

# FACT-Finder® Next Generation



**Best Site Search 2019**



**A Quantum Leap in E-Commerce Technology for Search,  
Navigation, Merchandising and Personalisation**



## The Age of AI Is Now

FACT-Finder is the all-in-one search and navigation engine based on innovative algorithms and powered by artificial intelligence. In both areas, we hold several patents and have filed for more. Our customers are among the first to benefit from advances in AI. The best example of this is FACT-Finder Next Generation: We have developed our software core from scratch with state-of-the-art technology. This enables us to provide you with even more relevant search results in all languages, 100 times faster response times for data with millions of entries and unlimited scalability of your product range.

### **Carsten Kraus**

Founder & CEO of FACT-Finder

*Elected Chairman of the Artificial Intelligence Group  
at BWConnected*

# Trust in the A/B Tests Winner



**+26%**  
higher conversion



**+10%**  
more sales



**+125%**  
more mobile sales



**+170%**  
higher conversion



**+50%**  
higher conversion



**+40%**  
subsequent purchases

*Customers interact with the search function more than with any other part of your online shop.  
The better the on-site search understands the customer, the more sales your shop generates.*

NEW:

# FACT-Finder Next Generation

## Revolution Beats Evolution

FACT-Finder Next Generation has been carefully developed for retailers with complex requirements. Be it big data, complex price structures, numerous sales channels, multiple languages – or everything combined. The new FACT-Finder delivers the most

relevant results in just a few milliseconds, even with sellers offering more than 100 million products. It also allows you to set and display customer-specific prices and perform data updates in real time. The innovations at a glance:



**100 times faster:** Thanks to innovative technologies, such as the new index method for mapping polydimensional similarities, FACT-Finder is taking a disruptive step forward in terms of performance, even with large amounts of product data.



**Scale internationally:** The language-independent Worldmatch® core allows traders to expand into new markets more easily. Fact-Finder can even take into account the optical similarities of Chinese characters and process all dialects simultaneously.



**More precision – more conversion:** FACT-Finder Next Generation produces even more accurate search results with a wide variety of spelling variants. Thanks to our patented Worldmatch® algorithm it is also available in all languages.



**Expanding to infinity :** Whether you are a dropshipping retailer or are an established online marketplace, with FACT-Finder Next Generation you have the optimal engine for an outstanding customer experience no matter how many products you sell.



**Individual prices:** Relational in-memory structures allow omnichannel and B2B retailers to map any number of prices per store or per customer in the online shop. When and how is up to you.



**Ranking:** Thanks to the Semantic Enhancer, FACT-Finder learns faster from customer behaviour and can generalise these findings. Our Machine Learning process helps you achieve better customer experiences without additional effort.

## Wholesalers, B2B marketplaces and manufacturers all benefit from FACT-Finder Next Generation.

For more information about the FACT-Finder B2B eCommerce Suite, visit [www.fact-finder.com/b2b-e-commerce](http://www.fact-finder.com/b2b-e-commerce)

KAISER+KRAFT  
EUROPA



BERNER Group

fischer



RAJA



DISTRELEC

WEIDEMANN

JUNGHEINRICH

Cooksongold  
Home & Kraft Group

mercateo

## Your Benefits



Product ranges can be expanded without sacrificing performance



Faster response times and even more accurate search results boost conversion



Show customers individualised prices and availability



FACT-Finder can be used worldwide in all languages

NEW:

# FACT-Finder Next Generation

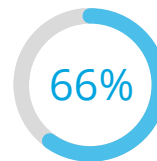
## Increase Repeat Orders with Predictive Basket

Today's online stores are designed to inspire spontaneous purchases. However, in industries such as food, pharmacies and drugstores, customers usually know exactly what they are going to buy. They simply want to put the butter, cough syrup or shampoo that they prefer in the shopping cart.

The Predictive Basket, an AI-powered solution by FACT-Finder, makes it possible to shop faster and more conveniently in an unprecedented way. It is able to predict from the second visit which products are most likely to be purchased. Before a customer runs out of certain consumables, the Predictive Basket reminds them to reorder - whether that be by email, on the home page, or during checkout. Everything that a

customer wants to order again can simply be added to the shopping cart through the intuitive drag-and-drop tool. All of this without having to search for anything, and eliminating the possibility of forgetting something important.

The Predictive Basket analyses previous purchases of each individual customer, taking into account both their past purchase frequency and fluctuations by season. In addition, the neural network also includes the purchase patterns of all other customers to make well-rounded and relevant suggestions.



*The Predictive Basket can accelerate the online purchasing process by up to 66 percent.*

