



Industry Brief

Site Search, Navigation, Recommendations,
Merchandising, SEO & Mobile Solutions for

The Food & Beverage Industry

With \$600 billion a year in sales, the food and beverage industry is the largest retail category in the U.S. – yet only 1 percent of food and beverage sales occur online. The opportunity for e-commerce growth in this industry is immense. As consumers increasingly move their shopping online, food and beverage retailers must be prepared to meet new preferences head on.

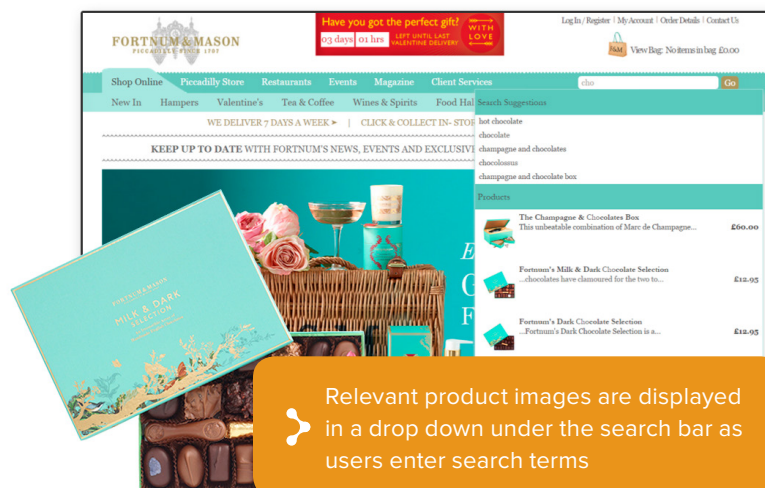
One segment gaining significant traction is online grocery. According to BI (Business Intelligence), online grocery sales will grow at a compound annual growth rate (CAGR) of 21.1% through 2018, reaching nearly \$18 billion per year. Additionally, new models such as subscription prepared meals are also disrupting the industry and impacting the way people shop for food.



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Entice Your Customers with Relevant Search Results

SLI Systems' leading e-commerce acceleration solutions help food and beverage retailers create enticing online shopping experiences that are engaging, beautifully designed, and focus on the customer experience to ease the transition from browser to buyer.



Show Mouth-Watering Images (Even As Shoppers Type Search Terms)

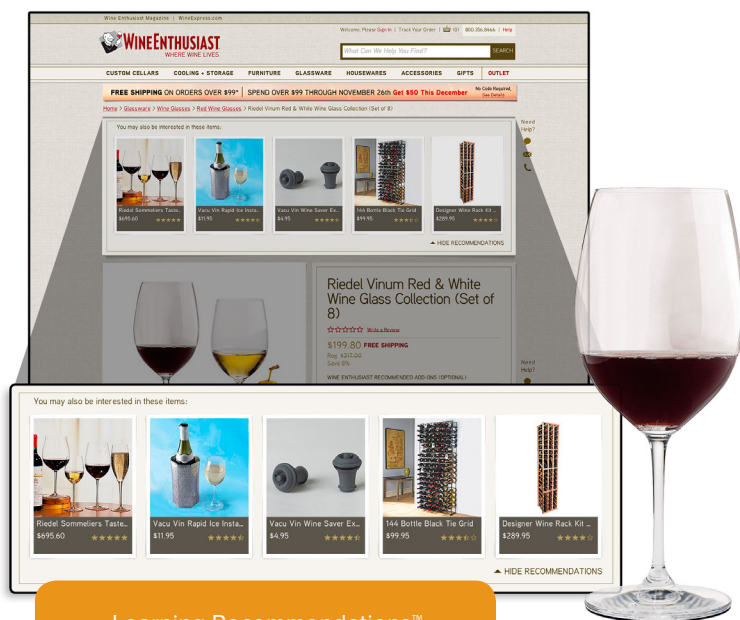
Since online visitors cannot smell or taste your delicious food items, eye-catching presentations of food become even more important. You can quickly grab a visitor's attention with delectable images as early in the customer journey as when a shopper begins typing in the search box. With SLI Rich Auto Complete™, relevant product images are displayed in a drop down under the search bar as users enter search terms. This functionality helps visitors quickly identify products they are looking for, and has proven to dramatically increase conversions as much as 10x.

