

The First Fully-Integrated **3rd-Party Search Vendor** for Optimizely's B2B Commerce Cloud.

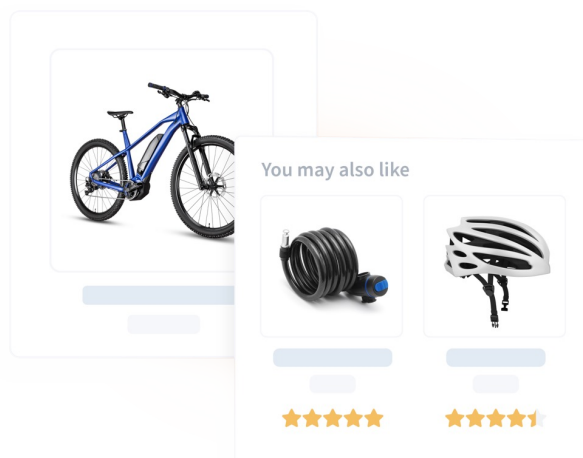
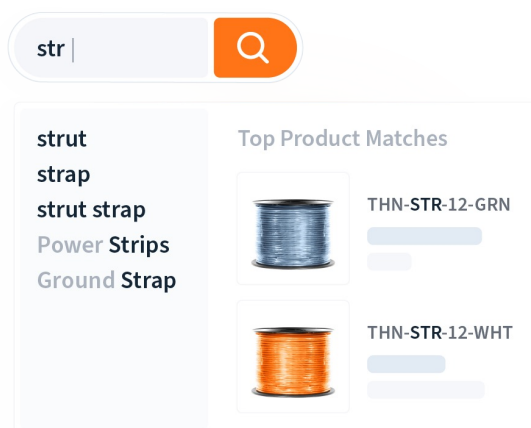
Select directly from within the admin console - no code required.

Additional connector for B2C and content available as a NuGet package repository.

AI Powered Search, Navigation, Personalization & Recommendations

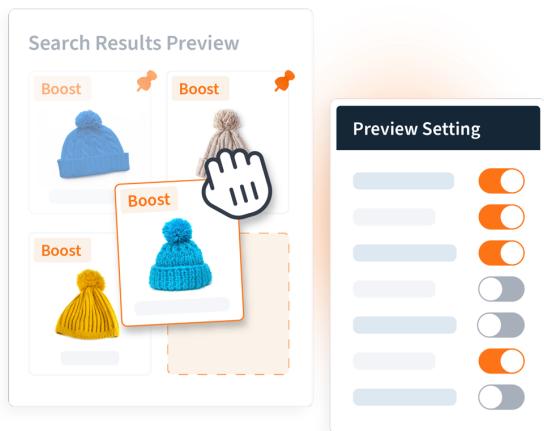
Create Frictionless Online Experiences, Increase Findability & Overcome challenges associated with

- Large volume of SKUs & Attributes
- Large complex product catalogues
- Large and complex category taxonomies
- Content heavy websites
- Content from other sources
- Partial product & keyword searches



Increase Conversions & AOV with Conversion Based Machine Learning & Event Tracking API that Powers Recommendation Widgets

- Trending
- Popular Items
- Frequently Bought Together
- You May Also Like
- Also Viewed
- Added to Cart
- View Then Bought

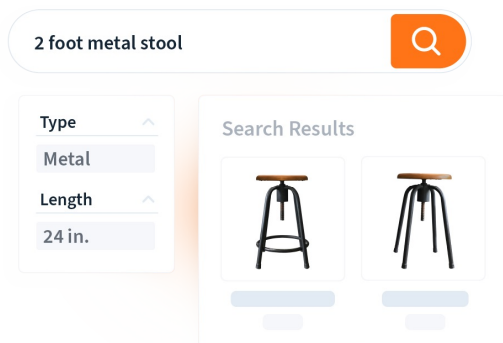


Enterprise Search Without the Need for Enterprise IT – Hawksearch UI is Built to Empower Marketers & Merchandizers

- Drag & drop merchandising functionality
- Simple rule building – *if, this, then, that logic*
- On/Off Toggles
- Rich & real-time visual preview of results
- Campaign scheduling assistant
- Dynamic landing pages
- Persona based targeting

Overcome Data Inconsistencies Across Your PIM, ERP & Commerce Platform

Normalize & cleanse data with Unit of Measure Conversion Logic & SKU Analysers that allow your buyers to search on their own terms.

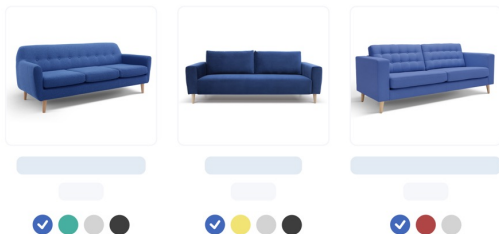


Measurement Phrasing	6" = 6in = 6 inches = ½ foot = .5'
Fraction Conversion	½ = .5 or ¾ = .75
Imperial to Metric Conversion	ml to oz, cm to in, kg to lbs
Symbols of Measurement	volt vs. –volt or amp vs. –amp
Part number inconsistencies	dashes vs. no dashes
SKU issues	the number “zero” vs. the letter “O”

blue sofa



Search Results



Deliver a Relevant & Personalized User Experience

- Predictive auto-complete & auto-suggest
- Product & content rankings defined by previous user activity
- Persona based search results
- Relevant & personalized product and content recommendations
- Variant searches – parent vs. Child
- Long tail keyword searches

Deliver a World Class, Measurable Search & Buying Experience to Your Online Users



Dedicated Customer Success Team



Detailed reporting and analytics to measure conversions and track the customer journey



Easily configured machine learning to automate and optimize the online user experience



Custom Professional Services & Business Analytics support



Integration with third party business analytics services including:



Google Analytics



Power BI



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