

# Apptus eSales for Shopware

## AI-Powered eCommerce optimisation

Apptus eSales is redefining online merchandising. It is enabling some of the world's leading retailers to dramatically improve sales performance, reduce cost, and drive organisational efficiency.

With the release of Apptus eSales for Shopware, the functionality of Apptus eSales is now even easier and faster to implement and configure with Shopware. Apptus eSales for Shopware deploys Apptus eSales capabilities through a plugin for Shopware. This enables online retailers to simplify and shorten the integration of Apptus eSales into their system, which leads to less maintenance and lower integration risks. The offer is relevant for new Apptus eSales customers using Shopware, and for existing customers who choose to switch to Shopware.



### SEARCH

#### Personalised, relevant

Tailor your search results to match each customer's needs. Apptus eSales is the only eCommerce search solution that delivers true personalisation, by automatically adjusting product exposure across products and promotions – in real time.

### NAVIGATION

#### Product discovery – redefined

Apptus eSales automatically adjusts the order of filters, and sorts orders and product ranks on category pages. It uses the customer behavioural feedback loop, AI and machine learning, so no manual analysis and administration is required.

### RECOMMENDATIONS

#### Perfect cross-sells, every time

Apptus eSales has a recommendation algorithm for every step of each customer's journey – from home page personalisation and product cross-

sells to category context and shopping intent, search relevance and basket upsells.

### APPTUS CLOUD

#### Business spelled EASY

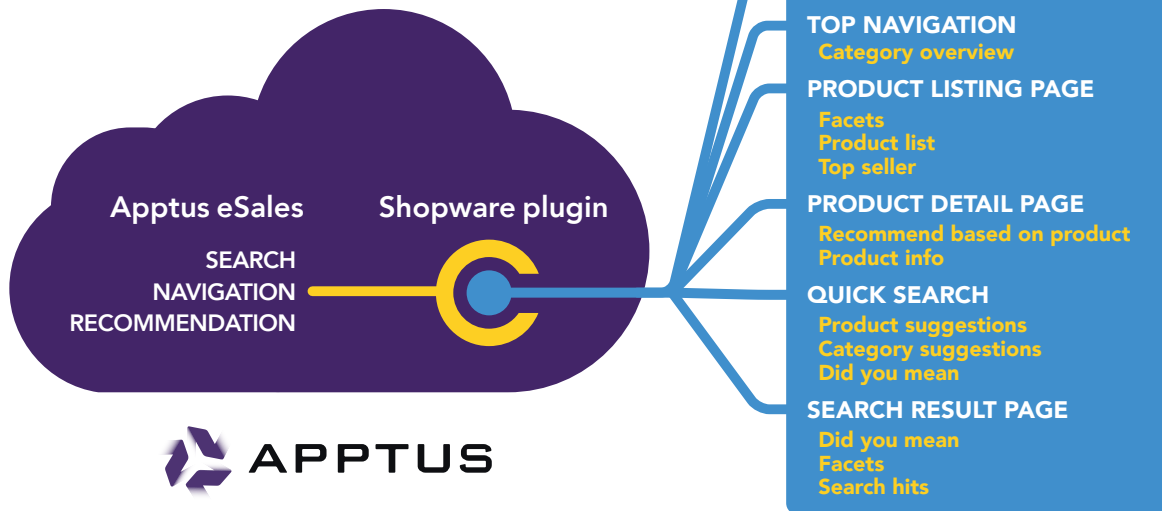
Apptus eSales delivers all the speed and efficiency of a best-of-breed cloud environment, while meeting the most demanding security and performance requirements.

### UNIFIED

#### Automated, predictive merchandising

Available as a unified solution or in modular form, Apptus eSales enables automated, predictive merchandising that works across search, navigation, recommendations, and more to display the right products in the right context at the right time.

# Apptus eSales for Shopware



## The plugin empowers you with Apptus eSales capabilities

In retail whole-site personalisation is the Holy Grail but, in truth, only a few solutions will take you so far.

To convert interest into hard sales you need a solution that works across all product assortments, a unified solution that adapts to customer behaviour across all interactions... across search, navigation and recommendations.

By combining predictive analysis with real-time decisioning, Apptus eSales completes your eCommerce platform and takes the guess work out of online merchandising.

It personalises product assortments across all screen real-estate and marketing campaigns, delivering unrivalled customer experiences. Welcome to the future!

### Contact

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### TOP PERSONALISATION BENEFITS

Now merchandisers can see how customers interact with products across their entire site, and adjust product exposures to better meet their objectives.

### WHOLE-SITE MERCHANDISING

Apptus eSales can manage all your product assortments, across search, navigation, recommendations emails and more. No longer do you need to juggle multiple systems and learn multiple interfaces.

### EXPERT ADVICE & CONSULTANCY

We're more than just technologists, at Apptus we offer support and advice on all aspects of online merchandising and personalisation.

### INCREASED SALES

With more data comes greater insight. We capture more of your customers' behavioural data,



enabling unparalleled predictive analysis of their shopping intent.

### ORGANISATIONAL EFFICIENCY

Apptus eSales automates the repetitive and time-sensitive aspects of the product merchandising process, freeing your staff to focus on more creative activities.

### BUILT TO SCALE

Our clients include some of the world's largest retailers. No matter what your catalogue size, or customer base, Apptus eSales has been engineered to meet the most demanding requirements.