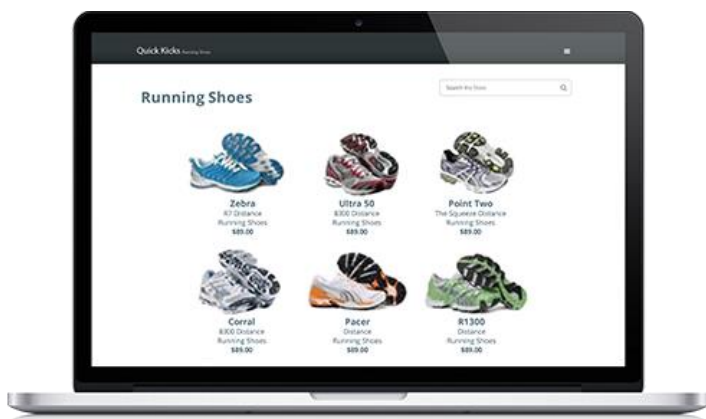


# BaynoteOne

## Optimized Category Sort

*Deliver relevant, optimized category pages that increase engagement and conversion from every customer.*

*One Customer. One Experience.*



## The Same for Everyone?

When a customer arrives on a category page you show them your best sub-categories or products. Unfortunately, the sort order is the same for everyone and what is relevant to one customer is different from another. You know that people in Florida are not shopping for down parkas, but you show it to them anyway. If only you could show the relevant categories or items that each customer is most likely to be interested in.

## Optimized Category Sort

BaynoteONE Optimized Category Sort delivers the dynamic, optimized sub-categories, products or content to each customer using your existing CMS and ecommerce system. Using BaynoteONE category content is dynamically re-ordered for each customer based on real-time segments, behavior and context.

## Increase Engagement & Conversion

Dynamic, relevant content is proven to increase engagement and conversion as much as 6 times when compared to static content. BaynoteONE Optimized Category Sort dynamically re-orders content to show the sub-categories or items that each customer is most likely to engage with.

## On Existing Platforms

BaynoteONE Optimized Category Sort works with existing CMS and ecommerce systems. Simply integrate sort with category pages and the BaynoteONE engine tells your existing systems what content to display.

## Continuous Optimization

BaynoteONE Optimized Category Sort is easy to setup. Once a simple integration is completed, the BaynoteONE machine learning engine will continuously learn and improve sort results.

## Make More, Less Effort

Delivering relevant, dynamic category pages has never been easier. With BaynoteONE Optimized Category Sort you can have the experience you have been looking for that drives engagement and conversion with less effort than you ever imagined.

### About Baynote

Baynote is a leading provider of real-time customer experience solutions for commerce. Using Baynote's patented approach, retail and travel brands create seamless, personal experiences for consumers across devices and touchpoints that increase engagement, conversion and lifetime value. For more information about Baynote, visit <http://www.baynote.com>.

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