

FACT FINDER

The joy of finding



Awarded by
**TECH-
TIMES**



★★★★★
4,6



From start-up to Europe's leading search technology

FactFinder is the European leader in eCommerce product discovery and search. Using authentic intelligence, the unique combination of artificial and human intelligence, we understand every shopper's intent from the first click – increasing conversions and boosting revenues by over 30%.

For over two decades, we have been trusted to support billions of search queries a year, for thousands of B2B and B2C brands including Intersport, Berner, OBI, Stihl, and MyTheresa. Every day millions of shoppers find what they are looking for – fast, personalized and with joy.

FORRESTER®

**Recognized among
top solutions in The
Forrester Wave™**

“FactFinder has a strong roadmap, with a clear path forward for its new product.”

**TECH
TIMES**

**Best
eCommerce Search
Software**

“Dedicated team of experts and industry-acquired experience.”



**Rated 4.5/5 stars as
Enterprise Search
Software**

“Efficiency and professionalism in every aspect.”

Join more than 2,000+ leading retailers who trust FactFinder



+19%
increase in monthly
active buyers



+10%
higher conversion



+50%
higher conversion



+12%
increase in revenue



+20%
revenue & ROI
in 4 months



+26%
higher conversion



+125%
increase in
mobile sales



+42%
higher conversion



+59%
increase in revenue

Authentic intelligence: The competitive advantage

We believe every individual deserves authentic, hyperpersonal experiences. For shoppers, it's the joy of finding the right products fast and intuitively. For B2C and B2B sellers, it's gaining greater results with less work by harmonizing human and artificial intelligence, something we call authentic intelligence.

Smarter algorithms and the expertise of your eCommerce team create a union that will always give you a competitive edge. With authentic intelligence built into the heart of our flexible and headless compatible platform, you can reap the benefits of AI but with the ability to apply human control.

How it benefits ...

your team: Saving time by automating repetitive, operational tasks, whilst giving the opportunity to take control of the more strategic areas.

your business: Optimizing the on-site experience and turning more visitors into loyal customers.

your shoppers: Intent data and machine learning help online shoppers to directly find the things they love and need.

Authentic human control



Creativity



Skills



Experience

Artificial Intelligence



Optimization



Personalization at scale



Automation

FactFinder platform versions

Whether your business seeks to rely more on human know-how or on AI-driven automation, FactFinder has the perfect solution for you to optimize the customer journey and enhance overall user satisfaction. You can choose from two distinct versions, each with its unique strengths, allowing you to tailor your choice based on your specific business needs and available resources.



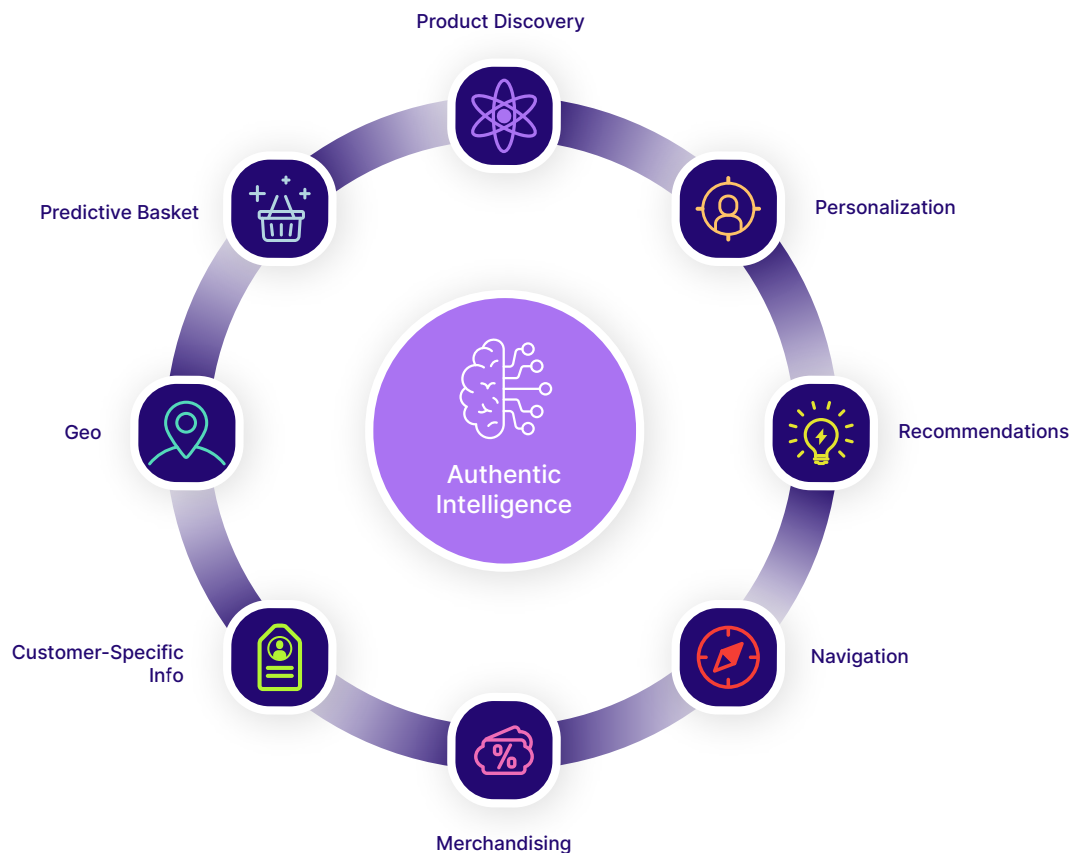
Next Generation is the right product discovery solution for B2C and B2B companies that prefer to focus more on human knowledge and creativity enhanced by artificial intelligence. Take control over the customer journey to ensure that shoppers are never more than a click away from what they are looking for online. All search and merch capabilities can be handled via a truly intuitive UI, making your job easier, and enabling greater results.

