

Gifts & **SPECIALTY** Goods

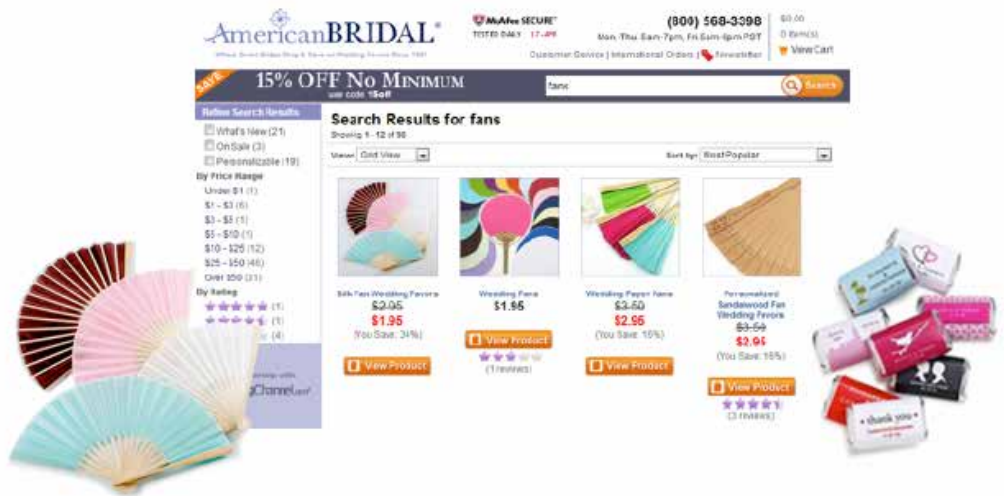
CREATE A GREAT
USER EXPERIENCE
TO GUIDE SHOPPERS
TO THE IDEAL GIFT

Buying a gift for someone can be difficult, and retailers in the specialty goods and gifts industry face the challenge of presenting products to customers who are searching for gifts but may not have a specific product in mind. Whether flowers, a gift basket, a sentimental gift, an edible treat or something unique for that hard-to-buy-for person, it's imperative to offer optimized search and navigation to show visitors meaningful results that take them closer to a purchase.

SLI Systems offers premier search and navigation features that improve the quality of your search results and give your visitors an easy, streamlined shopping experience that guides them to that special gift.

MOVE CUSTOMERS TO A SALE

It is important to first get the basics right: When shoppers come to your site, make sure they can find the products that are ideal for them. SLI Systems' patented Learning Platform learns from user browsing behavior and improves the quality of the search and navigation experience over time, so your customers don't wade through pages of irrelevant products. As results from Learning Search and Learning Navigation improve, the most popular products will continue to rise in ranking, leading to increased click-throughs and conversions.



As SLI's search learns, the most popular fan wedding favors will move to the top of the results

LEAD SHOPPERS TO THE RIGHT ITEM

Customers don't always know what they want when they are looking for a gift. Help them find exactly what they need with a Gift Finder tool, which narrows down items by a series of questions or specifications, showing customers only the most appropriate items.

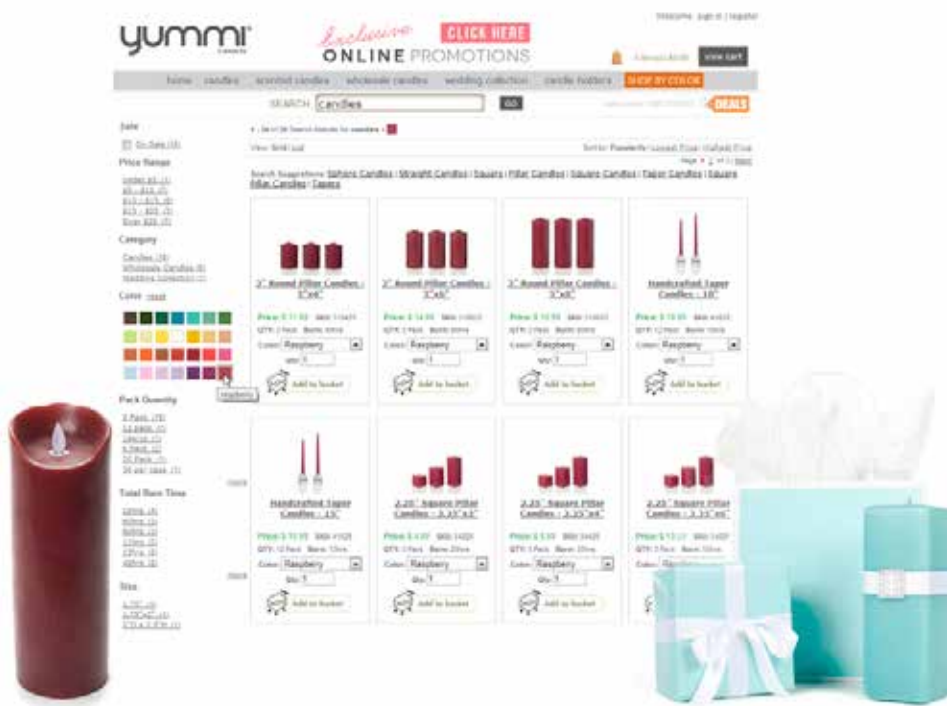


Thompson & Morgan uses a garden plant finder on their site to narrow down the selection to the perfect match

REFINE LARGE GROUPS OF SEARCH RESULTS

Shoppers may find a huge amount of gifts when they first search; let them narrow their selection down to a reasonable size with relevant refinements. There are many ways to refine product searches, including these below, which are particularly helpful when searching for goodies or presents.

