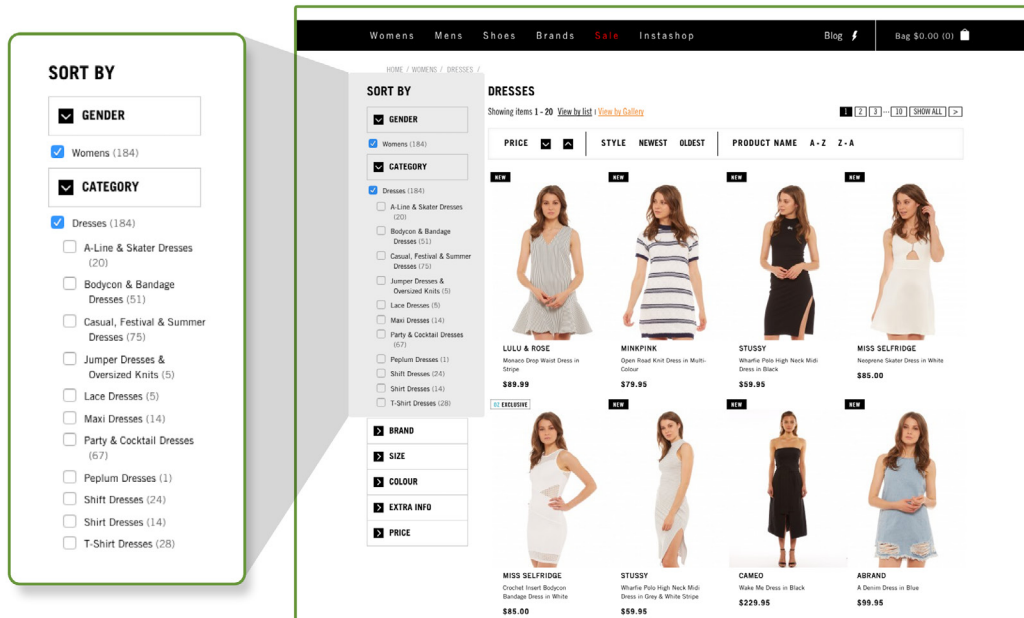


SLI Learning Navigation

E-Commerce Site Navigation That Learns



Key Features

- Navigation that learns & improves
- SEO-friendly URLs and pages
- Search engine indexing controls
- Custom faceted navigation
- Consistent look & feel with search pages
- Powerful merchandising controls
- Deep reporting & analytics
- Ongoing dedicated support
- Platform independent
- Enterprise-level reliability & scalability

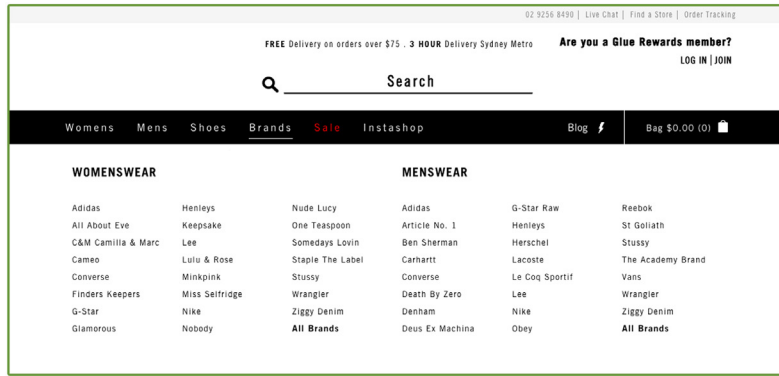
Key Benefits



- Increased e-commerce sales
- Improved conversion rates
- Increased speed
- Reduced abandonment rate
- Streamlined user experience
- Complementary to existing SEO efforts
- Quick and painless implementation

Now that's a
good search
result.

SLI Learning Navigation® is a hosted site navigation solution, leveraging SLI Systems' patented learning platform to provide the most relevant navigation pages to your visitors. Learning Navigation® builds pages with the same facets and refinements as SLI Learning Search®, enabling a consistent approach to site search and navigation. Product information such as price, size, brand, etc. are displayed on your navigation and search pages, with a consistent look and feel, making it easier for you to connect shoppers with the products they want to buy.



Learning Navigation Is Different

Learning Navigation dynamically builds site navigation pages by using product metadata; it also tracks and monitors your site visitors' actions so it always shows the most popular products first. Learning Navigation gives site visitors better options for navigating and online retailers a powerful way to merchandise their products.

Learning Navigation also complements your existing SEO efforts by creating SEO-friendly navigation pages and URLs, driving additional organic traffic to your site and increasing conversion rates.

Support That's Actually Supportive

With SLI, an easy implementation, custom modifications and ongoing support are just part of the package. We understand that each business has different needs, so we're happy to help implement features that distinguish your site. You'll have a dedicated Customer Success Manager to assist you in continuously improving your user experience and e-commerce results. Just provide us a data feed, and we do the rest.

Learning Navigation Features Include

Consistency Between Search and Navigation

Using a single approach for search and navigation ensures a homogeneous experience, with a consistent look and feel for your visitors and merchandising efforts. Your customers are guided to the products they seek in a consistent manner, increasing familiarity with your site and boosting conversions.

Advanced Refinements

Learning Navigation allows visitors to multi-select refinements to quickly narrow their results. Additional refinement options can be selected or de-selected to allow visitors to choose how they prefer to refine their choices. Learning Navigation allows many types of refinements, such as category, style, brand, size, rating, price and availability.

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.

Search Engine Optimized

Learning Navigation creates navigation pages with search engine-friendly URLs and metadata that can be custom tailored to fit your needs. Easily edit URLs, titles, headings and page descriptions. You can control which navigation pages are crawled by search engine spiders – increasing your site's exposure to Internet search engines and drawing more traffic.

Powerful Merchandising

Learning Navigation offers greater merchandising control over your navigation pages, including the ability to tune product rankings, add banners and activate landing pages. You can tailor merchandising to particular sections of your site based on the selections made by your site visitors.

Fast Page Loads

SLI technology powers faster page loads for navigation pages, which improves the user experience and results in higher conversions.

Reporting and Analytics

SLI provides advanced site search and navigation specific analytics and reporting at no extra charge. Detailed reports offer the metrics you need to monitor and improve your site's success. This data is extremely useful to better understand your visitors' intent, tune your site and enhance SEO efforts.

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.