Infinity is for companies that want to give their teams the freedom to focus on other tasks beyond search optimization, automatically supporting your conversion goals through cutting-edge AI Personalization and Recommendation features. By identifying the individual purchase signals of each visitor in real time, Infinity shows exactly which products visitors are most likely to buy based on their search behavior. This means more sales and customer satisfaction – with minimal resource commitment.

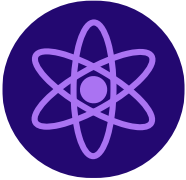
Explore our range of modules

Whilst having their unique degree of automation, both FactFinder versions offer you the same extent of functionality to maximize your eCommerce success – with authentic intelligence being in the core of our platform. Starting with the Product Discovery module as the foundation, the optional modules work to further enhance the customer experience and can be easily added.

Innovative algorithms and AI ensure the modules work together seamlessly and continuously improve one another. This all-in-one approach eliminates the hassle of having multiple solution providers, fortifies your sales methods and saves you time and money.



AI-driven experiences in B2B and B2C



Product Discovery

Incredible sales power in one intelligent solution. Search, A/B Testing and analytics work together to make sure customers are never more than a click away from what they are looking for.

Optional modules



Personalization

Harness the power of AI-driven 1:1 personalization to delight online shoppers and drive sales.



Recommendations

Maximize upselling and cross-selling with personalized and automatic 1:1 product recommendations.



Navigation

Simplify browsing in your store and save manual effort by creating high-converting product lists for your category pages.



Merchandising

Boost your sales and encourage greater customer loyalty through product placements across your shop.



Geo

Bridge the gap between online and physical, connect shoppers to nearby products and unlock your local power.



Predictive Basket

Automatically increase your AOV by predicting which products are most likely to be purchased again.



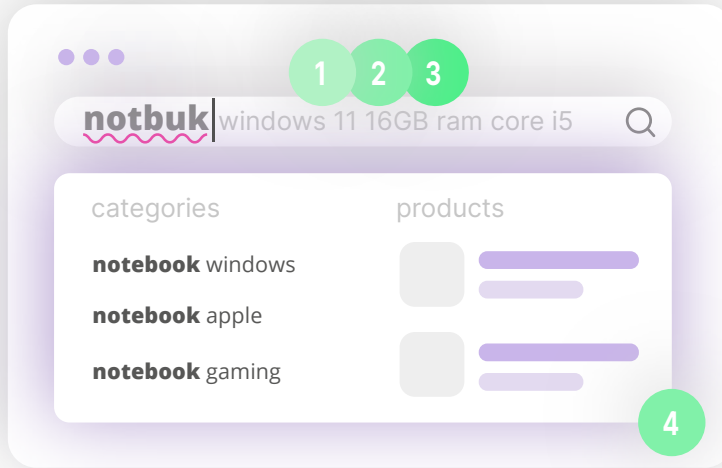
Customer-Specific Info

Display dynamic, personalized pricing and discounts to deliver the right price at the right time for every customer.



Site Search

Accurate results every time



1. Error tolerance in all languages
2. Long-tail keywords
3. Smart suggest function
4. Lightning-fast results even with 100+ million data fields

The ultimate eCommerce experience begins at the search bar, which is why we have developed a search core unlike any other. Our search is self-learning, error-tolerant, language-independent, location-based, semantic, contextual and can process any type of query such as SKUs and complex, long-tail searches. We are able to deliver this level of intelligent search via our proprietary technology such as Worldmatch®, which analyzes character sets to deliver results in any language, and Atlas AI®, which understands queries

by intent to deliver desired products. We make the search bar extra user-friendly with a responsive suggest feature that leads customers to their desired destination with fewer clicks. As customers type, our tool predicts matching terms and displays a menu of helpful product images, prices, ratings and even how-to guides and video tutorials. Intelligent search matters not only because it improves the experience for online visitors but because it converts those passive visitors into active buyers.

