



Managed Merchandising Services

Keep your online Salesperson on top of the dynamic online marketplace

Your **shop's** product offerings change.
Your **customers'** needs and interests change.
Trends and **seasons** change.
Promotions come and go.

The best gets even better: Now we can take the reigns of your online merchandising and take the administrative burden off your shoulders by using Qwiser™ Salesperson to consistently reflect the day-to-day activity in your shop.



With Celebros' Managed Merchandising Services solution, you profit from a proactive single point of service where your shop is monitored and optimised by a dedicated Professional Services Expert. Now you can cost effectively ensure increased conversions and revenue from your catalogue without lifting a finger.

Why Managed Merchandising Services Will Work for You

- Experienced online merchandising experts tailor and maintain your shop search
- No in-house staff required means more efficient time and resource management
- Dynamic, real time merchandising adjustments keep you on top of market trends
- Stock and promotions management (as part of up/cross selling) is made easy
- Analytics data is quickly put into actionable context

How Your Shop Will Benefit

- A faster ROI from consistently optimised search results and site navigation
- Additional catalogue modifications aided by remarkable usability and UI control
- Real time trend spotting - you sell the right product to the right shopper at the right time
- Merchandising strengths, weaknesses, and opportunities are identified quickly and easily

How Celebros Managed Merchandising Services Works

Celebros assigns a dedicated Account Manager to you as a personal contact responsible for carrying out online merchandising services for your business. Your Account Manager stays in regular contact to discuss your site's needs and coordinate any changes to be made. After becoming familiar with your site, your Account Manager is able to provide consultation tailored to your needs and the best practices of the market. Periodically, you will receive written reports of all modifications as well any UI and merchandising recommendations.

Contact Us

Celebros

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

Offered to customers for a low monthly fee, Managed Merchandising Services requires no additional investment in extensive Qwiser training for in-house personnel, allowing them to focus on the performance of the many other high-priority tasks involved in running your shop. Our Professional Services staff are experienced e-Commerce experts that know how to best manipulate search results to be more attractive for your customers, ultimately increasing conversions and building revenue. Along the way, your dedicated Account Manager is always available to answer any questions you might have.

Services Provided

- Regular monitoring and management of the Qwiser Salesperson-powered search and its advanced merchandising features on your site in order to maintain effective, accurate and relevant search results
- Search, merchandising and usability consulting, tailored to your site and designed to increase customer traffic, conversions, order size, and more
- Regular review and proactive optimisation of your shoppers' top queries designed to push hot products to the forefront while repositioning those that have cooled
- Timely modifications to accommodate for new products and changes in overall shopping trends, seasonal campaigns, holiday specials, and so on
- Periodical reporting & statistics on the services that have been provided

"We decided to leverage the Celebros Managed Merchandising Services Group for their expertise and ongoing assistance to optimise our search results. [They] are the experts with their technology and are, therefore, better able to add value by continually optimising the search results in a cost-effective manner. Our Managed Merchandising Services Account Manager dedicates time to us each month in order to improve our search results and makes search usability recommendations. This service allows me to be more productive and gives me the time to be more strategic."

Karen Gilliland, Chief Marketing Officer
www.finestationery.com

Expert Online Merchandising Support is Just a Call/Email Away

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