

ENDECA FOR ONLINE RETAIL

Endeca for Online Retail is the most effective way for shoppers to find the products they want and discover others they didn't even know they wanted. That is why more of the top 100 retailers use Endeca than all competing solutions combined. Endeca's Guided Navigation[®] experience, powered by patented technology, encourages exploration and discovery. This experience leads shoppers to buy more, more often.

Proven results

Endeca for Online Retail customers have experienced dramatic results throughout their businesses:

- Home Depot increased conversion rates by 30%
- Patagonia increased average order size by 20%
- Northern Tool increased natural search revenues by 72%
- Christian Books reduced IT expenditure by 20%

The reason is because Endeca adapts your product catalog and content to your shoppers, driving better-informed purchase decisions and allowing your customers to confidently buy more.

Key features

Guided Navigation: The perfect path or every user, every time

Endeca invented Guided Navigation, an adaptive user experience that lets shoppers refine their searching by browsing and their browsing by

searching, all without ever hitting a dead end. For example, a person looking for a red leather jacket under \$200 may first search for "leather jackets," refine the results by clicking "red," and then again by "\$100-\$199." Another person, looking for the same jacket may first click the "jackets" category, limit his browsing to "\$100-\$199," and then search for "red leather." Supporting every path for every goal for every customer means literally billions of combinations. It takes Endeca's MDEX Engine™ technology to create the perfect path, on the fly, each and every time.

Superior search creates precision control

Unlike "black box" search vendors, Endeca returns results that are configurable and transparent. Business users can easily optimize precision and recall to create the best experience from the data, returning relevant products and eliminating "no results found." Plus, business data like sales, margin or inventory can directly influence relevance ranking,

ensuring the site meets its business objectives while satisfying customer goals.

Dynamic Merchandising targets the right offer at the right time

Search terms and navigation provide the best information about what shoppers are looking for and interested in. Endeca Dynamic Merchandising leverages this information to present the right information at the right time to the right shoppers. User-friendly tools allow a few simple rules to create merchandising coverage across the entire site, but also offer the flexibility for unlimited refinement and customization. Cross-sells, up-sells, "stores within a store," and landing page optimization are just a few of the possibilities with Dynamic Merchandising.

Content Spotlighting leverages all your information

Content Spotlighting puts your buyer's guides, how-tos, product datasheets, FAQs or other valuable content into the context of the shopping experience. Adaptive content



that supports a confident buying decision, like a technology tutorial for flat-panel TVs, appears while the shopper is in the decision-making process, substantially increasing returns on your content investments.

Encourage product discovery with the Endeca Discovery Suite

Only a fraction of visitors to your Web site have a specific product or article in mind. The majority are looking for something, but they don't necessarily know what it is. The Endeca Discovery Suite meets this challenge with a set of prepackaged modules. The Search Engine Marketing Module drives targeted traffic, while the Social Navigation module harnesses the power of user reviews to increase conversions and sales.

Online retail expertise drives your success

Endeca drives online success for retail giants like The Home Depot, Office Depot, and Walmart.com as well as for specialists like FurnitureFind, Patagonia, and The Wine Enthusiast. Refined by over 150 retail implementations, Endeca's software and services define industry best practices. Endeca customers are part of a user community that represents the leading innovators in online retailing.

The Endeca Information Access Platform

Endeca for Online Retail is based on the unique Information Access Platform, which helps people find the products they want and discover

others they didn't even know they wanted. Information access solutions built on this platform return much more than just query results. They also provide dynamic summaries — in the form of menus, maps, tag clouds, and more — of all the data and content in those results. And with every step the user takes, these summaries instantly change based on the user's selected filters, the possibilities in the data, and any business rules. This Guided Summarization experience leads millions of shoppers, one at a time, to buy more and to buy more often. All of these solutions stand on five platform pillars:

MDEX Engine

The Endeca Information Access Platform is powered by MDEX Engine™ technology, a new class of database designed for exploring information, not managing transactions. Its innovative architecture, including a flexible data model, summarizing query mechanism, and proprietary data-management algorithms, unites the ease of search with the analytical power of business intelligence. The engine dynamically summarizes for the user all the possible, but only the valid, next steps at every step — even on changing data and content.

Information Transformation Layer

The Information Transformation Layer unites and enriches disparate sources of information while maintaining, augmenting, and even creating structures across the data and content.

Adaptive Application Component Library

The Adaptive Application Component Library enables the rapid development of information access applications that automatically adapt to changes in the data and content.

Web-based Management Suite

The Web-based Management Suite enable merchandisers to highlight the right products and content at the right time through adaptive presentation rules. These allow merchandisers to cross-sell and up-sell specific products and design dynamic landing pages that update automatically based on user context and metrics in the data.

Enterprise-class platform

These essential capabilities are delivered as an enterprise-class platform, with the scalability, reliability, and security that leading organizations demand.

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