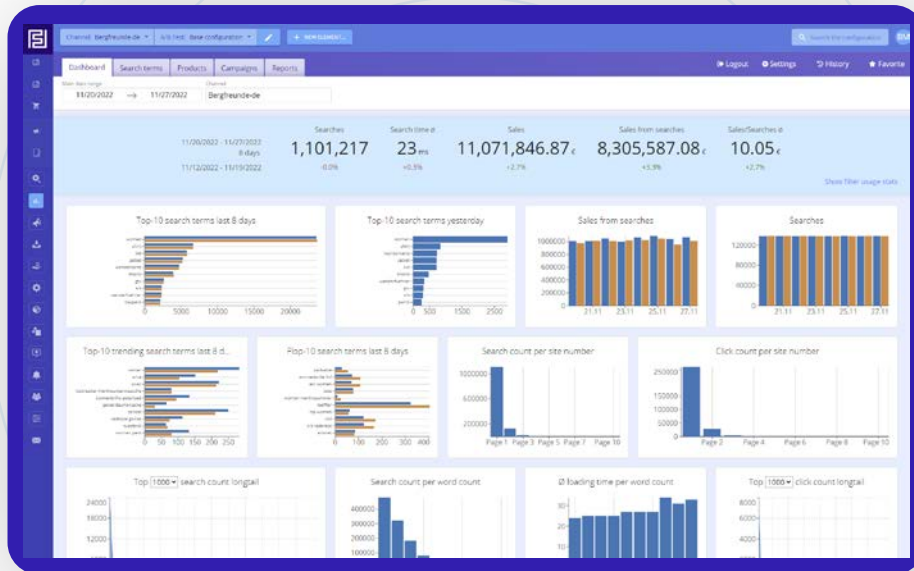
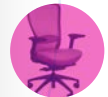


Analytics

Optimization based on data

Product Discovery is built for conversion through and through. Our integrated analytics give you a granular look at search queries, user behavior, product performance and the complete customer journey. Evaluation tools and numerous KPIs enable you to quickly identify low-hanging fruits or weak points and immediately optimize for maximum conversion.

A/B testing helps you to further optimize by allowing you to test complex settings across search, campaigns, rankings and even entire modules. No guesswork, no risk, no uncertainty. Just simple, transparent and actionable insights into which backend settings are most profitable for your online shop.





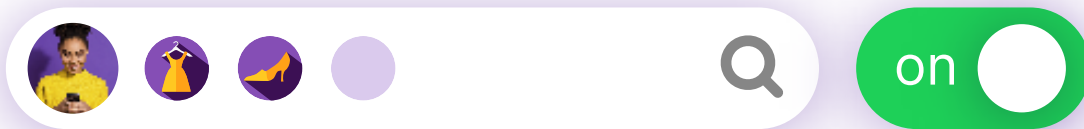
Personalization

Wow customers with tailored results

Highly personalized customer experiences enable businesses to differentiate themselves, gain a sustainable competitive advantage and drive up both customer loyalty and the bottom line. FactFinder helps you capitalize on this sales potential with our Personalization module. By using tracking data along with session and user IDs, the module determines the unique preferences of each customer – such as preferred brands, colors, prices or categories – and positions the most relevant products at the top of the results page. Presenting customers with 1:1 personalized results provides them with a more intuitive, memorable shopping experience and leads to higher conversion.

One of our customers tested the Personalization module as part of a 30-day A/B test. Already in this short test phase, the retailer recorded a conversion increase of 15% and a sales increase of 25%.

An added advantage for you is that no additional integration is required to add this module to your online shop. As long as tracking features have been implemented, you can use Personalization immediately. This ease of implementation normally allows users to achieve a very fast ROI.



Tailor-made search results

Switch customization on instantly

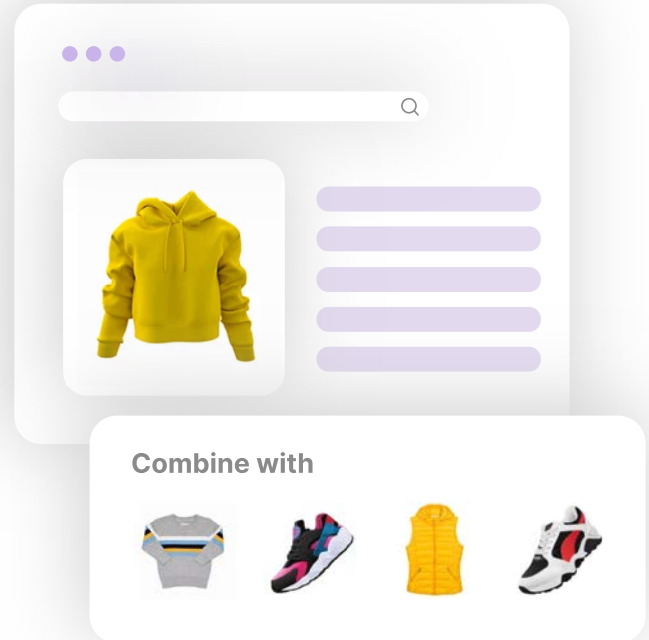


Recommendations

Increase shopping cart sizes

Personalized, automated, context based: our Recommendations module quickly learns what makes your customers tick. This AI-powered tool analyzes clicks, shopping carts, past purchases, as well as data on combined sales to generate recommendation logic, which it adjusts in real time to each individual customer. The results are truly relevant, helpful and intelligent and lead to recommendations customers love.