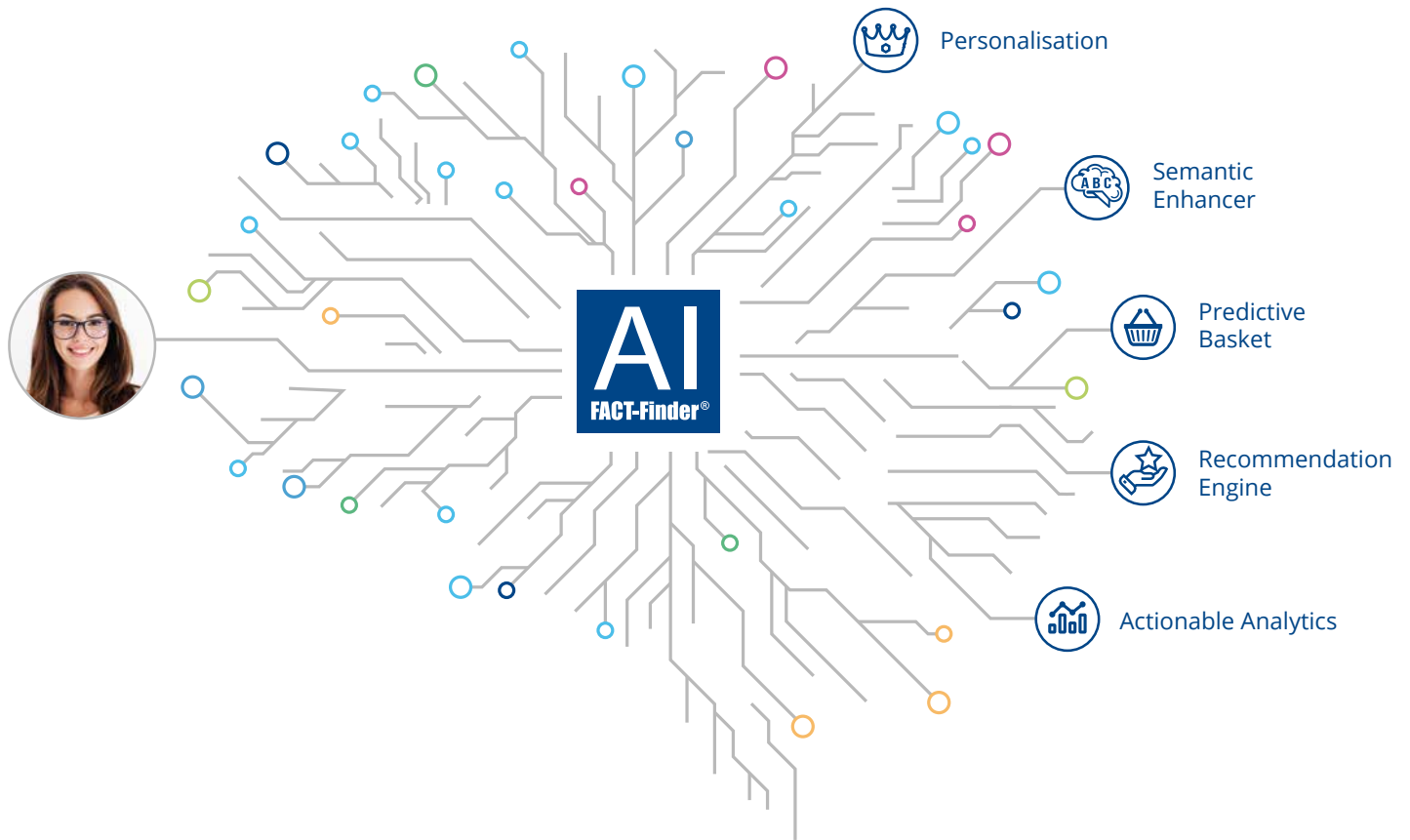
*On average, users of our Predictive Basket add 1.3 more products to their shopping cart. More importantly than the increase in sales, however, is that all customers rated the experience very positively.*

**Maximilian Reiter**

*Head of Business Development*



# Benefits of Artificial Intelligence



*Our success has always stemmed from the superior technology at our core. FACT-Finder has been using AI since our founding and Machine Learning since 2006. In the last three years, we have also applied for at least one patent per year in the field.*

# 1,600 Online Shops Grow and Excel with FACT-Finder





# What Our Customers Say



*"By using FACT-Finder, we were able to increase our sales by 20%. The return on investment for FACT-Finder was reached after only a few months, in large part due to the easy integration and low maintenance costs."*

**Thomas Zoller**  
Head of Market Square, Mercateo



*"We are glad that we were able to overcome an immense technological challenge thanks to FACT-Finder. No other company currently has a similarly innovative solution."*

**Ulrich Seibel**  
Team Leader of Shop Systems, EURONICS



*"The search function is crucial for us in the pharmaceutical market. The Customer Success team from FACT-Finder helps us to continuously optimise usability and thus the quality of results. Based on our business metrics, we have been able to improve the sorting of search results – and this is reflected in our sales."*

**Michael Urban**  
Head of E-Commerce, DocMorris



*"We chose FACT-Finder because the different licensing levels give us a lot of flexibility. The relationship between price and performance is also attractive. Looking to the future, we are convinced that FACT-Finder is virtually unlimited in its growth – both nationally and internationally."*

**Christine Wurm**  
Former Head of E-Commerce, CHRIST

# FACT-Finder Suite: The Modules



## **FACT-Finder Core**

Immediately better search results, AI-supported analysis tools, controllable product sorting – even with the core technology of FACT-Finder, your conversion rate will increase significantly.



## **Customer Journey**

Boost your sales with relevant and dynamic search filters, all powered by AI. The Customer Journey module allows your shop to learn from your customers' navigation behaviour and continuously improve.



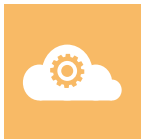
## **Personalisation**

With FACT-Finder Personalisation, you can adapt your shop to the purchasing patterns of each customer – dynamically, automatically and in compliance with data protection laws. Pre-programmed for additional sales right out-of-the-box.



## **Merchandising**

Implementing current marketing requirements has never been easier: FACT-Finder offers you a whole set of campaign and merchandising functions that can be controlled without any programming knowledge.



## **FACT-Finder Services**

Hosting, support, consulting and more: as a user of FACT-Finder, you benefit from market-leading technology as well as first-class support and consulting.

# Take Control of Every Function of Your Online Shop



*Our researchers and UX experts have developed FACT-Finder in such a way that e-commerce and marketing teams can implement all shop optimisations without any help from IT.*

On-site search, navigation, merchandising, personalisation and more: FACT-Finder improves all shop functions that lead customers to the most relevant products in record time. Our software suite consists of five modules that you can configure via an easy-to-use back-end. The FACT-Finder Core is the foundation of our solution. In addition to revolutionising your site search,

it is the engine that powers the AI-based functionality of the other modules within the suite. The additional modules can be added flexibly and at predictable costs. The more modules you use, the greater the impact on your sales. Thanks to tracking data and AI algorithms, the modules work together seamlessly and constantly improve each other.



FACT-Finder Core

# Your Launchpad for Growth

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Error-tolerant search in all languages



Lightning-fast search, even with over 100 million data fields



Controllable product sorting



AI-based analytics tool



Tracking and semantic result optimisation



Multi-channel configuration



Location-based search results



Connect offline products to online store



Smart suggest function

Whether you are an online pure player or an omnichannel retailer, operate nationally or internationally, the FACT-Finder Suite adapts to any B2B or B2C business strategy. With the FACT-Finder Core, you not only improve search results, but also create the prerequisite for your online shop to scale with your e-commerce growth. No matter how many languages, sales channels or products, FACT-Finder excels and provides the most relevant search results every time. Better yet, it doesn't require any extra effort on your part - no need to tie up your valuable resources.

