



# AI-Powered eCommerce optimisation. As simple as it sounds.

#LOVETHECOMPLEX

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.

It draws on big data and machine learning to constantly tune exposure strategies aligned to wider conversion, revenue and profit driven goals. There's no need to rip and replace.

Apptus eSales works with your existing eCommerce platform to transform previously reactive, manual and rule-based merchandising. It enables automated, predictive merchandising that works with even the biggest product ranges to display the right products in the right context at the right time.

Apptus eSales works with any eCommerce platform. It complements existing tools by adding unparalleled merchandising capability - managing product assortments across search, navigation, recommendations, email and more:

## 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, content and promotions - in real time.

## ADS

**Never waste a pixel**

Ensure your promotions always earn their keep. Apptus eSales automatically tests all your promotional content to ensure that every area of screen real-estate is used to greatest effect for every customer.

## NAVIGATION

**Product discovery – redefined**

Apptus eSales automatically adjusts the order of filters, 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, content and more to display the right products in the right context at the right time.

# Personalisation. Powered by complexity.

In retail whole-site personalisation is the Holy Grail but, in truth, most solutions only 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, recommendations, content and campaigns.

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;

AI-Powered eCommerce Optimisation

"The market generally sees a 19% uplift in sales from companies that have implemented website personalisation\*

\*Source: eConsultancy



## TOP PERSONALISATION BENEFITS

### ACTIONABLE INSIGHT

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.