Recommendations can use single or multiple products, for example the complete content of the shopping cart, to determine quality suggestions. So, if a customer has a shirt and tie in their cart, FactFinder displays items that match them both such as a jacket. You can also base recommendations on a complex set of rules. This is useful in verticals like pharmacy where FactFinder, using your guidelines, can recommend only products that do not have any negative interactions with items (such as medications) already selected. Recommendations can be displayed across multiple touchpoints including your homepage, product detail pages, pop-ups when adding a product to the cart, newsletters and more.





Navigation

Simplify browsing and speed up selection

Many shoppers navigate to find what they're looking for or browse for inspiration. For businesses with vast product inventory, it can be a real challenge to sort and precisely organize products. FactFinder does this work for you by automatically creating category pages based on your product data feed – no need for any adjustments. Not only does this save you time but you can be certain that your navigation menu is always up to date.

Visitors also use filters to narrow down product choices. Although they are quite common in online shops, they are only truly helpful if they are relevant and well structured. Our AI automatically generates filters that correspond directly to the product and continues to adapt them as the customer refines their search. This way, customers only see filters that they really need, helping them quickly find what they're looking for and eliminating any zero results pages. Filters can be automatic based on customer clicks while still giving you full control over the display, order and logic. For example, using color tiles, interactive sliders or using logos for brand names.

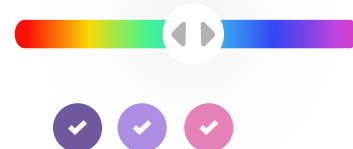
Customer Ratings



Price Range



Color



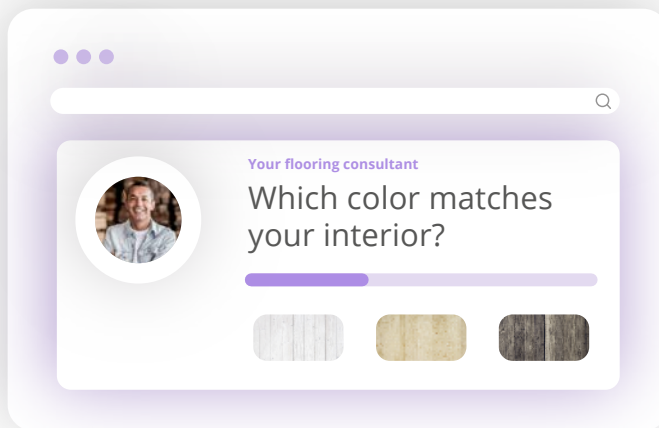


Merchandising

Onsite marketing made easy, fast, flexible

Visual merchandising is one of the most powerful sales levers in physical stores. FactFinder enables you to bring this type of emotional design to life in your online shop within minutes – all without any programming knowledge. Marketing teams can easily create compelling landing pages for brands, seasonal events, promotional offers and information pages. These can be combined with Google Ads meaning when a customer reaches your online shop via a Google Ad, FactFinder will dynamically display products, filters and content that matches their keyword. This not only increases the ROI of your SEA campaigns but also makes a powerful first impression on visitors.

A unique type of campaign FactFinder offers online shops is called guided selling. It works by guiding customers through difficult product decisions through a Q&A format. Questions are completely customizable and can be used to ask customers for their personal preferences regarding size, color, functionality or anything else you can imagine. Each question answered narrows down the results, resulting in a precise pool of recommended products. Instantly, generic, typically non-converting search queries transform into reduced bounce, higher conversion and increased trust.



Guided selling offers visitors expert advice equivalent to an in-store sales associates - interactive, helpful, intuitive - but fully digital.