Our patented Worldmatch® algorithm finds the most relevant products despite spelling mistakes or complex, multi-word searches – even in complex languages, such as Japanese or Cantonese. Automatic search optimisation continuously improves the results thanks to Machine Learning. And with ranking rules, you have the control to sort products based on your own criteria, such as availability or margin. With the AI-based analytics tool, you can easily see how these changes affect your sales figures and where there are undiscovered revenue opportunities.

# Your Shop, Even Smarter

The image displays a 3D perspective of a B2B e-commerce website interface. The interface is layered, showing different views: a search results page with a dropdown menu, a product list with prices in EUR, and a detailed product page with technical specifications and a price table. A callout box labeled 'CUSTOM PRICING' points to a price tag with a pound symbol (£). The background features a network of nodes and lines, suggesting data connectivity and AI processing.

Callout boxes and their descriptions:

- Error-tolerant search in all languages:** Indicated by a callout box with a search icon and a language symbol (A and a character).
- Smart suggest function:** Indicated by a callout box with a document and a hand icon.
- Personalised pricing:** Indicated by a callout box with a person icon and a price tag.
- AI-based analytics tool:** Indicated by a callout box with a bar chart icon.
- Self-learning and controllable product sorting:** Indicated by a callout box with a gear and a list icon.

*The FACT-Finder Core significantly improves the performance of your online shop and offers you completely new tools for product sorting and shop analysis. Lead your customers to the most relevant products every time.*



# Make Your Shop More Intuitive

Filters are a critical element of online shops. However, they are only helpful to your customers if they are well-structured and relevant to the products. FACT-Finder automatically generates the most appropriate filters based on the specific search query, using customer click data and AI. This ensures, for example, that there are no filters that lead to a zero results page. Best of all, the filters can be aligned to your business objectives. For example, you can place your filters for personal brands at the top of the list, or show a special filter such as “scent notes” when customers search for perfume. FACT-Finder also supports graphic-based filters. This is particularly useful for brand filters (logos), colours (swatches) or price ranges (interactive slider).

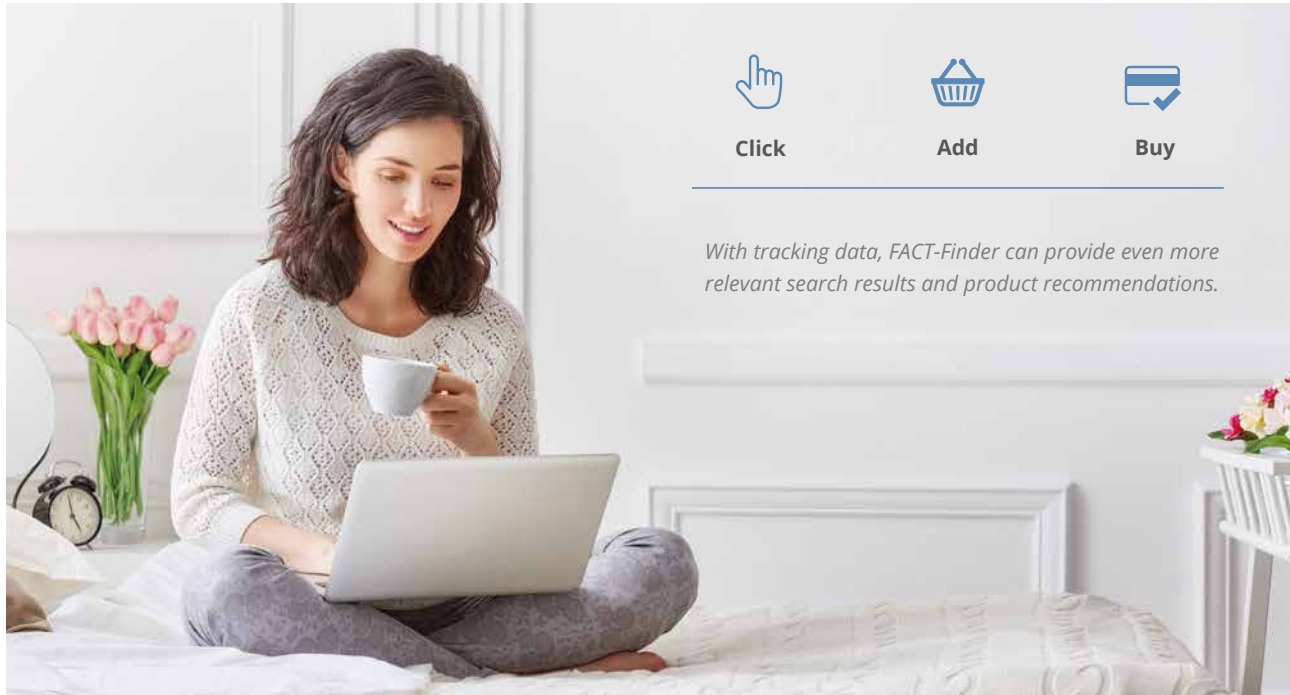
*Intelligent filter navigation: FACT-Finder can automatically move the most commonly used filters up so that they are more visible.*

The screenshot shows a 'Select filters' menu with the following items:

- > Categories
- ▼ Brand
  - SAMSUNG (24)
  - PHILIPS (18)
  - LG (12)
- ▼ Price
  - £ 39 - £ 699
  - Interactive price range slider
- > Display (inches)
- > Availability
- > Customer Rating
- > **Display (inches)**

A blue arrow points from the 'Display (inches)' filter in its original position to its new position at the bottom of the list, which is highlighted with a dashed blue border.

# Constantly Learn and Improve from Navigational Behaviour



The Customer Journey module tracks clicks that occur during navigation, providing valuable data to all other FACT-Finder tools powered with Machine Learning. The more input they receive, the more they improve. In addition, the module allows you to use campaign functions and ranking rules across your site - both on search results pages and category pages. Whether you want to embed attractive banners in the product

results, highlight new products or move high-margin items to the top - you're just a few clicks away with the FACT-Finder Customer Journey module.



