



TRENDING PRODUCTS, BEST SELLERS, & CROSS-SELL RECOMMENDATIONS

Editorial Alerts

Editorial Alerts use real-time data, product relationships, and customer behavior to surface timely, inspiring product recommendations that drive discovery and incremental purchases. Whether

it's highlighting trending best sellers or suggesting complementary products to complete a purchase, these alerts turn browsing intent into lifestyle engagement and engagement into higher average order value.

Brands lose incremental revenue and engagement opportunities when:

- Trending or fast-selling items are not promoted at the right time
- Cross-sell recommendations rely on static merchandising or manual curation that can't scale
- Customers receive irrelevant or repetitive messages instead of curated, personalized inspiration
- Campaigns are limited to transactional triggers rather than editorial storytelling

Editorial Alerts turn browsing behavior and product trends into measurable revenue

- **Increase AOV and items per order** through contextual, complementary product recommendations that encourage customers to buy more in a single session and drive incremental revenue.
- **Strengthen customer loyalty** with content that feels personal rather than promotional
- **Improve conversion rates** by leveraging social proof and trend-driven urgency to move customers from consideration to purchase faster

How to measure success:

REVENUE:

AOV, items per order, conversion rate

LOYALTY

Open rate, CTR, CTOR

ENGAGEMENT

Repeat purchase rate, CLV

Why Zeta for Editorial Alerts

Many platforms can send a product recommendation email. Zeta connects identity, behavioral signals, catalog data, and trend intelligence in one system, so your editorial alerts are personal, timely, and measurable from send to sale.

- **Zeta Identity Graph:** Expand reach beyond logged-in users. Reconnect anonymous browsers to known profiles, better understanding the individual's brand journey and serving relevant content to a wider audience.
- **AI-Powered Product Recommendations:** Combine behavioral, catalog, and trend data to surface the right products for each customer, replacing manual curation with intelligence that scales.
- **Data Cloud Enrichment:** Layer in trending and competitive signals from Zeta's Data Cloud to identify what's gaining momentum before your competitors do.
- **Cross-Channel Orchestration Without Extra Integrations:** Activate editorial alerts across email, SMS, push, and in-app from one platform with no third-party connectors or data lag.
- **Automated Creative Optimization:** Zeta's intelligence uses performance data and customer behavior to select and arrange right imagery and messaging for each channel.
- **Closed-Loop Attribution:** Tie every editorial alert to downstream AOV uplift, conversion, and incremental revenue so you know exactly which recommendations are driving results.

SUCCESS STORY

Ashley Furniture used Zeta's Product Recommendation engine to activate "Complete the Room" and "Best Seller" editorial alerts, **driving a +25% increase in AOV, +38% lift in CTR, and +17% higher conversion rate** for promoted product sets.

Getting started with Editorial Alerts

1

Confirm data and catalog readiness:

Make sure product relationships and trending tags are available in your feed

2

Build your audience segments:

Define who should receive Best Seller, Popular, or Complete the Look alerts

- [Build your Audience Segment](#)
- [Segments & Lists](#)
- [Audience Segments](#)

3

Create the campaign:

Set up your message, dynamic editorial modules, and channels

- [Building your First Email Campaign](#)
- [Broadcast Campaigns](#)

4

Create the experience and set triggers:

Define when alerts fire based on trend surges, browse behavior, or purchase events

- [Creating Experiences](#)
- [Experience Builder Overview](#)

5

Measure and optimize:

Track AOV, CTR, conversion, and incremental revenue in Insights Studio

Key Considerations

- **Product catalog readiness:** Confirm product relationships (complements, trending tags) are available in the feed.
- **Creative and merchandising alignment:** Editorial assets and styling should elevate perceived value and feel curated rather than automated.
- **Suppression logic:** Avoid surfacing irrelevant or already-purchased products.
- **Channel orchestration:** Choose the right touchpoints (email, SMS, push, in-app) and priority channels for each alert type.
- **Trend freshness:** Refresh "popular" data daily or weekly to keep recommendations accurate and current.

Data Requirements

- Product catalog feed with category and attribute mapping
- Real-time inventory and sales velocity data
- Event data from Zeta Pixel (browse, purchase, cart events)
- Customer profile and consent data
- Optional suppression audiences

Required ZMP Tools

- Audience Explorer
- Campaign Builder
- Experience Builder
- Product Recommendations Engine
- Insights Studio

QUESTIONS?

Reach out to your Zeta Client Success Team to get started.