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CONVERSION TECHNOLOGIES

Dynamic Catalog Management

In today's competitive, fast paced world of on-line shopping, flexibility and fast reaction times are key elements for every shop's success. Consumer trends and buying habits change constantly so as an e-tailer, keeping your site updated and current is essential or you'll be left with inventory you can't sell, high abandonment rates and decreasing conversion rates.

With ConversionPro V8's cutting edge conversion technologies, you can easily manage your shop's catalog to achieve the perfect balance between your catalog, your business goals and your customers' needs. ConversionPro V8 is designed to support catalog manipulation without changing, touching, re-writing or re-uploading your product feed all while being completely independent of your developers or IT department. You can easily and instantly create a new Virtual Category to re-group products to create new points of interest in your shop. Creating a new Virtual Category is easy, fast and can be created in 4 easy steps:

1 Create category   ▶   **2** Populate category   ▶   **3** Achieve needs   ▶   **4** Enhance exposure

+ Create a new category with two easy clicks

+ Easily populate the new category with products by simply clicking on the desired category in the catalog tree. You can add products from any number of categories to achieve the best selection.

+ Use the friendly mapping rules feature to tweak the product set to achieve your marketing needs (for example: for "action figures" for ages 1-3 make sure products with the combination text "batteries included" in the title or description are removed from this category, for the "Olympics Gear" category select only products belonging to official Olympic games sponsors, select individual products from various categories to create a perfect themed product set).

+ Mark the new category to appear in the search refinements to enhance its exposure and effect.

By dynamically managing your virtual categories and maximizing your catalog you ensure the right products are always showcased, your shop is always relevant and up to date with the trends most relevant to your business.

Now that you've created your Virtual Category, you'll want to show it off:

• Create a category promotion campaigns to make sure the most profitable brands or products appear first in the search results.

• Create an alternative products campaign that will be activated whenever shoppers search for products you don't carry, giving them a relevant alternative product group instead.

• Drive conversion by creating a banner campaign (Flash, HTML or image banners) that will appear whenever shoppers search for products related to this category.

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Conversion Pro V8
Is the only conversion platform that gives you the flexibility to turn your catalog into a dynamic shop that's relevant, current and optimized for higher conversions and increased sales.

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