## Personalisation

# Stand Out from the Crowd

*Results of a 30-day A/B test with  
a FACT-Finder client:*

**+15%**  
Conversion

**+25%**  
Sales



The automated FACT-Finder Personalisation module shows your customers more relevant search results and recommendations. Based on tracking data along with session and user IDs, the module determines the unique preferences of your individual customers, such as preferred brands, colours, prices or categories. The most relevant products to each active user are then promoted to the top of the results page, resulting

in higher conversion and a more intuitive customer shopping experience. One of our customers tested the FACT-Finder personalisation as part of a 30-day A/B test. Already in this short test phase, the retailer recorded a significant increase in conversion rate and sales.



# Personalised Recommendations

Customer A



Customer B



Customer C



*The FACT-Finder Recommendation Engine generates context-based recommendations, increases the average shopping cart value and continuously improves itself with Machine Learning.*

84% of online retailers experience sales increases through the use of a recommendation engine (ibi research). With FACT-Finder, you can recommend relevant supplementary products as well as higher-priced alternatives, helping you to significantly increase revenue per customer. FACT-Finder determines which recommendations are most relevant for the currently active user based on individual click data and previous

purchases in the shop. Even if you have a small database, your average shopping cart value increases. With Machine Learning algorithms and applying the Bayesian inference method, the FACT-Finder Recommendation Engine is able to find general correlations at the category level from combined sales of individual products.

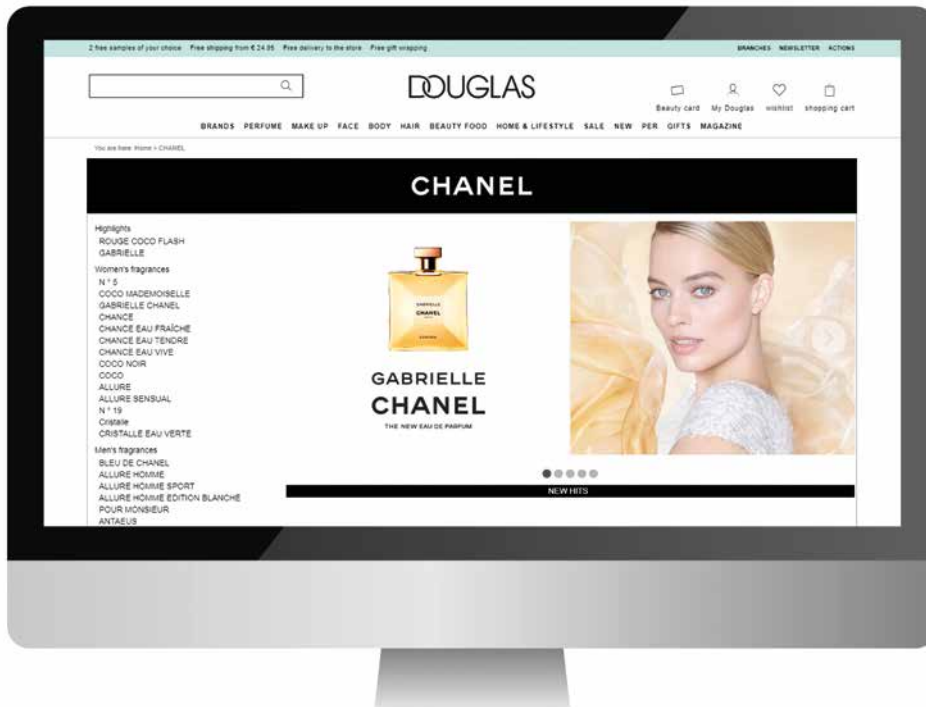


## Merchandising

# High-Converting Campaigns, Without IT

Customers aren't able to interact with products online as they are in brick-and-mortar stores, which is why visual merchandising is critical in inspiring online purchases. The FACT-Finder Merchandising module enables you to quickly create and modify campaigns to promote products that interest customers. All the while enabling you to react quickly to current demands and changing market requirements - keeping your

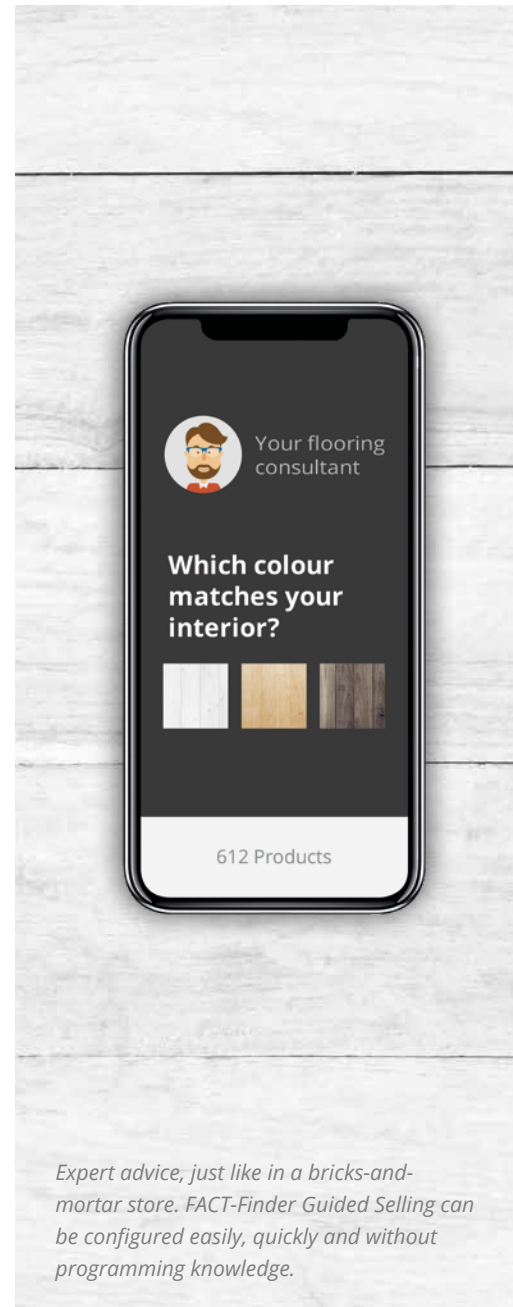
online store ahead of the competition. E-commerce and marketing teams can easily create brand pages, seasonal themed worlds, virtual consultants or special placements for promotional products - all without any programming knowledge or the help of IT. This way, customers not only stay in the shop longer - they also make more purchase and are more likely to return.



