Merchandising
via the **Command Center Platform**

gb groupby

Bring targeted products right to a customer's fingertips with impactful customer campaigns that drive desired outcomes for key business objectives

Empower merchandising teams with our **easy-to-use Command Center & reduce manual intervention** & configuration **with ML & AI functionality**. Refine & customize strategies with merchandising controls designed for business users to easily build targeted campaigns & measure their performance.

PRODUCT DISCOVERY PLATFORM
powered by **Google Cloud Discovery AI**

| Search AI | Recommendations AI | Data Enrichment | **Merchandising** | Analytics & Reporting |

Extract Transform Load (ETL) • Search Engine Optimization (SEO)

Features

Targeted Campaigns

- Build & launch campaigns, promotions, & A/B testing based on consumer behavior, channel, & location
- Set biasing strategies to boost or bury items per your merchandising requirements
- Create rules to define conditions for campaign & strategy deployment

Boost & Bury

- Define a biasing strategy to boost or bury products, brands, clearance items, & more
- Automatically boost & bury products to a target audience or personalized to an individual shopper
- Set the strength of the influence your strategy can have over results to fine-tune your campaigns (weak, medium, strong, or absolute)

Rule Configuration

- Define triggers, biasing strategy, & navigation & refine results with additional filters: Search, Filter By, & Filter By Exclusion
- Use analytics to monitor & measure results for each rule, & identify those that underperform

Personalized Customer Journey

- Develop one-to-one marketing strategies & personalized promotions that are tailored to each customer
- Automatically boost & bury products to a target audience or personalized to each individual customer
- Serve relevant, personalized products to new customers in as little as one session

Optimize Search, Browse, & Recommendations

- Analyze search & browsing behavior in real-time through a variety of dashboards
- Manage search relevance with spelling corrections, stop words, keyword phrases, redirects, & synonyms
- Apply fallback strategies to control how each recommendations strategy is applied on your site

A/B Testing

- Validate campaigns & configurations
- Experiment with different models for specific business use cases
- Use actionable insights through GroupBy's Analytics & Reporting tools to drive your merchandising decisions

Intelligent Merchandising

- Reduce manual intervention by leveraging built-in natural language processing (NLP), advanced query understanding, & AI rooted ranking & relevance models
- Increase relevance with Google-quality search, browse, & recommendations, reducing the need for regular maintenance tasks such as adding spelling corrections & synonyms
- Optimize models for business goals like click-through rate, conversion rate, or revenue per order
- Refine out-of-the-box search & recommendations to meet the specific outcomes of your business

Faceting & Filtering

- Manage facets at scale
- Dynamic faceting capabilities take your product attributes, search content, & customer engagement into consideration
- Override dynamic faceting to reorder facet groups or values to suit your specific merchandising objectives

Reporting & Analytics

- Visualize & share insights on site performance
- Gain actionable insights & optimize merchandising strategies
- Understand user site interactions & identify gaps

Benefits

- Focus on strategic enhancements by **reducing manual curation & configuration with trained & optimized ML models** for business use cases such as click-through rate, conversion rate, & revenue per order
- Optimize customer search queries & boost conversions with **merchant rules that adjust for search intent & product profitability**
- Build memorable & engaging experiences that **attract more shoppers, & increase customer engagement, loyalty, & conversion rates**
- Business user controls for merchandising (no IT resource required)
- Validate merchandising campaigns/configurations through **easy to set-up A/B testing**
- **Optimize results for key metrics** such as clickthrough or conversion
- **Understand omnichannel context & optimize for user intent** to provide each customer with a consistently relevant experience throughout their journey, no matter the device.
- Empower your merchandising team with **embedded, actionable analytics** that analyze results generated by machine learning & optimize outcomes for key business metrics
- **Connect how customers shop in stores to their online profile** & uncover the complete buyer journey
- **Identify consumer habits & understand customer intent** to optimize strategies
- Improve your bottom-line by **reducing manual intervention, IT costs & eliminating the need to hire additional overhead**

- Overcome cold-start challenges by **leveraging Google's AI engine & GroupBy's data enrichment capabilities**
- **Access all product discovery features from within a single platform:** Search, Navigation, Recommendations, Merchandising, Reporting & Analytics

How it works.

1 Integration
Easily integrate our APIs into your eCommerce suite to enable a rich experience for shoppers

2 Platform Agnostic
Seamlessly use eCommerce platforms such as Salesforce, Magento, Websphere, Hybris, ATG, & others

3 Command Center
Use our merchandising platform, Command Center, to set-up & maintain configuration for search, recommendations, & data enrichment. Easily manage rules, navigation, & boost & bury logic as well as view actionable data insights

Tenacious. Innovative. Trusted.

BJ's Live Generously.   SWANSON   Office DEPOT   rue21   MiMOTION   ACE Hardware   NEW ERA

ZALES THE DIAMOND STORE   KAY JEWELERS   JARED   PEOPLES CANADA'S #1 DIAMOND STORE   Liverpool

Average Customer Results

10%	**30%**	**17%**	**25%**	**8%**
Revenue Gains	Increase in Revenue per Visit	Increase in Add to Cart	Increase in Conversion Rate	Increase in Average Order Value