

# Display website content that converts – predicted by AI

SEARCH & RECOMMENDATIONS



1

## BOOST CONVERSION BY 20%

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Create search result lists and recommendations based on the user's preferences. Put relevant items on top!

2

## INCREASE ORDER VALUE BY 10%

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Increase the total number of sold items as well as their profit margin by conducting highly personalized user journeys.

3

## BENEFIT FROM 29% HIGHER REVENUE

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Reduce the cost of visitor while increasing the revenue per customer for a boost in overall revenue.

4

## SPEED UP YOUR ROI BY 3 MONTHS

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The no-code ready-to-use SaaS service is configured in a few days. No hosting, maintenance or development needed.

The Intershop search and recommendation engine turns your online shop into your best-trained sales person. The innovative technology will make e-commerce your most profitable sales channel.



### Display only what is relevant to your website visitor

B2B product assortments can quickly add up to thousands of SKU with even more product variants. Sizes, brands, use cases, colors, production lots – the dependencies are endless.

**Each B2B customer has a very clear and long-term need for supplies, creating a distinctive ordering behavior.** Hard-coded product relationships fail to deliver a unique buying experience. Dynamic properties, however, combined with algorithms powered by AI can solve this. Such a search engine predicts search result lists matching the visitor's preferences – with an accuracy of more than 95%.

### Make sure your customers have everything they need

In B2B purchasing, efficiency is key. The right products need to be found quickly, but the order needs to be completed in a reasonable time, too. By **displaying highly relevant additional products, consumables, tools, content or services on product detail pages, the shopping cart page or the check-out area**, you can make sure your customers get everything they need in one order. This increases the frequency in which customers return to your website, reduces workload on your service staff, the CO<sub>2</sub> footprint of your company, and strengthens the trust that your customers build on you. If done right, recommendations can add up to 80% of a company's online revenue.

## Leverage all your data for individual user journeys

Intershop's search and recommendation technology communicates seamlessly with every IT tool and **every source of data via an API-first approach**. PIM, commerce, CRM, location, device, and even real-time data can be connected to create a 360° customer profile in a customer data platform (CDP).

**Stay in full control of the logic** by combining building blocks in the intuitive Build-your-own-algorithms that perform various operations on the knowledge graph: searching, filtering, ranking, transforming, matching, etc. With the integrated test functionality you will continuously assess the results of your evolving project.

## Key features

- 1 Put items and brands that **match previous orders** first in a search result list.
- 2 **Personalize your website** by taking into account what's in the basket already, previous purchases, demographics and more.
- 3 **Use AI to predict recommendations** that are most likely to convert.
- 4 Drag and drop your search parameters to **build algorithms that use all your data**.
- 5 **Connect the high-performance engine via API** to every business capability in your IT landscape.
- 6 Benefit from the most **up-to-date SaaS technology** without the need for hosting or administration.

## How it works

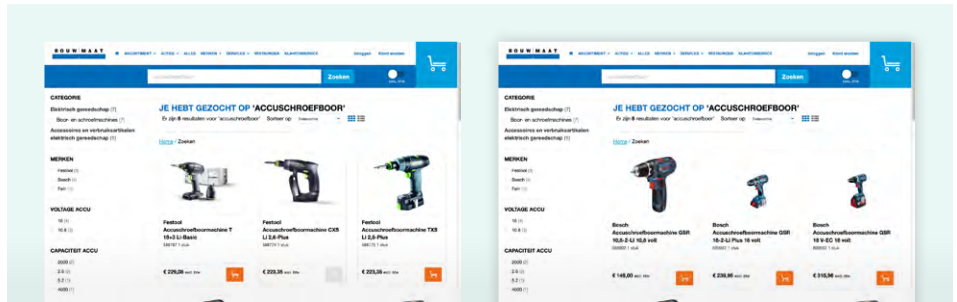
Intershop's search and recommendation engine predicts based on unlimited sources of data which products the website visitor needs and displays them in custom-sorted lists and recommendations all over the website.

## Benefits for your business

Make your customers happy by personalizing your online shop to their needs. Benefit from higher conversion, increased order values and an overall revenue boost of 29%.

## Benefits for your IT team

Leverage AI to create search algorithms that predict your customers' needs. Benefit from SaaS technology that fits seamlessly into your existing IT landscape.



The same store displays different search results based on preferred brands.

# intershop®

## We're built to boost your business.

See what Intershop can do for you at [www.intershop.com](http://www.intershop.com).



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