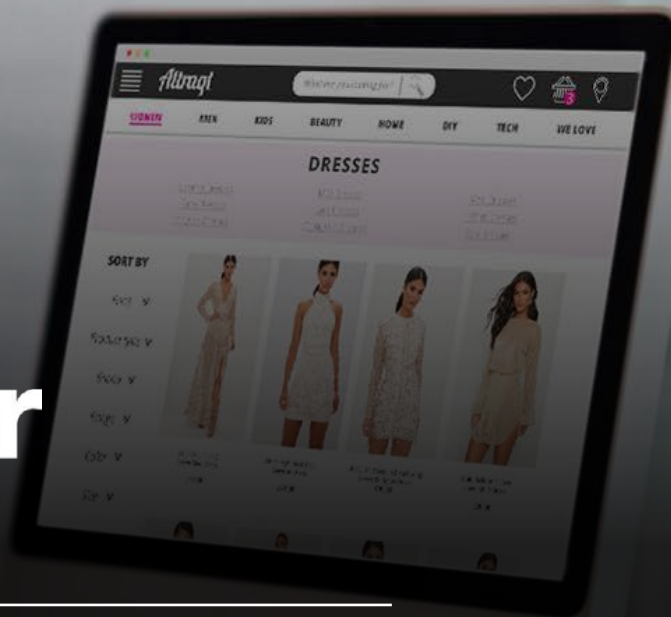




Fredhopper

DISCOVERY PLATFORM

Merchandising



Attract

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



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 merchandising solution helps you do this by giving you the perfect balance of creativity and control. Automate time-consuming tasks to drive efficiencies while giving your teams the power to curate the shopping experience in a creative way that enhances brand uniqueness.

“The capability to be able to create manually merchandised and curated collections is a really important feature that we’re using, and given that Beauty Bay prides itself on providing curated experiences for our consumers, even that basic capability has made a big difference to our visual merchandising teams.”

Nick Southworth, Chief Technology Officer, Beauty Bay

 **BEAUTY BAY**



*As a **merchandiser** you're looking to...*

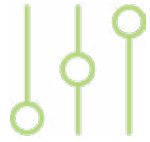
- Drive **higher engagement** & conversion.
- **Automate time-consuming tasks** to improve team efficiencies.
- Create **tailored merchandising strategies** for different customer segments.
- Adapt merchandising strategies to **branding, business and creative needs**.
- Rank on-page products using a range of **bespoke metrics and triggers**.
- Override merchandising strategies to **showcase in-the-moment trends**.
- Apply **different rules** to **different areas** of a particular page.
- Control the **ranking and merchandising** of products across all areas of your site.



*You know your **shopper** is expecting...*

- An **exciting and relevant** shopping experience.
- Product displays that are **diverse and on-trend**.
- Clear **product filters and guided navigation** to facilitate product discovery.
- Access to **in-stock products** or **relevant alternatives** at all times.
- **Visual layouts** that encourage the discovery of **alternative and complementary products**.
- Easy access to **trending products** and styles.

Rank



Automatically rank and display products using a vast **range of metrics and contextual triggers**.

Incorporate **external / non-catalog data** like Google Analytics into your ranking strategies.

Provide product filtering to customers with **guided navigation** and custom filters that can be adapted on the fly.

Review **strategy performance** with clear analytics and reporting.

Customize & Curate



Control the merchandising of products across all areas of your site using **drag & drop** (from the homepage & category pages to search results and pages reached by navigation).

Apply **different strategies** to different pages at different times according to your business goals. Create unique and complex conditions to match every shopper's journey and intent.

Mix up merchandising strategies **row by row** for precise control, or copy, paste and amend across your site for **maximum efficiency** and market uniqueness.

Inspire



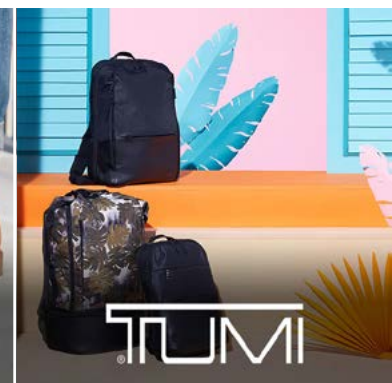
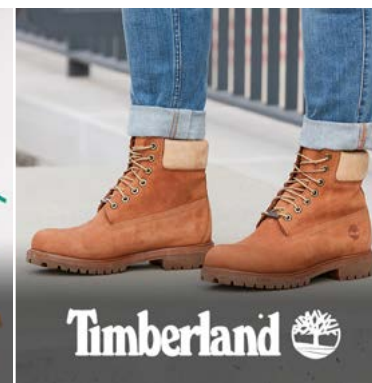
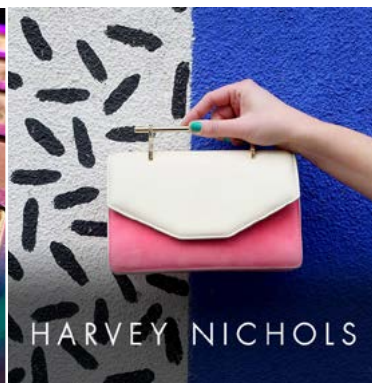
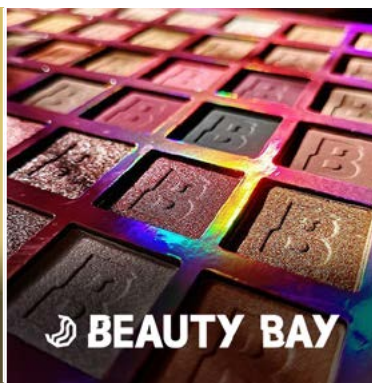
Fine-tune page and row-level product displays with our uniquely flexible **ranking cocktails** and **balance factors**.

Override automation to **boost hero products** and **bury others**. Display hand-picked collections across top areas of your site.

Respond to **trends** quickly by **manually customizing** your strategies.

Group products as collections to support **key campaign concepts** (e.g. displaying head-to-toe outfit items in a group to showcase a complete look).

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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