



Reflektion Category & Landing Pages

Reflektion

Delight every visitor: organic search, paid keyword, and on-site, with individualized pages that drive conversion

Benefits

- + Boost search conversion
- + Increase Revenue per Visitor and Average Order Value
- + Maximize time-on-site

Features

- + Dynamic category and landing pages
- + Personalized experience within and between visits
- + Multiple languages and currencies
- + Localized store pricing
- + Auto-faceted navigation
- + Meta-tag control
- + Product attribute weightings
- + Split testing and analytics
- + JavaScript, REST API, or optionally, CDN integration

Is conversion from your SEO/SEM investments being drained by pages that simply aren't personalized enough to drive engagement? If your product display isn't prioritized to cater to individual visitors, or if your team is stuck managing manual rules that often miss the mark, then you're ready for an upgrade.

Convert your search traffic with intelligent product display

Reflektion boosts visitor conversion with dynamic category and landing pages that automatically prioritize product display and facets based on visitors' profiles, their interaction history, and your product attributes and categories—to accelerate their checkout journey.

Our Customer Engagement Platform's AI automatically identifies and displays the highest propensity to buy products, while providing your merchandising and marketing team with cutting-edge control.

Free your team to build pages that elevate conversion

With Reflektion, merchandisers can deliver personalization at the individual or cohort level, and even create focused landing pages based on a category and product attributes. Fine-tune display further by calibrating product attributes based on weightings or assign merchandising rules to account for factors like margin or seasonality.

Category and Landing Pages module works well with Reflektion's Content Personalization and Product Recommendations modules to further drive visitor engagement.

↑
6.1%
 Average Order



↑
12%
 Revenue / Visitor

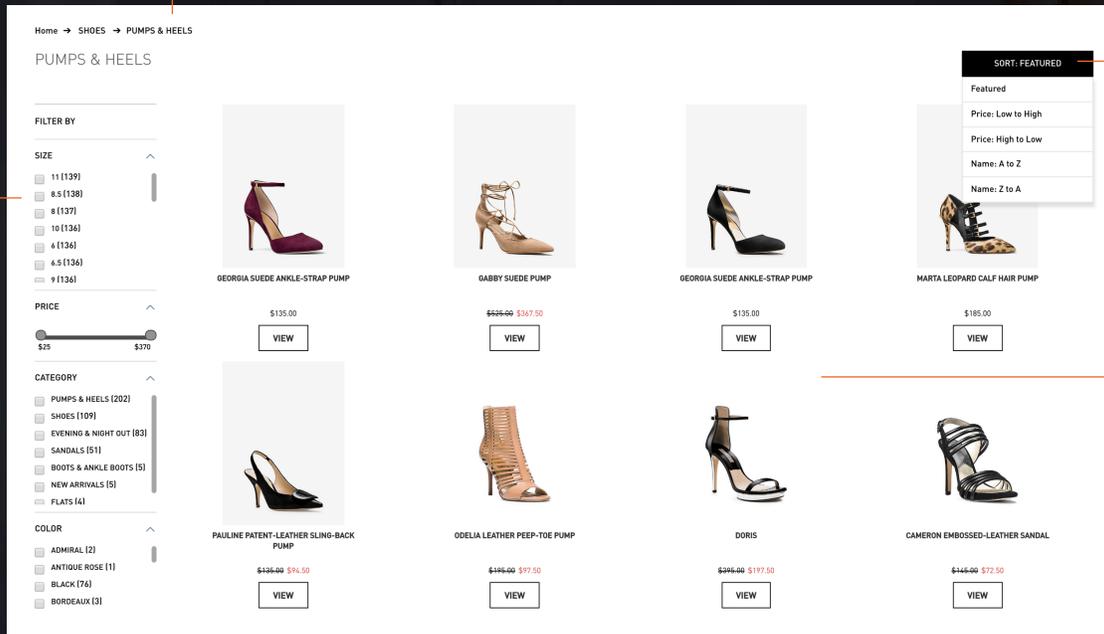


↑
26%
 Conversion Rate



Create pages based on categories, product attributes, product recommendations or search results

Intelligent, dynamic facets based on preference and intent



Flexible sorting options

Hyper-personalized results maximize conversion

Personalized Product Display

Deliver individualized or cohort-based pages, with ranked products and faceted control based on factors like visitor profile, interactions, product attributes, weightings and propensity to buy.

Fine-Tune With Rules And Weightings

Easily boost, bury, or pin products and categories based on their attributes, keyphrases, locales. Weightings provide contextual control to further harmonize in-category product rankings.

Rich Product Navigation Features

Dynamic facets that are generated for a given keyphrase or category based on relevancy, built-in sorting, items per page, and pagination all provide an intuitive, frictionless product navigation experience.

Consistent Visitor Experience

Reflektion remembers your visitors, who they are, and what they were looking for, and re-ranks page results so visitors continue their shopping journey with products displayed suited to their needs.

Flexible SEO And Page Control

Create nested pages based on categories, product attributes, product recommendations or search results, and then easily add meta tags to any category or landing pages to boost SEO.

Easily Test And Optimize

Run A/B or multivariate split tests to compare the impact of different rules and weighting. Analytics provides complete visibility into visits, conversion rate, AOV, RPV, product and category performance.