Geo

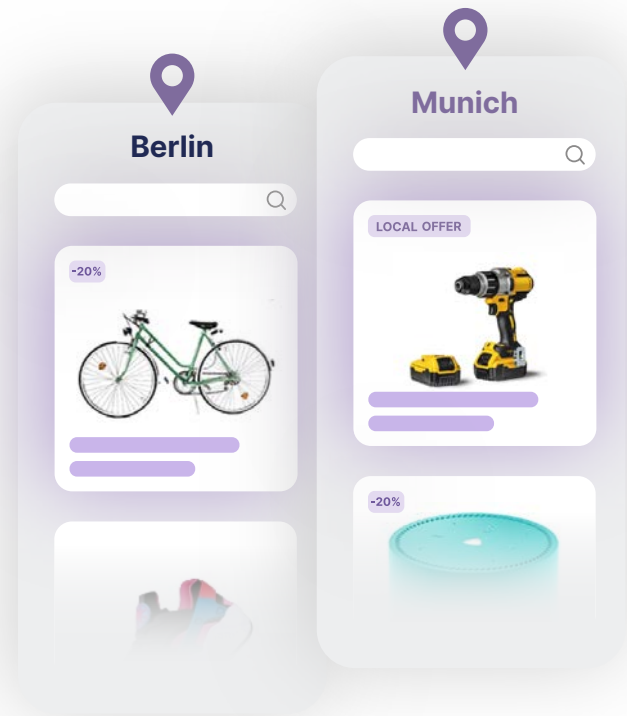
Bridge the gap between online and physical

The geographical location of online visitors is valuable data for improving conversion as it allows you to display more personalized, location-based content across your site. As consumers' shopping behavior becomes more digitalized, demand for local market information will continue, whether it's finding the nearest store, which items are in stock, shipping times or click and collect. Geo is one module with numerous use cases to create synergies between your online shop and stationary stores.

Geo is perfect for businesses that want to digitally map products from different branches, a means to segment and market your customer base more effectively and a tool to improve your bottom line.

Advantages:

- ✓ Display products from a selected store or specific radius
- ✓ Rank products higher based on their proximity to the customer
- ✓ Allow shoppers to filter by products available in their local store
- ✓ Show store-specific prices to highlight special local offers



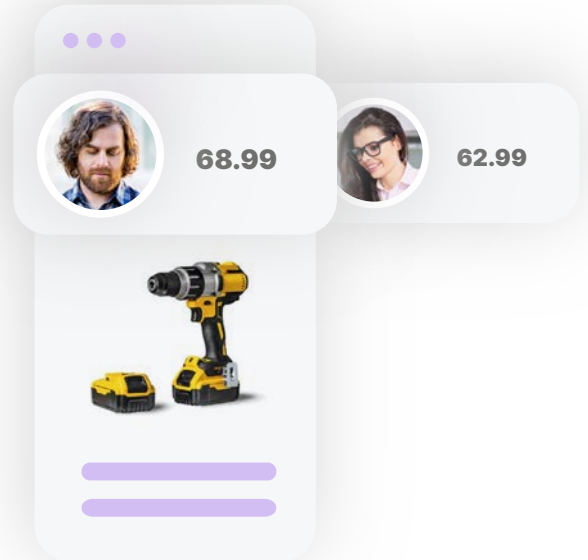


Customer-Specific Info

Price and content adjusted to the buyer

Businesses with dynamic pricing strategies often face the challenge of transforming historically built agreements into digital offerings. This generally means that prices cannot be displayed live and are only shown on the product detail page through a callback to a third-party such as an ERP or PIM system. This costs both time and money and has a negative effect on the customer journey.

Customer-Specific Info module enables you to display individualized purchase-relevant information to the buyer directly in the search, navigation and filters. Easily implement complex pricing tiers, add special discounts to loyal customers, display personalized text for each product and even limit visibility of your product range for certain visitors. Thanks to our fast indexing times, you can make inventory and price changes in real time, meaning you are able to deliver the right price at the right time to the right customer





Predictive Basket

2.3 more products per cart, 3x faster

Today's online stores are designed to inspire spontaneous purchases. However, in industries such as grocery, pharmacy and B2B, customers usually know exactly what they're going to buy. We've developed an AI technology for precisely this use case that makes the online shopping more convenient and the ordering process 66% faster.

The Predictive Basket can accurately predict which products are most likely to be purchased again from a customer's second visit. Before a customer runs out of certain products – and before they can buy them

elsewhere – the Predictive Basket reminds them to reorder. These predictive suggestions can be shown on the home page, in the checkout, or on a separate screen. Then, any product a customer wants to order again can simply be added to the shopping cart. All without having to search for anything or forgetting something important.



KR Christof Kastner

Managing Partner at Kastner



*For us as a wholesaler, it's very important to provide our customers with perfect IT services. A very important tool is the Predictive Basket which we've been using for some time now to optimize the shopping experience for our customers and to **increase the average purchase value**. Another advantage is that customers can avoid having to reorder forgotten items which would cost support resources from the shop, and time and energy from the customer. This is a big benefit that **increases customer loyalty**, especially with repeat customers.*



