



Industry
Brief

Gifts & Specialty Goods

Guide gift givers to the perfect present with an excellent user experience



Picking the perfect gift for someone can be difficult. Retailers in the specialty goods and gift industry face the challenge of presenting products to customers who are searching for gifts but may not have a specific item 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 show visitors meaningful results that move them to a purchase.

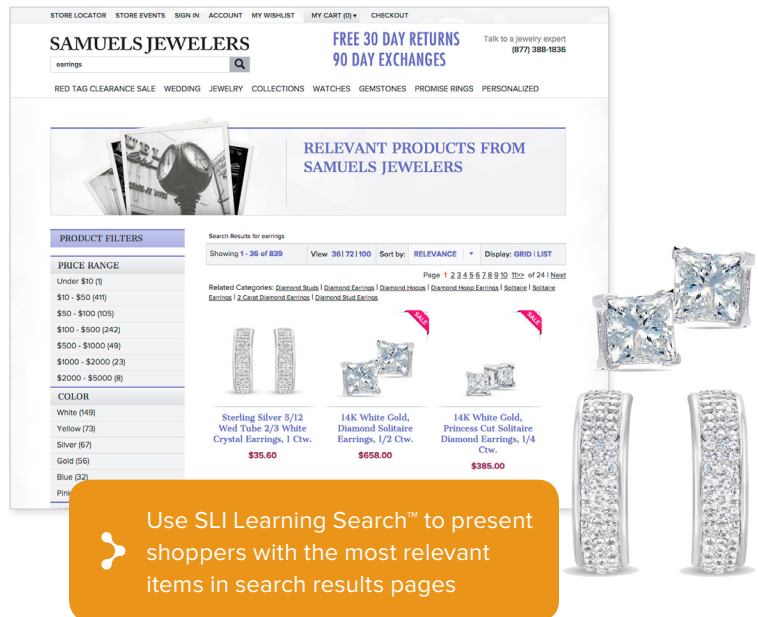
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Delight Gift Givers with Learning Search™

SLI Systems helps you increase sales by connecting shoppers with the products they're most likely to buy. SLI e-commerce acceleration solutions improve the quality of your search results and give your visitors a streamlined shopping experience that guides them to that special gift.

Show Relevant Options

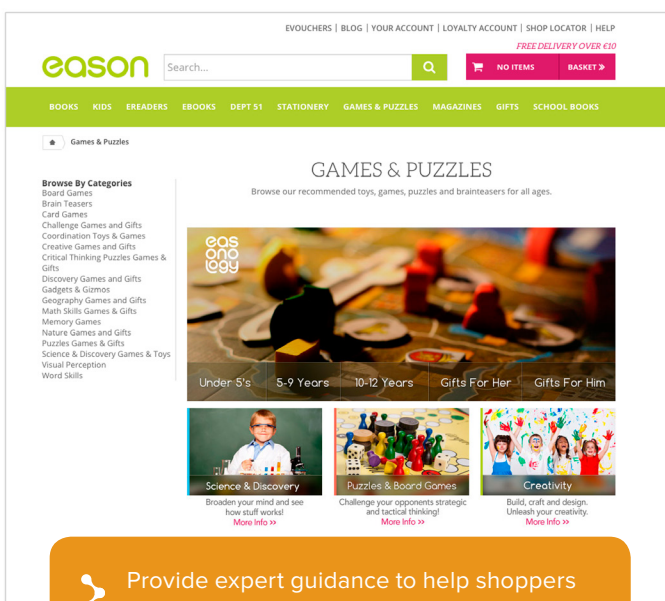
First, get the basics right. When shoppers come to your site, make sure they find the products ideal for them. SLI Systems patented technology continually learns from user activity to deliver the most relevant results possible. The quality of the search and navigation experience improves over time, so your customers are more likely to buy instead of bounce. As the most popular products rise in ranking, you experience increased clickthrough and conversion rates.



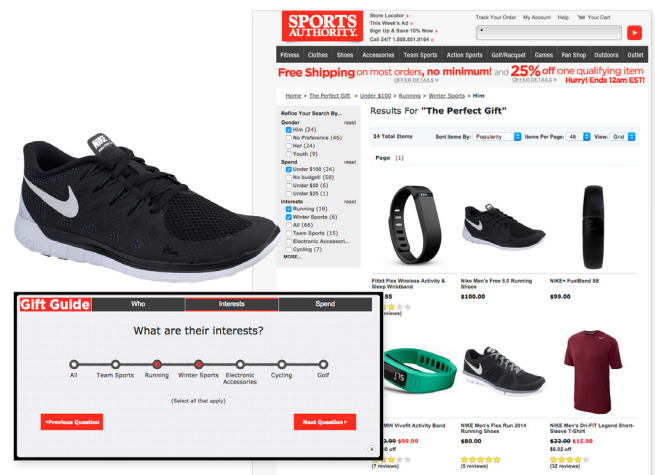
Use SLI Learning Search™ to present shoppers with the most relevant items in search results pages

Lead Shoppers to the Perfect Present

Gift finders can be the perfect tool for helping an undecided shopper find the right item. Based on a series of questions or specifications, you can show customers the most appropriate gift ideas. Your shoppers will appreciate your expert guidance, and you'll appreciate their loyalty.



