

ORACLE COMMERCE GUIDED SEARCH

BEST-IN-CLASS SEARCH AND GUIDED NAVIGATION EXPERIENCES

KEY FEATURES

- Market-leading search and guided navigation
- Expansive breadth of search and navigation configurations
- Business user control over omni-channel search experiences (Web, mobile, in-store, service, social)
- Integration with key systems for a closed-loop experience
- Full scalability across your enterprise

KEY BENEFITS

- Improve online browsing and search experiences for your customers.
- Deliver precise, more-relevant, and more-complete results.
- Increase conversion rates.
- Boost your natural search traffic.

Did you know that 70% of site activity starts with the search box? Using Oracle Commerce is the most effective way for your customers to dynamically explore your digital channels and find relevant and desired items quickly. An industry-leading faceted search and guided navigation solution, Oracle Commerce's advanced search and guided navigation enables businesses to influence customers in each step of their search experience.

Constant Guidance, Always-Relevant Results

Whether a B2C shopper or B2B buyer, your customers want the flexibility to engage through any channel, navigate based on their unique preferences, and view only content relevant to them. Today's search experience typically frustrates online buyers by either overwhelming them with long pages of irrelevant results or returning no results at all. Oracle Commerce's superior search—integrated with guided navigation—encourages exploration and discovery, leading to increased conversion rates and customer satisfaction. And because Oracle Commerce adapts to user behavior, search results are always in context, enabling customers to achieve their goals quickly.

Advanced Search

Superior search ensures that visitors receive the most-relevant results through transparent relevance rank controls, a thesaurus, keyword redirection, and boost and bury capabilities. Online businesses can drastically reduce failed searches with type-ahead autofill, data-driven spelling correction, and “Did you mean?” prompts.

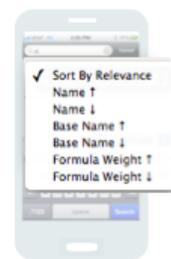
Oracle Commerce Guided Search is designed to handle all user queries from vague, single-term queries, to multi-term queries, including natural language questions. Oracle Commerce Guided Search can support wildcarding, Boolean search, and part number search, and more.

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Search type ahead



Relevance



Spell Correction



Guided Navigation

Guided navigation capabilities dynamically summarize results, based on available metadata, so visitors can more effectively refine and explore information. This capability reveals concepts within data and content to guide visitors to the best information in terms of their

RELATED PRODUCTS

Oracle Commerce solutions power the world's biggest and best brands. We enable you to deliver a consistent, relevant, and personalized omni-channel buying experience.

- Oracle Commerce Platform
- Oracle Commerce Experience Manager
- Oracle Commerce Merchandising
- Oracle Commerce Customer Service

unique interests. Guided navigation shows customers all possible, valid next steps, based on their selections, to keep them in control and enables business users to influence next steps with tools such as dimension reordering and visual refinements.

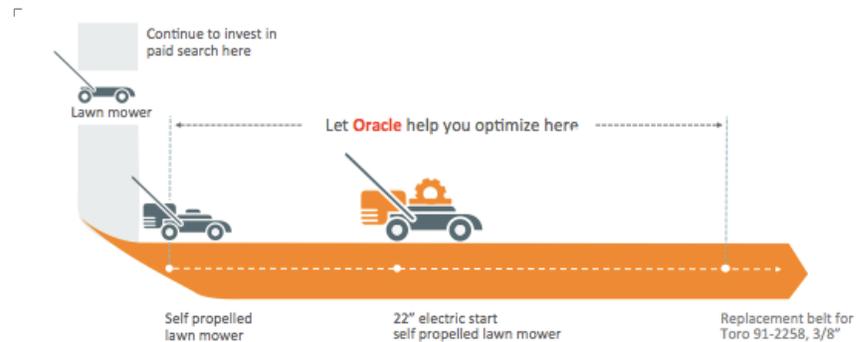


Dynamic “Searchandising”

Dynamic merchandising capabilities are embedded in to Oracle Commerce Guided Search. With simple business rules that support dynamic experiences through the long-tail and allow business users to “manage by exception”, brands can ensure that every buyer receives a relevant product recommendation, up-sell or cross-sell based their navigation state and selected refinements.

Search Engine Optimization

Built-in search engine optimization (SEO) capabilities help manageably surface all dynamic Web pages created by Oracle Commerce to search engines such as Google, Yahoo!, and Bing. Core capabilities within Oracle Commerce automatically generate site maps, “beautify” URLs, and remove duplicate links to generate more-targeted clicks from natural search.



Leave No Content or Data Behind

Your customers need relevant content to boost their confidence so their browsing will convert to sales. Oracle Commerce enables you to use any data (sales, profile, social, analytics, product) and content from any source to power smarter, richer search experiences. Prebuilt points of integration with external technologies and data sources such as user reviews, Web analytics, content management systems make it easy to deliver richer, more intelligent experiences while lowering integration costs.

Power In The Hands of Business Teams

Non-technical users can configure and maintain search configuration and relevancy to the facets that appear for a given search term or category to the business rules that highlight products and content when appropriate. The business user tooling can easily access data from integrations to many third party technologies like Web analytics, user reviews, ad servers,

recommendation engines, inventory systems and more.

Out of the box, Oracle Commerce Guided Search has over thirty sophisticated, easy-to-configure relevance ranking strategies that can be employed and configured to suit the application. Business users can configure many features such as keyword redirects, thesauruses, and managing facets without an IT professional.

Business Users are also able to control the layout and business rules associated with Guided Navigation. The business user can influence next steps with tools such as dimension reordering “boost and bury” on a global scale or within a specific category or search term.

Omni-Channel Consistency

The power of Oracle Commerce Guided Search can easily be extended with Oracle Commerce Experience Manager, which gives business users control over the customer experience and the ability to tune and optimize content targeting and personalization within dynamic pages. Instead of predicting what customers will want and requiring IT to manually build static pages and paths, Oracle Commerce Experience Manager enables organizations to dynamically assemble and scale an infinite number of personalized experiences across all channels and devices.

Contact Us

For more information about Oracle Commerce, visit oracle.com/commerce or call +1.800.ORACLE1 to speak to an Oracle representative.



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Hardware and Software, Engineered to Work Together