Predictive Basket

Benefits of artificial intelligence



66% faster shopping

and more repeat purchases



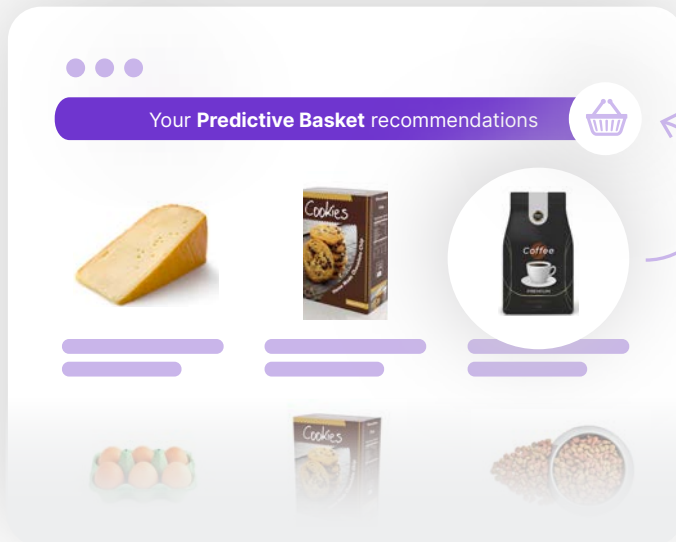
Grow your AOV

with 2.3 more products added to cart on average



Customer lifetime value

increases thanks to targeted, relevant suggestions



The Predictive Basket is the only solution of its kind on the market, built from our own proprietary algorithms and harnessing the power of machine learning.

Your success in trusted hands

Our goal is your success, which is why we provide a variety of additional services to maximize the stability and performance of your conversion engine. Our services have been thoughtfully developed to assist you every step of the way, from discovery, to use, optimizations and troubleshooting. Ultimately, freeing up more time and resources for you to focus on your core business.

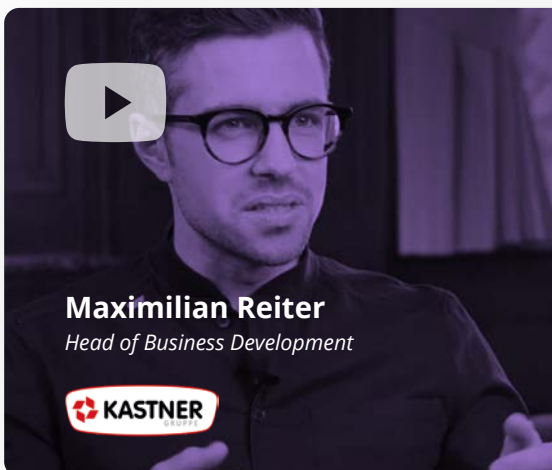
We work hard to continuously improve our services, acting on the feedback and experiences of our customers, in order to offer an effortless and frictionless experience. You can rely on us, our team of qualified specialists and the experience we've secured in our 20+ years.



Software as a Service



Consulting Services



// *What I particularly appreciate about working with FactFinder, is that when I call, someone answers who knows who I am, who knows who our company is, who knows our case and **personally helps me**. And when the going gets tough, there is someone who takes care of it and who makes it their purpose in life for that day to help us.*



World-class infrastructure and hosting operations

Designed for around-the-clock conversion

The operation of our technology is highly complex and requires expertise on the entire spectrum of hosting. Therefore, this can only be done by qualified specialists. We have developed and expanded this competence over more than 20 years. As part of our cloud service, we take care of everything you need to operate and update your conversion engine – from hardware sizing and installation to updates and monitoring. This saves you considerable resources in-house and maximizes reliability, giving you all the benefits of FactFinder without needing server capacity or building an in-house team with the necessary expertise.

Our license model gives you planning security through fixed monthly costs. FactFinder takes over all investments related to IT infrastructure, IT security,

software operation, data backup and maintenance. As a tenant, you only need to ensure that your shop has access to our web service. As a consequence, you can access the user interface of FactFinder wherever you have internet access.

Our technical infrastructure meets the highest standards of availability and data protection. It consists of best-of-breed components from Dell, VMware and NTT. With the NTT Frankfurt 1 Data Center, we operate our servers at a location that has been selected taking into account comprehensive security aspects. Google, Microsoft and IBM also host there. As experienced specialists, we perform all work related to FactFinder ourselves. If you wish, we can host your FactFinder in almost any country in the world.

Our server location is certified according to:



ISO 50001:

Energy Management Standard



ISO 9001:

Quality Management Standard



ISO 27001:

IT Security Standard

Technical support and service from the experts

Fast, personal, direct

With FactFinder, you not only benefit from the world's leading conversion intelligence platform for site search, navigation and merchandising but, you can also be sure that you have a contact person for each of your concerns who will personally advise you. Whether it's a matter of configuration adjustments or technical questions, the Service Desk is ready to assist you.

When you contact our Service Desk, you are not passed on to an anonymous call center, nor do you have to use help portals and forums as it is often the case for open-source products. Instead, you reach a team of in-house

experts that are ready and willing to listen to your issue and can provide a swift solution. Our goal is to make it as easy as possible for you to gain the maximum advantages from FactFinder in your business.