Provide expert guidance to help shoppers discover a selection of gift options



Help shoppers find the perfect present for any occasion by offering a product finder on your site

Refine Options to Highlight the Best Choices

An initial search may return an overwhelming number of gift options. Help shoppers narrow their selection to a reasonable size with relevant refinements. You can offer many refinement options. The ones below are particularly helpful for shoppers buying presents.

Shop by Occasion or Event

Give shoppers gift ideas by letting them browse or refine their options by occasion, such as wedding, new baby, birthday, sympathy, Valentine's and Mother's Day.

Colors

Finding an item in a friend's favorite hue can be the tipping point for a purchase. Make sure shoppers can refine their selection by color and that product images are shown in the color requested.

Price Range

Gift givers typically know how much they want to spend, even when they don't know what they want to buy. Letting shoppers sort by price can help you make the sale.

Availability

Finding out that the perfect present is out of stock only leads to frustration. Show products that are available and include the shipping time, so shoppers know how quickly their gift will arrive.

Component

When shoppers can refine the selection by desired components, they are more likely to find an item they want to buy. For example, a gift-basket buyer might want to see options containing wine, popcorn or gluten-free treats.

Show Larger Images and More Detail

Help your customers decide on a purchase by showing larger images and detail photos. A Quick View window can reduce the number of clicks and keep your customers browsing on the products page.



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

Make the Most of Merchandising

Seasonal promotions, holidays and other special events are critical to gift-oriented e-commerce sites. The SLI Merchandising and Reporting Console allows you to build banners and create custom landing pages to promote holidays, sale items and special deals. Our integrated reports track the conversions and purchase results, so you can view the progress and success of each campaign.

Boost Your SEO

Make sure consumers find your site and your products, without overspending on advertising. SLI Site Champion™ complements your existing SEO efforts by creating landing pages based on keywords that your site search visitors use. These user-generated pages are indexed and ranked by Internet search engines such as Google, Bing and Yahoo!, drastically expanding your overall SEO footprint.

Anticipate Trends with Smart Analytics

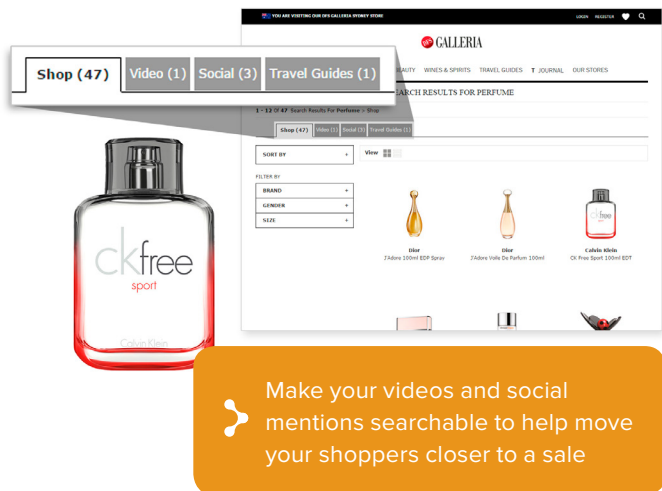
Understanding your site search data can help you anticipate trends and respond to the needs of your customers. The SLI Merchandising and Reporting Console gives you valuable information about top search phrases, facets clicked on most, search terms driving the most revenue and search terms not returning any results. This insight into your customers' preferences allows you to offer them the best products available.



Let shoppers search and find items containing specific products, such as gluten-free treats

Leverage Reviews to Create Confidence

Customer review and ratings give shoppers the reassurance they need to make a purchase. As a best practice, SLI Learning Search™ brings clients' non-product information such as user ratings, reviews, social content, blogs and videos into search to deliver an impressive user experience that compels shoppers to buy.



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 Site Mobile Friendly

SLI Mobile™ brings SLI solutions to your mobile site with adapted features that make it especially easy for visitors to find and buy products from their smartphones and tablets.

Give the Gift of a Delightful Shopping Experience

There are many ways to ensure your shoppers find the perfect presents on your site and come back again for all of their gift-giving needs. Even when your customers don't know what they are looking for, the e-commerce solutions mentioned above will give them a delightful shopping experience. Contact SLI Systems to learn more about learning-based search, navigation, recommendations, merchandising, mobile and SEO solutions that contribute to the success of top gift and specialty goods 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.