

Find the perfect gift quickly

Many times your shoppers are in a hurry and aren't quite sure what they want or what would make a good gift for that special someone - but they do know that they want to find "it" fast. Celebros Gift Finder was created to help your shoppers in situations like this or at any time in their shopping experience.

Even before shoppers start their search, Gift Finder asks them specific questions in order to best direct them to what they are looking for, immediately delivering useful product recommendation results. This module helps relieve shopping related stress and increases the likelihood of a purchase being made.

How it works

Originally developed to help shoppers find the perfect gift, the Gift Finder module can be adapted to include other broad product categories that best fit your online product catalogue. Performing much like a live salesperson, Gift Finder asks shoppers a series of questions relevant to the subject of their product search. In the case of gifts, for example, questions about the intended recipient such as their gender, size, tastes,

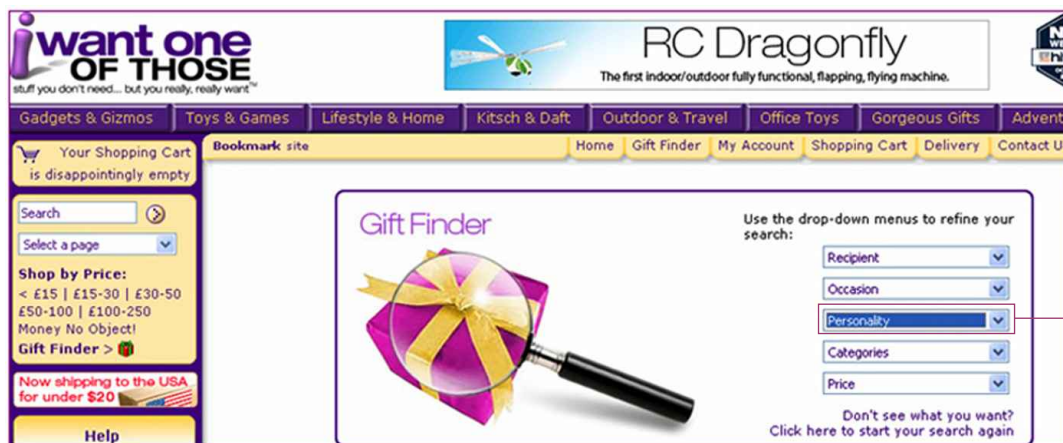
personality, etc. Gift Finder uses the submitted information to produce a set of results that best matches all the given criteria.

In order to implement Gift Finder Celebros needs only your hierarchy of products as they appear in your catalogue - indexed to useful categories you want to display to your customers. These categories will be displayed as drop-down menus used to refine search queries made using Gift Finder. Every aspect of the module can be fully customised according to your needs and desires. Once the required data is provided and agreements reached on the UI, Gift Finder can be up and running on your site within days. Note that Gift Finder can be implemented on any Celebros version.

Gift Finder improves your service and your bottom line

Assisting shoppers to most efficiently find the items they want results in higher conversion rates and increased sales. Your site is perceived as more professional and user friendly. By helping shoppers find products they want more quickly & easily, you enrich their experience while increasing your sales revenues!

Gift Finder on IWOOT's site



Note the unique personality types - chosen to match the site's not-exactly-ordinary gifts.

- Personality
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- Adventurous (29)
- Big Kid (74)
- City Slicker (46)
- Couch Potato (41)
- Country Bumpkin (38)
- Design Guru (43)
- Gadget Addict (69)
- Happy Hippy (58)
- High Flier (35)
- Hot Lover (19)
- Kitchen Maestro (41)
- Miserable Sod (30)
- Party Animal (34)
- Raver (41)
- Someone who has it all (63)
- Sporty (22)
- Traditionalist (71)
- Urban Fox (79)

Celebros Gift Finder is guided shopping at its best!