*Boost cross-selling: Show customers everything they're looking for and inspire them to make additional purchases with captivating landing pages, themed worlds and more.*

# Guide Customers with Your Expert Knowledge

Generic searches, such as “shirt”, “laptop” or “flooring” often result in a vast array of products. Filters can help to limit the number of results to only the most relevant products, but only if the customer knows exactly which filters to select. For customers without background knowledge on the product, this can be a challenge. With FACT-Finder Guided Selling, you can support customers in their search through targeted questions, similar to a trained sales associate in-store. For example, you can ask customers for their personal requirements regarding size, colour or function. Based on the clicked answers, FACT-Finder displays further questions and finally selects only the most appropriate products. This not only increases the probability of a purchase, but also leads to better decisions and a lower return rate.



*Expert advice, just like in a bricks-and-mortar store. FACT-Finder Guided Selling can be configured easily, quickly and without programming knowledge.*



## FACT-Finder Services

# Rely On Us

Hosting and Maintenance, Consulting and Customer Care: FACT-Finder provides a variety of additional services to maximise the stability and performance of your conversion engine. We work hard to continuously improve our service and act on the feedback and experiences of our customers.

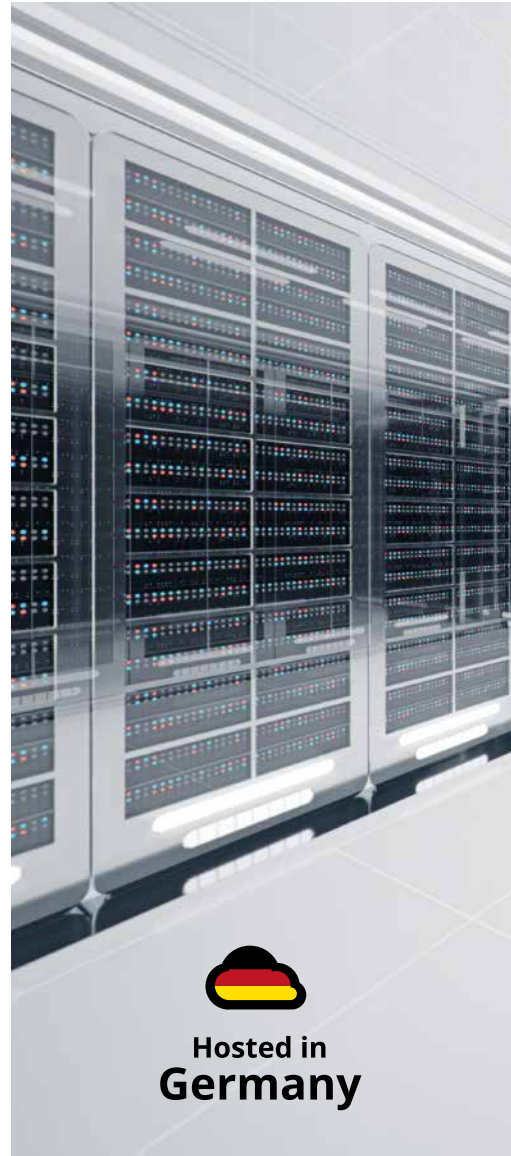
We are happy to host your chosen FACT-Finder modules on our servers and take care of everything related to the operation and quality assurance of your application. This includes everything from cluster customisation and setup to the synchronisation of nodes and control of setup. Our SaaS services are available in different packages. This allows you to precisely match the size and data throughput of your shop.



**Boris Schroeder**

*Head of FACT-Finder Projects*

*"We can host your FACT-Finder modules securely in our data center located in Frankfurt, with separate locations and infrastructure redundancy for maximum reliability."*



**Hosted in  
Germany**

# Holistic Support



Learn more about FACT-Finder consulting at [www.fact-finder.com/consulting](http://www.fact-finder.com/consulting)

## Consulting and Training:

FACT-Finder Consultants provide personalised advice on how to align the modules to your business objectives. In our expert training sessions, we teach you how to work successfully and efficiently with FACT-Finder.

## Customer Care:

Need help with the back-end, customising ranking rules or creating campaigns? The Customer Care team will help you with any questions you may have about configuring FACT-Finder.

## Service Desk:

With FACT-Finder, you will not encounter an anonymous call center or, as with open source, help portals and forums. In the case of technical questions or assistance, you will always have access to our expert support team.



**Artur Wagner**  
*Director of Customer  
Success*



**Uwe Bacher**  
*Head of Customer  
Care & Service Desk*

# Compatible with Any Shop System or In-House Development



Whether you're using in-house development or a ready-made, standard solution – FACT-Finder can be integrated into any shop. For all major e-commerce systems, we offer software development kits (SDKs) that are constantly being developed and improved - always with the aim of an optimal integration into your system landscape as quickly as possible.

From consulting to implementation and after-sales service – our FACT-Finder team is at your side at every stage of our collaboration, with the experience of more than 1,600 integrations worldwide. In addition to integration via SDKs, there are also two other ways to bring FACT-Finder to your online store: REST API and Web Components.

# Integration Tailored to You

*The new Web Components not only simplify integration, they also accelerate the display of your shop pages with up to 77% faster loading times.*



## Web Components – ROI in Record Time

Integrating FACT-Finder has never been easier. With the new Web Components you can bring the benefits of FACT-Finder with remarkable speed into your online shop, regardless of the shop system or web technologies you use. Web Components are short, powerful HTML snippets that display functionalities in the browser. Adding them to your site is as simple as adding a YouTube video or Google map. There's an HTML element for each FACT-Finder module that works on all major browsers. Once integrated, you can adjust the Web Components to your specific requirements.

