

## EasyAsk for Magento

### **Benefits**

#### **Increased Conversion Rates –**

EasyAsk's industry leading search delivers the right product on the first page to convert more customers.

#### **Superior Shopping Experience –**

The more flexible faceted navigation of EasyAsk provides a superior online experience increasing customer loyalty and return visits.

#### **Increased Order Sizes –**

EasyAsk's easy merchandising enables more compelling and timely cross-sell and up-sell offers to increase add-on sales and overall purchase value.

#### **Agile Merchandising –**

The easy-to-use EasyAsk merchandising tools allow business users to rapidly add or adjust offers and strategies in the changing marketplace.

#### **Reduced maintenance costs –**

EasyAsk's natural language rules enable real-time promotional relationships and derived attributes which reduce the cost of maintaining your product catalog.

Magento is the fastest growing eCommerce platform on the market, with features that make it easy to build and deploy eCommerce sites, as well as manage eCommerce operations.

While Magento provides a great e-commerce platform, there are areas where functionality is lacking, including: poor keyword search (Solr), simplistic navigation and hard-wired product merchandising. This lack of functionality can create a poor customer experience that impacts online revenue and higher catalog maintenance costs.

EasyAsk provides a significantly better offering for site search, navigation and merchandising on your Magento site. With EasyAsk on top of your Magento eCommerce Platform visitors will quickly be converted from shoppers to buyers, which will increase your customer conversion rates, order sizes and online revenue.

### **EasyAsk for Magento**

EasyAsk for Magento gives you the customer conversion power of EasyAsk natural language for your Magento e-commerce site. With EasyAsk, visitors will find products faster, your promotions will be more effective and maintaining your site will be easier.

How does EasyAsk do it? The secret is the natural language technology used by EasyAsk eCommerce Edition which is far superior to embedded search based on Solr. EasyAsk natural language gives your Magento site:

- A more powerful search box where customers can ask for exactly what they want – “men’s blue polo shirts under \$50” – finding products faster and greatly increasing the odds of purchasing,
- A greater number of navigation and attribute options built directly from your product catalog or derived by EasyAsk to reduce catalog maintenance costs,
- Easy to use merchandising tools so merchandisers can self-manage promotions and dynamically identify cross-sell, up-sell and other product relationships for real-time promotions.



## ***The Best Search in the Industry***

EasyAsk natural language search allowing customers to find products faster using long-tail, descriptive searches and even voice input from a mobile device for Magento mobile sites. Customers find what they are looking for faster and convert to buyers just as quickly.

Through direct integration with your Magento product catalog and attributes, EasyAsk quickly builds you a best of breed search capability without any changes to your Magento system. EasyAsk natural language also allows you to create new "product concepts" where groups of products can match the way customers might search – "cold weather jackets" or "lightweight rain jackets".

## ***Flexible Navigation & Attributes***

EasyAsk provides a more superior, more flexible navigation capability for your Magento site. Any number of attributes can be used in the navigation and a dynamic display plug-in seamlessly integrates with your site and offers move features including the selection of multiple attributes for faster navigation.

EasyAsk also gives you powerful "derived attributes" that allow you to create new product categories and attributes from existing product information on the fly. This technique gives your merchandising team greater flexibility without the time and cost of restructuring your Magento catalog.

## ***Agile Merchandising***

EasyAsk has an easy to use merchandising studio that allows merchandisers to define and rollout promotions as well as make changes to the search experience without IT support, speeding time to market and reducing IT costs.

***EasyAsk allows our customers to find the right products quickly and efficiently. The resultant uplift in conversion rates and revenue – a 35% increase in search conversion rates and a 24% increase in revenue from search – has been extremely positive.***

***Chris Todd, The North Face EMEA***

While Magento product relationships such as categories, cross-sells and up-sells are hard-wired in the catalog, EasyAsk merchandising rules can derive these promotional relationships in real-time. This dramatically increases your promotional flexibility and reduces the long term cost of managing these hard-wired relationships in the Magento catalog.

## ***Deep, Actionable Analytics***

EasyAsk includes a rich set of analytics that allows e-commerce managers to optimize the search environment. Merchandisers can see customer search and navigation behavior, and quickly adjust the environment from those reports using point-and-click operations

## ***Magento Connector***

EasyAsk Connector for Magento seamlessly integrates the best-in-class EasyAsk search, navigation and merchandising services into Magento e-commerce sites. The Connector integrates with your Magento product catalog to automatically build search and navigation services, and seamlessly integrates EasyAsk into your Magento site display with no API programming. The Connector dramatically reduces deployment time and costs.

## ***ABOUT EASYASK***

*EasyAsk is the leading provider of natural language software and solutions. EasyAsk's ground-breaking natural language software is radically changing the speed and ease of how people find information. Customers such as the North Face, Anna's Linens, Coldwater Creek, Aramark, Journey's, Harbor Freight Tools, Hartford Hospital, and Ceridian rely on the EasyAsk software products to run their business and e-commerce operations daily. For more information please visit us on the web at: [www.easyask.com](http://www.easyask.com).*

## ***CONTACT US***

*EasyAsk Headquarters  
200 Wheeler Road  
Third Floor  
Burlington, MA 01803*

*Phone: 1.800.425.8200  
Email: [sales@easyask.com](mailto:sales@easyask.com)  
Web: [www.easyask.com](http://www.easyask.com)*