SEARCH
TOOLS AND ANALYTICS TO HELP CUSTOMERS FIND YOUR PRODUCTS

SIMPLIFY ONLINE SEARCH

While search engine optimization (SEO) helps drive people to an eCommerce site, only a powerful internal site search keeps them on the site. Effective on-site search leads to more sales conversions, which makes it an important component of your eCommerce platform.

People don't want to spend their time searching for a product; they just want to find what they need and buy it. That's why businesses need to make their products easy to find, regardless of how a buyer searches for them. Unilog's eCommerce platform, CIMM2, features an intelligent and intuitive search tool that gives your customers the power to find products fast. The CIMM2 search tool was built with Solr, an open source enterprise search platform that powers some of the largest, highest-volume eCommerce sites around.

UNLIMITED POSSIBILITIES

CIMM2's search features allow buyers to look for products by brand name, product name, part number or even keywords. It has the tools to help interpret misspelled words, alternative terms or synonyms, and even different orders of words to guide customers to their products.

Additional features you'll get with CIMM2's search tool include:

- **Customizable configurations:** Adapts to business and industry needs by offering multiple ways to configure product searches and associate related terms and products
- **Predictive searches:** Auto-complete and auto-suggest functions anticipate what the user is typing and provide suggestions for them to choose from

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- **Powerful matching capabilities:** Full-text searching matches user search words within the entire site's content and ranks them by relevancy
- **Insightful reporting:** Search-specific reporting tools and custom analytics track user search behavior, allowing businesses to personalize and optimize web content for customers

Our intuitive search tool connects people with your products like never before. Let the power of on-site search help you to create a memorable user experience.

ABOUT UNILOG

Unilog is a global technology company that delivers powerful, affordable eCommerce solutions for the B2B marketplace. Our cloud-based eCommerce platform and product data enrichment services help distributors, manufacturers, and wholesalers increase online sales, reduce cost to serve and enhance their digital channel. Unilog is an ISO 9001:2008- and ISO 8000-certified company with North American headquarters outside of Philadelphia, PA and international headquarters in Bangalore, India. For more information, visit www.unilogcorp.com.

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