

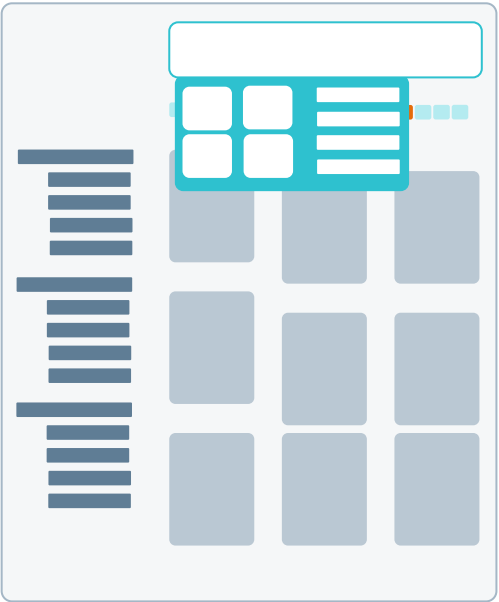


PRODUCT DISCOVERY PLATFORM

WATSON'S[®]

AUDIT PREPARED ON JANUARY 04, 2022

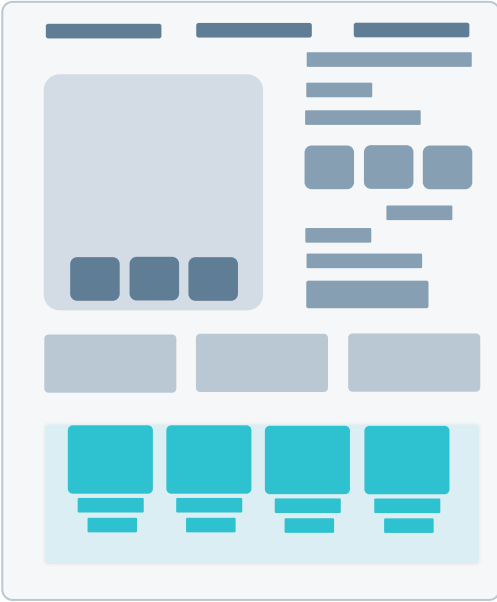
Site Search



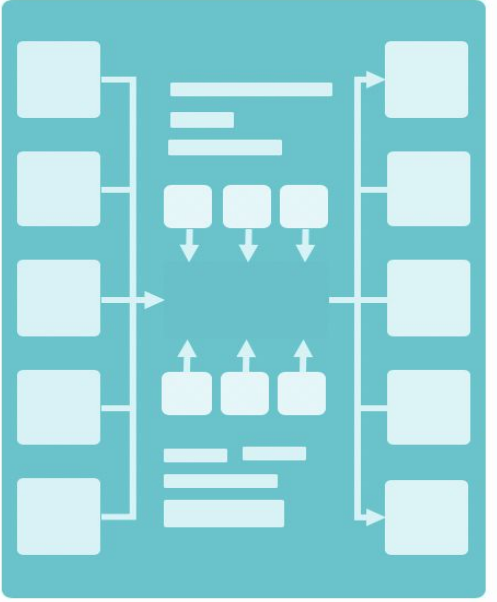
Browse



Recommendations































PIM



ARTIFICIAL INTELLIGENCE LAYER

UNBXD IMPACT ON REPLACEMENT OF PLATFORM SEARCH

Platform	Customers	Avg. Increase in conversion (%)	Inc. in Revenue per session (%)
 	   	28% ↑	33% ↑
 	  	54% ↑	42% ↑
 	   	35% ↑	36% ↑
	   	23% ↑	28% ↑
 	   	32% ↑	29% ↑

13%

Conversion Rate

Amazon

3%

Conversion Rate

Top 500 Retailers

Same Product. Same Price. Same Delivery Date.

Source: <https://www.digitalcommerce360.com/2018/01/19/top-retailers-conversion-rates-stack-holiday-2017/>

CUSTOMER TESTIMONIALS



EXPRESS

"We implemented a new search capability that provides visual recommendations immediately to users which is increasing conversion rates."

**29% - Growth
In Revenue in 90 Days**

DAVID KORNBERG

EXPRESS CEO, On quarterly earnings call



"Unbx'd not only understood the technology, but also got the business part of it. They looked at things from a B2B perspective and not just a B2C perspective."

**40% - Growth
In Site Search Revenue in the First 6 Weeks**

HARLEY THOMAS

ibSupply, Sr. Director of Marketing



"We were looking for a solution that was easy to deploy and smooth to onboard."

