Inspire Brand Loyalty by Putting Your Customer at the Heart of Every Experience

About 4-Tell, Inc.

Our story starts in 2007 when our co-founder, Ken Levy, entered his recommendation algorithm into a competition hosted by the world's most popular online-streaming company, Netflix. The purpose of the event was to find a better way to rank and recommend movie titles based on customer data. Finishing in the top 1% of 40,000 competitors, Ken was inspired to take his algorithm and apply it to the ecommerce industry.

In 2009, Ken joined forces with Neil Lofgren to form 4-Tell with the intent to provide hundreds of online merchants with the power of ecommerce product recommendations.

Fast forward to where we are today, and 4-Tell's basic product recommendations have transformed into an innovative personalization and data analytics platform that enables merchants to build long-term relationships with customers and increase revenue.

Who We Serve

You, our customer
We are here to serve you - through tailored personalization plans and 24/7 customer service, we are here to make your business better by offering you the best personalization capabilities in the industry and innovative, new solutions that are revolutionizing the way you serve your customers.

Your Customers
With every click, purchase and search, our system works tirelessly to understand the needs and preferences of each individual shopper. By gaining insights into your customers, we're able to use real-time customer data to inform the experiences that your business provides shoppers.

Your Team
We surface our valuable customer and product insights to every member of your workforce, so every employee in your organization always has the knowledge to serve customers on a 1:1 basis.

Who Uses 4-Tell

Seamlessy Personalize Web Experiences with our Smart Commerce℠ Platform

Personalization

Personalized Recommendations
4-Tell's product recommendations can live anywhere on your ecommerce site to drive AOV, conversion and individual product discovery.

Personalized Inline Search
4-Tell's personalized Inline Search uses real-time behavior to auto-fill keywords and display relevant product and content recommendations to match shopper's search query.

Personalized Content
4-Tell sifts through your content library to display the blogs that are most relevant to the immediate behavior, history and preferences of each unique shopper.

Your Store

Activity
Through the activity tab, customers can access all the items they previously purchased and viewed as well as gain insight into trending brands, items and promotions that are specific to their recent viewing behavior.

Personalized Search
Without having to navigate from their customized microsite, customers can search through your entire catalog and surface results that are customized to their real-time behavior.

Insights & Analytics
4-Tell connects the dots between customer and product relationships so you can engage the right customer with the right products at the right time.

4-Tell Partners

Magento®

Microsoft

shopify

NETSUITE

ORACLE®
Bronto

BIGCOMMERCE