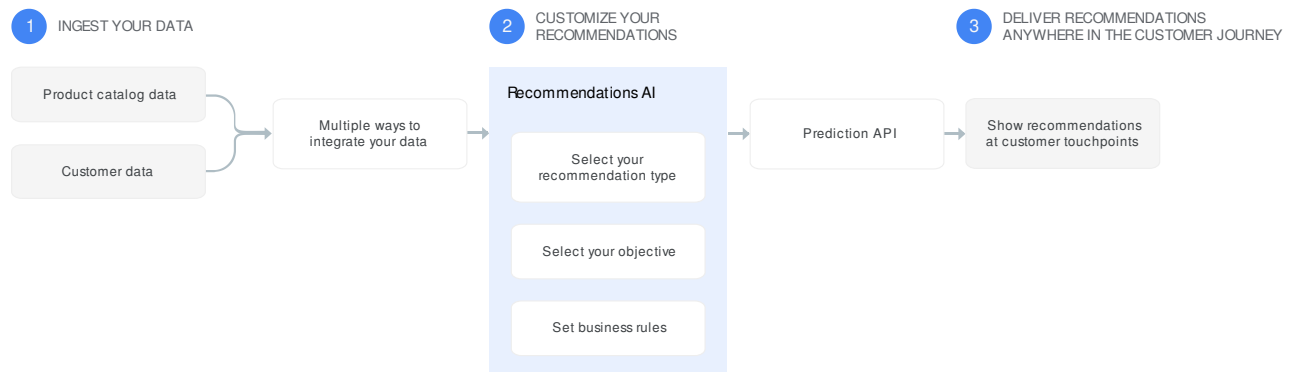costs.

Automatic global scale

With one click, you can seamlessly deliver curated recommendations with low
latency to customers anywhere in the world. It supports international product
catalogs and multiple geographies.

GDPR compliant

Recommendations AI is compliant with the General Data Protection Regulation
(GDPR). See terms (https://cloud.google.com/terms/data-processing-terms/) for more
information.

How It Works

How it works

① INGEST YOUR DATA

② CUSTOMIZE YOUR
    RECOMMENDATIONS

③ DELIVER RECOMMENDATIONS
    ANYWHERE IN THE CUSTOMER JOURNEY

Product catalog data

Customer data

Multiple ways to
integrate your data

Recommendations AI

Select your
recommendation type

Select your objective

Set business rules

Prediction API

Show recommendations
at customer touchpoints

Pricing

Pay only for the predictions you consume. Recommendations AI costs $0.35 per thousand prediction API calls. There is no charge for the first 20K predictions each month. Google covers all underlying infrastructure costs. A small additional fee for surfacing error logs in Stackdriver applies. See pricing details. (https://cloud.google.com/recommendations-ai/pricing/)

> ❝ Recommendations AI was easy to integrate with our existing recommendations framework, and enabled us to deliver next-gen recommendations without a ton of

work. We are steadily investing in data science and it is very helpful for us to be able to integrate and test different algorithms. Recommendations AI performs really well on our product detail pages and increased conversions and revenue significantly. 🙶

Oliver Herren, CIO, Galaxus
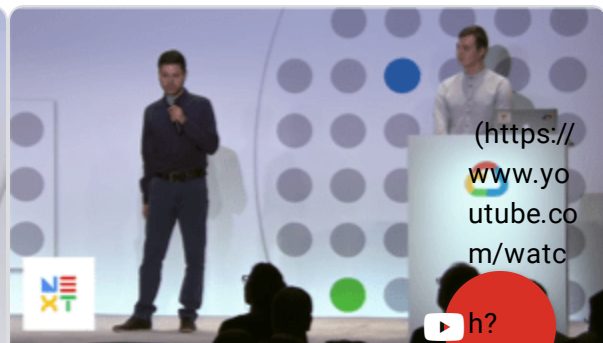
☀ GALAXUS

● ●

Highlights from Google Cloud Next '19

Learn how leading retailers are using Recommendations AI to drive measurable results.

(https://www.youtube.com/watch?v=pKEmQ1VMxsM&start=921&...

The Walt Disney Company is

(https://www.youtube.com/watch?v=tD4XGOq4Mkc&start=1...

eMAG serves more than 1B

using Recommendations AI to
help their guests feel
understood and well-served

=931&a
utoplay=
1)

unique recommendations per
month and is driving higher
CTR, CVR, and revenue

000&aut
oplay=1)

Watch
video ▶️ (https://www.youtube.com/w
v=pKEmQ1VMxsM&start=931

Watch
video ▶️ (https://www.youtube.com/w
v=tD4XGOq4Mkc&start=1000

Resources

🛒

Retail solutions

More ways the Google Cloud
Platform can help you win the hearts
of your customers.

View
solutions → (https://cloud.google.com/s

🔖

View documentation

Get the details on how
Recommendations AI works.

View
documentation → (https://cloud.google
ai/docs/)

This product is in beta. For more information on our product launch stages, see here
(https://cloud.google.com/products/#product-launch-stages).

Cloud AI products comply with the SLA policies listed here (https://cloud.google.com/terms/sla/). They
may offer different latency or availability guarantees from other Google Cloud services.