

Engage Shoppers & Drive Results with Product Finder

Monetate Product Finder enables marketers and merchandisers to engage visitors through guided purchasing journeys while also gathering key customer insights. Choice overload can impact all visitors, especially those interacting with a typically sized product catalogue, when shopping for a gift, or interacting with a new retailer.

As a Monetate customer, you can easily create highly customizable guides to engage shoppers and help them navigate across categories towards a purchase using branching logic. Insights gathered from customer responses are utilized in real-time, in-session to heighten the relevancy of recommendations or used as deeper insights across other experiences.

Adding Product Finder To Your Monetate Strategy

✔ WITNESS FASTER TIME-TO-MARKET

See rapid ROI from Product Finder as the integration & training are already done.

✔ DELIVER HYPER-RELEVANT RECOMMENDATIONS

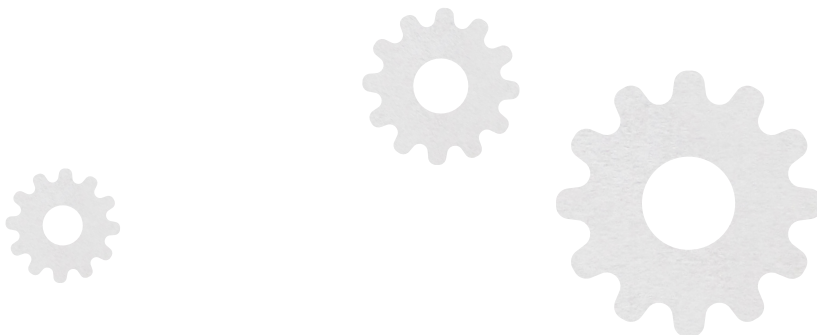
Use questionnaire responses in real-time, to influence your Monetate Recommendations in-session, and for future experiences.

✔ OPTIMIZE & TARGET

Easily utilize Monetate features like testing and targeting to validate lift, optimize layouts, and target experiences to different audiences.



2x higher conversion rate
for visitors interacting with Product Finder



Deploy Powerful, Highly Customizable Experiences with Ease



ENGAGE WITH POWERFUL RECOMMENDATION OUTPUTS

Product Finder goes beyond the capabilities of traditional guided selling tools that rely simply on product features, such as fit, size or color. Monetate's Product Finder uses explicit responses to build a more complete picture of the shopper.

Combining patented behavioral modeling and Monetate Personalized Search capabilities, Product Finder predicts the products, content and offers that will best resonate with the customer. In turn, these insights can be used to better inform future personalization and merchandising decisions.



BUILD A CUSTOMIZABLE BRANDED EXPERIENCE

A guided shopping journey needs to align with brand guidelines. With Product Finder you can deploy powerful experiences molded to suit the look, feel and flow of your brand.

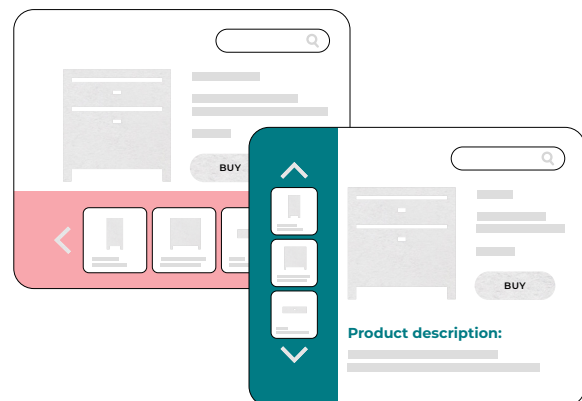
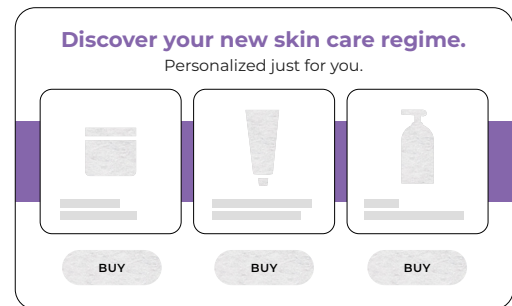
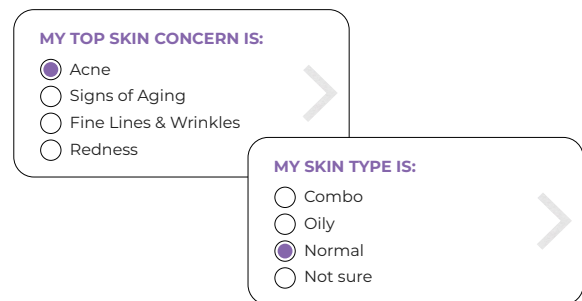
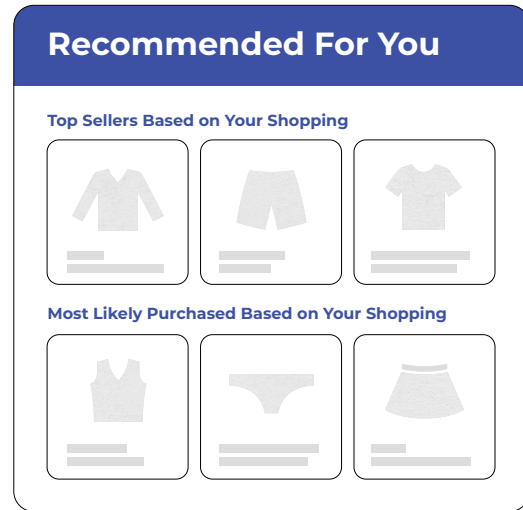
Product Finder's easy to use interface allows marketers to quickly create, target, modify and deploy experiences. Non-technical users can create lifestyle and contextual questions, which shoppers answer by clicking on images, buttons, icons or text responses. When a quick change is necessary, you won't need a developer.

When customization is king, leverage JavaScript to support wish lists, adding to cart or just about anything else you can think of right from your Product Finder.



OPTIMIZE & TARGET PRODUCT FINDER TO AUDIENCES

Just like any other customer interaction, there's always opportunities to tweak and adjust the experience, and variations will perform differently depending on the customer. As a feature within Monetate, Product Finder can be tested and personalized using market leading testing and targeting capabilities.



Deploy Powerful, Highly Customizable Experiences with Ease



INCREASE SALES & REVENUE

Help shoppers find the right products more often when buying for themselves, or when purchasing gifts for others



IMPROVE ENGAGEMENT TRUST

Translate in-store experiences online by taking real-time shopper feedback and turning the insights into personalized recommendations



BOOST AOV & CONVERSION

Move would-be customers down the funnel with a guided shopping experience which further improves the relevancy of recommendations at every step

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