39%↑ in site search conversion

**42%↑ in engagement time & Go-live
in 21 days**

SCOTT PERRY

JEROME'S, EVP DIGITAL



"The search solution had to be fast and agile. The AI capabilities Unbx'd demonstrated, we knew we had found our solution."

250%↑ in Search conversions

30%↑ in site search revenue, 14%↑ in AOV

ADEEL MURTAZA

Foodservicedirect.com, Head of eCommerce

UNBXD CUSTOMERS

Leading Product Discovery Platform For eCommerce

130+ Customers & Brands

1300+ Global Websites

Over 25 Billion Interactions/Month

FASHION

Dillard's
The Style of Your Life.

POTPOURRI
GROUP INC

THE CHILDREN'S
PLACE

KOOKAI

EXPRESS

HARDWARE & B2B

ib supply™

PURCHASING
POWER

1000Bulbs®

Advance
Auto Parts

ECKLER'S

ELECTRONICS

MONOPRICE

sylvane
Better at begin with knowledge

We know radios,
so you don't have to!
Discount
Two-Way Radio

HENRY'S
CANADA'S GREATEST CAMERA STORE

GROCERY & PHARMA

Baldor

Unilever

HOME IMPROVEMENT

CITY
FURNITURE

Ashley
HOMESTORE

pepperfry

PLATFORMS

Magento™
Enterprise

hybris

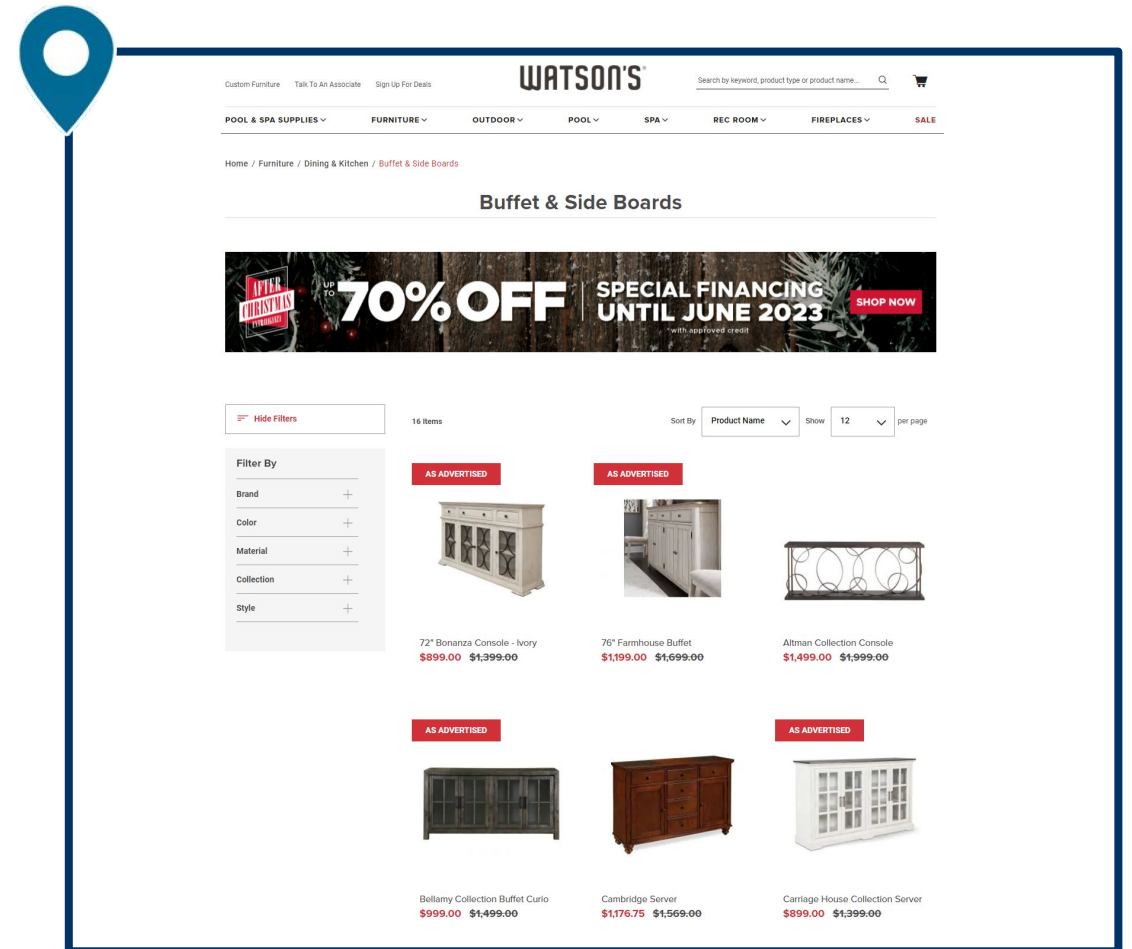
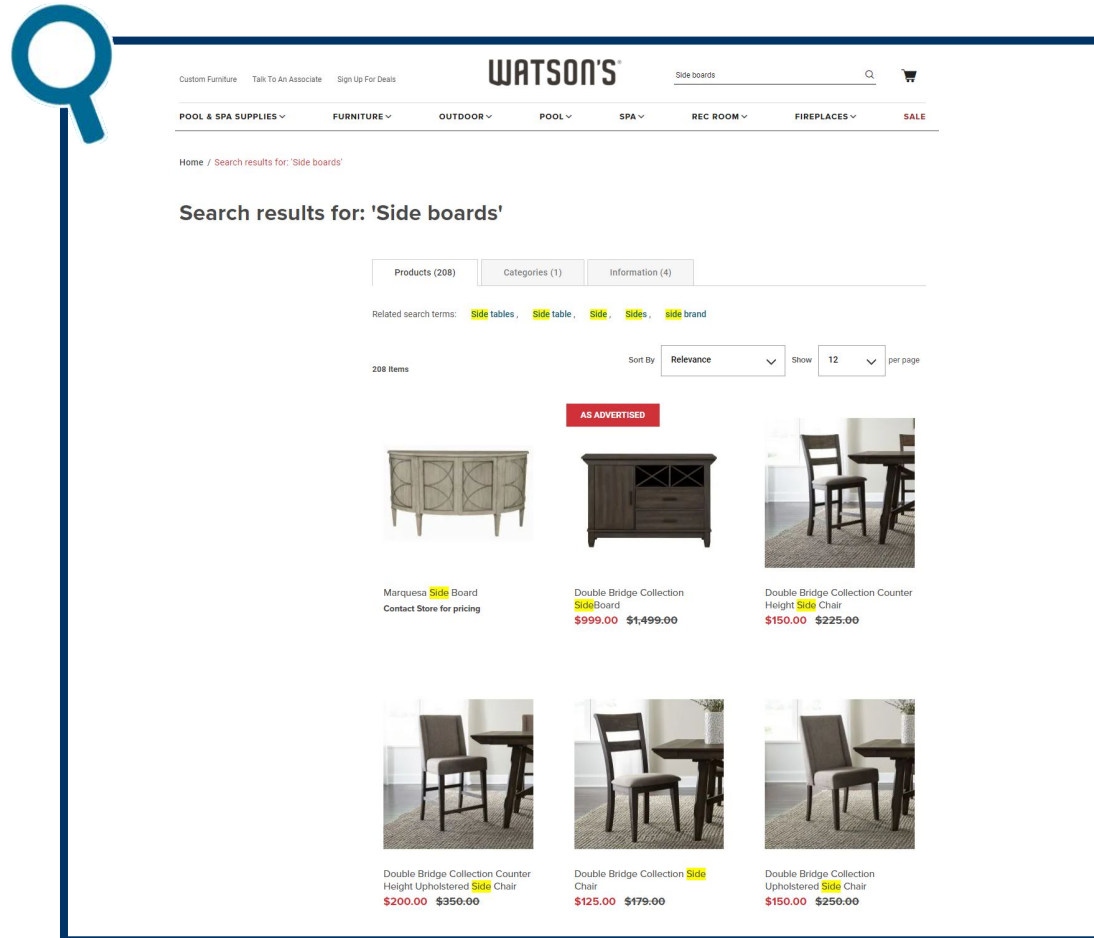
shopifyplus

IBM
WebSphere.

Custom
Platforms

1. SEARCH RELEVANCE

Product Query : 'SIDE BOARDS ' - The search shows chairs. The category page has relevant products.



