



Celebros' Qwiser™ Traffic Builder Solution Debuts at Forzieri.com

Greater focused traffic to luxury online retailer leads to significant increase in sales.

LONDON, 19 December 2005 - Celebros Ltd., leading provider of search, navigation and analytics solutions, announced today that its long-time customer, www.Forzieri.com, the international online store selling luxury and designer fashion accessories, has seen significant traffic and sales increases as a result of Celebros' new Qwiser™ Traffic Builder component.

Traffic Builder was developed to increase focused online traffic and deliver shoppers. E-commerce research shows that most online shoppers begin their shopping trip at external search engines such as Google or Yahoo! – which return thousands of results per search. But, since most shoppers rarely get past one or two pages of results, it is paramount for online shops to rank highly on search engine results pages.

Qwiser Traffic Builder achieves high rankings by leveraging the Qwiser™ Salesperson and Qwiser™ Analytics solutions already running in the shop. With information gleaned from the data and profiles produced by these components, Traffic Builder creates and embeds customized content on previously invisible web pages so that they attract attention from, and gain high ranking in, external search engines. It thus ensures that these online shops appear on the first and second pages of results.

One of Celebros' first customers to sign on for Traffic Builder was Forzieri. The Italian based corporation uses Qwiser Salesperson on their US site.

CEO Andrea Forzieri describes Traffic Builder as "...one of the most important things Forzieri.com did this year to attract traffic and raise revenues. The amount of traffic the solution directs to our shop is steadily increasing, growing into the thousands and making a dramatic difference. We believe traffic will continue to grow and we expect to really reap the benefits during this holiday season."

Tal Rubencyk, VP Marketing Celebros added, "An important reason Traffic Builder succeeds in delivering shoppers is the way it is built – a single click brings shoppers to the items they are searching for. For instance, when shoppers search Google for an "Armani scarf," Forzieri is right up there at the top of the results. When shoppers click their link, they are brought directly to the Armani scarves they want in Forzieri's shop. This is immediate, focused service that increases conversion rates. In addition, the software keeps refreshing the optimisations on the site so they're always current."

Traffic Builder sharpens the search engine optimisations (SEO) or other tools many online retailers use with greater focus and precision, making SEO significantly more effective. At the same time, shops that do not use SEO can start off with the Celebros solution. Forzieri added the solution to the popular shopping comparison site it uses to boost traffic.

About Celebros

Celebros (www.celebros.com), founded in 2000, is a leading provider of advanced search, navigation and analytics solutions for e-commerce sites. Celebros has offices in the UK, France, Germany, US, and Israel.

Contact:

Simon Peirson
UK Sales Manager
Tel: 0870 366 5274
E-mail: speirson@celebros.com

About Forzieri

Forzieri.com, the Internet retail division of Firenze Seta s.r.l., an Italy-based company located in Florence, is online since 1999, offering premium Italian designer accessories at affordable prices. The impetus for going online was the large number of calls from customers requesting products when unable to come to Florence. Forzieri.com continually adds more departments and services to bring customers an even wider array of personal accessories. Forzieri.com's policy is: the customer always comes first, second, and third.

Contact:

Andrea Forzieri
CEO
Tel: +39 552 13869
E-mail: andrea@forzieri.com