clicksee™

Visual & Interactive Product Navigation

ClickSee provides shoppers with a snapshot of products that instantly refreshes with each click, showing a new array of products that reflects category, style, and color preferences. This visual browsing experience exposes hundreds of relevant products at a glance, prolongs shopper engagement on your site, and increases conversion.

Shoppers who know exactly what they want can use traditional search tools or site navigation to find specific items. However, shoppers with only a general idea of what they're looking for need more. ClickSee offers a perfect visual complement to traditional text based searching. While text based searches leverage merchandiser attributes and product descriptions, ClickSee considers the preferences of the shopper– allowing shoppers to browse and compare items based on aesthetics and personal taste.

Instantly show dozens of products to engage your shoppers and shorten the path to purchase.

Features

Relevancy: ClickSee uses the same enRICH Personalization Engine to display products relevant to shopper choices. Each click repopulates the display in milliseconds, revealing similar items that help shoppers find what they want and related items that create cross-sell and upsell opportunities.

Memory: Most catalogs have so many products, shoppers can get lost and forget exactly what they have seen and liked. ClickSee allows shoppers to add items to a "remembered" list, which enables them to navigate through hundreds of products and revisit only those they found interesting. If they return to an item but decide it is not quite what they want, they even have the option to browse for similar items.

Integration: Simple shopping cart integration, flexible placement options, and the ability to adjust the look and feel to that of your site make ClickSee a seamlessly integrated part of your site.

Control: ClickSee responds to all the same merchandising controls that you use with our recommendations platform. So any boosting or blacklisting rules you put in place for products, brands, and categories will be honored in ClickSee.

Reach: Any web-enabled device can view ClickSee, whether at home or on the road.

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Proven Results

Conversion: By broadening the shopper consideration set, ClickSee dramatically increases basket size. In fact, based on orders per viewing session, ClickSee users are 5-7x more likely to convert than non-ClickSee users.

Engagement: Increased product views means shoppers are more likely to see something they like. You will see increased click-throughs and increased time on site. Plus, the ability of ClickSee to remember items shoppers like allows them to re-engage in a shopping experience at a later time.

Differentiation: Providing new paths to products creates a better shopping experience that shoppers will remember the next time they go online.

powered by the

enRICH™
personalization engine