

EasyAsk for Mobile Commerce

Benefits

Increased Conversion Rates –

With EasyAsk for Mobile Commerce customers can search using their voice and find specific products faster, leading to higher sales conversion rates.

Better Customer Experience –

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

Increased Wallet-share –

EasyAsk drives targeted mobile promotions 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 mobile offers and strategies in the changing marketplace.

Fast Implementation –

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

For a visitor to buy your product, first they need to be able to find it. But mobile commerce sites require a different approach due to the smaller screen size and clumsy input methods. Keeping your mobile site easy to search and navigate and making it well merchandised is critical to bettering your conversion rates.

EasyAsk for mobile commerce provides voice-enabled natural language mobile search that differentiates your mobile commerce site from the competitors and converts customers into buyers faster and easier. EasyAsk for mobile commerce allows customers to find products by speaking with their mobile device and interact with visitors in the new responsive designs mobile sites require.

Search is Critical in Mobile Commerce

Mobile commerce has become just as important as web based e-commerce, both in the U.S. and around the globe. These statistics from research firm InMobile provide the proof:

- 60% of global consumers use mobile devices as their primary or exclusive means of going online
- 83% of global shoppers who use mobile devices plan to make a mobile purchase in the coming year

Search is ever so important on a mobile commerce site due to the constraints of the mobile device – smaller screen size, clumsy thumb-pad typing and more.

EasyAsk voice-enabled mobile search breaks those barriers by allowing customers to say highly descriptive searches directly to your mobile commerce site via their mobile device and get the exact products they are looking for on the first page, every time.



EasyAsk Mobile Commerce Customers

EasyAsk for Mobile Commerce does much more than search – it allows you to deliver a complete mobile experience for your customers with mobile-optimized search, navigation and merchandising.

As opposed to other 3rd party site search products which force you to use off-site page templates, EasyAsk works with your site design and pages. With newer Responsive Design techniques to optimize for desktop and mobile experiences, this makes EasyAsk the best choice to more easily and effectively work with your site for the best shopping experience.

Voice-Enabled Search

EasyAsk's patented natural language search technology brings your mobile site to life by voice-enabling your search box. Customers can speak highly descriptive searches such as "women's red sleeveless dresses under \$100" and get those exact products on the very first page.

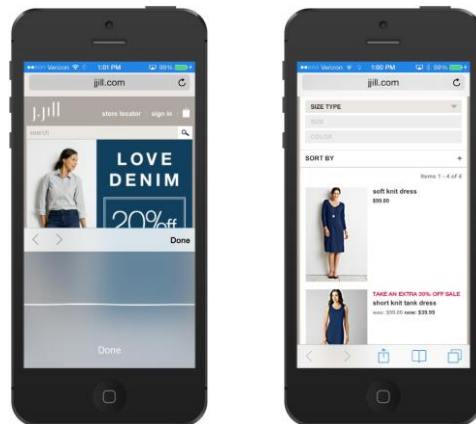
Unprecedented Accuracy and Precision

In a mobile environment, accuracy and precision are critical. EasyAsk's natural language technology and advanced relevancy model virtually ensures customers will get the products they are looking for on the very first page to convert them faster.

Nothing is more frustrating to a mobile user than getting a "no results" page. EasyAsk's drives better underlying search techniques such as spell-checking, relaxation and stemming to virtually eliminate the "no results" page from your mobile commerce site.

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.

Flexible Use of Attributes

EasyAsk works directly with your product catalog to rapidly build an environment that supports highly descriptive searches and rich navigation. EasyAsk can also use mobile specific operational attributes such as location and local store inventory levels to adjust search results and derive new categories.

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 for Mobile Commerce 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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