

# Shoppers Can't Buy What They Can't Find

Today's shoppers have been "Google-ized". Their expectations from the Search box are uncompromisingly high. Online shoppers are increasingly using search over navigation as standard site behavior.

Make sure they find what they want quickly, so they don't leave for a competitor's site.

## Advanced site search isn't just for the big companies

Convermax™ is a comprehensive e-commerce search engine designed for mid-size and small e-commerce websites. An intuitive search tool, it is simple to use, quickly helps the shopper identify the proper search parameters, and delivers relevant results quickly.



## Outstanding Features Deliver Direct Benefits:

- ☐ Guided search yields more relevant results with multiple flexible filtering options
- ☐ "Smarter Search" with intelligent search query parsing
- ☐ Lightning fast results
- ☐ Display options for misspelling
- ☐ Intelligent text processing engine
- ☐ Type-Ahead
- ☐ Color search
- ☐ Photo swatch color match
- ☐ Flexible relevancy tweaking
- ☐ Product suggestions based on search query
- ☐ Promotions display based on search criteria — shoppers see other specials you want to offer
- ☐ Reporting and analytics capability
- ☐ Simple and intuitive for shoppers
- ☐ Relevance ranking

### Our customers say it best

*"When users comment on the ease of use of our site, specifically regarding our search engine, we hear things like:*

- *Wow!*
- *Unbelievable!*
- *You have no idea how much easier you've made my job!*

*Looking at competitors' sites, their search engines are like picks and shovels compared to our bulldozers and backhoes. The results show in our increased sales and conversions. We could not be more pleased with the success of the Convermax search engine."*

■ **Bill Kelly, CIO, Duralee**

Fast, accurate search returns with a great user experience increase sales conversions. Convermax delivers results. Your business benefits, affordably.

All the Convermax features work together to seamlessly deliver the best search matches to your site visitors. The guided search starts the easy and intuitive search process, leveraging the Convermax power. With its auto-corrections, intelligent query parsing, type-ahead, intelligent text processing, relevance ranking, and speed, you are able to deliver highly relevant results to shoppers more quickly and easily.

## Better decision making with comprehensive analytics

Easy to obtain and interpret, analytics give you the tools you need to make important merchandising decisions. Change the promotions and test add-on product suggestions to maximize each sale. You have the tools at hand to make data-driven decisions to improve your bottom line.

## How does Convermax work for me?

- ☐ Convermax can be hosted in the cloud or installed locally. You decide which works best for your business
- ☐ Software is installed to interface with your eCommerce platform and eCommerce database, so your software works together seamlessly
- ☐ API indexing is integrated to deliver and display the most accurate results
- ☐ Convermax improves bottom line sales without taxing your technical staff. The easy to learn and use toolset makes integration into your technical environment easily manageable

## Don't let poor site search cost you customers.



*Call Steve at 315-217-1107  
and schedule a personalized  
Convermax demonstration today!*



Phone: **315.217.1107**  
Web: **www.convermax.com**  
E-mail: **info@convermax.com**

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