

Enhance the Discovery Experience by Personalizing Results with Personalized Search

Offer hyper-relevant search and discovery experience for each visitor through a combination of keyword data, customer profiles and business rules.

Personalized Search combines Certona's patented search methods, covering the indexing of search based on behavioral outcomes rather than just text analysis with Monetate's easy to use, powerful testing and personalization platform. This unparalleled set of search tools allows users to deliver search results that are based on all of the data that you have on each site visitor.

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Deliver Relevancy & Maximize Results



Hyper-Personalize Every Experience

Dramatically improve search, and the broader customer experience by leveraging in-session behavioral data through to any 1st- or 3rd-party data that you feed in while customizing to suit your own business guardrails.



Maximize Individual Relevancy

Combine text analysis, query time weights and phrase matching with wider in-session and 1st- or 3rd-party data to significantly improve search relevancy.





Work From an All-In-One Solution

The full set of solutions and features within Personalized Search is complimented by a complete set of testing and personalization solutions available within the wider Monetate offering.



Improve Touch Points Based on Autonomed Intelligence

Clicks and multiple data points increases the intelligence within Monetate's decision engine to calculate the best results and to feed into other experiences and touch points.



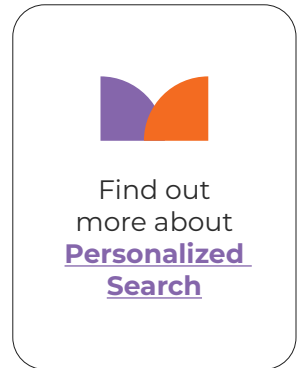
Enhance CX with Advanced Tuning

Our search optimization interface allows you to easily tune or adjust levers to fine-tune results to align with business guardrails while further enhancing the customer experience.



Meet Mobile-First Demand

Search through mobile devices continues to rise and we can help you take advantage of the trend. Monetate Search has been designed with mobile first at its center.



A Set of Powerful Search Tools

Ensure a hyper-relevant search and discovery experience for each visitor, with a set of tools allowing you to generate maximum customer engagement

PREDICTIVE VISUAL SEARCH



Using patented technology, Monetate displays instant visual results, based on behavioral outcomes, as visitors type partial or full search terms. Sometimes referred to as 'type ahead,' instant images are displayed as a visitor types and as the suggestions are hovered over the recommendations will dynamically change. You have the flexibility to style using CSS and choose from several different templates. Predictive search can suggest terms, categories and products and seamlessly integrates with product recommendations.

PERSONALIZED CATEGORY PAGES



Through analyzing in-session behavior, Personalized Category Pages can dynamically sort the product grid on category or sub-category pages for each visitor using Monetate's patented system and method for predicting visitor intent. The flexible tool allows users to refine results with size, color, or any other facets for a product category. This level of control over key pages means you can support campaigns and business priorities by boosting or burying products.



SITE SEARCH



Using Monetate's patented behavioral modelling, users can deliver hyper relevant results by personalizing the search experience for each visitor. The easy to use yet powerful feature understands typos and synonyms alongside providing insightful reporting, and rich customer data to feed into your wider personalization program.

PRODUCT FINDER



Product Finder and Gift Finders engage shoppers by asking questions, capturing explicit insights and then helping them narrow down options to those that best fit their needs, all based on their answers, preferences and Monetate's patented search and predictive personalization technology. This valuable data can also be fed into other targeted experiences.

