

Celebros™ Cross-Sell

Show the right products to the right people at the right time

CelebrosTM Cross-Sell is the most effective way of maximizing ROI for your online store.

In no time at all, your shoppers are efficiently exposed to additional and related products that compliment their initial search. From the landing page all the way to checkout, Cross-Sell's powerful recommendation engine presents additional items that capture the shopper's attention throughout their visit to your site. The shoppers are welcome to choose from a set of dynamically generated product suggestions that are targeted to their interests - resulting in increased average order sizes and higher overall sales revenues.

Your online merchandising is powered by real-time search and behavioural analytics data. Product recommendations are based upon a winning combination of detailed metrics (clicks, purchases, shopping cart information, etc.) across your product catalogue hierarchy. In the event that insufficient information is available on a specific item, Celebros' artificial intelligence mechanism suggests alternative solutions based upon weighted, real-time analytics data.

The new Celebros Cross-Sell is the ultimate tool for translating your clients' shopping preferences into increased sales.

The table below shows revenue increase highlights at a long time Celebros customer - Woodcraft Supply - when comparing Celebros Cross-Sell with their in-house module.

Product Recommendations on:	Results with Celebros Cross-Sell
Product page	58% increase in revenues
Add to cart page	107% increase in revenues

About Woodcraft Supply

Founded in 1928 and online since 1995, Woodcraft is one of America's oldest and largest suppliers of quality woodworking tools, training, and supplies. Woodcraft offers over 15,000 woodworking products through direct mail marketing (annually distributing more than two million catalogues throughout the US and over 100 other countries), online, and at more than 80 retail shops.

The dramatic results, experienced by Woodcraft over a period of six months and verified by Fireclick, a mutual data processing partner, can be better understood in light of the fact that, under their prior merchandising solution, recommendations were handled manually and only about half the products were covered. Rather than selecting items for recommendation manually, Cross-Sell employed smart algorithms using real-time customer search data to dynamically formulate product specific recommendations across their entire product catalogue hierarchy.

"Woodcraft has been a satisfied Celebros search customer for three years. We have taken advantage of every Celebros offering, including Traffic Builder and their Managed Services. We were pleased to test their Cross-Sell module - it was an area that we knew we needed to improve, but never took the steps to get there.

We were happily surprised by the impact of the new module. When the Cross-Sell suggestions proved accurate, we did not hesitate in adding them to all of our product pages with incomplete or missing suggestions. It's amazing that Celebros recommendations outperformed the existing module by over 100%!"

Nancy Miller, VP Internet & Technology, Woodcraft Supply Corp.

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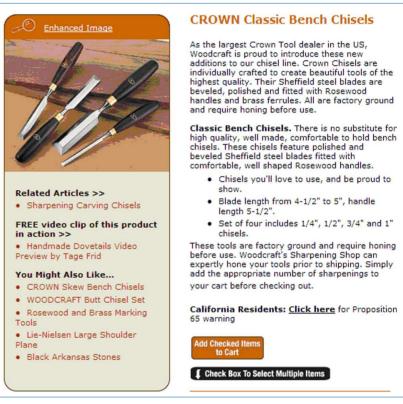


These are results for a search for a "bench chisel." The shopper has chosen "Crown Classic Bench Chisels" and is presented with relevant and useful product recommendations on the left side of the screen.

The shopper has arrived at the checkout stage and the product recommendations generated by Qwiser Cross-Sell continue (right side of screen). They are dynamic and change based on the shopper's previous selections.

Celebros Cross-Sell at Woodcraft:

+58% revenue on Product page



+ 107% revenue on Shopping Cart Page



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