

EasyAsk E-Commerce Search

Benefits

Increased Conversion Rates –

With EasyAsk customers can find specific products faster, leading to higher sales conversion rates.

Better Customer Experience –

The easier search and navigation of EasyAsk provides a superior online experience increasing customer loyalty and return visits.

Increased Wallet-share –

EasyAsk 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.

Fast Implementation –

EasyAsk e-commerce search is easy to implement, and requires little ongoing support, reducing the IT burden and cost.

Keeping your site easy to search and navigate and making it well merchandised is critical to bettering your conversion rates. EasyAsk e-commerce search has helped customers achieve industry-leading conversion rates that dramatically increase their e-commerce revenues.

The intelligent search, navigation and merchandising capabilities of EasyAsk e-commerce search powered by the unique natural language technology provide a shopping experience that speeds customer purchase decisions. It allows buyers to enter highly descriptive searches to find products faster and enables merchandisers to create highly targeted offers on their own.

Simply Better Search

Studies have shown that 85% of site searches do not return what the user sought, and 80% of visitors will abandon a site if search results are poor. EasyAsk delivers a better search experience for your customers by enabling them to find products faster and eliminating frustrating searches that return no results or too many products.

With EasyAsk natural language search, customers can use the search box to enter complete phrases describing what they seek – “red sleeveless dresses under \$50” – and get exact results the first time. This superior search enables buyers to find products faster which dramatically increase conversion rates.

In addition, EasyAsk helps eliminate the most frustrating experience a buyer can have – getting a “no results” page. EasyAsk’s natural language technology drives better underlying search techniques such as spell-checking, relaxation and stemming to virtually eliminate the “no results” page from your site.



Use Product Concepts

Natural language search allows your site to support these "product concepts" and present an accurate set of products that match the concept. Searches can include any attribute value (colors, sizes, prices and more) in the search, allowing the visitor to ask for exactly what they want.

Dynamic Navigation

EasyAsk also delivers a superior navigation experience to help guide customers to their products. It supports dynamic attributes and derived facets that give your site navigation the flexibility and promotional capabilities to increase conversions.

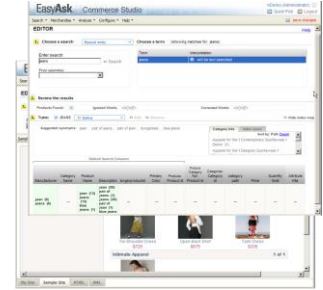
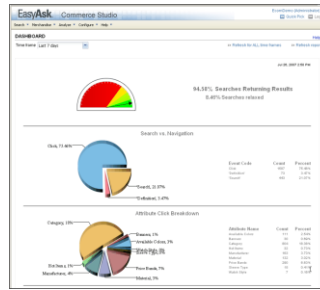
Merchandisers create natural language rules to dynamically derive attributes interactively, and tailor them to the product areas the visitor is exploring. The natural language rules can derive attributes from any fields in your product catalog and adds to the richness and diversity of the navigational attributes.

Flexible Use of Catalog Attributes

EasyAsk works directly with your product catalogs to rapidly build an environment that supports highly descriptive searches and rich navigation. EasyAsk can also use operational attributes such as product age, stock levels or product margins to adjust search results and derive new categories.

Easy to Use Tools

Consumer trends, brands and products are constantly shifting, pressuring merchandisers to deliver better offers and promotions. The EasyAsk Commerce Studio gives merchandisers easy to use tools to adapt and optimize how products are promoted on the site.



Natural language rules drive targeted offers and promotions. These rules are easily created by business user and are automatically applied across any attribute and support a variety of merchandising techniques – rising products in results, banners, carve-outs and more.

The easy to use Commerce Studio, allows merchandisers to manage promotions on their own. Users can easily describe promotions, visualize the results, and tune the promotion until they are satisfied.

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

Learn More

To learn more about EasyAsk eCommerce Edition please visit our website at www.easyask.com. To schedule an in-depth briefing and demonstration, please contact EasyAsk at 1.800.425.8200 or email us at sales@easyask.com.

ABOUT EASYASK

EasyAsk is the leading provider of e-commerce site search, navigation and merchandising solutions for e-commerce and mobile commerce. EasyAsk products go far beyond traditional site search, delivering unprecedented accuracy and precision to deliver increased conversion rates, improved customer experience and agile merchandising. The EasyAsk products used by leading e-commerce sites such as The North Face, Samsonite, Anna's Linens, Journey's, Lillian Vernon, Aramark, JJill, True Value, Andertons Music and Sonic Sense. For further information please visit www.easyask.com.

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