



AI-POWERED ECOMMERCE SEARCH

Site Search

Browse

Recommendations

Product Information Management (PIM)

ABOUT UNBXD

Unbxid is an AI-driven eCommerce search platform that understands shopper intent and connects them to the products they are most likely to buy — across site search, browse, and recommendation purchase journeys. In addition, the Unbxid PIM solution enables businesses to effortlessly create, control, and distribute their product information across multiple channels.

The platform combines AI-based automation, powerful merchandising controls, and extensive personalization capabilities to enhance on-site shopper experience and guarantee conversion lift for online retailers.

Unbxid enables 36 billion annual interactions and \$4.5 billion in online revenue for leading retailers like ibSupply, US Autoparts, and HSN.

UNBXD AT A GLANCE

- Only solution to guarantee a lift in conversions from site search sessions.
- Machine learning automated search results without the need for manual intervention.
- Granular merchandising controls leverage powerful console capabilities.
- True enterprise grade processing capability and availability. Proven ability at 4,000 queries per second and a **99.99%** uptime guarantee.
- Rapid implementation in 6 -8 weeks.

UNBXD SITE SEARCH

Shoppers using site search have a high intent to purchase and can drive 20-40% of ecommerce revenue.* Unbxid Site Search helps convert these shoppers into buyers by offering a personalized online shopping experience. Unbxid Site Search utilizes advanced machine learning algorithms to understand shopper affinities, deliver relevant search results, and optimize merchandise that shoppers are more likely to buy.

SELECT FEATURES:

- Industry- and vertical-aware contextual search
- Personalization based on user behavior
- Visual guided autosuggest
- Automated error correction and optimization
- Shopper friendly interface design
- Merchandising controls

CHOOSE UNBXD SITE SEARCH FOR:



Relevant search results

Understand shopper's intent and show products that they are likely to buy.



Shorter path to purchases

Deliver suggestions, right from the search box, that have the highest probability of conversion.



Mobile optimization

Offer multiple views (list and grid) & diverse products in the first two scrolls.

THE UNBXD IMPACT ON ECOMMERCE:

85% reduction in zero results

75% reduction in spell check issues

10% site search conversion lift

*Unbxid data, 2019.

UNBXD BROWSE

More than two-thirds of online shoppers use navigation for product discovery and purchase. At most sites, all of these shoppers are shown the same category pages regardless of their personal preferences. Unbxid Browse enables online retailers to target shoppers more effectively with personalized experiences based on their browsing and purchasing history, demographics, and source channels through an intuitive, self-serve console.

SELECT FEATURES:

- AI powered product ranking optimization
- Segmentation and 1:1 personalized experiences
- Campaign specific browsing experiences
- A/B testing of category page variants
- Merchandising controls and campaign scheduling

CHOOSE UNBXD BROWSE FOR:



Complete personalization coverage

Effectively personalize to 100% of shoppers



Self-serve merchandising console

Execute merchandising ideas instantly, without the dependence on IT



Data driven decision making

Derive actionable insights for decision making using Unbxid's analytics dashboard

THE UNBXD IMPACT ON ECOMMERCE:

- Better shopper experience
- Higher marketing ROI
- Increased Click Through Rates

UNBXD RECOMMENDATIONS

Unbxid Recommendations delivers relevant product recommendations across the shopper's journey — when they search, browse, visit product pages, and view their cart. When shoppers discover the most relevant products from a catalog, they are likely to click more and buy more. Shoppers can be presented with personalized product recommendations based on individual shopper profiles, which are created for each visitor depending on how they interact with the ecommerce website.

SELECT FEATURES:

- Human assisted AI algorithms
- Merchandising controls
- Customized layouts
- 1:1 personalization
- A/B testing

CHOOSE UNBXD RECOMMENDATIONS FOR:



Improved conversion rates

Showcase the right products at the right time in the customer journey for better chances of conversion



Higher upsell and cross sell revenue

Influence shoppers to buy more by showing products that they are interested in



Reduced IT dependence

Empower merchandising teams to implement ideas without the need for IT or developer involvement



Simplified onboarding

Upload the product catalog through a single click and start recommending products in a matter of hours

THE UNBXD IMPACT ON ECOMMERCE:

- Increased AOV
- Shorter path to purchase
- Better customer loyalty

UNBXD PIM

Almost **77%** of shoppers rely on product content for purchases and consider them as an important element of the ecommerce experience.* Yet, online retailers are constantly firefighting more fundamental challenges relating to fragmented and siloed product data, complicated manual processes and changing sales channel requirements. Unbxid PIM is a centralized, single source of truth that enables easier consolidation, streamlined management and rapid distribution of online product content at scale.

SELECT FEATURES:

- Import and export adapters
- Digital asset management
- Access controls
- Scripting engine
- Workflow automation

CHOOSE UNBXD PIM FOR:



Single source of truth

Collate product data present across multiple formats and systems into a single, centralized repository



Intuitive user experience

Easy-to-use interface offers an easy learning curve and a perfect balance for both novice and advanced users.



Multi-Format Support

Compatibility with the most commonly used file formats including .CSV, .XLS, .JSON, .XML and .ZIP



Eliminate repetition

Remove redundancy & save time & effort on most frequently performed tasks

THE UNBXD IMPACT ON ECOMMERCE:










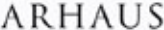













- Better quality product content
- Reduce workloads
- Shorter time to market

*Online Consumer Behavior, Namagoo, 2018.

“ The Unbxid team is very fast! Start to finish took only 15 days. Unbxid helped the number of orders grow by **45%** within weeks. ”

deborah
lippmann

OUR SUCCESS STORIES

FASHION	HARDWARE & B2B	ELECTRONICS	GROCERY & PHARMA	HOME IMPROVEMENT
				
				
				
				
				

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