The Service Desk also operates the Customer Portal, the central interface for all FactFinder services and resources. Users can quickly create, view and respond to tickets with one click, stay in the loop of current projects and server availability, as well as access video tutorials, technical documentation and release notes.

How the Service Desk supports you:



24/7 support

for technical queries and disruptions



Technical consultation

regarding the implementation of new modules

SLAs and support levels

The right solution for every need

The FactFinder cloud solution is available in two different packages. This allows it to be tailored to the size and data output of your shop. In addition to the respective availability, the SaaS levels also increase the scalability

of your conversion engine, whether your shop has rapid growth leaps or whether you only expect traffic peaks on certain days.

Essential	Enterprise
Hosting	Hosting
SLA 99.5%	SLA 99.9%
Support	Support
Availability 8:00 to 18:00 CET	Availability 24/7
Priority Standard	Priority High

Actionable optimizations from your personal consultant



You know your goals, we know the way

Whether it's simple search optimizations, assistance with individual challenges or a personal consultant who systematically optimizes your conversion rate, we have the right consulting solution for you. To get the most out of your online business, we offer a wide range of consulting services including various analyses, such as data feed or search behavior analysis, training and workshops, as well as advice and support for the small and large challenges of everyday business life.

Our consulting was created for online merchants who want to get the maximum sales and conversion out of their stores with the least amount of time and personnel. As a store operator, you retain full flexibility

in your decisions at all times. Whether your customers' wishes and search preferences change, whether you adapt your assortment to current trends, whether you plan seasonal promotions or set up new sales processes - our experts accompany you continuously.

Training from the market leader

Our team of FactFinder consultants bring both the know-how and guidance to align your business for maximum sales growth. Consultants oversee all topics relating to strategic consulting and search optimization. In our expert training sessions, we teach you how to work successfully and efficiently with FactFinder. Trainings extend from the initial onboarding to recurring optimization sessions.

A trusted advisor to the world's leading retailers



Optimizing three of our online shops in a two-day eCommerce consulting workshop was an ambitious goal. The results speak for themselves, however, because we **increased the search conversion rate by 42%** in all three channels. The workshop's ROI was therefore achieved within hours.

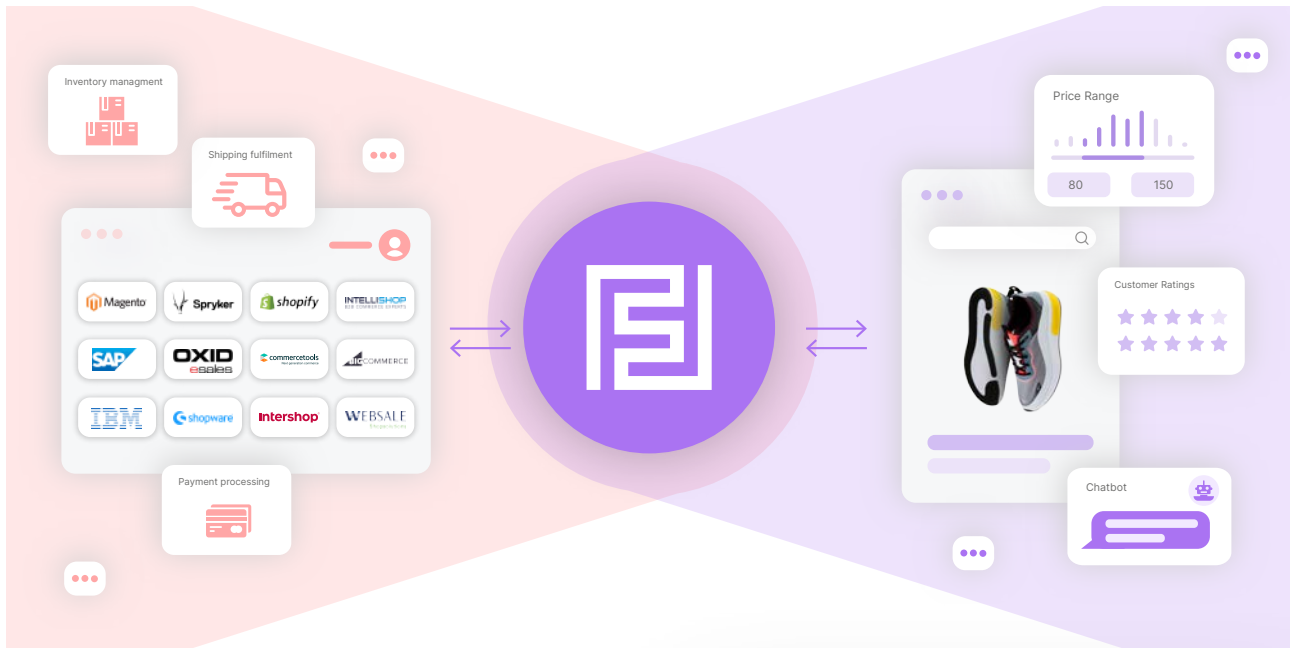
These and many other companies benefit from our expertise:



MYTHERESA



Compatible with any shop system or in-house development



Whether it's an in-house development or a ready-made standard solution, FactFinder can be integrated into any shop. With an API-based approach, any development language has the possibility to make queries to FactFinder, returning all the results you need to display to your customers. The logic behind which results are shown and how, can be easily managed from our simple and intuitive management user interface. From consulting and implementation to after-sales support, our FactFinder team is at your side every step of our collaboration.

