

Name _____ Date _____

Marketing Essentials
Chapter 15 Closing the Sale

eMarketing Worksheet Activity: Collaborative Filtering

Directions With collaborative filtering, purchase patterns can be discerned based on previous purchases by an individual or by customers that purchase similar products. Companies use collaborative filtering to make recommendations when a customer purchases a product. Answer the following questions about collaborative filtering.

1. What makes collaborative filtering an effective tool for suggestion selling on a Web site and what flaws do you see in its format?

2. Why do you think the additional items are suggested after customers have made a commitment to buy but before they conduct their final online check out?

3. What other methods of suggestion selling have you seen in practice online; especially on Amazon.com?

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4. For an online clothing e-tailer create the means for suggestion selling to take place before the final check-out process. Decide what suggestion selling methods will work best for a clothing e-tailer and how they will be introduced on the Web site's site map.

5. Ethics. Do you think collaborative filtering is an invasion of privacy? Why or why not?
