

## BUSINESS INTELLIGENCE

In business, information is crucial...if you know what to do with it. The advantage Celebros Analytics gives site managers is vital shopper stats presented in clear, concise and actionable reports. Easy to understand reports enable eTailers to respond appropriately to site-wide activity. That's when information turns into intelligence. So even if you already use another reporting tool, your business will still gain value from Celebros Analytics.

All Celebros solutions are built to complement each other. As such, they

are completely compatible with Analytics, and benefit from the specific interconnectivity of operating on the same platform. Analytics reports address precisely the way search works in your shop; the parameters measured and terminology used are familiar and easily interpreted.

The Analytics reports, produced at the click of a button, give you the power to make critical, knowledge-based business decisions and create appropriate strategies for your online store.

### How Celebros Analytics works

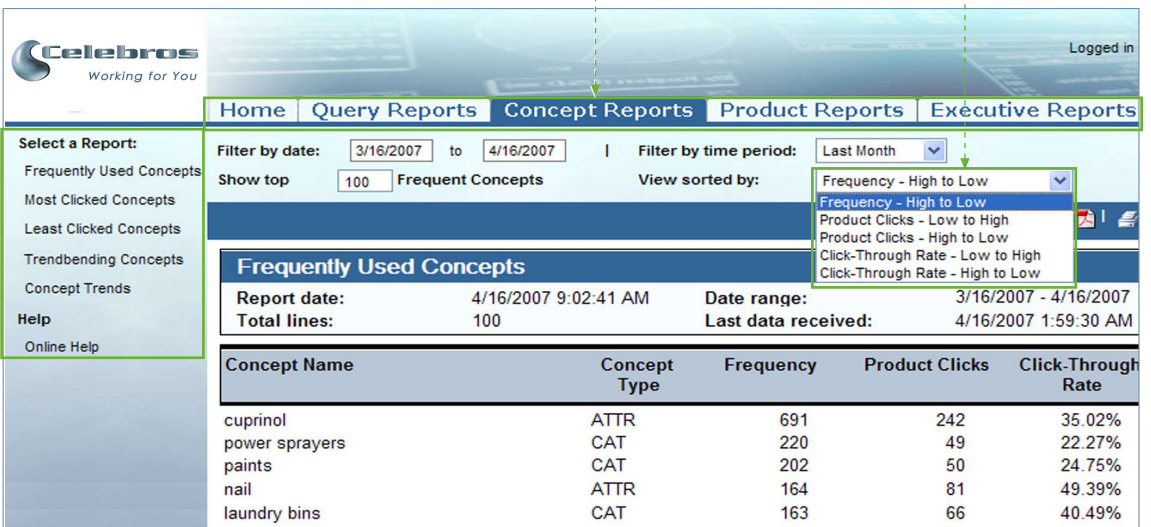
The data stream from online shops to Celebros' dedicated Analytics servers is continuous. Shopper data is forwarded to the servers where the information they contain is sliced and diced by advanced in-house algorithms that work in conjunction with the search solution. Query frequency, product clicks, and more are examined within the same framework, filters and hierarchy as your search, resulting in a treasure trove of information that helps guide your online business.

### Analytics reports support your business and marketing decisions

Reports are filled with useful and actionable information online retailers need to strategically manage their stores. See the two sample reports included here.

### Frequently Used Concepts

Celebros Analytics users access the 'Frequently Used Concepts' report to get up to the minute information on the hottest shopping categories on their sites and the click-through rate per category.



Side menu from which to easily select report type in the category you want to view now.

Select report category by clicking on a tab.

Select report parameters for display

Logged in

Home Query Reports **Concept Reports** Product Reports Executive Reports

Select a Report:  
 Frequently Used Concepts  
 Most Clicked Concepts  
 Least Clicked Concepts  
 Trendbending Concepts  
 Concept Trends  
 Help  
 Online Help