## REST API – the Web Standard

The direct integration via this programming interface offers you the greatest possible flexibility. When a search query is made, your shop passes a URL parameter to FACT-Finder. The search server will then return an XML or JSON file containing all the information needed to build the search results page. The most important difference between this method and Web Components is that the design of the search results page is created by the shop. In this way, the design is centrally managed and does not need to be monitored and corrected at multiple locations.

# Your Control Center: The FACT-Finder Back-End

See something you would like to change? Then change it in just a matter of seconds through FACT-Finder's user interface which allows you to intuitively control all functions and workflows. Built-in search and filter options help you quickly access any FACT-Finder setting, whether it be search diagnostics, ranking rules, campaigns or personalisation. You can control and maintain all your FACT-Finder channels simultaneously without having to work on each one individually.

## Multinational? No problem!

Thanks to the multi-level rights system, your settings can also be inherited to your other shops. You can define at a granular level which users and groups are allowed to manage which channels and FACT-Finder functions.

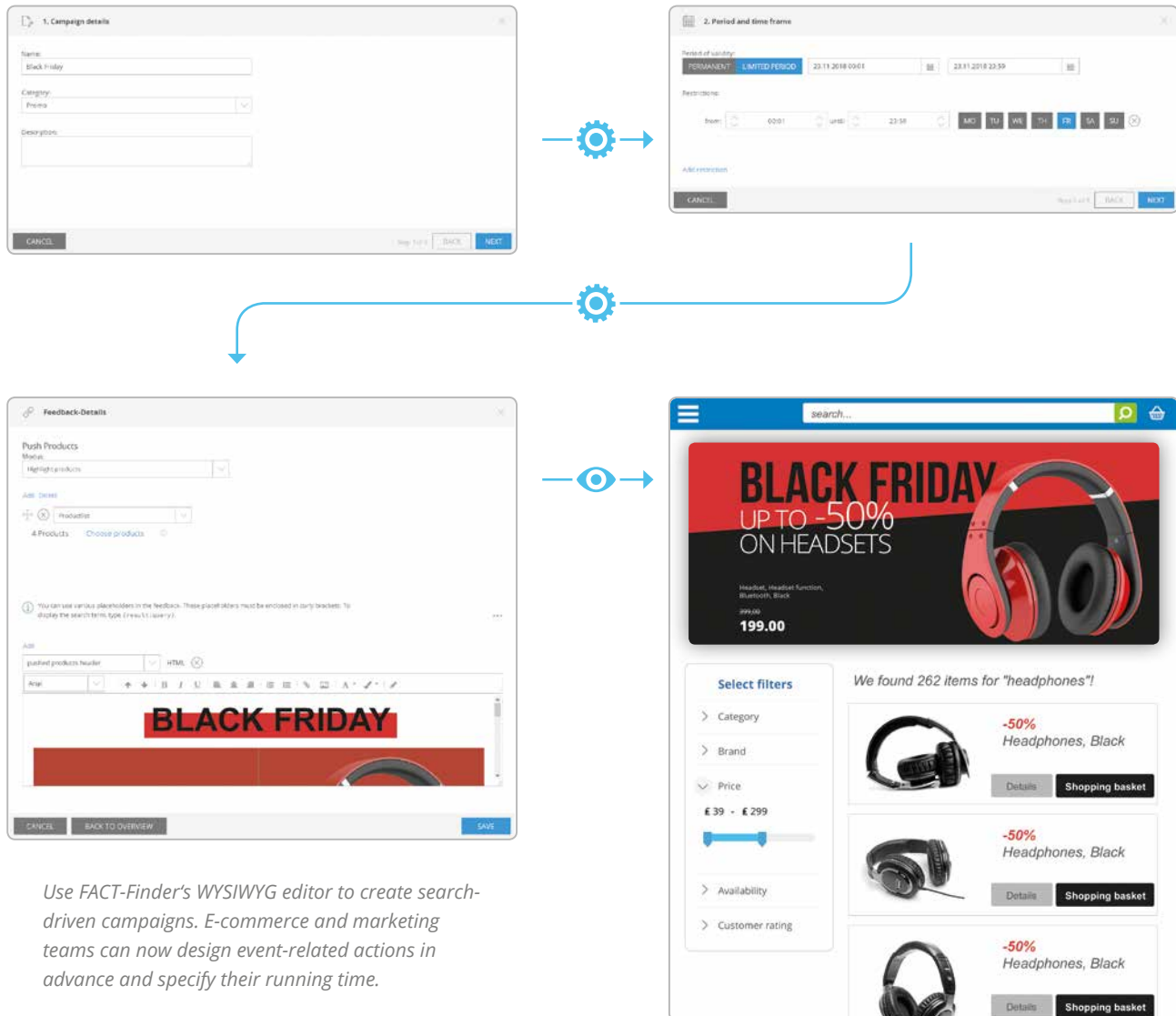
The screenshot displays the FACT-Finder Back-End interface. At the top, a search bar shows the term 'jacket' with 1703 results found. Below the search bar, a table lists search results with columns for 'Similarity', 'Image', 'Title', 'Keywords', 'Attributes', 'MultiPrice', and 'MultiStatus'. A tooltip overlay is visible over the table, providing detailed information for a specific result:

Overall similarity	104.99%	Effect from the search term	-0.1%	Effect of the Semantic	+5%
Terms found	Jacket (+)	Effect of ranking	-2%	Enhancer	
Found in	Title	Effect of pushed products	-0.01%	Effect of ASO	+2.1%

*Transparency instead of a black box. With the FACT-Finder back-end, you can see exactly why a product is placed at a specific location within search results - and have a targeted influence on it.*



# Plan, Design and Go Live



Use FACT-Finder's WYSIWYG editor to create search-driven campaigns. E-commerce and marketing teams can now design event-related actions in advance and specify their running time.

# The Revolution of Search Analysis Through Data Science

What adjustments bring me the greatest conversion lever? Where can I expand my product range? And what prices should I adjust? The brand new FACT-Finder Analytics shows you exactly where unexploited sales potential lies. It offers you unprecedented evaluation tools that allow you to immerse yourself in the chronological sequence of each session.

