

Personalized Product and Content Search

Baynote's behavior based approach unifies search and recommendations to provide improved navigation and personalized product and content recommendations.

Irrelevant Content Abounds

Today almost anything is available on the internet – if you can find it. Search engines are the key to helping you to get the right information at the right time. Most onsite search engines yield good results only when they match searches to indexed product attributes. When you use search terms that the engine does not recognize, you get irrelevant results.

Baynote UseRank® learns affinities between search terms and content, giving merchandisers insight into the context of shoppers queries and the ability to surface relevant content, products and recommendations.

In the Moment Search Results

Baynote Personalized Onsite Search augments the results from full-text search engines to reflect the learned affinities between a topic and each piece of content dynamically. Baynote then connects search behavior with the onsite behavior of like-minded shoppers.

The solution reorders the results when appropriate and even adds new outcomes that the search engine couldn't find. The result? A more engaging experience, more relevant recommendations and a more satisfying customer experience.

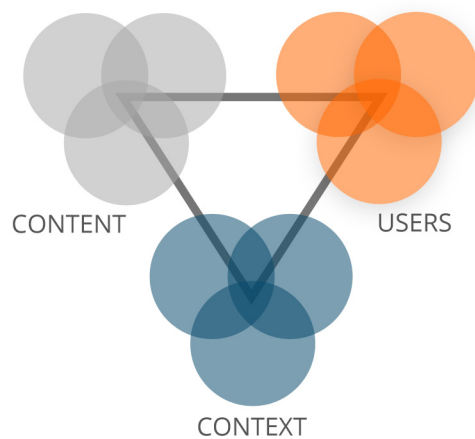
Easy to Integrate and Deploy

As with all Baynote solutions, Personalized Onsite Search is Software as a Service (SaaS), which is easy to deploy. With Baynote, you quickly begin to improve the customer experience and site metrics without a lengthy implementation effort.

Baynote services about 15,000,000 searches each week.

The Baynote Difference

Baynote UseRank®, a patented technology, combines three concepts – engagement, context and like-minded peers in a patented mathematical modeling technique called neuro prediction. UseRank considers time spent on a page, scrolling behavior, number of page visits, click paths, when a shopper left a page and what on-page actions they took. By observing engagement patterns, Baynote tracks the affinities that develop between a search term and product or content. Finally, we identify other users who share interest in the same context and form a group of like-minded peers. Whether that is a large group or small, Baynote Personalized Onsite Search reveals content and products guaranteed to engage a user given their current interest, intent and context.



Baynote uses engagement patterns, context and like-minded peer groupings to inform our Personalized Onsite Search results.

Baynote Delivers

Improved SEO and SEM

The benefits of this tagging are leveraged to automatically improve search engine optimization (SEO) and search engine marketing (SEM).

Product and Content Searches

Baynote handles both product and content searches; a real benefit to retailers looking to improve their shoppers' experience.

Inventory Integration

With Baynote's server to server integration, you can check inventory on searches before the results are displayed to customers, so you never display out of stock products.

Promote Products and Spot Trends

As new products are introduced, Baynote automatically begins to develop affinities between search terms and new products. Merchandizers can spot emerging trends and create targeted programs to drive revenue.

Customer Experience Layer


Baynote connects our solutions across your customer experience, so information through search is shared with recommendations on a variety of pages.

About Baynote

Baynote is a leading provider of personalized customer experience solutions for multi-channel retailers. Using Baynote's patented approach, retailers personalize the shopping experience across touch points, increasing consumer engagement, conversions and order values. For more information about Baynote, visit <http://www.baynote.com>.

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