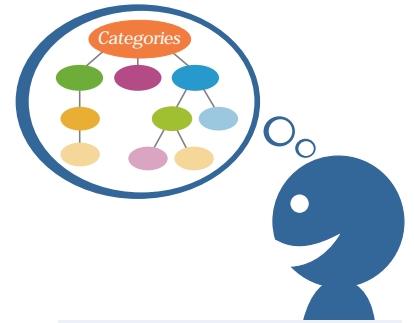
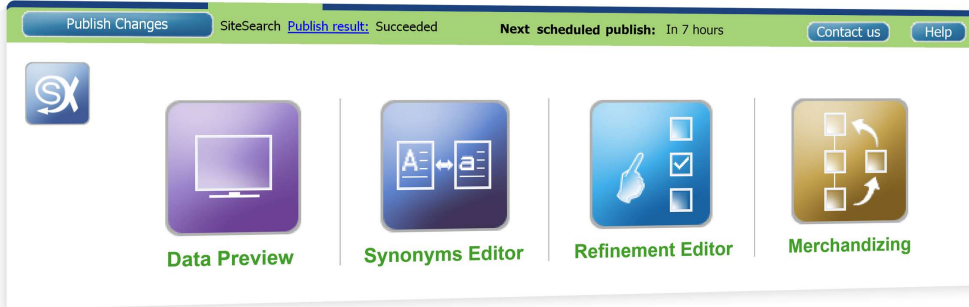


Manage your merchandizing campaigns in a snap!

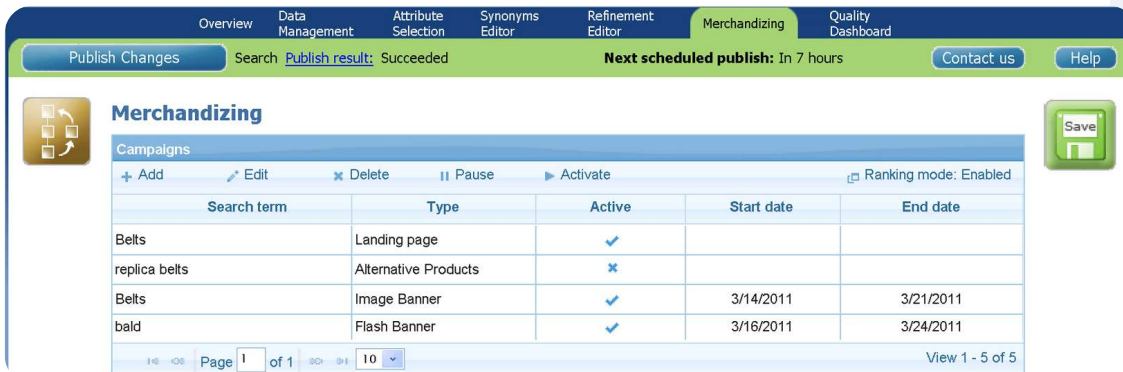


Designed for marketing and e-commerce managers, Salesperson Web Studio provides quick and easy management of your merchandizing campaigns.

Salesperson Web Studio works in combination with the Celebros Site-Search, controlling and influencing search results based on merchandizing goals. The two products combined, ensures that you can meet your sales targets while providing a positive shopping experience to your customers.

- ✓ View Search Results
- ✓ Synonym Creation
- ✓ Refinement Editing
- ✓ Merchandizing

Use the Merchandizing Campaign Manager tab to get a snapshot of all campaigns. Add new, or make adjustments to running campaigns.



- Lists all active and past (paused) campaigns
- Campaigns apply to search-terms/categories and can be limited to certain dates

With Salesperson Web Studio you can:

✓ Promote certain products, brands or categories within the context of a user query. For example, searching for "printer", Epson products can be promoted to appear higher in ranking.

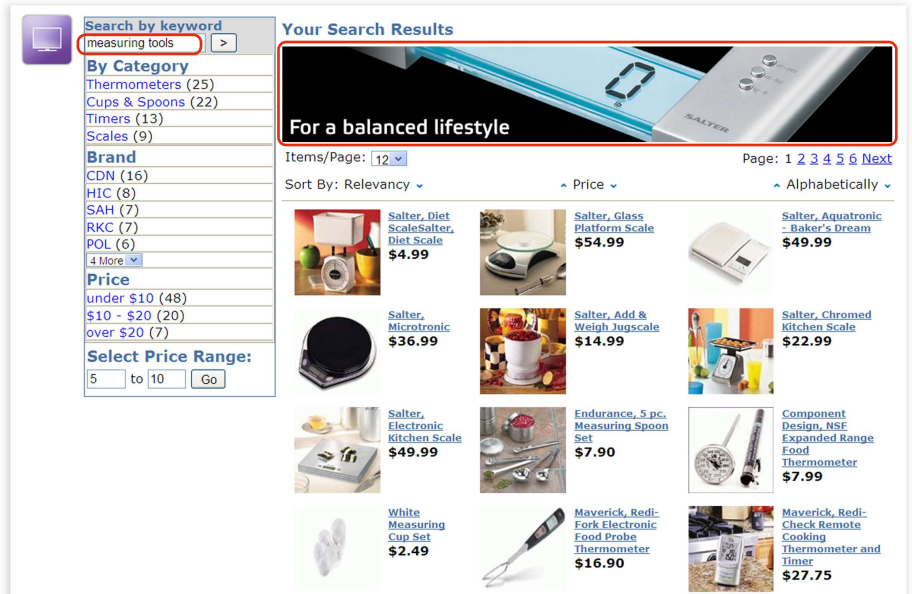
✓ Link search queries to dedicated Landing Pages. For example:

