APPTUS

MORE MARGIN.
MORE SALES. FASTER.

BRING AI-POWERED
ECOMMERCE OPTIMISATION TO YOUR PLATFORM

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:

RECOMMENDATION
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.

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.

CONTENT
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.

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.

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.

APPTUS

PERSONALISATION – we deliver what others only promise.

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.

Introducing Apptus eSales – Personalisation that works.

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 of eCommerce.

TOP BENEFITS OF *true* 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, eSales has been engineered to meet the most demanding requirements.

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.

" *94% of Marketers agree that website personalisation is critical to future success* "

" *73% of consumers say they are more likely to buy from companies that personalise their shopping experience* "

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

Sources: eConsultancy, Forrester, Gartner, Aberdeen & Accenture