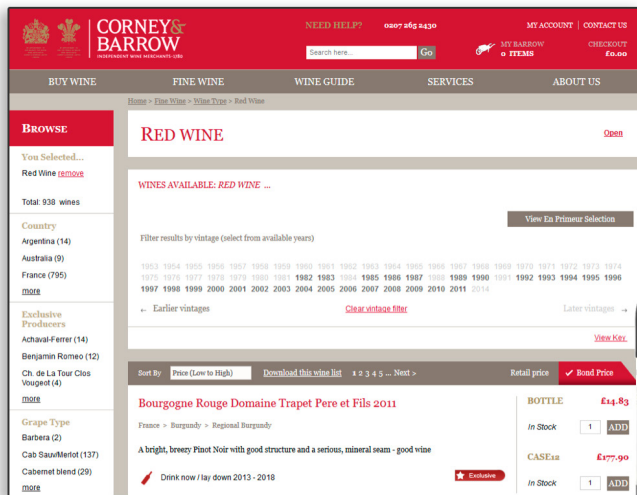
Ensure Shoppers Can Find the Item(s) They're Looking For

More and more visitors are entering food and beverage sites through product pages (versus the homepage) from organic search or paid ads. Because shoppers may enter the site through a product page that doesn't contain what they want, the best way to keep them on your site is by showing them items related to their original search with SLI Dynamic Product Banners™. By displaying centrally located merchandising banners, a visitor who doesn't find the exact product on the first try is more likely to click on one of the related products on a banner and complete a purchase.

Suggest Pairing Recommendations & Other Relevant Products

One of the most effective ways to increase conversions is to provide online visitors with product suggestions that are always relevant. Using learning technology that continually improves relevancy based on actual shopper activity, you can show visitors the products that are most likely to be paired or purchased in their situation. According to SLI research, about 25% of site visitors will click on a search suggestion. SLI Learning Recommendations™ provides contextually relevant product suggestions while increasing up-sell and cross-sell opportunities.





Detailed search refinements can help them zero in on the right items and buy what they came for



Offer a Large Selection with Refinements

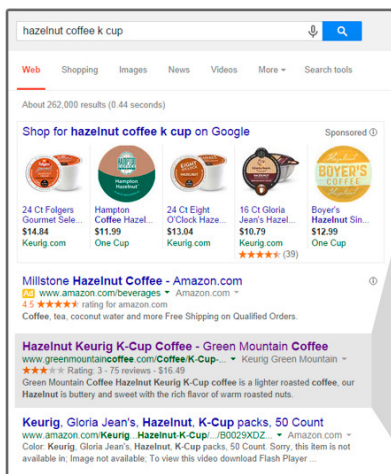
A major advantage to online food and beverage shopping is the massive selection of products. According to BI, only 15% of U.S. adults have purchased general food items online, but 25% said they have shopped online for specialty food and beverages that are difficult to find elsewhere. With many options available to visitors, the availability of detailed search refinements can help them zero in on the right items and buy what they came for.

