hawksearch

Modernize Your Customer Experience

A feature-rich e-commerce site search engine designed to help deliver a relevant and effective customer experience—enabling your business to engage more customers and close more sales.

Innovative

Our team of engineers is dedicated to developing and introducing new features and upgrades that improve the customer experience and help businesses stay a step ahead of the competition.

Scalable

Designed to handle millions of transactions with sub second response time. Hawk Search's SaaS and on-premise solutions allow you to grow at your own pace.

Flexible

Hawk Search is platform agnostic and can be easily integrated with virtually any e-commerce platform. Hawk's modern architecture enables you to design and implement a solution customized to meet your unique requirements.

Hundreds served, and growing

Over 400 top online retailers and content publishers use Hawk Search to power their website search and navigation experience

Mobile ready and easy to implement

Hawk's superior out-of-the-box functionality delivers a unique customer experience that will differentiate you from the competition across all channels and devices

Business Impact

Hawk customers have reported:

30% INCREASE IN THE NUMBER OF VISITORS USING SITE SEARCH

45% INCREASE IN CONVERSION

20% RISE IN AVERAGE ORDER VALUE

An advanced e-commerce Site Search solution is no longer an optional feature, it's a customer expectation.

Site search implementation gaps:

- 70% require shoppers to search using the exact description of the product instead of using synonyms

- 36% of autocomplete implementations are done poorly and actually harm the customer experience.

- Only 40% of the websites allow customers to filter and sort by product attribute

Hawk Search Overview

Hawk Search runs in parallel with your existing e-commerce platform and delivers a scalable and flexible software solution that transforms site search and merchandising into a Customer Experience Management (CXM) platform.

Intelligent Site Search

Site search combines proven relevance strategies with machine learning capabilities to learn how your visitors shop and personalizes results based on their behavior.

Hawk Search transforms an ordinary experience into a personalized customer experience by analyzing the choices visitors make as they search and navigate through your online catalog. Site search hasn't evolved to the point of mind reading, but Hawk's intelligent search technology is the next best thing.

1 to 1 Merchandising and Recommendations

Your merchandising team will enjoy the easy to use tools that enable them to present the most effective products and content for a visitor. Combine our 12 recommendation strategies to achieve the right balance for your site's merchandising efforts.

Guided Navigation

Make it easier for site visitors to find the products that are most relevant. Hawk Search's guided navigation dynamically builds navigation based on product attributes within a category or product type. Navigation options are continuously fine-tuned based on visitor behavior.

Site Search for All Devices (Desktop, Mobile and Tablets)

Make sure your site is ready to be on-the-go with your customers. Enjoy built-in Responsive Design support and seamless integration with your current online catalog, an intuitive interface, and advanced search functionality.

SEO Booster

Hawk Search was designed with search engine optimization in mind. Search engine friendly URLs are an out-of-the box feature and SEO Booster generates unique search engine friendly URL's for search results pages.

Visitor Targets

Target search results and dynamic landing pages with exceptional precision through our Visitor Targets feature. Use visitor location or custom visitor parameters to dynamically optimize the entire shopping experience.

Multi-language Features

Hawk Search supports over 30 languages out-of-the-box. Give visitors the option of viewing the website in a different language or default the language based on their location.

Dynamic Landing Pages

Dynamically deliver the most relevant content based on internal site navigation, or how a visitor arrived at your site. This feature provides a great way to optimize the performance of AdWords and email campaigns by customizing the landing page to match the campaign message.

Content Publishing

Promote, highlight, and optimize the content on your site based on visitor behavior and what's trending. Deliver the right article, video, and banner ads to the right visitor at the right time.

Take the next step

To learn more about this feature-rich site search solution and how your company will benefit, visit **www.hawksearch.com** or contact us today to schedule a free demonstration.

Email: demo@hawksearch.com   **Call:** 630-469-2929