# 17 Questions to Ask
to Find the Best Recommendation Engine
for Email Personalization

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## DATA INPUTS

1. Does the Recommendation Engine use both explicit and implicit data?

2. How does it solve the "cold start" problem?

3. Is historical behavior matched to newly self-identified opt-ins?

4. Are there additional benefits to supplementing with third party data?

## DATA MODEL

5. Does the Recommendation Engine use collaborative filtering and content-based filtering for predictions?

6. Is data about engagement with the recommended content fed back into the predictive model?

7. What case studies or data is available to prove that the machine learning automatically optimizes results?

## REAL TIME

8. Is the entire system running in real time from end-to-end?

9. Is recommended content able to be updated based on new behaviors even after an email campaign is sent?

10. How does batch processing influence the real-time capabilities of the system?

## INTEGRATION

11. What partner references are available regarding their experience setting up the Recommendation Engine?

12. What human resources or ongoing services will be required to fully run all aspects of the system?

13. Are there lighter solutions that can meet our business needs more quickly?

## USER EXPERIENCE

14. Are there customer case studies and testimonials related to how the Recommendation Engine works?

15. Does the demo allow you to fully explore the application and is the interface easy to understand without help or instructions?

## VERTICAL RELEVANCE

16. Are there customer success stories with results in your industry or vertical?

17. Does the vendor have enough relevant vertical experience?