Tag Products to Fit Today's Diet

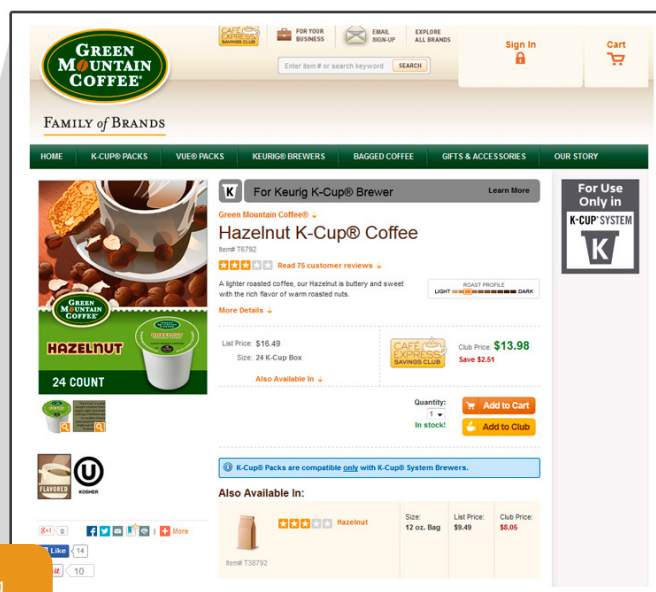
Gluten free. Vegan. Low sugar. Low salt. Consumers are increasingly interested in buying food that matches specific diets and lifestyles. Make sure food and beverages are properly tagged with these dietary interests to ensure shoppers can find the items that meet their food requirements. E-commerce retailers risk losing loyal buyers by not offering them the ability to search by diet.

Boost SEO, Attract More Visitors

SEO (search engine optimization) is a critical part of any effort to generate qualified traffic online. Ensure your site has the best visibility for the thousands of keywords that are relevant to your customers' searches. SLI Site Champion™ leverages your visitors' site search activity and dynamically creates optimized landing pages to complement your SEO efforts. This is particularly effective for long-tail search terms that don't get enough attention and tend to drive higher-converting traffic to the site.



Dynamically creates optimized landing pages to complement your SEO efforts

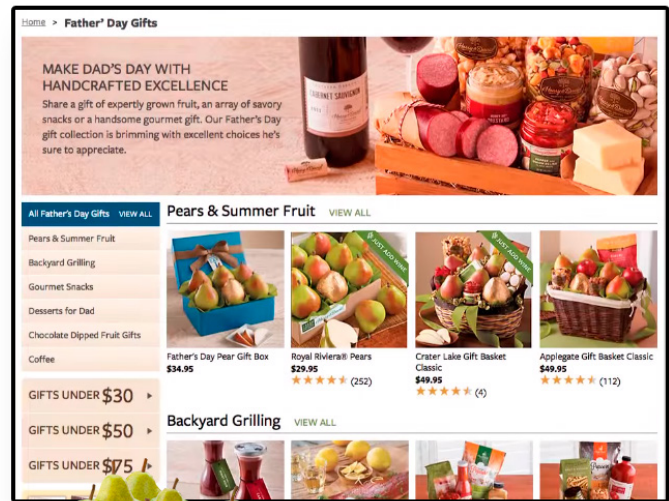


Build Enticing Seasonal Landing Pages

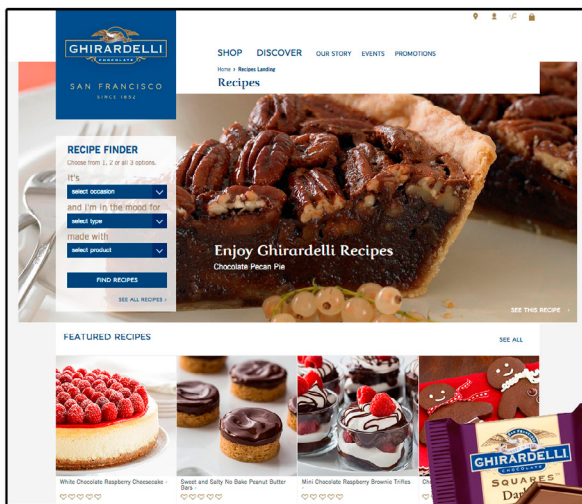
Robust landing page experiences can be more effective and better converting than thumbnail galleries. Examine your site search reports to identify the most popular searches and consider whether you can provide a better experience by having a dedicated search results page instead. For instance, for popular holidays and seasons, redirect users to specific landing pages tailored to seasonal keywords.

Show Ratings and Reviews

Many shoppers place high value on the opinions and feedback of other people who have shopped for similar products. Most retailers now collect and display ratings and reviews for the products they stock. Since reviews have a positive impact on conversion rates, display the average rating in search result cells to help visitors determine if they want to know more about a product.



