

Eighty percent of consumers are not discovering your products and services in search and social channels because your content simply doesn't show up. BloomReach's Web Relevance Engine (WRE) maximizes your web business' discoverability so that you get found, grow traffic, improve user experience and accelerate inbound revenue.

### **FOR BUSINESSES**

BloomReach is integrated on over 100 million web pages. It's easy to plug in to the proven power, scale and results.

### Real time analytics

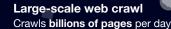
Measure changes in traffic and conversion. We generated 54 million additional page views in Q4 2011.



### More conversions

BloomReach will generate over \$140 million of incremental revenue for





Real-time tracking Analyzes over one billion user interactions per day.

## Deep-site web crawl

Conducts a deep crawl of the customer and competitors' sites.

ELEE BALE

Analyzes websites against 10 billion synonym pairs.

Develops intuitive understanding of the relationships between words — semantics, synonyms, meronyms,

adjectives - to anticipate all likely descriptions of

Semantic Interpreter

products and services.

# Behavioral analysis

Discovers where consumers come from, how they describe things and what they are browsing and purchasing.



### Social graph analysis

Reads and learns about consumers' preferences and social connections.

# **Analytics**

Constant feedback and dynamic learning enable automated improvement with over 1,000 Hadoop jobs per day.

### Behavioral and Social Recommendations

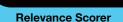
Generates reminders and recommendations to drive conversions.

Consumers can turn to the experts in their social networks to help them make informed decisions.

Social feedback

### FOR PLATFORMS

WRE enriches pages and exposes hidden content to search, social and



Combines analyses with BloomReach's algorithms to ascertain relevance of content with regard to individual's intent.

### Site and page optimization

Identifies what each page needs to get found and be reachable from other relevant pages.

# Intent-rich pages

Creates semantically rich pages in real-time using optimizations based on relevance score, and behavioral analysis.



**Relevant results** 

Consumers quickly find exactly what they're looking for.

**FOR CONSUMERS** 

BloomReach enables websites to present

highly relevant content accessible from

social, search and other digital channels.

buy this?



Google













