



Optimise On-Site Search & Navigation

Understanding your customers' search behaviour is key to executing your strategy. Fredhopper has been an on-site search leader for more than 16 years. We offer your customers fail-proof searching, including real-time feedback as they type.

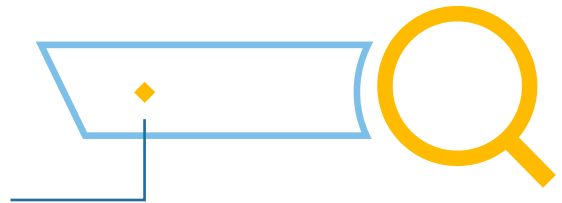


We speak your customers' language, and help you speak it, too. In fact, we're the only company that allows your customers to search in **more than 40 languages** – and still find what they need.

ELIMINATE THE ERRORS

The quality of your site’s search functionality shouldn’t depend on your customers getting the terms exactly right. That’s why Fredhopper’s search solution covers all of the most **common search challenges**. Your customers will get the highest quality search results possible, even with:

- ◆ SPELLING ERRORS
- ◆ SINGULAR/PLURAL DISAGREEMENT
- ◆ COMPLEX OR COMPOUND WORD DESCRIPTIONS
- ◆ PARTIAL MATCHES
- ◆ SYNONYMS



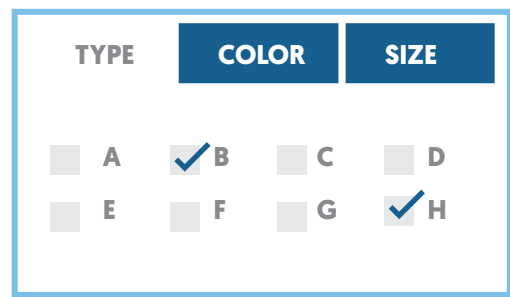
CREATE THE COCKTAIL

Moving an item one row in the search results can have the same effect as offering a 6-21% discount. So Fredhopper lets you rank each product based on a mixture of parameters. Combine page views, gross margin and stock levels to move a product or row up or down in the results. Use season, product type and user gender to push the right products forward.

Whatever factors matter most to you, matter most to us. Make sure the **prime spots in your search results** go to the right products. And automate the rest for speed and convenience.

FINE-TUNE THE FACETS

There’s nothing more frustrating than having to call IT every time you want to adjust search facets. Except maybe missing a conversion opportunity. Fredhopper’s easy-to-use interface lets you create, change and prioritise **facets on the fly**. Offer each target group its own set of relevant facets, prioritised and customised per product group.



SOLIDIFY THE SUGGEST

In online shopping, every second counts. So the faster and easier you can make your customer's search efforts, the more willing they'll be to **stick around and buy**.

Steer customers to the right products and improve their online experience with Fredhopper's targeted suggestion functionality. The self-learning tool requires almost no effort to maintain. But teaching your site to speak your customers' language will reap serious rewards.

Want to take search suggestions to the next level? Fredhopper can help you create **extended search results suggestions** that include editorial content, campaigns, product listings and more. That allows you to bring all of your content into view – not just your products.



ON-SITE SEARCH SUCCESS

Fredhopper has been facilitating successful On-site Search & Navigation since 1999. We share your passion for retail, and we're constantly refining our software to deliver the most powerful, accurate results possible.

Our solutions are fully customisable, **fully scalable and easy to use**. And we're always there to help when you have specific challenges.

EXPAND YOUR ECOMMERCE EFFORTS

Do your eCommerce ambitions reach beyond On-Site Search & Navigation? Find out about Fredhopper's solutions for **Online Merchandising** and **Personalisation**.

Ready to see what Fredhopper can do for you?

Visit www.fredhopper.com or [request a demo](#) today.