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By offering recipes, you present your company as an expert resource

Share Delicious Recipes

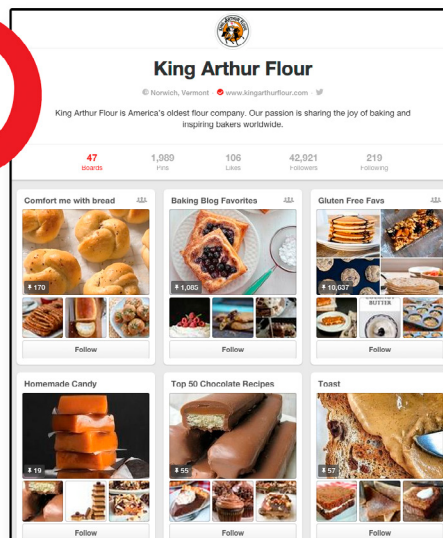
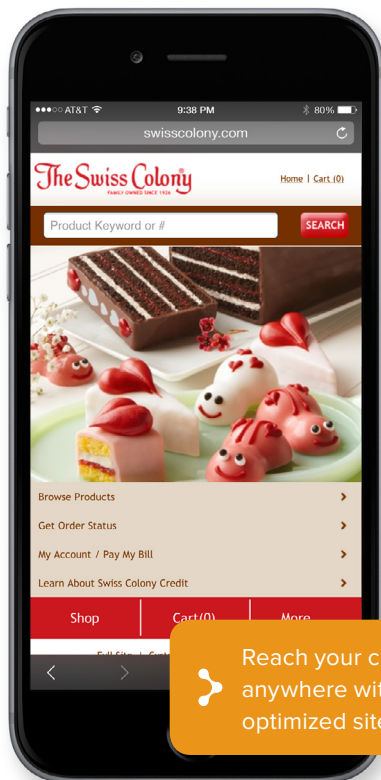
Customers may have a hard time making a decision when faced with too many choices. Refinements by size, style or even age can help users sort and narrow down products by their personal preferences. SLI Systems can customize your refinements to the parameters you wish to offer customers, establishing a powerful personal experience between your brand and consumers. Boden.co.uk offers customers the ability to refine by body shape or review, giving shoppers a highly-personalized experience.

Make Your Products and Info Available Anywhere

Recipes offer your customers the experience of learning how to make a new dish; plus it's a way to showcase the value of your products and increase sales. By offering recipes, you present your company as an expert resource. And when your site sells the items that are on the ingredients list, customers wanting to make that recipe are more likely to buy.

Leverage Image-Rich Social Media

Nearly three-quarters of online adults reported using social networking sites. Make sure to include social sharing buttons in search results blocks as some sites, like Pinterest, have contributed to major increases in site traffic and sales through referrals. In the food industry, it's a good practice to cater to social media fans with high-quality photo content that's perfect for sharing. Visitors may find products or recipes with high ratings, see that they have been pinned to Pinterest more than 1,000 times, and feel compelled to share it themselves. Just sit back and watch your food go viral.



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Go Mobile, Make the Search Box Prominent

Every day more and more consumers use mobile devices to make online purchases. Create a streamlined mobile experience so your customers can easily find and purchase items anytime, anywhere. Whether you choose a browser-based or app-based mobile site, the search box should be even more prominent than its location on your website – preferably at the top of the page. Not many navigation options exist on a mobile site, so search is the main way to navigate. SLI Systems' mobile solutions allow for a smooth user experience with a design tailored to your brand.

Deliver a Standout Shopping Experience

As you can see, there are many ways to ensure your food and beverage site stands out from the rest. Whether your customers want to order a birthday cake for mom, a chef-prepared meal for dinner or a special bottle of wine for the weekend, the e-commerce solutions mentioned above will give them a satisfying shopping experience. Contact SLI Systems to learn more about learning-based search, navigation, merchandising, mobile and SEO solutions that contribute to the success of top food and beverage sites around the world.

About SLI Systems

SLI Systems enables the world's leading e-commerce retailers to increase sales by connecting shoppers with the products they are 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.