

# How on-site search and recommendations empower e-businesses

By using a combination of intelligent search and navigation combined with behavioural merchandising solutions, online retailers are able to take profitable opportunities: increase sales by up to 50 per cent but also satisfied customers who are more likely to return.



**FACT-Finder®**  
Europe's leading conversion engine



AVAIL  
INTELLIGENCE

## Why search is important

Search functionality has quickly become one of the most powerful tools for online retailers in guiding their visitors, securing their customers' loyalty and increasing sales. Current market research by Norman Nielsen on customer behaviour shows at least 50 per cent of web visitors using the search function straight away upon entering an online store with one out of three visitors terminating their search after not finding what they are looking for. FACT-Finder, with its intelligent search function, does not only recognise and tolerate errors, it also ranks search results according to relevance and purchase data, to name two. In addition search results can be ranked by business rules or popularity. By using partner solutions, video clips may be implemented in the result list, as well as matching product recommendations. The latter is provided by FACT-Finder's partner Avail Intelligence.

## Personalised, relevant product recommendations

By reading a visitor's behaviour on a website, Avail's technology predicts customer interests and personalises the online shopping experience, primarily by recommending products of interest. This is made possible using what Avail calls "collective intelligence", i.e. taking the behaviour of other shoppers with similar interests into consideration to create social recommendations, e.g. "People who bought this item also bought". In an indirect manner you could say that customers are helping each other find the best products.

Avail's recommendation engine can be utilized for personalised up- and cross-selling to offer alternative or complementary products, to drive conversion rates and order values. It supports the entire buying process, from search result pages, product detail pages into the basket, right up to the check-out, and can also be used offsite, in personalised advertisements, mobile stores, emails, in-store kiosks, and call-centre sessions.

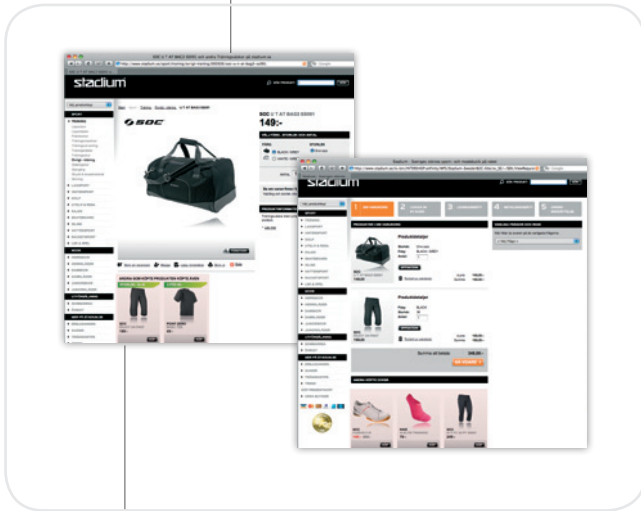
## Combining search, merchandising & recommendations for maximum effect

Once visitors have entered your website, an optimal shopping experience needs to be provided in order to help visitors find and buy products. In today's e-shopping world this begins with a reliable highly error-tolerant on-site search as well as dynamic and structured navigation. Connected with individualised promotions, recommendations and merchandising tools, the perfect matching shopping journey for each user is paved.

FACT-Finder and Avail deliver personalised search results, sorting them according to relevance and visitors' interests by comparing them, for example, to purchases of visitors who searched for the same products. Additionally, optimal recommendations are given to the visitors by analysing this search history. User behaviour may also be related to all other click behaviour, e.g. clicks on top-level navigation categories or product detail pages.

The benefit of this synergy for the e-tailer: up-selling and cross-selling both increase, resulting in higher conversion rates and average order values. In general, customers often see an increase in sales per visitor of 10-20%, depending on type of shop and positioning of recommendations. And through the integration of professional on-site search & navigation, shop owners can achieve an additional boost in their conversion rate by always suggesting and finding the right products.

Recommendations on product detail page



Recommendations in the basket

## Your advantages:

Lead your customers to the right products - and increase basket sizes!

