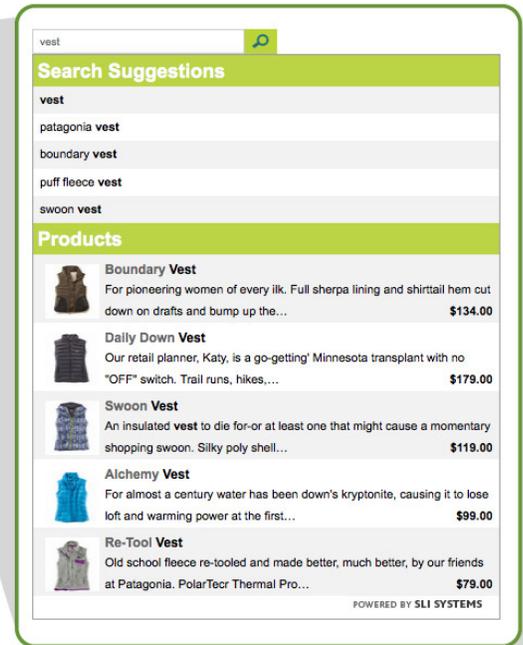
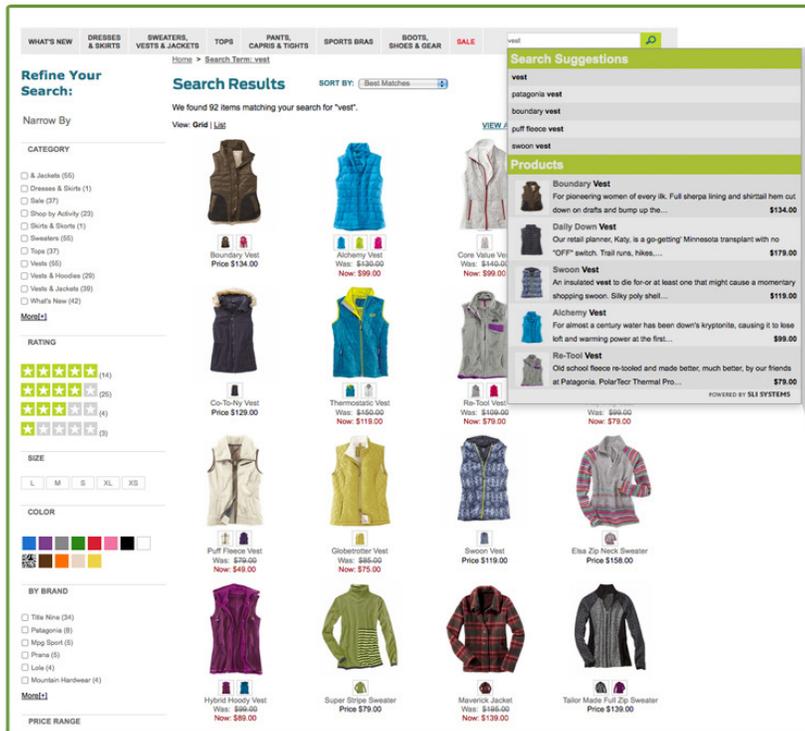


## SLI Learning Search

E-commerce Site Search That's Always Relevant



### Key Features

- Search that learns & improves
- Custom modifications to search results
- Powerful merchandising controls
- Reporting & analytics
- Ongoing dedicated support
- Enterprise-level reliability & scalability

### Key Benefits

Increased e-commerce sales  
 Improved conversion rates  
 Higher average order value  
 Streamlined user experience  
 Increased customer loyalty  
 Protection from site outages



Now that's a  
 good search  
 result.

**SLI Learning Search™** is an advanced, SaaS-based site search solution that makes it easy for online retailers to connect shoppers with the products they want to buy. SLI Systems' patented learning technology learns from visitors' site search activity and clickthroughs to deliver the most relevant results—even through continually changing seasons and trends. By helping site visitors find what they want to buy, Learning Search™ drives increased sales and greater customer loyalty.

## They Shop, or You're Dropped

In an SLI study, 73% of customers left a site after 2 minutes if they hadn't yet found what they were searching for. Mobile users are even less patient. To satisfy e-commerce customers, search results pages must show relevant items in the first few results. Learning Search automatically delivers the most relevant results at the top of the first results page so customers are more likely to buy rather than bounce.

## SLI Learning Search Is Different

Standard site search technologies deliver results based on simple text matching or complex natural language algorithms that behave like black boxes. In contrast, Learning Search is based on user behavior analysis and understanding. By tracking every query and clickthrough, Learning Search improves relevance and reduces the time it takes customers to find what they're looking for.

## Support That's Actually Supportive

With SLI, an easy implementation, custom modifications and ongoing support are just part of the package. We understand that each business has different needs, so we're happy to help implement features that distinguish your site. You'll have a dedicated Customer Success Manager to assist you in continuously improving your user experience and e-commerce results. Just provide us a data feed, and we do the rest.

## Learning Search Features

### Tailored Search Results Pages

When you choose SLI, your search results are tailored to match your site's look and feel. We'll also help with recommendations to ensure your search follows best practices and matches your business needs. When visitors search by SKU, brand, or other criteria, we provide rich search results pages with images, videos, prices, discounts, user ratings, reviews, social media content and a lot more. Your visitors can choose between looking at results in a grid, list or hybrid view. They can also re-rank results by popularity, price, ratings, availability, Facebook likes or other criteria.

### Search Suggestions

Our Auto Complete functionality suggests search terms as your visitors type their query. SLI Rich Auto Complete™ also shows relevant product images and descriptions as queries are typed, giving customers one-click access to the product detail page.

Our unique related searches are shown at the top of the results page and below each search result to help visitors refine or expand their search. Learning Search also presents spelling suggestions when people enter misspelled words and handles partial matching, singular and plural terms.

### Powerful Merchandising

Learning Search offers retailers the merchandising controls they need to promote products and improve conversion rates. This includes the ability to control product ranking, insert keyword-specific banners on search results pages, build and manage landing and focused category pages and create custom synonym and search suggestion rules. Retailers can also easily add ribbons to their search results such as out of stock, on sale or free shipping to improve clickthroughs.

### Flexible Refinements

Learning Search empowers shoppers to narrow their search results down to a reasonable size to help them better choose their product. We allow your visitors to multi-select refinements to quickly narrow their results. Our solution allows your customers to refine in many ways, such as by category, style, color, brand, size, rating, price and availability.

### Reporting and Analytics

SLI Systems provides advanced site search and navigation-specific analytics and reporting at no extra charge. We provide detailed metrics to help improve your site. This data is extremely useful to better understand your visitors' intent, tune your site, and enhance your SEO efforts.

## Cloud Service Done Right

SLI Systems offers a redundant architecture that helps protect you from hardware or other service failures. This costs you nothing and is part of our effort to continuously offer the best service possible. Furthermore, as a hosted service we can readily scale to meet the needs of your site during peak shopping seasons.

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## About SLI Systems

SLI Systems enables the world's leading e-commerce retailers to increase sales by connecting shoppers with the products they're most likely to buy. With proven search technology that learns from the activity of real site visitors, SLI delivers SaaS-based site search, navigation, merchandising, mobile, recommendations and SEO solutions that arm retailers with the tools they need for rapid growth.

To learn more visit [sli-systems.com](http://sli-systems.com), [sli-systems.com.au](http://sli-systems.com.au) or [sli-systems.co.uk](http://sli-systems.co.uk).