New SLI Systems Product Gives Meaningful Lift To Customers' Sales

US Retailer Footwear Etc. achieves 10 percent increase in revenue from search and navigation pages after implementing SLI Enhanced Search Personalisation

SAN JOSE, Calif. – October 4, 2016 – A new SLI Systems (SLI.NZ) product launched today, SLI ESP™, is delivering a meaningful uplift in test customer sales by instantly and dynamically personalising the online shopping experience.

SLI ESP is a cloud-based solution that continuously learns, predicts and presents *in real time* the products customers are most likely to buy. Using SLI ESP in beta tests, California-based Footwear Etc. saw a 10% increase in revenue per visitor to personalised search and navigation pages. It also saw a 5% increase in conversion rates and average order value.

Footwear Etc. Mike Baranov, VP Online Operations, said: "The impact on sales has been meaningful, but it's also clear that we've made it easier for shoppers on any device to find the products they're looking for – that's key for differentiation and loyalty in our segment."

SLI ESP increases conversion rates and revenue per visitor by delivering 1:1 personalisation and relevance to shoppers. Powered by the SLI Buyer Engine™, SLI Systems' patented machine learning product discovery platform, SLI ESP adds contextual personalisation to the company's already highly relevant results.

SLI Systems, a global leader and provider of e-commerce solutions and services for mid-to-large Internet retailers and B2B sites, expects SLI ESP to further strengthen its position as the number one cloud-based site search provider to U.S. Internet Retailer Top 1000 retailers. It also expects SLI ESP to increase the appeal of SLI Systems' solutions to e-commerce sites worldwide.

SLI Systems CEO Chris Brennan said the launch of SLI ESP reflects the company's ongoing commitment to continually innovating and enhancing its suite of solutions to profitably accelerate its customers' e-commerce sales.

 "The future of commerce is predictive. With SLI ESP, SLI is arming online retailers with a deeper arsenal for competing with Amazon and other mega merchants through highly relevant and personalised experiences that quickly make an impact on their bottom line." Brennan said.

About SLI ESP

SLI ESP is designed to increase conversion rates, items per purchaser, revenue per purchaser, and other KPIs, by distinguishing the interests of the user based on behaviour to personalise search results and product recommendations. These personalised results are even more critical to streamlining purchases on mobile devices where shoppers bounce quickly if they can't find what they want to buy.

Features include:

Seamless user experience – Dynamically personalises results during the shopping session to match shoppers' needs in real time

Custom-tailored for each site – Delivers the best experience for your shoppers based on what matters most to them

Reduces friction for mobile shoppers – Shortens the path to purchase on any device by predicting what shoppers are looking for rather than requiring them to filter results

Works with [SLI Learning Search®](#) and [SLI Learning Navigation®](#) – Provides a personalised experience from the moment shoppers arrive on the site, and every time they come back

Easy implementation – Just add a bit of code

About SLI Systems

[SLI Systems](#) (SLI.NZ) accelerates e-commerce for the world's top retailers by generating more traffic, converting shoppers into buyers and maximizing order values through solutions that improve site search, navigation, mobile, merchandising, personalisation, recommendations and SEO. For 15 years, established brands have trusted SLI Systems to deliver innovative features and knowledgeable service, and SaaS-based infrastructure to delight customers and increase revenue. The SLI Buyer Engine combines user behavior and machine learning to accurately predict what shoppers are most likely to buy, shortening the path to purchase. The SLI Control Center™ organizes key sales insight and tuning capabilities into one easy-to-use console. SLI is the most chosen cloud-based site search provider to U.S. Internet Retailer Top 1000 retailers. The company operates on five continents, powering more than 800 websites and offering solutions in 20 languages. For more information, visit www.sli-systems.com.

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