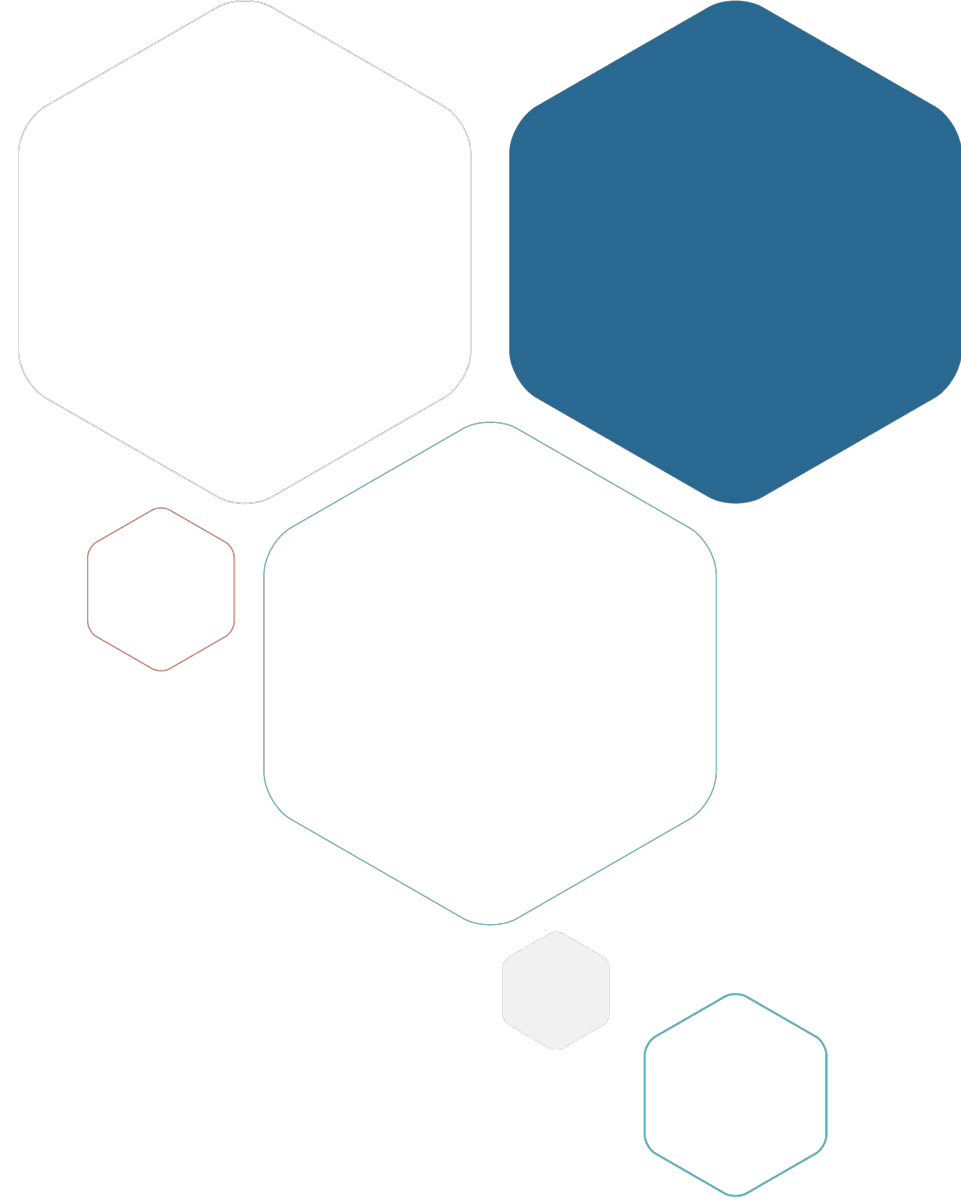
CONTEXTUAL RELEVANCY - BEST PRACTICES

Understand Shopper Intent Through Contextually Relevant Site Search

Unbx'd Site Search goes beyond simple text-pattern matching techniques and is 'e-Commerce context-aware'. It tokenizes each search query to map it to the most relevant products and desired attributes to showcase relevant results that understand your shoppers' intent, even when they use natural language or long tail queries.



AUTOSUGGEST



2. AUTOSUGGEST (PREDICTIVE SEARCH)

Are you helping the shopper articulate their query and shorten path to purchase?

GUIDED AUTOSUGGEST

Audited with the search term **'LOVESEAT'**

Your autosuggest shows products and guides users.

However, Unbx d provides a visual dynamic autosuggest experience to increase your customer engagement.

PROTIP

Autosuggest, with thumbnail images, sub-categories and popular products, shortens the shopper's path-to-purchase

