



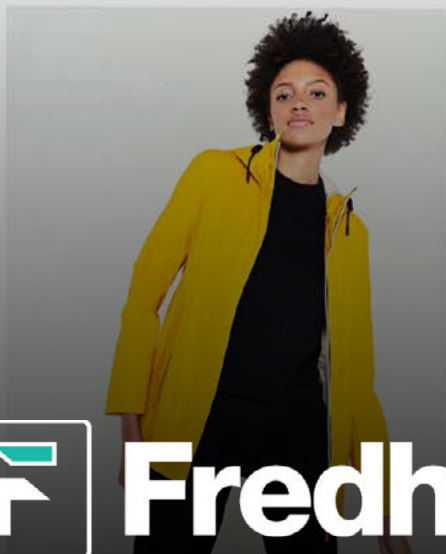
Attraqt



What are you looking for?



SHOP THE COLLECTION:
COLOURFUL SPRING WATERPROOF JACKETS



Fredhopper

DISCOVERY PLATFORM

Yellow hooded waterproof
jacket - womens

£95.00

Red hooded waterproof
jacket - womens

105.00

Internationalization

Attraqt

Search | Navigation | Recommendations | Personalization | Merchandising | **Internationalization**



Power the best experiences for your shoppers

Power the best experiences for your shoppers. We provide a full suite of optimization solutions that enable you to deliver highly relevant and inspiring shopper experiences while also achieving your critical business goals.

Our solution helps you to deliver this at scale, across multiple customer territories and websites. We are setup to support the internationalization of your business with technology that is adaptive to your brand's global and local needs.

“The ability to maintain superior search and category performance on a totally multi-lingual basis has generated phenomenal, if not unprecedented success for us. We have now rolled out Attraqt to 21 international sites – each with their own cultural, economic and social challenges.”

Chris Griffin, Head of Ecommerce
Superdry

極度乾燥(しなさい)
Superdry.



As a merchandiser you're looking to...

- Provide a **delightful shopping experience** regardless of location or market.
- Apply **identical rules** across international territories to support brand-level goals.
- Tailor and adapt strategies to **localized customer needs**.
- Execute and **manage global and local strategies** in an efficient manner.
- Manage **multi-market user permissions** centrally.
- Optimize the customer browsing experience in **multiple languages**.



You know your shopper is expecting...

- Relevant results when **searching and browsing** your store.
- A **localized shopping experience** that is fast and reliable.
- The ability to shop and browse in their **own preferred language**.
- Site search functions that understand and **adapt to local language preferences**.
- A **culturally appropriate shopping experience** that respects local cultural and language nuances (e.g. Pants V Trousers across different EN locales, or restricting socially inappropriate images in specific markets).

Operational Efficiency



Import **data feeds** for each region / market / store

Localize data, search, content and merchandising features

Maintain global & local control by applying **granular rules** and **rights management** across different categories and regions

Drive efficiencies by **copying, inheriting and amending strategies** across different regions

Act Globally & Locally



Automatically apply global business strategies to your local regions and stores.

Apply separate strategies and permissions to different regions and localized merchandising teams using centrally adaptable **scopes**.

Optimize site search functionalities in **over 40 languages**.

Security & Stability



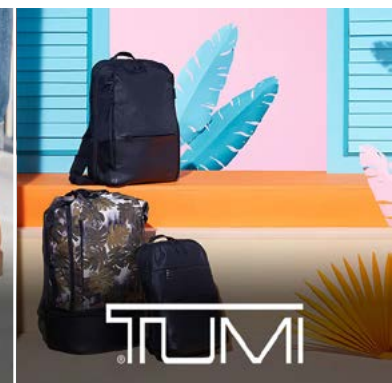
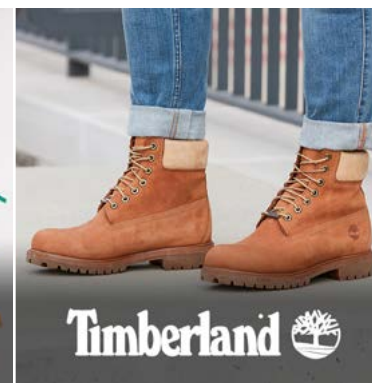
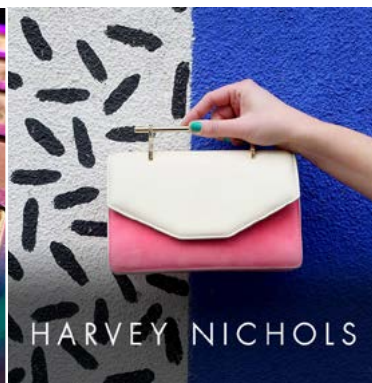
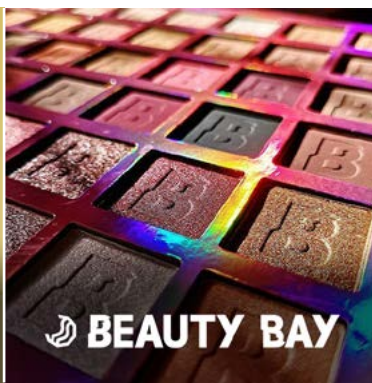
Global distribution of our solutions with our **global cloud infrastructure**.

Fast response times across all territories.

Stable infrastructure ensures that the right **data centers** serve the right store and shoppers (e.g. your US store operates from our US infrastructure).

A dedicated technical team that offers **continued support** when scaling your business internationally, with full Incident support, 24/7, 365 days per year.

Trusted by over 240 of the world's leading brands





Deliver better results, create more inspiring and delightful shopping experiences and increase overall efficiency and performance.

Commercial Value



Increase conversion rates
by up to

25%

Shopper Experience



Increase average order
values by up to

20%

Operational Efficiency



Achieve merchandising
productivity gains of up to

40%

Infrastructure Gains



Reach shoppers in over
40 languages

40+

Contact us

Telephone:

+44 20 3675 7800

Email:

sayhello@attraqt.com

Website:

www.attraqt.com

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