



# WEB RELEVANCE ENGINE

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 our customers in 2012.

## Deep-site web crawl

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

## Large-scale web crawl

Crawls billions of pages per day.

## Real-time tracking

Analyzes over **one billion user interactions** per day.

## 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.

## Semantic Interpreter

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 products and services.

## Relevance Scorer

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.

PLATFORMS

Google

f

bing

Apple

## FOR CONSUMERS

BloomReach enables websites to present highly relevant content accessible from social, search and other digital channels.

## Relevant results

Consumers quickly find exactly what they're looking for.

Should I buy this?

## Social feedback

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

## FOR PLATFORMS

WRE enriches pages and exposes hidden content to search, social and other platforms.