

FACT-Finder *Feature Update*

FACT-Finder is **the** error-tolerant Search and Navigation solution for online retailers. Intelligent features provide a perfect shopping environment for the customer. The **Recommendation Engine** combined with **merchandising** and **social commerce features** work to increase website's sales and customer satisfaction.

Improved core technologies

FACT-Finder's innovative technology and dependable foundation have been offered in the ecommerce market since 2001. The core is an error-tolerant similarity search, but many additional features have expanded the system to be a comprehensive search application.

Continuous development enhances the quality of FACT-Finder: its ability to handle **international data** has been improved, leading to the current version that now also understands non-roman alphabets (such as Cyrillic), in addition to syllabic (e.g. Arabic, Korean) and ideographic (e.g. Chinese, Japanese) scripts.

Additionally, the **performance** has been adjusted to take advantage of current server systems: using **multi-core systems** scales FACT-Finder's performance proportionally with each additional processor core. This reduces background computing resources, resulting in a noticeable improvement in the shopping environment for your customers.

Recommendation Engine

Use cross-selling and up-selling to achieve a lasting improvement in your online sales. The Recommendation Engine lets FACT-Finder know which items are frequently purchased together in your shop. For example, a person who purchases a skirt may be interested in a matching blouse, pocketbook, or shoes, etc.

FACT-Finder displays appropriate cross-selling and up-selling items immediately with each product, or as "impulse selections" with the shopping cart.

The determination of corresponding recommendations is based on shopping cart data (from sales), as well as category and attribute similarities. The advantage is that FACT-Finder can immediately display appropriate recommendations, even for newly added articles!

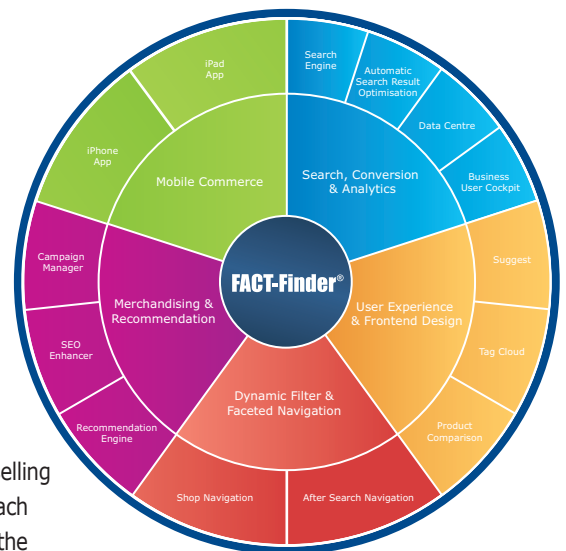
Merchandising

FACT-Finder's comprehensive merchandising features include rankings, relevancies, best sellers, campaign management, promotions, and category weightings.

Use each of these options to improve the marketing of your products. For example, promote products with an especially high margin to the beginning of the results list, or enhance the search results with matching brand name logos and banners.

Social Commerce Features

Automatic Result Optimization, tag clouds, and a Community Thesaurus form the core of FACT-Finder's social commerce features. For instance, the Community Thesaurus gives you access to a vast reserve of tested associations from the community of our retail customers!



All FACT-Finder servers are powered with 100% "green" energy!

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The screenshot shows the Eddie Bauer website interface. At the top, there's a search bar with 'rok' entered and a dropdown menu listing suggestions like 'rock (104)', 'Rock mit Wolle (19)', etc. Below the search bar, the main content area displays 'Suche nach rok ergab 95 Treffer'. On the left, there are navigation filters for 'Sortiment', 'Preis', 'Farbe', and 'Größe'. The main product listing shows a 'Rock mit Wolle' for 69.95 EUR. Below the main product, there's a 'Folgende Produkte könnten Sie auch interessieren:' section with three recommended items: 'Kurzarmpullover mit Kaschmir', 'V-Pullover mit Kaschmir', and 'Cordrock'.

Search and Suggest

FACT-Finder simply finds, regardless of errors. As soon as the first letters are typed, Suggest provides initial hints for your search. Results appear immediately after the search is launched!

The best results come first

Highly performant FACT-Finder displays its error-tolerant results with the best matches appearing first. The order of the results can be controlled by a number of additional parameters, including positive adjustments for best sellers. Play an active role in influencing search result order!

Automatic Result Optimization places products according to customer preference (most frequently clicked).

Cross-Selling

The Recommendation-Engine displays additional matching results below the details page (in the case shown, a pullover sweater to match the skirt).

After Search Navigation

For an extra bonus on usability, After Search Navigation offers selection filters that correspond to the search results, for example to size, colour, or price. This permits customers to easily reduce the result list to match their own preferences, quickly leading them to the perfect item that they are looking for.

Test it for free:

Test FACT-Finder for free, without any obligation. We would be happy to implement a trial system using your own product data. Just call us: **+44 207 153 1087**

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