- Direct users searching for "help", "shipping" or "warranty" to the right place
- If your site is running a special promotion, you can direct certain search keywords to that promotion too, exposing the promotion in a wider context

✓ Dynamic, search-related Banners: attach a banner to a search query. For example, pop up a "Nike" banner when a user searches for "running shoes"

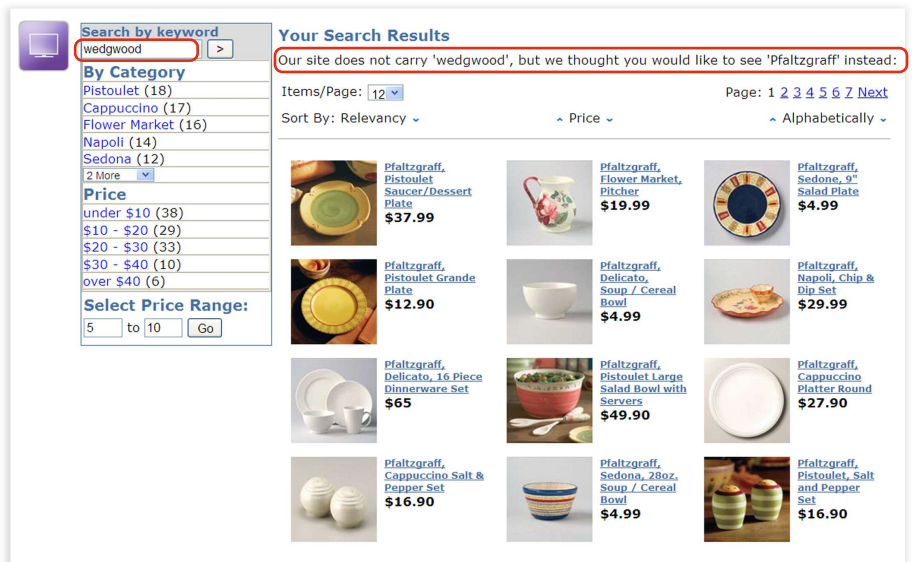
✓ Product ranking: influence the order of search results based on external factors such as user reviews, top sellers, profitability and more

These and other Studio options make sure that your Celebros site-search results will work towards achieving your sales and merchandising goals. Stay flexible, because trends come and go!



The screenshot shows a search results page for the keyword "measuring tools". On the left, there are filters for "By Category" (Thermometers (25), Cups & Spoons (22), Timers (13), Scales (9)), "Brand" (CDN (16), HIC (8), SAH (7), RKC (7), POL (6)), and "Price" (under \$10 (48), \$10 - \$20 (20), over \$20 (7)). A "Select Price Range" section allows filtering between 5 and 10. The main content area features a banner for Salter products with the text "For a balanced lifestyle". Below the banner, search results are displayed in a grid, including items like "Salter, Diet Scale", "Salter, Glass Platform Scale", "Salter, Aquatronic - Baker's Dream", "Salter, Microtronic", "Salter, Add & Weigh Jugscale", "Salter, Chromed Kitchen Scale", "Salter, Electronic Kitchen Scale", "Endurance, 5 pc. Measuring Spoon Set", "Component Design, NSF Expanded Range Food Thermometer", "White Measuring Cup Set", "Maverick, Redi-Check Remote Cooking Thermometer and Timer", and "Maverick, Redi-Check Remote Cooking Thermometer and Timer".

A banner promoting the Salter brand showing with results for "measuring tools"



The screenshot shows a search results page for the keyword "wedgwood". The search bar contains "wedgwood" and a message above the results states: "Our site does not carry 'wedgwood', but we thought you would like to see 'Pfaltzgraff' instead:". The left sidebar shows filters for "By Category" (Pistoulet (18), Cappuccino (17), Flower Market (16), Napoli (14), Sedona (12)), "Price" (under \$10 (38), \$10 - \$20 (29), \$20 - \$30 (33), \$30 - \$40 (10), over \$40 (6)), and "Select Price Range" (5 to 10). The main content area displays search results for Pfaltzgraff products, including "Pfaltzgraff, Pistoulet Saucer/Dessert Plate", "Pfaltzgraff, Flower Market, Pitcher", "Pfaltzgraff, Sedona, 9" Salad Plate", "Pfaltzgraff, Pistoulet Grande Plate", "Pfaltzgraff, Delicato, Soup / Cereal Bowl", "Pfaltzgraff, Napoli, Chip & Dip Set", "Pfaltzgraff, Delicato, 16 Piece Dinnerware Set", "Pfaltzgraff, Pistoulet Large Salad Bowl with Servers", "Pfaltzgraff, Cappuccino Platter Round", "Pfaltzgraff, Cappuccino Salt & Pepper Set", "Pfaltzgraff, Sedona, 28oz. Soup / Cereal Bowl", and "Pfaltzgraff, Pistoulet, Salt and Pepper Set".

Alternative Products: "Pfaltzgraff" products are shown for the "wedgwood" query