Filter by date: 3/16/2007 to 4/16/2007 | Filter by time period: Last Month

Show top 100 Frequent Concepts View sorted by: Frequency - High to Low

**Frequently Used Concepts**

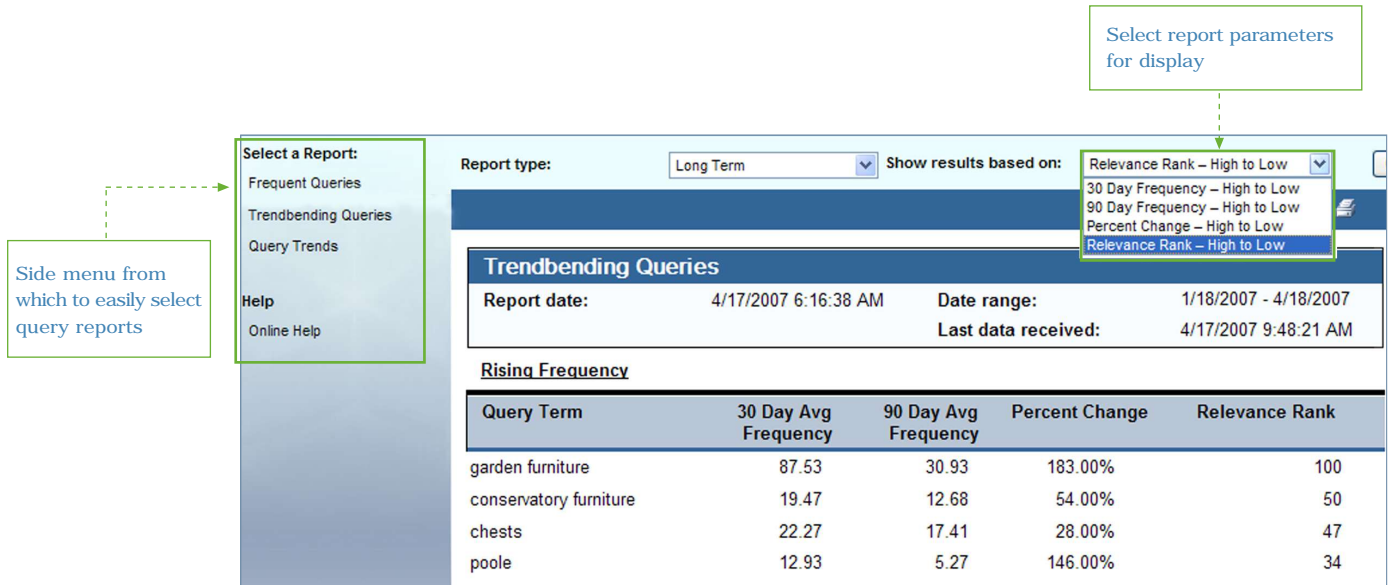
Report date: 4/16/2007 9:02:41 AM Date range: 3/16/2007 - 4/16/2007  
 Total lines: 100 Last data received: 4/16/2007 1:59:30 AM

Concept Name	Concept Type	Frequency	Product Clicks	Click-Through Rate
cuprinol	ATTR	691	242	35.02%
power sprayers	CAT	220	49	22.27%
paints	CAT	202	50	24.75%
nail	ATTR	164	81	49.39%
laundry bins	CAT	163	66	40.49%

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### Trendbending Queries

Unique to Celebros Analytics, the 'Trendbending Queries' report shows you significant changes taking place in your shop, reviewing shopper queries that are increasing or decreasing in frequency. This information enables you to track trends, helping you, for example, decide when to initiate promotions that amplify sales, or when to clear out merchandise in which interest is waning.



The screenshot shows the 'Trendbending Queries' report interface. On the left is a side menu with options: 'Select a Report:' (containing 'Frequent Queries', 'Trendbending Queries', and 'Query Trends'), 'Help', and 'Online Help'. A callout box points to this menu with the text 'Side menu from which to easily select query reports'. The main report area has a 'Report type:' dropdown set to 'Long Term' and a 'Show results based on:' dropdown set to 'Relevance Rank - High to Low'. A callout box points to this dropdown with the text 'Select report parameters for display'. Below these are the report details: 'Report date: 4/17/2007 6:16:38 AM', 'Date range: 1/18/2007 - 4/18/2007', and 'Last data received: 4/17/2007 9:48:21 AM'. The main data table is titled 'Trendbending Queries' and has a sub-section 'Rising Frequency'.

Query Term	30 Day Avg Frequency	90 Day Avg Frequency	Percent Change	Relevance Rank
garden furniture	87.53	30.93	183.00%	100
conservatory furniture	19.47	12.68	54.00%	50
chests	22.27	17.41	28.00%	47
poole	12.93	5.27	146.00%	34

### Machine Learning

There's nothing like experience. Using machine learning, Celebros Salesperson gets to know your shoppers and automatically perfects its query responses to their requests, constantly showing them just what they want to see and buy.

In a bricks and mortar store, an experienced salesperson realizes that for instance, people looking for a digital camera usually prefer a 7 megapixel and appropriately shows these to shoppers first. Machine learning behaves the same way.

### How does it work?

Using patent pending advanced algorithms, machine learning translates the real-time data about site events into a crucial merchandising tool that, when fed back into the search function, automatically rearranges the display of products returned to shoppers. On a query by query basis, items that have earned the most interest and racked up the most sales among the site's shoppers are displayed at the top of the results page. In parallel, relevant items that have not generated interest are demoted to less prime page real-estate.

Accurately displaying search results according to relevancy and desirability, increases the likelihood of a purchase.

Think of it as "automated merchandising" - machine learning does the work of a seasoned salesperson that knows your customers.

### Contact Us

#### Celebros

- sales@celebros.com
- US Office: 877 428 0496
- UK Office: 0870 366 5274
- www.celebros.com