

Keep your online salesperson on top of the dynamic online marketplace

Your **shop's** product offerings change.
Your **customers'** needs and interests change.
Trends and **seasons** change.
Promotions come and go.

The best gets even better: Now we can take the reigns of your online merchandising and take the administrative burden off your shoulders by using Celebros Salesperson to consistently reflect the day-to-day activity in your shop.



With Celebros' Merchandising Services options, you profit from a proactive single point of service where your shop is monitored and optimized by a dedicated Professional Services Expert. Now you can cost effectively ensure increased conversions and revenue from your catalogue without lifting a finger. Clients can choose from one of three flexible solutions which are tailored to your distinct requirements:

- **Managed Services** - Following cooperative initial solution implementation, dedicated account managers from Professional & Support Services regularly monitor your various merchandising components, performing modification, optimization, maintenance, and analysis/reporting tasks as required. Offered to customers for a low monthly fee, Managed Services allows your personnel to focus on the performance of the many other high-priority tasks involved in running your shop.
- **Merchandising Packages** - An al-a-carte alternative to Managed Services, where clients have more flexible, direct access to any of Celebros' services. They can purchase any quantity of any service for use at any time to make changes as needed.
- **Merchandising Families** - This approach is designed to accommodate clients who require a more flexible, cooperative approach to their merchandising operations. Rather than selecting individual services from the Merchandising Packages, the client has the option to purchase an entire family of services which best fits their needs.

Why Merchandising Services Will Work for You

- Experienced online merchandising experts tailor and maintain your shop search
- In the case of Managed Services, no operations or technical in-house staff required means more efficient time and resource management
- Dynamic, real time merchandising adjustments keep you on top of market trends
- Stock and promotions management (as part of up/cross selling) is made easy
- Analytics data is quickly put into actionable context

How Your Shop Will Benefit

- A faster ROI from consistently optimized search results and site navigation
- Additional catalogue modifications aided by remarkable usability and UI control
- Real time trend spotting - you sell the right product to the right shopper at the right time
- Merchandising strengths, weaknesses, and opportunities are identified quickly and easily

Contact Us

Celebros

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- UK Office: 0870 366 5274
- www.celebros.com

How Merchandising Services Works

Celebros assigns a dedicated Account Manager to you as a personal contact responsible for carrying out online merchandising services for your business. Your Account Manager stays in regular contact to discuss your site's needs and coordinate any changes to be made, based on your choice of service model. After becoming familiar with your site, your Account Manager is able to provide consultation tailored to your needs and the best practices of the market. Periodically, you will receive written reports of all modifications as well as any UI and merchandising recommendations.

Our Professional Services staff is made up of experienced e-Commerce experts that know how to best manipulate search results to be more attractive for your customers, ultimately increasing conversions and building revenue. Along the way, your dedicated Account Manager and our highly qualified Support staff are always available to answer any questions you might have.

Services Provided

- Regular monitoring and management of the Celebros Salesperson-powered search and its advanced merchandising features on your site in order to maintain effective, accurate and relevant search results
- Search, merchandising and usability consulting, tailored to your site and designed to increase customer traffic, conversions, order size, and more
- Regular review and proactive optimisation of your shoppers' top queries designed to push hot products to the forefront while repositioning those that have cooled
- Timely modifications to accommodate for new products and changes in overall shopping trends, seasonal campaigns, holiday specials, and so on
- Periodical reporting & statistics on the services that have been provided
- The scope and availability of certain services is dependant on the selected service model option. For more details on these options, or for a complete list of individual services, contact Celebros today.

"We decided to leverage the Celebros Merchandising Services group for their expertise and ongoing assistance to optimise our search results. [They] are the experts with their technology and are, therefore, better able to add value by continually optimising the search results in a cost-effective manner. Our Managed Services Account Manager dedicates time to us each month in order to improve our search results and makes search usability recommendations. This service allows me to be more productive and gives me the time to be more strategic."

Karen Gilliland, Chief Marketing Officer
www.finestationery.com

Expert Online Merchandising Support is Just a Call/Email Away

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