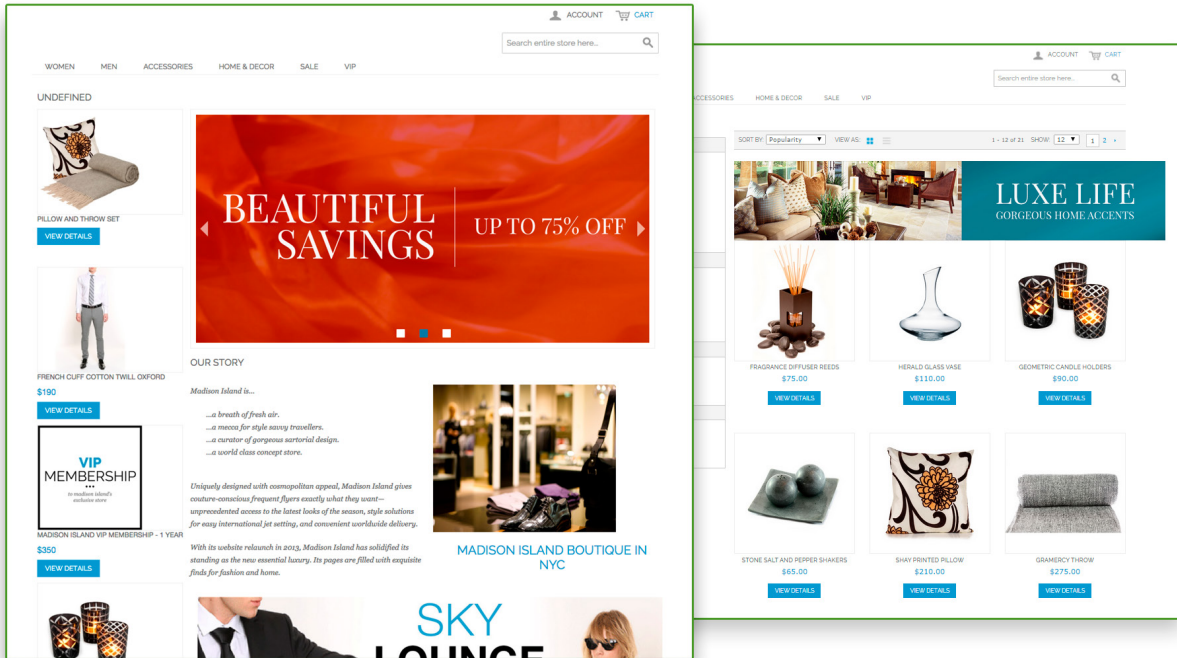


SLI Landing Page Creator

Custom Landing Pages for Promotions & SEO



Key Features

- Simple drag-and-drop functionality
- Custom URL & meta tags
- SEO controls
- Templates for curated results or content-rich displays
- Integrated banners & product results
- Multilingual support
- Real-time reporting & analytics

Key Benefits

- Reduce clicks-to-purchase
- Improve conversion rates & AOV
- Increase organic traffic
- Create intelligent, targeted campaigns quickly
- Segment PPC & email campaigns
- Respond in real time to merchandising opportunities
- Merchandise with complete control



Now that's a good search result.

SLI Landing Page Creator™ allows your merchandising team to easily create and deploy shopper-friendly landing pages on your website. SLI landing pages are built within an intuitive drag-and-drop interface that allows your merchandising team to respond quickly to promotional opportunities with targeted campaigns. You can drive potential shoppers directly to these tailored landing pages by using the dedicated URLs in email campaigns, social media posts, pay-per-click advertising or omnichannel campaigns.

Complement Your Search and Navigation

Landing Page Creator™ uses SLI learning technology to populate landing pages with the products your shoppers are most likely to buy. What's more, it works seamlessly with the entire suite of SLI search, navigation, SEO and recommendations solutions so that your site displays and sells more products.

Direct Shoppers to High-Value Pages to Improve Conversions

Landing Page Creator lets you display products on landing pages based on a search condition, such as brand or item type. Or you can handpick a variety of items to create curated pages of products that would not normally be found with a single search query, such as themed groups (i.e. "Beach Essentials for the Family") or sale items. Use landing pages to improve conversion rates on your site – show shoppers the products they're interested in and reduce the number of clicks required to make a purchase.

Empower Your Merchandising Team

Landing Page Creator allows merchandisers to create and deploy landing pages on the fly, so they can respond quickly to new promotional opportunities. Build, deploy and schedule campaign time frames in advance from a single, intuitive dashboard. Track the success of individual campaigns with SLI Merchandising and Reporting Console.

Flexible Pages for Targeted Marketing

Merchandisers can create tailored landing pages with static or linkable banners and promote, demote or hide products and categories on landing pages. Landing Page Creator gives you the flexibility to design pages with a combination of products and banners or create rich showcase pages made up of images, video and descriptive content. Use SLI landing pages in a variety of ways: link from your home page or category pages; use in PPC campaigns, email promotions or omnichannel campaigns; or promote in social networks like Pinterest and YouTube.

No Set Up Needed

Landing Page Creator was built with flexibility in mind. No development ramp-up time is required. Merchandisers can start creating landing pages right away in the SLI Merchandising and Reporting Console.

Cloud Service Done Right

SLI offers a 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.