- Higher conversion rates through optimised search & navigation
- Fuller baskets: increased average order value
- Satisfied customers through personalised shopping experience

LOGGA IN | KUNDSUPPORT | OM STADIUM | SITEMAP | DIN VARUKORG INNEHÅLLER 0 PRODUKTER

**stadium** SÖK PRODUKT:  SÖK

SPORT

- ▶ TRÄNING
- ▶ LAGSPORT
- ▶ VINTERSPORT
- ▶ GOLF
- ▶ UTE LIV & RESA
- ▶ KAJAK
- ▶ SKATEBOARD
- ▶ IJLIME
- ▶ RACKETSPORT
- ▶ LEK & SPEL

MODE

- ▶ HERRSKOR
- ▶ HERRKLÄDER
- ▶ DAMSKOR
- ▶ DAMKLÄDER
- ▶ JUNIORSKOR
- ▶ JUNIORKLÄDER

VARUMÄRKEN

- ▶ ADIDAS
- ▶ NIKE
- ▶ PUMA
- ▶ MER PÅ STADIUM.SE
- ▶ ERBJUDANDEN
- ▶ TRÄNINGSTIPS
- ▶ GUIDER
- ▶ KÖP PRESENTKORT
- ▶ VÅRA BUTIKER

DIN SÖKNING PÅ "FOTBAL" GAV 175 TRÄFFAR.

FILTRERA KATEGORI	FILTRERA VARUMÄRKE	FILTRERA PRIS
Fotboll (109)	ADIDAS (49)	≤ 100.00 (27)
Adidas (25)	SOC (38)	100.00 - 199.99 (31)
Produkter - Nike (9)	NIKE (32)	200.00 - 399.99 (35)
Nike (8)	POINT ZERO (18)	400.00 - 599.99 (21)
Träningskläder (6)	PUMA (18)	600.00 - 999.99 (25)

ORTERA  Väj i listan  PRODUKTER / SIDA: 20 / 140  VISA ALLA  VISA BILDSPEL

POINT ZERO FOOTBALL GOAL MZ 999:-	SOC T NATION TEE S10 199:-	ADIDAS DELU 3S Scarf 149:-	PUMA CAMEROON H JSY SR 699:-
SOC U.F. MINI SS091 79:-	PUMA ITALIA H JSY SR 599:-	SOC U SAFRICA MINI S10 79:-	ADIDAS DSU H SHO 349:-

FACT-Finder tolerates all kinds of typing errors out-of-the-box.

Dynamic After Search Navigation helps find the right products quickly, with just a view clicks



# AVAIL INTELLIGENCE

Avail Intelligence ([www.avail.net](http://www.avail.net)) is Europe's largest provider of online merchandising solutions for the retail industry. Since 2000, Avail has delivered more than \$1 billion in added sales for customers.

Based on an advanced product recommendation engine, the Avail Behavioral Merchandising™ platform analyses the behaviour of all shoppers, and uses it to automatically present the most relevant products to each individual. This enables retailers to personalise the shopping experience for each consumer, resulting in significant, immediate improvements to conversion rates and average order values.

Avail Behavioral Merchandising™ enables retailers to control, evaluate, and optimise their merchandising across languages, currencies, and channels - web, mobile, email and partner sites - from a single interface. It is available either as a Software-as-a-Service solution or for local installation.

To ensure optimal results for its customers, Avail complements its software with an international support organisation, experienced merchandising consultants and a strong network of eCommerce partners. Key Avail customers include La Redoute, Neckermann, GAME, and Redcats Group.

## FACT-Finder®

Europe's leading conversion engine

FACT-Finder ([www.fact-finder.com](http://www.fact-finder.com)) is the European market leader for on-site search and navigation, with over 800 clients worldwide. Since 2001, the error-tolerant, language independent technology, has been setting the pace in the international eCommerce market for leading customers to the right products.

FACT-Finder's integration is straight forward, runs virtually maintenance free with no need for added software to your site. Whether SaaS or self-hosted, you will be free to choose access via web service or XML, and program in your preferred language. And because FACT-Finder is independent of the shop platform you use, you won't have to worry about compliance issues. On the backend, settings and

updates can be performed on-the-fly, directly to the running system, with no downtime for your customers. This allows you to act flexibly by adjusting data immediately and being able to respond quickly to market trends.

Your customer's response is felt immediately, with more relevant results, optimised usability and larger baskets for a sustained customer base. Additionally, many sites report an increase in conversion of up to 25% directly after installation and greater market position as a result.

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