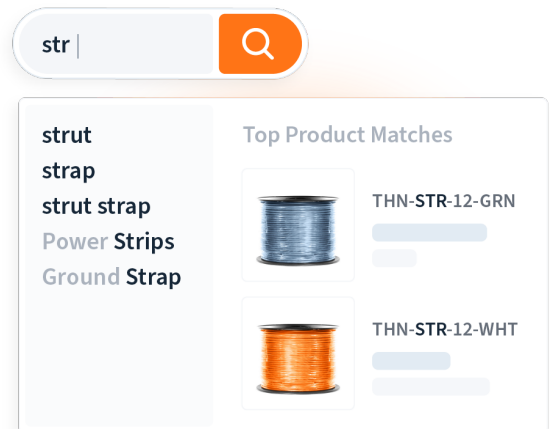


# Enterprise AI-Powered Search, Navigation, Personalization and Recommendations for BigCommerce including B2B Edition

Hawksearch empowers BigCommerce Customers to deliver an optimized experience to their B2B & B2C buyers that drive up conversions, reduce costs, and grow long-term customer value.

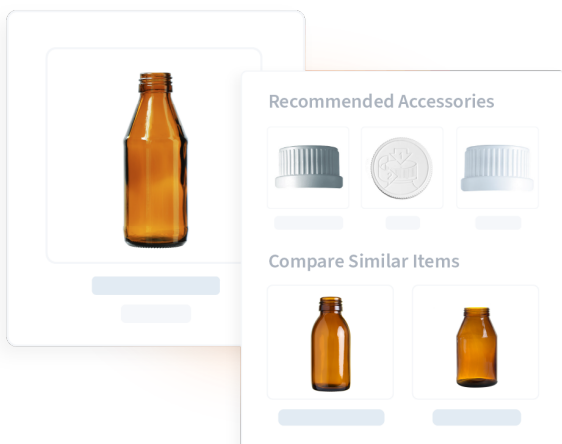
## Create Frictionless Online Buying Experiences, Increase Findability & Overcome Challenge Associated With

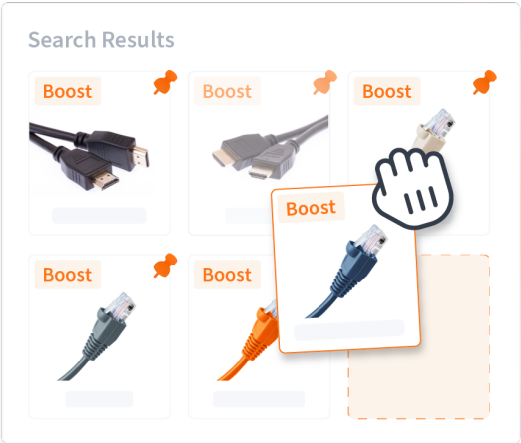
- Large volume of SKUs & Attributes
- Large complex product catalogues
- Large and complex category taxonomies
- Content from other sources
- Partial product & SKU searches



## Increase Conversions & AOV with Conversion Based Machine Learning & Event Tracking API that Powers Recommendation Widgets

- Trending
- Popular Items
- Frequently Bought Together
- You May Also Like
- Also Viewed
- Added to Cart
- View Then Bought



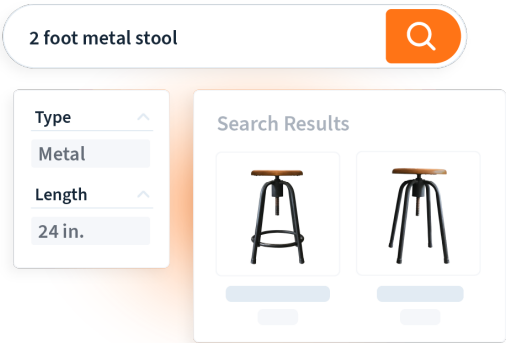


# Enterprise Search Without the Need for Enterprise IT – Hawksearch UI is Built to Empower Marketers & Merchandizers

- Drag & drop merchandising functionality
- Simple rule building – *if, this, then, that* logic
- On/Off Toggles
- Rich & real-time visual preview of results
- Campaign scheduling assistant
- Dynamic landing pages
- Persona based targeting

## Overcome Data Inconsistencies Across Your PIM, ERP & Commerce Platform

Normalize & cleanse data with Unit of Measure Conversion Logic & SKU Analysers that allow your buyers to search on their own terms.

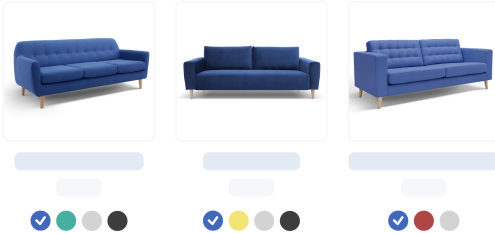


Measurement Phrasing	6" = 6in = 6 inches = ½ foot = .5'
Fraction Conversion	½ = .5 or ¾ = .75
Imperial to Metric Conversion	ml to oz, cm to in, kg to lbs
Symbols of Measurement	volt vs. –volt or amp vs. –amp
Part number inconsistencies	dashes vs. no dashes
SKU issues	the number “zero” vs. the letter “O”

blue sofa



#### Search Results



## Deliver a Relevant & Personalized User Experience

- Predictive auto-complete & auto-suggest
- Product & content rankings defined by previous user activity
- Persona based search results
- Relevant & personalized product and content recommendations
- Variant searches – Parent vs. Child
- Long tail keyword searches

## Deliver a World Class, Measurable Commerce Experience to Your Buyers



Dedicated Customer Success Team



Detailed reporting and analytics to measure conversions and track the customer journey across your commerce experience



Easily configured machine learning to automate and optimize the online buying experience



Custom Professional Services & Business Analytics support



Integration with third party business analytics services including:

 **Google Analytics**



**Power BI**



**UNITEDAQUA**  
GROUP



 **Black Diamond**

