

# Celebros Salesperson



## Celebros Salesperson – Recognize the needs of your online shop

- Relevant, accurate search results
  - Understand the user's true intent
  - Correctly identify the product and its attributes in the search query
  - Handle typos, synonyms, single / plural forms, phonetic errors and more
- Dynamic, Context-based Refinements
- Guided search - takes customers quickly into buying!
- Faceted Navigation - manage landing pages for your navigation menus
- Available in 7 languages

- Increased revenue from:
  - Consistently higher conversion rate
  - Increase in average order size
- Rapid (ROI)
- Easy merchandising
  - Initiate campaigns and promotions
  - Customize search results with alternative products, promoted products and dedicated landing pages
- Quick and Simple Implementation
  - No changes are made to your code or your database



Results exceeded our expectations:

- 221% higher site-search conversion rate
- 4.65% increase in overall conversions
- Boosted category-page revenues adding customizations based on search patterns. E.g. for Leveling Kits:
  - 59% increase in monthly revenue from the page
  - 89% increase in the dollar index of the page (revenue / unique page views)



Excellent returns, right from the start

- More than 1/3 of overall orders and turnover come from site search
- Conversion rate for search is 40% higher than conversion rate via navigation
- Average order value is up 5 – 10% with search compared to navigation

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## Celebros SiteSearch components support your selling efforts.

**Merchandizing:** control marketing activities from your desktop. Initiate sales campaigns and customize search behavior to meet your shop's dynamic needs in-house.

**Analytics:** understand shop events and implement required changes. Easy-to-understand Analytics reports show you the shopper data needed to profitably manage your site. Actionable information allows quick follow up on trends that impact your business.

**Smart Placements:** profit from search that anticipates your shoppers' needs. Think of it as automatic merchandising. Smart Placement algorithms improve your shop's search results. Query for query, your shoppers see the items they most want to buy at the top of the results list.

Search Engine Platform	Concept Based	Textual
Understanding the search intent – syntax & semantics	✓	✗
Complex & gender related queries	✓	✗
Handling typos & misspelling (dictionary, phonetic dictionary, thesaurus)	✓	✗
Price based queries (“pants under \$20”)	✓	✗
Query Merchandizing	✓	✗
Synonyms	✓	✓
Avoiding dead-end queries	✓	✓
Dynamic, context-based refinements	✓	✗
<b>Overall</b>	<b>Excellent</b>	<b>Poor</b>

### Guided Navigation - manage landing pages for your navigation menus.

Tie category and sub-category menus to search queries, making the search results page the landing page, automatically supporting dynamic refinements, sorting options and merchandising tools to help users quickly zoom in and buy the product they need. Further reduce your site maintenances costs as adding / removing products is done once and automatically affects both search and navigation landing pages!

You can find detailed information on the SiteSearch on the Website:  
[www.celebros.com/Salesperson.asp](http://www.celebros.com/Salesperson.asp).