



# TURN SITE SEARCH INTO A PERSONAL SHOPPER

Transform your site search from a generic word search association that boosts only the most popular products, into an individually targeted experience presenting the most relevant items for that shopper. This connects each shopper to the right products for them, and dramatically raises your revenue per search.



ANN TAYLOR



Sur la Table



# AVERAGE INCREASE OF 22+% IN REVENUE PER SEARCH VISIT

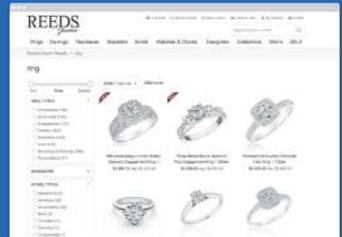
## POWERFUL SHOPPER MERCHANDISING WITH PREVIEW SEARCH

Engage shoppers with a highly visual search experience that actively previews individually relevant products as they type in the search box. By presenting products that most closely match your shopper's preferences and intent, they are one click away from the items they are most likely to buy.



## FULL SEARCH RESULTS THAT RESPOND TO EACH SHOPPER

Reflektion delivers full-page search results optimized for each individual shopper. Results are prioritized based on the unique preferences and intent of the visitor (gender, color, size, brand, etc.), presenting the most relevant products first while less relevant items are assigned a lower position in the set.



## FUTURE-PROOFED SITE SEARCH

It's time to expand your definition of search to include voice enabled search and photo search. Voice search is quickly weaving itself into the fabric of mainstream consumer engagement. What if you could marry the usefulness of voice search with your own ecommerce site? It's now possible with Reflektion. Photos inherently communicate product attributes like color, shape, style and even material, enabling a more rewarding and efficient search experience each shopper – especially on mobile.



[reflektion.com](http://reflektion.com) | 650-293-0800

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