

## Show the right products to the right people at the right time

Celebros™ Cross-Sell is the most effective way of maximizing ROI for your online store.

In no time at all, your shoppers are efficiently exposed to additional and related products that compliment their initial search. From the landing page all the way to checkout, Cross-Sell's powerful recommendation engine presents additional items that capture the shopper's attention throughout their visit to your site. The shoppers are welcome to choose from a set of dynamically generated product suggestions that are targeted to their interests - resulting in increased average order sizes and higher overall sales revenues.

Your online merchandising is powered by real-time search and behavioural analytics data. Product recommendations are based upon a winning combination of detailed metrics (clicks, purchases, shopping cart information, etc.) across your product catalogue hierarchy. In the event that insufficient information is available on a specific item, Celebros' artificial intelligence mechanism suggests alternative solutions based upon weighted, real-time analytics data.

The new Celebros Cross-Sell is the ultimate tool for translating your clients' shopping preferences into increased sales.

The table below shows revenue increase highlights at a long time Celebros customer - [Woodcraft Supply](#) - when comparing Celebros Cross-Sell with their in-house module.

Product Recommendations on:	Results with Celebros Cross-Sell
Product page	58% increase in revenues
Add to cart page	107% increase in revenues

### About Woodcraft Supply

Founded in 1928 and online since 1995, Woodcraft is one of America's oldest and largest suppliers of quality woodworking tools, training, and supplies. Woodcraft offers over 15,000 woodworking products through direct mail marketing (annually distributing more than two million catalogues throughout the US and over 100 other countries), online, and at more than 80 retail shops.

The dramatic results, experienced by Woodcraft over a period of six months and verified by Fireclick, a mutual data processing partner, can be better understood in light of the fact that, under their prior merchandising solution, recommendations were handled manually and only about half the products were covered. Rather than selecting items for recommendation manually, Cross-Sell employed smart algorithms using real-time customer search data to dynamically formulate product specific recommendations across their entire product catalogue hierarchy.

"Woodcraft has been a satisfied Celebros search customer for three years. We have taken advantage of every Celebros offering, including Traffic Builder and their Managed Services. We were pleased to test their Cross-Sell module - it was an area that we knew we needed to improve, but never took the steps to get there.

We were happily surprised by the impact of the new module. When the Cross-Sell suggestions proved accurate, we did not hesitate in adding them to all of our product pages with incomplete or missing suggestions. It's amazing that Celebros recommendations outperformed the existing module by over 100%!"


Nancy Miller, VP Internet & Technology,  
 Woodcraft Supply Corp.



Celebros Cross-Sell at Woodcraft:

+ 58% revenue on Product page

These are results for a search for a "bench chisel." The shopper has chosen "Crown Classic Bench Chisels" and is presented with relevant and useful product recommendations on the left side of the screen.



**Related Articles >>**

- Sharpening Carving Chisels

**FREE video clip of this product in action >>**

- Handmade Dovetails Video Preview by Tage Frid

**You Might Also Like...**

- CROWN Skew Bench Chisels
- WOODCRAFT Butt Chisel Set
- Rosewood and Brass Marking Tools
- Lie-Nielsen Large Shoulder Plane
- Black Arkansas Stones

### CROWN Classic Bench Chisels

As the largest Crown Tool dealer in the US, Woodcraft is proud to introduce these new additions to our chisel line. Crown Chisels are individually crafted to create beautiful tools of the highest quality. Their Sheffield steel blades are beveled, polished and fitted with Rosewood handles and brass ferrules. All are factory ground and require honing before use.

**Classic Bench Chisels.** There is no substitute for high quality, well made, comfortable to hold bench chisels. These chisels feature polished and beveled Sheffield steel blades fitted with comfortable, well shaped Rosewood handles.

- Chisels you'll love to use, and be proud to show.
- Blade length from 4-1/2" to 5", handle length 5-1/2".
- Set of four includes 1/4", 1/2", 3/4" and 1" chisels.

These tools are factory ground and require honing before use. Woodcraft's Sharpening Shop can expertly hone your tools prior to shipping. Simply add the appropriate number of sharpenings to your cart before checking out.

**California Residents:** [Click here](#) for Proposition 65 warning

[Add Checked Items to Cart](#)

[Check Box To Select Multiple Items](#)

The shopper has arrived at the checkout stage and the product recommendations generated by Celebros Cross-Sell continue (right side of screen). They are dynamic and change based on the shopper's previous selections.

+ 107% revenue on Shopping Cart Page

## Shopping Cart

You can also order by phone at 1-800-225-1153


Continue Shopping ▶ Satisfaction Guaranteed! Return Policy ▶

Thanks! 1 1/8" Classic Bench Chisel has been added to your order.

Item #	Name	Quantity	Price	Excess Weight Charges	Total	Options
128473	1/8" Classic Bench Chisel Sharpening Service: No Status: In Stock	1	\$18.50	\$0.00	\$18.50	<a href="#">Remove</a> <a href="#">Save to Wish List</a>

Coupon Code:  [Apply](#)

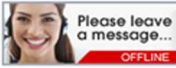
**Bill Me Later** Buy Fast. Feel Secure. Pay Later<sup>SM</sup>

 **Satisfaction Guaranteed**  
We Promise!

Update Cart





Merchandise Total: \$18.50  
Estimated Shipping: \$6.99  
Order Total: \$25.49

[Start Checkout](#) ➔

 Available M-F

**Shipping & Returns**  
See our shipping rates & policies  
[Click here to view our return policy](#)

**You might also like**

-  Woodcraft Magazine 1 Year Subscription
-  Lie-Nielsen Large Shoulder Plane
-  Black Arkansas Stones
-  Arkansas Stone Sharpening Set