The integration went smoothly even though we use a shop solution that is based on open source and therefore does not come with standard APIs.



Fabian Futterer
Technical Shop Manager

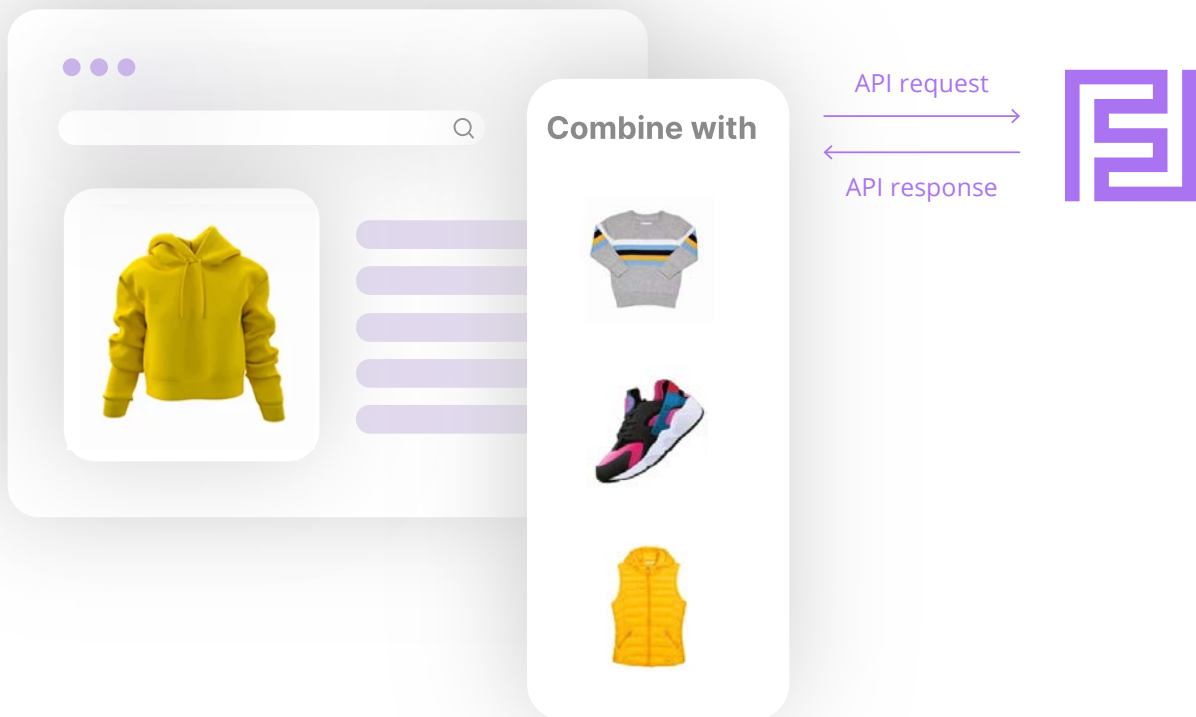


Integration that adapts to you

Scalability, flexibility, independence

Direct integration via the REST API offers you the greatest possible flexibility. Whether you have a PWA, traditional or headless eCommerce store, or a mobile app; no matter the environment, each development language can send queries or data to FactFinder. Using REST API allows the design of the search results page to be created by the shop and FactFinder does not

stipulate any of the look and feel of the results returned. In this way, the design is centrally managed within the eCommerce store and does not need to be monitored or corrected at multiple locations.



What our customers say

// Our **conversion rate increased by almost 10%** and as a result, we were able to increase our revenue. We are especially happy about the higher customer satisfaction since the go-live. Our customers immediately noticed that we optimized something about the search.



Patricia Zwack
Onsite Search Expert



// The ability to support APIs for live, real-time updates is also a great addition. The installation was very fast and **exceeded our business requirements** for search and merchandising capabilities.



Egil Grønn
System Manager for eCommerce



// The functions that FactFinder offers were **the problem solvers we were in need of.** I'm happy every time I log into FactFinder and haven't heard from our category management team for six months and there are again 50 thesaurus entries. These are things that make our lives easier and save resources in development.



Achim Schneider
eCommerce Manager



// I am always impressed by how quickly the FactFinder API delivers product results. **It only takes few milliseconds,** and that's exactly how you want it.



Aron Spohr
CTO

