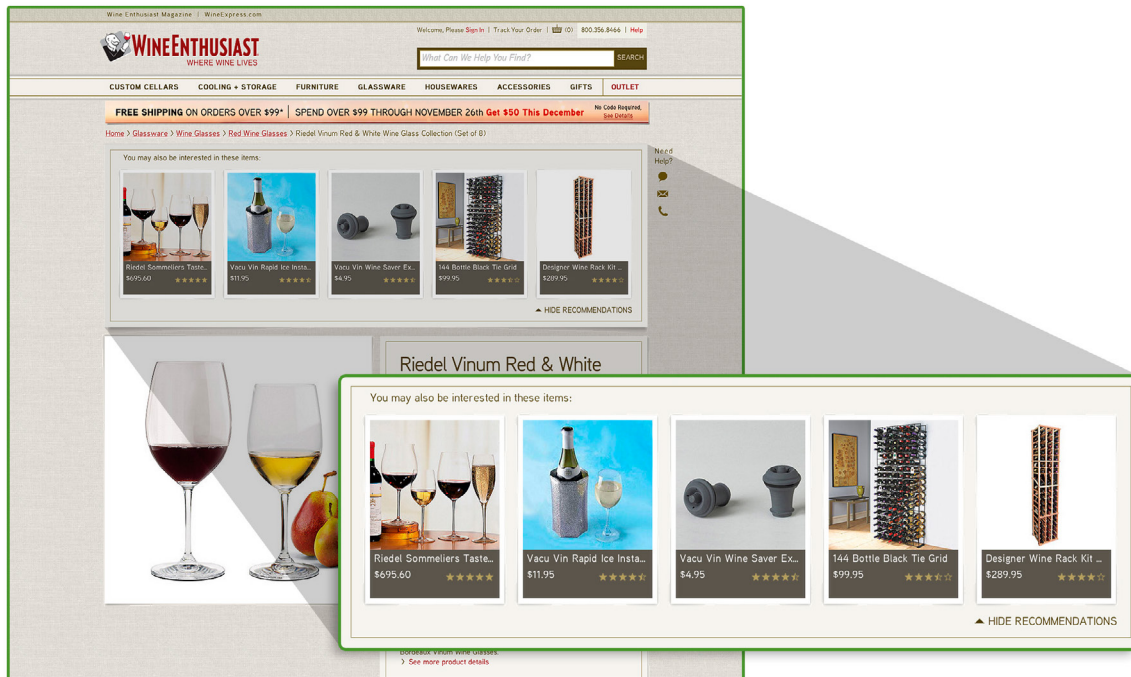


SLI Dynamic Product Banners

Decrease Bounce Rate and Increase Conversions



Key Features

- Banners display products related to users' web search phrase
- SLI learning technology populates banner content
- Custom banners reflect your brand
- Reports provide valuable data and insight

Key Benefits



- Increased e-commerce sales
- Improved conversion rates
- Higher average order value
- Decreased bounce rate from web searches
- Increased time on site
- Increased customer loyalty

Now that's a
good search
result.

SLI Dynamic Product Banners™ is a powerful tool that ensures visitors arriving on a retail site from organic search, paid ads or other referral sites will stay and buy from their site. Dynamic Product Banners™ allows a visitor who enters your site at a product detail page to see relevant products in a centrally-located banner. Since SLI Learning Search ensures that the products in the banner are related to a visitor's original search intent, the visitor is more likely to stay on your site and complete a purchase.

Increase 'Stickiness' of Your Product Landing Pages

It is common for a visitor to bounce from a product page that was found using an organic search engine or referral site. This is because the product detail pages that rank highest for that search phrase may not show the exact appearance, brand or product features the visitor is searching for or the product may be out of stock.

But with Dynamic Product Banners, a visitor who doesn't find the perfect product on the first attempt is likely to click on one of the related products that SLI dynamically serves within the banner. The related products displayed are chosen through SLI's advanced learning engine that takes into account keyword similarity and the activity of other shoppers. With Dynamic Product Banners, visitors move closer to conversions on your site, rather than clicking back to Google (or Bing, Yahoo!, etc.) where they could end up on a competitor's site.

Additionally, you won't lose other product pages that rank highly in search engine queries, so you'll preserve traffic flow while still showing visitors an array of your current product offerings. You can completely tailor the look and feel of the banners to suit your brand. In addition, you can define preferences and multiple rule sets to take into account the visitors' referral source.

Your SLI Customer Success Manager will work with you to review all referral traffic and distinguish between various sorts (e.g. paid and organic). For example, a referral visitor from a shopping comparison site is most likely to search for a specific item; SLI can serve this type of visitor with a presentation banner that showcases items with various attributes, e.g. brand, size, style, etc.

In contrast, a visitor from an organic traffic source such as Google, may have a broader search query; SLI can serve this type of visitor with a presentation banner that extends beyond the product category to show similar products from different brands or complementary products.

View Detailed Reporting to Prove Your ROI

SLI's Reporting Console gives you complete access to reports that track the efficacy of your banners. You'll see detailed reporting on metrics such as conversion rate, clickthrough rate and impressions so you can better understand trends and merchandise popular products.

Custom Banners Attract Buyers

You can easily create custom Dynamic Product Banners with your own information, design, animation and effects, as well as third-party features, such as carousels and sliders. Dynamic Product Banners are designed to get the attention of the organic search visitor in a way that fits into your brand standards.

How It Works

SLI's Dynamic Product Banners solution is a JavaScript widget that is added to your product page template. After the page loads, the script checks to see if the visitor has arrived from a known search engine. If the visitor has, SLI loads relevant product suggestions onto the banner. SLI customers using Dynamic Product Banners are likely to see an increase in their search volume.

Cloud Service Done Right

SLI offers a highly redundant architecture that helps protect you from hardware or other service failures. This costs you nothing and is part of our effort to continuously offer the best service possible. Furthermore, as a hosted service we can readily scale to meet the needs of your site during peak shopping seasons.

About SLI Systems

SLI Systems enables the world's leading e-commerce retailers to increase sales by connecting shoppers with the products they're most likely to buy. With proven search technology that learns from the activity of real site visitors, SLI delivers SaaS-based site search, navigation, merchandising, mobile, recommendations and SEO solutions that arm retailers with the tools they need for rapid growth.

To learn more visit sli-systems.com, sli-systems.com.au or sli-systems.co.uk.