

# Celebros Salesperson v8

## Site Search and Merchandizing Solution for E-commerce Professionals

Celebros, the industry leader in E-Commerce Site Search, introduces the Salesperson v8 – the ultimate solution for site-search and expert, dynamic merchandizing. Designed to provide e-commerce professionals the best tool for their daily needs, Salesperson v8 streamlines the work process by enabling a panoramic view of all aspects of a shop’s merchandizing and search solution.



### ENRICHED USABILITY BACKED BY INVALUABLE HUMAN EXPERTISE

With a user-friendly, state of the art, Web based interface, Salesperson v8 is the ideal tool for independently creating and monitoring all merchandizing activities, refining search results, and constantly optimizing your search solution, on-the-go.

Tailored to meet individual market objectives and needs, Salesperson v8 is supported by Celebros’ team of knowledge experts, for turning your catalog into an enhanced, “humanized” concept-based shop representation. Your shoppers get the most relevant and action-driven search results, while being exposed to the most effective merchandizing campaigns.

### MORE REVENUE PER CUSTOMER WITH WORLD CLASS SALESPERSON

Salesperson v8 combines instant merchandizing with the ability to manage and optimize a shop’s site search solution.

On-line shoppers get the same experience as being served by a *real live Salesperson*, using their own language to search, and are offered additional related and relevant products of interest.

The unique ability to instantly create and modify new **Virtual Categories** and dynamic refinements based on intelligence from users’ search data, shopping habits and trends — provide a powerful tool for effective merchandizing that dramatically *increases conversion and average order value*.



# Virtual Category - the bridge between the shoppers' unique search terms and the shop's catalog.

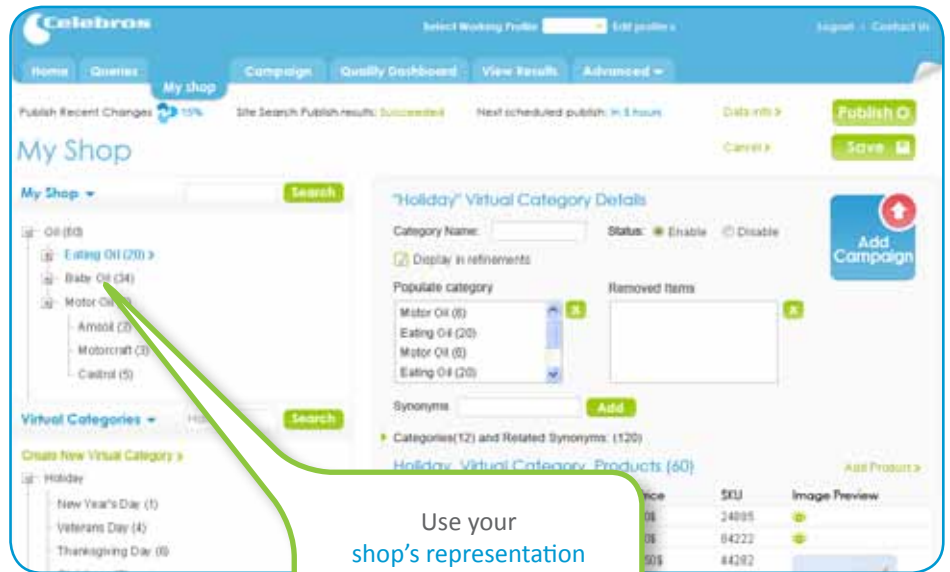


## DYNAMIC MERCHANDIZING FOR IMMEDIATE RESULTS

Celebros' Dynamic Merchandizing Platform enables instant campaign creation and comprehensive management of all your online promotional activities:

landing pages, banner campaigns, alternative products, and the new category promotion campaigns.

E-commerce professionals can now view their search results complete with related campaigns, and use search query related intelligence from fallback and top queries reports to optimize their merchandizing efforts. They can easily update complex promotions and boost their campaigns at a click from every screen, generate synonyms, edit refinements and more.



Use your shop's representation to quickly tweak refinements and create Virtual Categories in a few simple steps.



## FEATURES & BENEFITS

### Comprehensive Search Solution

- Concept-based shop representation
- Designed for conversion
- Tuned for NLP understanding

### Powerful Conversion Technology

- Only site search with response time of 0.05 seconds
- Over 250 search algorithms
- Above the fold accurate results

### Available in 7 languages

### Action Based Intelligence

#### Instant search query tweaking

- Leverage top queries
- Eliminate fallbacks
- Enhance multi-select navigation and filters across attributes

### In-house Expertise

- Catalog optimization
- High level support
- Dedicated account managers
- Professional services support

### One Click Merchandizing

- Short time to market
- Effective response to market trends
- Creation of all campaign types
- Featuring category promotion & dynamic refinements
- Use of Virtual Categories without data file manipulation

### Quick and Simple Implementation

- No change to your code or database

## About Celebros

Celebros Ltd. is an industry leader in site-search, merchandizing, recommendations and mobile commerce for online retailers. Through its intelligent concept-based search, Celebros site-search understands the shopper's intent, and returns relevant and accurate results, every time and on the first page, which translates into increased Conversion Rate and Revenues for online stores.

Celebros, the first Magento Industry Partner for site-search & merchandizing, provides a tightly-integrated solution to support all Magento editions.



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