

# Dynamic merchandizing engine

*"Advertising moves people toward goods;  
merchandizing moves goods toward people." (Morris Hite)*

Promote profitable products and redirect customers where you want them to shop.

*Conversion Pro V8's Dynamic Merchandizing Studio features the fastest, most intelligent and accurate tools available. Helps you easily convert your merchandizing challenges to achieve higher sales.*

You know how profitable it is when high-margin products are promoted over less profitable ones, something that's not always easy to implement. With **Conversion Pro V8 Merchandizing studio**, you're just a few clicks away from creating promotion campaigns that will showcase those high-margin products. In just minutes, this powerful feature allows you to create banner campaigns and redirected landing pages. For example, you can create a banner promoting free shipping for the 50 most popular search queries on your site.


Creating a promotion campaign for an instant conversion boost takes just minutes to complete. With results you'll see immediately

**+** Category promotion campaigns that are effortless to create.

Let's say you want to create an "Olympics Special" category promotion for running shoes used by "Olympic champions," a top query in your shop. And you want Nike, the most profitable brand of shoes in your shop, to come up first in the search results. The "Olympics Special" category promotion will boost Nike products to the top of the search results without having to manipulate your catalog or encode anything. The campaign is activated by a shopper's search query and "Nike" shoes will always be displayed first.


**"New Balance" Query Campaign**

Trigger:	Query
Query:	New Balance
Type:	Banner Campaign
Time:	23 Mar - Open
Media Source:	www.ice.com
Target:	www.ice.com



|| Pause
+ Edit
X Delete

**New Balance Campaign Preview** [On site View](#) | [Preview >](#)





+ Alternative Products Campaigns that cater to customers' needs AND effectively manage your business objectives

It's easy to replace low margin products with more profitable ones when you create an Alternative Products Campaign with the Conversion Pro V8 Merchandizing Studio. Similarly, you can replace product sets with low conversion rates with a group of higher conversion rate products based on market trends and analytics.

+ Landing pages and redirected pages that bring shoppers to your top brands, holiday events and specials:

Create specialized landing and redirect pages so that all information related pages are easily found by your customers (such as shipping information pages). You may also want to create specialized landing pages to showcase leading brands, top sellers, sales or special events (such as holidays).



The screenshot shows a banner for Shoedog. On the left, there's a 'SHOE FINDER!' section with a dog wearing a stethoscope and a list of benefits: 'Reduce Injuries', 'Eliminate Blisters', and 'Run in Total Comfort'. Below this is a 'FETCH 'EM!' button and the Shoedog logo. The main banner area is yellow and features large '80' in a circular graphic, 'MUST-HAVES UNDER \$80', and a green 'SHOP ALL 80 ITEMS' button. To the right are three menu items: 'SHOP SHOES', 'SHOP APPAREL', and 'SHOP ACCESSORIES'. At the bottom, there's a navigation bar with 'Sort by: Popularity', 'Show: 24 items per page', and a page indicator '1 2 3 4'.

Conversion Pro V8's Dynamic Merchandizing Studio is 100% Self-Managed and built into the UI (user interface). It allows you to easily create:

- + Banner campaigns – promote sales, events, special promotions
- + Targeted campaigns based on analytics
- + Virtual categories , redirect pages

### Maximize your analytics to increase sales!

How often are your customers left hanging with dead-end search results? How many popular queries yield extremely low click through rates?

Now, your customers single search satisfaction no longer depends on cumbersome merchandizing processes. You no longer have to rely on analyzing customer behavior from numerous sources, or rely on slow and costly tech support for on-line campaigns or waste your merchandiser's time with complicated query refinement processes.

The Celebros Conversion Pro V8 Merchandizing Studio connects your customers' action-based information (ie, most popular queries and fallbacks) with the best merchandizing tools available: Landing pages, category promotion campaigns, and search query-based banners.

- + Achieve the highest margins for specific product categories
- + Dramatically reduce merchandising team's workload
- + Free up time to refine your E-shop
- + Maximize revenue