Numerous key figures are available for your analysis, such as click-through rate, cart-to-purchase rate or sales-per-search. Intelligent assistants monitor the data and historical curves then let you know when peaks or unexpected events require special attention.

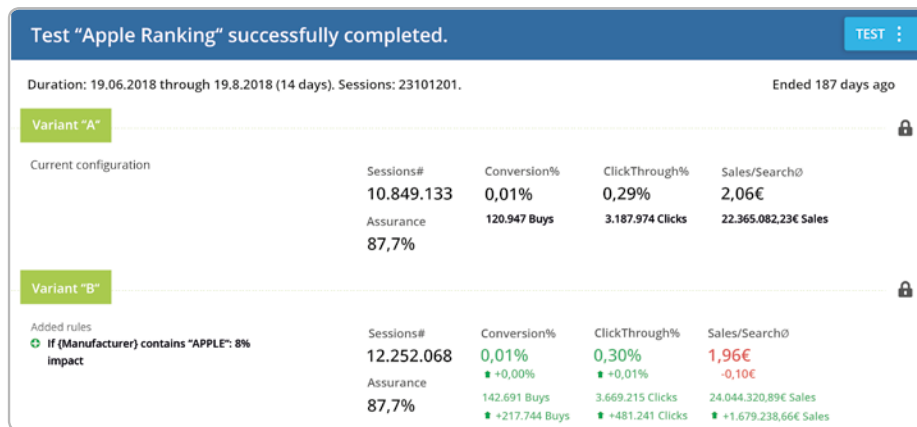


*FACT-Finder Analytics has been developed from the ground up to make it easier for you to graphically compare time periods. You can now quickly identify current trends and demand highlights, allowing you to stay one step ahead of the competition.*

# Stop Experimenting, Start Optimising with FACT-Finder A/B Testing

Whether it's campaigns, ranking rules or entire modules, with FACT-Finder's integrated A/B Testing you can now put all your sales methods to the test, with simplicity and transparency. Based on the results, you can determine the most effective ways to improve your online shop and demonstrate how much revenue your decisions can bring - all based on data. This creates ultimate visibility for e-commerce managers, CRO experts and on-site marketers.

View, in detail, the development of individual test variants and significant spikes in KPIs with FACT-Finder Analytics. All parameters can be interpreted into visual graphs for easier understanding and better comparison between selected time periods.



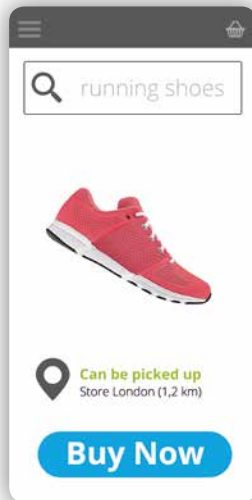
*In the FACT Finder back-end, you can test your configuration ideas over a specified period of time. You control, at a granular level, the volume of traffic directed to each individual variant.*

# Connecting Online and Offline Worlds

Whether on the go on a smartphone, at home on a tablet or at an in-store interactive kiosk – customers are always connected and informed. No matter the device, it is always the search function that enables customers to research the product, bringing them closer to purchase. This is where standard search and navigation solutions quickly reach their limits because they are not equipped to deal with the high data volumes of large

retailers. With FACT-Finder, the data from a variety of offline and online assortments can easily be connected and made searchable. Whatever your customers may be looking for, FACT-Finder displays the right data at the right time - supporting any omnichannel strategy.

*Search plays an enormous role in connecting sales channels. Ensure that your customers find what they want to buy - anytime, anywhere. We at FACT-Finder make it happen.*



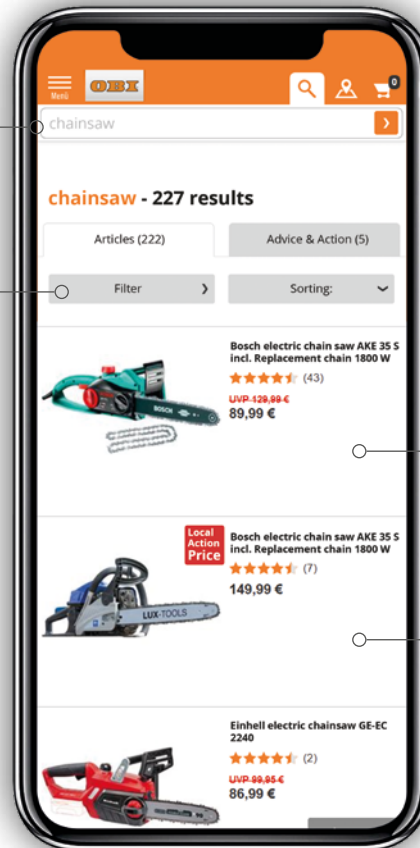
# The Smaller the Display, the More Important the Results

Consumers are shopping on mobile more than ever before - many even research products and prices on the way to brick-and-mortar stores. Studies show that well-informed consumers are not only more likely to buy, they also spend more money on average. FACT-Finder makes it particularly easy to boost spontaneous mobile purchases by offering your online shop faster

loading times, intelligent results, dynamic filters and much more. Location-based results offer the added benefit of increased in-store sales from mobile queries. A great example of this is our customer Ahrens+Sieberz Garden Center who after integrating with FACT-Finder increased their mobile sales by 125%.

*Fast search performance is particularly crucial for large amounts of data and wide product ranges.*

*Dynamic filters quickly limit results to the most relevant products.*



*Products with a high probability of purchase automatically appear first.*

**Local  
Action  
Price**

*Give customers access to local availability.*

*FACT-Finder shows prices for their selected store.*

## FACT-Finder Leads the Way in A/B Tests

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With FACT-Finder, Re-In streamlines the central control of its online shops and generates higher sales and order value than with another search and navigation solution, according to A/B tests.