- » **Shop by Occasion / Event** Not all shoppers have a specific gift in mind. Let them browse or refine their options by occasion to find the most appropriate gifts.
- » **Colors** Refining by color is a very natural choice for many types of products. For items like flowers, party favors, candles or foods, color can be a key component in making a decision.
- » **Price Range** Shoppers looking for gifts, typically have a price range in mind. Make their searching easier by creating price sliders or easy-to-use facets.
- » **Availability** Allowing visitors to refine a selection by product availability quickly shows them only the most applicable goods.
- » **Component** Refining search results by the components of the gift can help users better find a specific item they'll like. For example, visitors could refine a selection of gift baskets to show only those that include sweet popcorn.



Refinements by color are helpful for some purchases, such as candles

ADAPT YOUR MERCHANDISING

Seasonal promotions, holidays and other special events are critical to gift-oriented eCommerce sites. It's important to make sure you are using your site to its best advantage. SLI's powerful merchandising console allows you to build banners and create customized landing pages to promote holidays, sale items, and other deals. Our integrated reports track the conversions and purchase results, so you can view the progress and success of each campaign.

BOOST SEARCH ENGINE OPTIMIZATION

Make sure consumers find your site when surfing the web, without over-spending on advertising. SLI's Site Champion dynamically creates Internet search engine-friendly landing pages generated by search terms used on your site to complement your SEO efforts. Use Site Champion to drastically expand your overall SEO footprint.

ANTICIPATE TRENDS WITH THE RIGHT ANALYTICS

Understanding trends, top-selling items or top searches can help you anticipate the needs of your customers. SLI's reporting console gives merchandisers and eCommerce managers easily accessible information about top search phrases, facets that are clicked on most, which search terms are driving the most revenue and which ones are not returning any results. Get insights into your customers' preferences so you can offer them the best products available.

SEE LARGER IMAGES AND DETAILS

With many gifts, a list of product specifications is not the only deciding factor for a purchase. Having multiple images and the ability to see them quickly and in better detail will help your customers decide. We build mouse-over pop-up windows or integrate with your existing quick view windows to show products in a larger window and improve the user experience on the site.

REFERENCE OTHER SOURCES TO CREATE CONFIDENCE

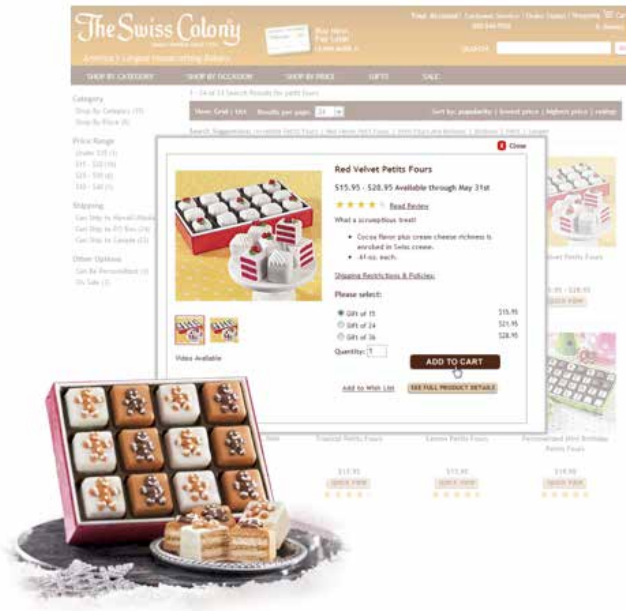
Sometimes the deciding factor for purchasing a product can be seeing how others like it; reviews and ratings help customers have confidence in making a purchase. Index and upgrade your ratings and reviews to be searchable not only by standard values, but also by user-generated content within the review, including best uses, pros/cons, and other user-specific content.

INTEGRATE PROMOTIONAL CAMPAIGNS FROM MULTIPLE SOURCES

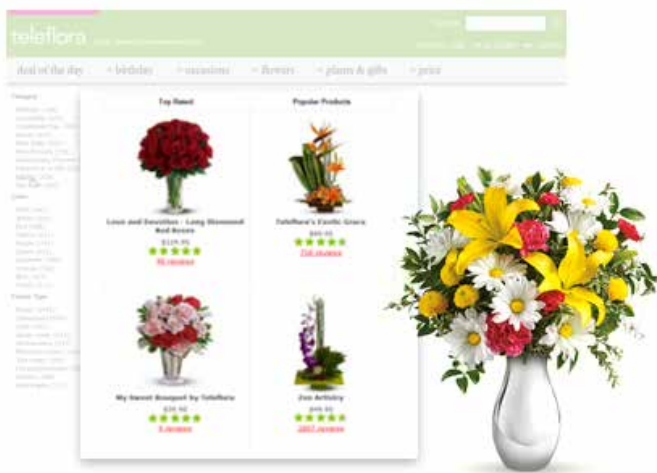
When customers click on a promotion you've advertised on another site, we'll work with you to display the correct promotional pricing based on the referenced campaign ID in the URL. This allows you to push clients to your page and maintain consistent custom pricing throughout the customer purchase process.

MAKE YOUR PRODUCTS AND INFO AVAILABLE ANYWHERE

Smartphones and tablets are increasingly being used to browse and purchase products online. SLI Systems' mobile solutions allow for a smooth user experience with a design tailored to your brand. Create a streamlined mobile experience so your customers can easily find and purchase items anytime, anywhere.



Quick View windows show product details, larger images and other helpful information



Review Champion makes content within a review searchable

About SLI SYSTEMS

SLI Systems' learning platform provides customized site search, navigation, merchandising, SEO and analytics solutions that improve usability, and conversions on your eCommerce site. To learn more visit sli-systems.com or email discovery@sli-systems.com