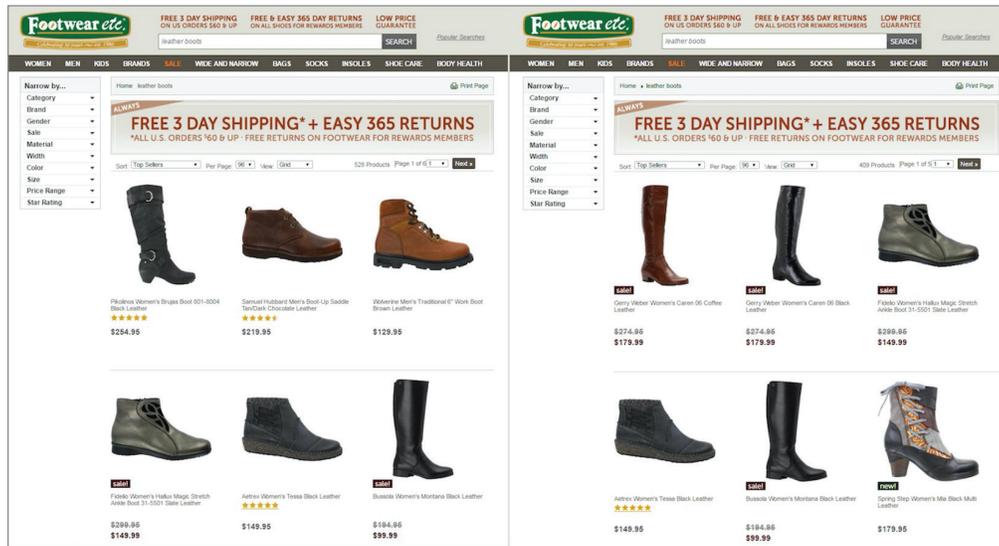# SLI Enhanced Search Personalization (ESP)

Real-time Personalization for Every Shopper

The image on the left shows highly relevant results for "leather boots" based on SLI Learning Search. The image on the right shows how SLI ESP personalizes the results for "leather boots" in real-time based on the customer's preference for women's shoes.

Key Features

- Dynamically personalizes results during the shopping session

- Adapts in real-time to shopper's activity

- Quick and easy to implement

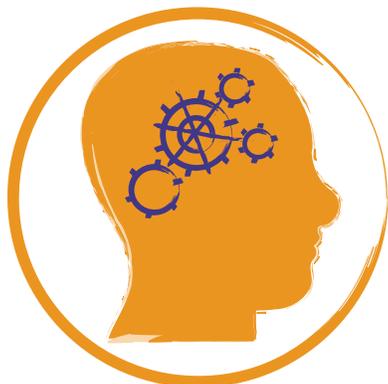- Custom-tailored to your site and shoppers

Key Benefits

Contextual personalization for first-time & returning shoppers

Shortens the path to purchase on any device

Increases conversion rates & maximizes AOV

Provides a unique experience to gain loyal customers

SLI Enhanced Search Personalization (ESP)™ instantly and dynamically personalizes the shopping experience for both your first-time visitors and loyal customers. Powered by the SLI Buyer Engine™, SLI ESP™ adds contextual personalization to SLI's industry-leading and award-winning relevancy. We understand the same search term means different things for different people, which is why SLI ESP delivers extraordinary results. SLI ESP automatically incorporates trending and seasonal products, then acts as a personal shopper for your visitors by curating a relevant selection in real-time based on their activity. Not all shoppers are the same and neither are personalization solutions – delight your customers and keep them returning with the shopping experience that's as unique as they are.

A Personalized Solution for Every 1

Free yourself from the pressure of trying to manually merchandise thousands of SKUs to the right shoppers at the right time. SLI ESP delivers a world class customer experience by automatically personalizing critical elements of your site's shopping experience for every visitor. Some personalization solutions only work if your shopper is logged in or is a returning customer. With SLI ESP, even your first-time shoppers experience meaningful personalization that adapts in real-time during the shopping session.

The Next Level in Mind Reading

Bring the newest technology in personalization to your e-commerce site by adding SLI ESP to SLI Learning Search® and SLI Learning Navigation®. SLI ESP is configured to the product attributes that mean the most to your shoppers, such as gender, age, size or brand preference. So in addition to getting highly relevant results, SLI ESP boosts products that match your shopper's individual preference to the top. This allows shoppers to skip the hassle of filtering results or refining their search terms, and it gives you the edge in winning impatient mobile and tablet visitors.

Drive Real Results

SLI ESP increases conversions and maximizes average order values by giving shoppers a store curated just for them. SLI ESP improves the user experience of your site on an individual level for first-time visitors and repeat customers. As a result, shoppers become loyal fans.

Real-time Personalization

SLI ESP instantly adapts as visitor behavior changes during the shopping session. Our personalization solution picks up contextual clues and shows each shopper what they're most likely to buy in that particular moment. It doesn't matter if your visitors shop for multiple people or if multiple people shop from the same device, SLI ESP adapts and delivers a personalized experience for everyone.

Custom-tailored for Your Site

Out of the box, one-size-fits-all plugins are outdated. SLI ESP is configured specifically to your site to deliver the best experience for your shoppers based on what matters most to them — whether they are brand loyal shoppers, follow a specific team or wear a size 9 shoe. Our Customer Success Team works with you to deliver a tailored solution that stands out from the competition.

Painless Implementation

We know you don't have time for empty promises or another tech solution that only adds to your workload instead of lightening it. SLI ESP is easy and quick to implement. A few lines of code on your product pages are all that's needed to get SLI personalization working for you.

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 the proven SLI Buyer Engine™ that learns from the behavior of real site visitors, SLI delivers SaaS-based site search, navigation, merchandising, mobile, recommendations, personalization 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.