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Re-In (Retail International) operates four online shops with more than half a million items in its product range. In the fields of electronics, model making and technology, Re-In carries everything customers could possibly want - provided they find what they are looking for. For this reason, Re-In decided to integrate the search and navigation technologies from FACT-Finder. In a two-month A/B test, FACT-Finder's conversion engine competed against another solution. Patricia Zwack, an expert in on-site search and shop management explains, "Our final analysis showed that FACT-Finder was ahead throughout the test period, especially in terms of the KPIs sales and average order value. It was immediately clear to us that we would continue to use FACT-Finder - never change a running system."

re-in.de



## +20% Conversion Rate After Go-Live

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Globus Baumarkt consistently focuses on customer satisfaction in-store. In order to meet this demand in their online shops, the DIY giant switched to FACT-Finder.

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Globus Baumarkt has been named as the most customer-friendly DIY store for the ninth consecutive year by trade magazine *diy*. They were also named number one in satisfaction and consulting by IFH Cologne. These awarded victories show that the company is doing the utmost to meet the wishes and needs of its customers - including in their online shop. David Büschler, Online Marketing Manager at Globus Baumarkt, explains, "With the search solution we previously used, customers often didn't find the right products or didn't find any products at all. That's why we decided to integrate FACT-Finder – and we are very satisfied with it. Since our go-live, our search-generated conversion rates have risen by 20%. And with the Guided Selling campaigns, we are cutting the bounce rate on the corresponding results pages by 50%."



## How to Win an E-Commerce Award

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Gardener Poetschke, Germany's fifth-oldest mail-order company, impressively proves that tradition and innovation do not have to contradict one another.

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The company's online shop won the Online Retail award, one of the most prestigious e-commerce rewards in Germany, in both 2018 and 2019 in the "Garden & DIY" category. Tobias Schwering, E-Commerce Director at Gardener Poetschke, explains how FACT-Finder helped with this achievement. "We recognised at an early stage that our shop software did not allow us to meet all customer requirements. That is why we implemented FACT-Finder as a complementary solution to optimise what happens between the home page and checkout," says Schwering. He then remarks, "We can see that this decision was worthwhile not only in our sales figures but also in the prize we recently won. We are benefiting from the decisive advantage that FACT-Finder provides in regard to convenience, user experience and product range."





## +26% Conversion with the All-In-One Solution

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Cooksongold, the UK's largest on-stop shop for quality precious metals and jewellery-making supplies, sought to enhance its customer experience and drive digital growth.

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This B2B retailer wanted to maximise sales of the +18,000 products offered in their online stores. To do so, Cooksongold focused on providing customers with an excellent customer experience. Their e-commerce team aimed to improve on-site search, create merchandise campaigns and expand into additional European markets. With FACT-Finder technology and Consulting Services, they were able to achieve +26% more conversion, +22% higher revenue and expansion into six new countries. "We're moving forward rapidly thanks to FACT-Finder's unique capabilities," says Jonathan Broadhurst, E-Commerce Executive at Cooksongold. He then adds, "FACT-Finder has also provided exceptional support. Any issues we encounter are resolved rapidly. We also get analysis and regular recommendations on areas we could improve."



# 57 E-Commerce Awards Since 2018

You know your goals, we know the way. Hardly any market environment is as fast-paced, hard-fought and innovation-driven as e-commerce. FACT-Finder Consulting and our specialised partner agencies can help you achieve your business objectives. Trust in our 18 years of e-commerce experience and 1,600 shop projects.

FACT-Finder is here to ensure an outstanding customer experience. It is our highest priority that our clients achieve their e-commerce goals. We are particularly proud when their success is not only reflected in KPIs, but also in e-commerce awards. In 2018, our clients were presented the following:



Following numerous prizes in recent years, **Bergfreunde** was recently awarded the prestigious Shop Usability Award.

[www.bergfreunde.de](http://www.bergfreunde.de)



More than 10 of our customers were winners at the Online Retail Awards 2018. **Gärtner Pötschke** took home the prize in the "Home & Garden" category.

[www.poetschke.de](http://www.poetschke.de)



B2B and shopping convenience are not contradictory. **Jungheinrich Profishop** proves this by winning in the "B2B Online Shops" category for the second time.

[www.jh-profishop.de](http://www.jh-profishop.de)



They don't award "Best Multichannel Retailer" to just anyone - you really have to work for it. Congratulations to our customer **Media Markt!**

[www.mediamarkt.de](http://www.mediamarkt.de)



These and many other companies benefit from our expertise:



# FACT-Finder®

Europe's leading conversion engine

Learn how these companies succeed with FACT-Finder by visiting  
[fact-finder.com/success](http://fact-finder.com/success)



**Head Level Shopping Experience**

### Conversion Rate Soars 170% at Hobbycraft

British DIY multichannel leader Hobbycraft chose FACT-Finder to provide a seamless customer experience. The results could not be more satisfying.

FACT-Finder




**Conversion Rate**

### Conversion Rates Rise and Bounce Rates Drop

Gibson Beams sees impressive results with FACT-Finder since going live on Cyber Week.

FACT-Finder



**Conversion Rate**

### Cooksongold increases shop conversion rate by 26% with FACT-Finder

Find out how jewellery making supplier Cooksongold maximised online sales through improving on-line search and merchandising.

FACT-Finder



**Partnership Platform**

### EURONICS localises marketplace for traders

Consumer electronics giant implements unique cross-channel strategy.

FACT-Finder



**Leroy Merit Through All Channels**

### Leroy Merlin Creates Omnichannel Advantage

Leroy Merlin maximises online and offline revenues with FACT-Finder.

FACT-Finder



**Successful One Network**

### Online shop with wow effect

Berghaus gives their customers a thrill with a new design - and FACT-Finder technology.

FACT-Finder



**Conversion Rate**

### How DIY giant OBI connects all sales channels

Local availability is key to bring online visitors to the local store.

FACT-Finder



**Conversion Rate**

### "FACT-Finder's indexing times are unbelievable"

Popcorn Fashion Group switches to FACT-Finder in 12 online shops.

FACT-Finder



**Key Statistics**

### Visitors who find will buy

FACT-Finder's advanced search and indexing capabilities can be used to create a more personalised shopping experience.

FACT-Finder

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